

Digital Engagement Design Variables

Product	Individual opinions	Group preferences	Group agreements
Participant recruitment	Open participation	Targeted recruitment	Selected participants
# of participants	Dozens	Hundreds	Thousands
Identification	Anonymous	Known identity	
Price	Free (requires staff time)	Up to \$5000 / year	Over \$20,000 / year
Pace	Self paced	Structured activity flow	
Timing	Synchronous	Asynchronous	
Role of information	Focus on personal values and experience	Knowledge of subject assists participation	Detailed understanding required for input
Peer interaction	One way	Participants can see / comment other's input	Deliberative
Accessibility	Complies with Web Content Accessibility Guidelines	Difficult to navigate with screen readers or low bandwidth connections	
Length	One off	Multiple sessions	Sustained
Heat of the issue	Low likelihood of outrage	Strong opinions	
Moderation	Automatic filter	Reactive	Proactive