

HOW DEMOCRACY WORKS

A Communications Analysis

12.5% D³UV² – Temporary	50% Don't Care (DC)
12.5% D³UV² – Permanent	
4% SAINNTS	
7% Dysfunctional Movers & Shakers (DM&S)	
15% Movers & Shakers (M&S)	20% Disengaged Don't Care (DDC)

50% **DC:** Don't Care
20% **DDC:** Disengaged Don't Care
15% **M&S:** Movers & Shakers
7% **DM&S:** Dysfunctional Movers & Shakers
4% **SAINNTS:** Self-appointed IN or Near The Source
25% **D³UV² – Temporary/Permanent:** Disheartened,
 Disgruntled, Disoriented, Unconvinced Victims
121% **needing a Victory (over you)**

NOTES:

- **DC:** Average citizens who live in a democracy but intentionally ignore participating in it, though they benefit from it every day.
- **DDC:** Disengagement caused by forces beyond the citizen's control—job loss, sick parents, economic dislocation of some kind, or life dislocations.
- **M&S:** Movers & Shakers—the elected, the appointed, and the volunteers, ranging from Boy Scout and Girl Scout leaders to the president of the United States—focused on solving today's problems and moving toward tomorrow.
- **DM&S:** Also elected, appointed, and volunteers, but focused on preserving today and yesterday, and preventing tomorrow from happening.
- **SAINNTS:** People who watch and count what leaders are doing, and spontaneously and voluntarily report their observations to others. (They are self-appointed, they make things up.)
- **D³UV²:** Their main tools are aggressive, negative, irritating, embarrassing, or humiliating questions—why now, why me, why us, what alternatives did you consider, why are you doing this to me, what did I ever do to you, what were you thinking, why didn't you know, should the same people who screwed this up be in charge of fixing it, etc.?