The Role of Online Deliberation on Citizens' Attitudes

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Abstract : In this paper an experiment was conducted to assess the impact of online deliberation on citizens' attitudes. Specifically, this research compared pre and post deliberation opinions of participants who deliberated online via an asynchronous platform regarding the issue of political opinion polls. Results indicate that online deliberation had a positive effect on citizens' attitudes since it was found that following deliberation participants changed their views regarding public opinion polls. Specifically, online deliberation improved discussants perceptions regarding the reliability of polls, while suppressing their negative views about the misuse of polls by media, polling organizations and politicians. **Keywords :** attitudes change, e-democracy, online deliberation, opinion polls

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