

PULSE NB

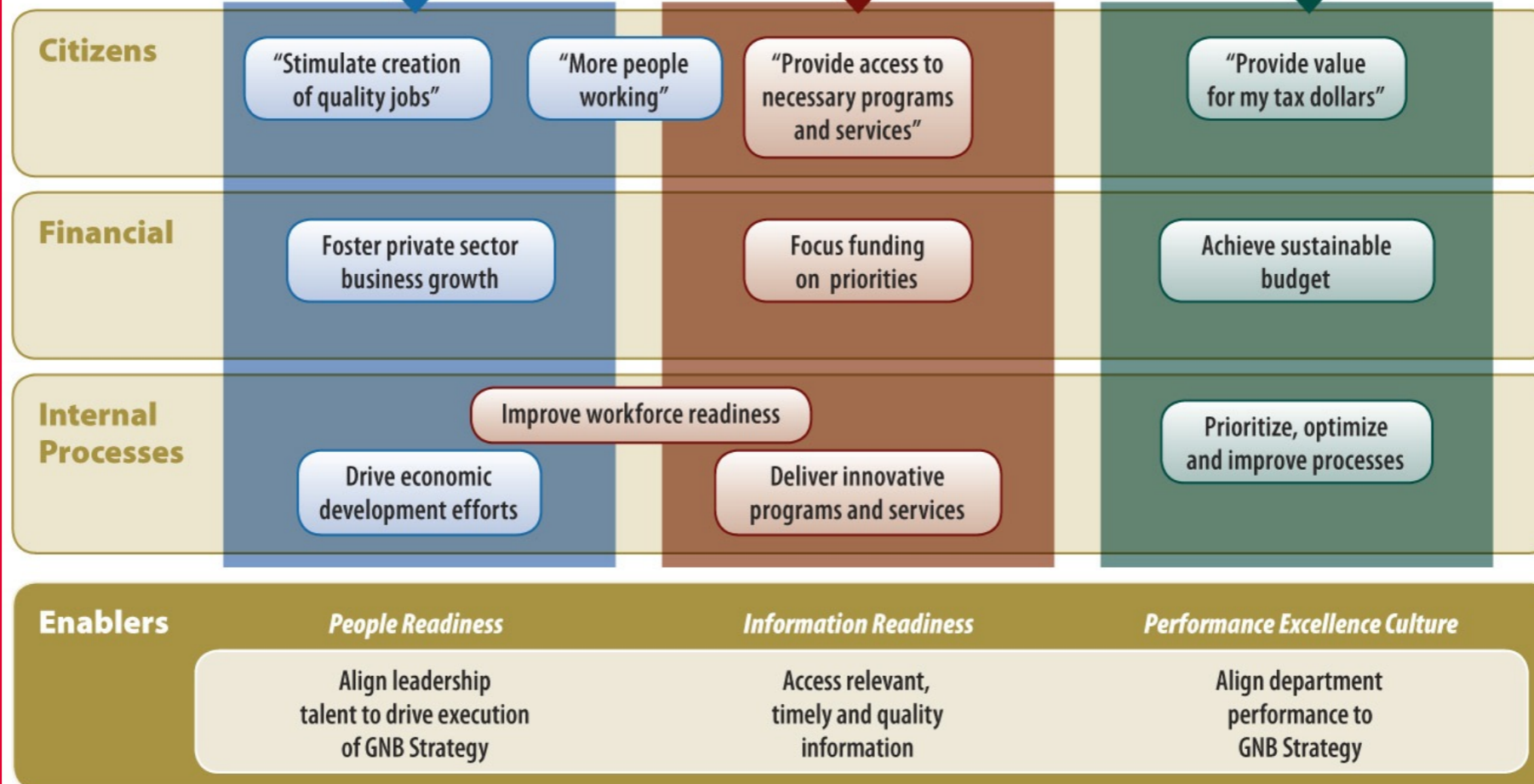
OBJECTIVES

1) CREATE A COMPREHENSIVE PICTURE OF WHAT INDIVIDUALS ARE SAYING ABOUT NB IN SOCIAL MEDIA(I.E. DATA GATHERING) WITHIN THE FOLLOWING AREAS:

- **ECONOMY**
- **QUALITY OF LIFE**
- **FISCAL PRESSURES (SUSTAINABILITY)**

VISION 2015

A stronger economy and an enhanced quality of life, while living within our means.



OBJECTIVES

2) IDENTIFY THE WHY?

QUALITATIVE RESEARCH: INTERVIEWS

**ONCE WE IDENTIFY WHAT IS BEING
DISCUSSED IN THE DIGITAL SPHERE.**

OBJECTIVES

3) CREATION OF DOCUMENTARY

**KNOWLEDGE MOBILIZATION
AND
ADVOCACY**

HYPOTHESIS

WE ARE FRAMING OUR SOCIETAL CHALLENGES IN TOO SIMPLE OF A MANNER, WHICH RESULTS IN SOLUTIONS THAT DO NOT EFFECTIVELY ADDRESS THE TRUE MULTI FACETED, MULTI LAYERED, MULTI DIMENSIONAL ASPECT OF ALL THE ISSUES THAT WE FACE IN OUR PROVINCE.

METHODS

PHASE 1

COMPLETION: DECEMBER 2014

SOCIAL MEDIA DATA GATHERING DURING
2014 NB PROVINCIAL ELECTION

1A - IDENTIFY HOT TOPIC ISSUE

1B - ANALYZE DATA:

- 1) QUANTITATIVE ANALYSIS
- 2) QUALITATIVE ANALYSIS

METHODS

PHASE 2

COMPLETION:FEBRUARY 2014

INTERVIEWS WITH ENGAGED MEMBERS IN
SOCIAL MEDIA

CONTACTS PULLED FROM DATA FROM
PHASE 1

1) QUALITATIVE ANALYSIS

METHODS

PHASE 3

COMPLETION: JANUARY 2015

CREATION OF DOCUMENTARY

- PUT A FACE TO THE ISSUE
- TELL A STORY
- POWER OF ART AS A TOOL FOR CHANGE
- GASLAND

CONCLUSION

- ENGAGEMENT
- MAKING AN IMPACT
- SPARK A DIALOGUE
- KNOWLEDGE MOBILIZATION
- ADVOCACY

ISSUES TO ADDRESS

- LIT REVIEW
- FINANCING
- FINDING PARTNERS