

# HOW DEMOCRACY WORKS

## A Communications Analysis

12.5% <b>D<sup>3</sup>UV<sup>2</sup> – Temporary</b>	50% <b>Don't Care (DC)</b>
12.5% <b>D<sup>3</sup>UV<sup>2</sup> – Permanent</b>	
4% <b>SAINNTS</b>	
7% <b>Dysfunctional Movers &amp; Shakers (DM&amp;S)</b>	
15% <b>Movers &amp; Shakers (M&amp;S)</b>	20% <b>Disengaged Don't Care (DDC)</b>

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%      **D<sup>3</sup>UV<sup>2</sup> – Temporary/Permanent:** Disheartened,  
                Disgruntled, Disoriented, Unconvinceable Victims  
                needing a Victory (over you)  
  
121%

### 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.)
- **D<sup>3</sup>UV<sup>2</sup>:** 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.?