

Utah State University

DigitalCommons@USU

Library Faculty & Staff Presentations

Libraries

6-2017

Capturing Voices in the Heat of the Moment: Election Reflections 2016

Randy Williams
Utah State University

Liz Woolcott
Utah State University

Jennifer Duncan
Utah State University

Follow this and additional works at: https://digitalcommons.usu.edu/lib_present

 Part of the [Library and Information Science Commons](#)

Recommended Citation

Woolcott, Liz, Duncan, Jennifer. & Williams, Randy. (2017). Capturing Voices in the Heat of the Moment: Election Reflections 2016. Rare Books and Manuscripts Annual Conference, Iowa City, IA, June 2017.

This Presentation is brought to you for free and open access by the Libraries at DigitalCommons@USU. It has been accepted for inclusion in Library Faculty & Staff Presentations by an authorized administrator of DigitalCommons@USU. For more information, please contact digitalcommons@usu.edu.





Capturing Voices in the Heat of the Moment: Election Reflections 2016

Randy Williams

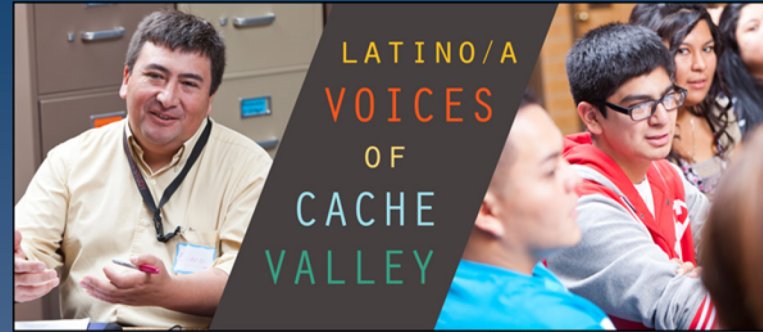
(with contributions from Jennifer Duncan and Liz Woolcott)

Utah State University Libraries

Oral History TRADITION

of the Fife Folklore Archives

At Utah State University Libraries, we have a tradition of community-driven oral history efforts aimed at bringing the voices of the underserved and underheard communities into our Special Collections & Archives for preservation and presentation. This effort is called **Northern Utah Speaks**.



Fieldwork TRADITION

Since 2000, we have conducted ten major oral history efforts and advised and/or served as PI on ten others—all the **traditional way**

- ✓ Community collaboration
- ✓ Fieldwork
- ✓ Interviewing—face to face
- ✓ Transcription
- ✓ Participant transcript review
- ✓ EAD/Digital guide creation
 - ✓ presentation/preservation
- ✓ Publicity

These efforts take 1-3 years and funding.



Formative TRADITIONS



- Early education (foundation)
 - Cultural competencies
 - Awareness/Unawares
 - Areas of concern
- Academic education
 - Mentors
- Work education
 - Preservation
 - Mentors
- Life education
 - Partnering/collaborations
 - Social justice
 - Social media

RESHAPING

On the morning of 9 November, as my colleagues and I watched our personal social media “blow up” with reactions to the U.S. Presidential Election results, I began to wonder **how could we collect these voices** (both dismayed and jubilant) of the electorate.

As raw emotions gave way to an urgent professional quest, I began to hatch an idea to **ethically collect and preserve and present some of these reactions.**

- Capturing voices in the heat of the moment



Reworking Traditional Collecting

- Sensitive to “pulse” of people
 - Liminality
- Tradition of collecting
- Point of Discovery
 - Memes
- Social media
 - How to collect
- Qualtrics survey use
- Trust/excellent relationship with colleagues
 - Jennifer Duncan, Sara Skindelien, Liz Woolcott



72 Days: Concept to Completion

Planning & Executing in 5 hours

- Idea (10am)
- Buy in from colleagues (12pm)
 - Dean
 - Department Head
 - Curators
 - Metadata Services
 - Digital Initiatives
 - Graphic Design
 - IRB Colleagues
- Work (next slides)
- [Launch](#) (5:15pm)

IRB

- RW Phone conversation
 - CITI certified
- Purpose/Questions
- Protocol (application)
- **5 hours**

The purpose the project is to gather the reactions and reflections of U.S. citizens and others to the 2016 presidential election as a means of preserving this unique part of national history. The project will be announced through social media. Interested participant will submit their entry via Qualtrics; this document will include and work as an informed consent and release form. The document will ask for information (metadata) to assist USU Librarians when describing each reflection. The information gathered will be presented in a digital collection produced and managed by USU's Special Collections & Archives.

Releasing the Survey

The screenshot shows the SurveyMonkey interface for a survey titled "Reflections on Presidential Election 2016". The top navigation bar includes "Projects", "Contacts", "Library", and "Help". The main navigation bar includes "Survey", "Actions", "Distributions", "Data & Analysis", and "Reports". The secondary navigation bar includes "Look & Feel", "Survey Flow", "Survey Options", and "Tools". A "Preview Survey" button and a search bar for questions are also visible.

Reflections on Presidential Election 2016

Block 4 Block Options

U.S. Presidential Election Reflections: Social Media Collecting Project

Q16

You've been reading them all day. Help us collect them: the stories of the election night. Share your story! Help us gather and preserve the reflections and reactions of U.S. citizens and others to the 2016 presidential election. It is fast, all online, and enhances our national history.

[Add Block](#)

Opening Screen



U.S. Presidential Election Reflections: Social Media Collecting Project

You've been reading them all day. Help us collect them: the stories of the election night. Share your story! Help us gather and preserve the reflections and reactions of U.S. citizens and others to the 2016 presidential election. It is fast, all online, and enhances our national history.



Powered by Qualtrics

IRB



Project Information: 2016 U.S. Presidential Election Reflections

Purpose: Thank you for your willingness to participate in Utah State University's 2016 U.S. Presidential Election Reflections project. The purpose of the project is to **gather reactions and reflections** of U.S. citizens and others to the 2016 Presidential election and **preserve the reflections** in USU Special Collections & Archives digital collection as a means of enhancing our national history.

Procedures: Review this form. If you desire to participate, please complete the fields below, including 1) reflection, 2) metadata (information about you and your submission), 3) release/submit to USU.

Benefits/Risks: By collecting and making available the reflections to the 2016 Presidential election, we will add unique and important voices to our national story, now and in the future. There is minimal risk in participating in this project. However, if participation causes any distress we request that you cease participation and do not submit your reflection.

Reflection

UtahState
University

Enter your personal reflection here. Please do not defame others. (4000 character maximum)

Demographic Information

- In which state do you currently reside?
- In which county do you currently reside?
- In which city do you currently reside?
- What is your gender identity?
- What is your ethnicity?
- Are you of Hispanic origin?
- Do you identify as LGBT?
- What is your birth year?
- What is your political affiliation?

Other Information

- Self Description (1-2 sentence description of you)
- Please give 3-5 keywords, separated by commas, that you would use to describe your reflection
- Provide any contextual information, if needed (where/when/with whom, and possible definitions of words or terms)

Final Details



By submitting your reflection and metadata to Utah State University Library's Special Collections & Archives you are releasing the information to be shared in a digital collection and have read and agreed to the informed consent/release information noted at the beginning of the survey.

I consent to release my information

Your name (which will not be used in the collection)

Name you would like associated with your reflection online (you may use an alias but please remain civil)

Publicity for the Project: Utah Public Radio

The screenshot shows the top navigation bar of the Utah Public Radio website. It includes social media icons for Utah, Pinterest, and Facebook, along with the text "UTAH PUBLIC RADIO" and "UtahStateUniversity". On the right, there are buttons for "Listen Live" and "DONATE". Below the navigation bar is a menu with items: News, Programs, About Us, Support, Utah Climate Center, Community Calendar, Connect, and Search. A secondary navigation bar contains the text "Comments, Questions, Story Ideas?". The main content area features a large headline: "Post-Election Opinions Could Be Used In The Future". Below the headline is the byline: "By AIMEE COBABE • NOV 16, 2016". To the left of the article text are social sharing icons for Twitter, Facebook, Google+, and Email. To the right is an audio player with a play button, the word "Listen", and a duration of "1:31". Further right is a promotional graphic for the "for U.S. Presidential Election Reflections: Social Media Collecting Project". The graphic includes the text "Utah State University Special Collections & Archives is SEEKING PARTICIPANTS" and a circular logo that says "YOUR VOICE COUNTS". Below the graphic is a call to action: "You've been reading them all day. Help us collect them! The stories of the election night. Share your story! Help us gather & preserve the reflections and reactions of U.S. citizens and others to the 2016 presidential election."

UTAH PUBLIC RADIO
UtahStateUniversity

▶ Listen Live DONATE

News ▾ Programs ▾ About Us ▾ Support ▾ Utah Climate Center Community Calendar Connect ▾ Search

Comments, Questions, Story Ideas?

Post-Election Opinions Could Be Used In The Future

By AIMEE COBABE • NOV 16, 2016

Tweet
 Share
 Google+
 Email

Listen
1:31

If you've been on social media over the past week, chances are you've seen a number of posts about the election.

Utah State University Special Collections & Archives is
SEEKING PARTICIPANTS
for U.S. Presidential Election Reflections:
Social Media Collecting Project

YOUR VOICE COUNTS

You've been reading them all day.
Help us collect them!
The stories of the election night.
Share your story! Help us gather & preserve the reflections and reactions of U.S. citizens and others to the 2016 presidential election.

That's exactly what Randy Williams is seeing. She's a folklore curator and oral history specialist at Utah

Publicity for the Project: Logan Herald Journal

The screenshot shows the homepage of HJnews.com. At the top left is the logo "HJnews.com". To the right is a search bar with the text "Search..." and a "Search" button. Below the search bar are social media icons for Facebook, Twitter, YouTube, Google+, and Pinterest. A navigation bar contains links for Home, News, Sports, Features, Milestones, Opinion, Series, Obits, Events, E-Edition, Cache Magazine, Daily Deals, and Classifieds. The main article is titled "USU project collects presidential election reactions" by Kevin Opsahl, dated Nov 11, 2016. A large circular graphic with the text "YOUR VOICE COUNTS" is featured. To the right of the article is a "Newsletter Signup" section with a list of newsletters: Aggie Sports, Crime and Courts, Outdoors, Breaking News, Daily Headlines, and "and much more!". Below that is an "Upcoming Events" section listing "Stokes Nature Center Summer Camps" and "Historic Adventures" for June 20, 2017. At the bottom left, there are social media icons and text stating that the project aims to take people's opinions from Nov. 8 and beyond from Facebook, Twitter, and other prominent social media sites.

HJnews.com

Search... Search

f t YouTube G+ P

News Sports Features Milestones Opinion Series Obits Events E-Edition Cache Magazine Daily Deals Classifieds

USU project collects presidential election reactions

By Kevin Opsahl staff writer Nov 11, 2016 (0)



Utah State University Special Collections and Archives wants to put your reactions to the presidential election via social media into a digital collection.

The 2016 U.S. Presidential Election Reflections Project aims to take people's opinions from Nov. 8 and beyond from Facebook, Twitter and other prominent social media sites.

Newsletter Signup

Sign up today, or manage your subscriptions, to one of our great newsletters:

- Aggie Sports
- Crime and Courts
- Outdoors
- Breaking News
- Daily Headlines
- and much more!

[Get your e-Newsletters](#)

Upcoming Events

[View our calendar](#)

JUN 20 **Stokes Nature Center Summer Camps**
○ Tue, Jun 20, 2017 @ 9:00 am

JUN 20 **Historic Adventures**
○ Tue, Jun 20, 2017 @ 11:00 am

Publicity for the Project: USU Today

UtahStateUniversity | Utah State Today

Home Archives Contact us ▾ See Also ▾

🏠 / Utah State Today

U.S. Presidential Election Reflections: Social Media Collecting Project

Thursday, Nov. 10, 2016

Utah State University Special Collections & Archives is

SEEKING PARTICIPANTS

for U.S. Presidential
Election Reflections:
Social Media Collecting Project

You've been reading them all day.
Help us collect them!

The stories of the election night.
Share your story! Help us gather &
preserve the reflections and
reactions of U.S. citizens and others
to the 2016 presidential election.

It is fast, all online, and enhancing our national history.

<http://tinyurl.com/electionreflections>



UtahStateUniversity.
UNIVERSITY LIBRARIES

You've been reading them all day. Now, you can help Utah State University Special Collections and Archives gather and preserve the reflections and reactions of U.S. citizens and others to the 2016 presidential election.

Share your story!

Randy Williams, folklorist and curator in USU's Special Collections and Archives, coordinates this project.

"Whether you are encouraged or discouraged by the election results, we want to collect your reflection of this momentous national event," Williams said. "It is important for our children and future generations to know what we were thinking and feeling. Like tiles in a mosaic, each voice adds shape and dimension to our national identity."

The project is fast (under 20 minutes) and all online. Those interested can copy and paste something they've already shared on social media or, participants can



Dr. Lynne McNeill's Online Folklore Classes

November 9, 2016 · 🌐

👍 Like Page

Have thoughts on the [election](#) and want to share them? You can preserve your perspective on this moment in history in [USU's Special Collections and Archives](#)! Please share the link, too!

U.S. Presidential Election Reflections: Social Media Collecting Project

Qualtrics sophisticated online survey software solutions make creating online surveys easy. Learn more about Research Suite and get a free account today.

USU.CO1.QUALTRICS.COM

👍 Randy Edwards Williams and 3 others 1 Comment 1 Share

👍 Like Comment Share Chronological



Christine Rompato shared a link to the group: Utahns Acting for Change Together.

November 12, 2016 · 🌐

Utah State University Special Collections is collecting thoughts and opinions about the [election](#) from as many people across the state, nation, and abroad. You can type up to about 600 words (4000 characters), and you can use a pseudonym. Please consider sharing a post or reflection with them--

To post, go to <http://tinyurl.com/electionreflections>

For more info on the project, go to <https://archives.usu.edu/folklo/ElectionReflections.php>

U.S. Presidential Election Reflections: Social Media Collecting Project

Qualtrics sophisticated online survey software solutions make creating online surveys easy. Learn more about Research Suite and get a free account today.

USU.CO1.QUALTRICS.COM

👍 3 1 Share

👍 Like Comment Share



Special Collections & Archives at Utah State University

November 9, 2016 · 🌐

Ever wanted to be a part of the archives? Now's your chance!

No matter whose side you were on, this year's election was a big deal. Special Collections and Archives wants to capture your reaction (right now while it's still fresh!) so we can preserve it for those looking back on this transformative event in American history. We know you have thoughts (we've been looking a social media today, too) so fill out our brief survey, and who knows, maybe your reaction will make it in a research paper one day!

USE THIS LINK: <http://tinyurl.com/electionreflections>

Utah State University Special Collections & Archives is

SEEKING PARTICIPANTS

for U.S. Presidential Election Reflections: Social Media Collecting Project



You've been reading them all day. Help us collect them!

The stories of the election night. Share your story! Help us gather & preserve the reflections and reactions of U.S. citizens and others to the 2016 presidential election.

It is fast, all online, and enhancing our national history.

Randy Edwards Williams liked this post



Sally Rampe

November 14, 2016 · 🌐

I have been hearing lots of amazing heartfelt stories of how folks are feeling after the election. I would like to encourage you to let your voice be heard for generations to come. If you don't think you have a story, or the time to write it please take these words from Winston Churchill to heart, "History will be kind to me, for I intend to write it."



U.S. Presidential Election Reflections

Fife Folklore Archives -- U.S. Presidential Election Reflections

ARCHIVES.USU.EDU

👍 Randy Edwards Williams and 11 others 1 Comment

👍 Like Comment Share



Huffington Post

HUFFPOST



Russ Beck, Contributor

Russ Beck teaches writing at Utah State University and co-wrote the book *On Fly-Fishing the Northern Rockies: Essays and Dubious Advice*.

And To All The Little Girls

The morning after the election my daughter asked me “Dad, do people just not like girls?”

11/10/2016 10:26 am ET | Updated Nov 10, 2016



And To All The Little Girls

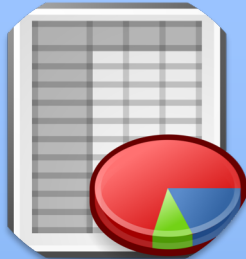


This was originally written for the “U.S. Presidential Election Reflections: Social Media Collecting Project” and they want to hear from you too!

The 5 Step Program



Data
Cleanup



Data
Converted
to Metadata



Data
Converted
to PDFs



Load into
CONTENTdm

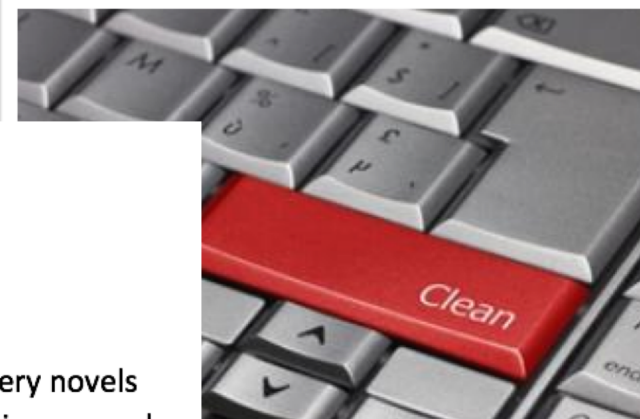


Convert into
Finding Aid



Cleaning the Data

- ✓ Qualtrics -> CSV file
- ✓ CSV file -> Excel spreadsheet
- ✓ Reviewed entries for cleanup
 - ✓ De-identification
 - ✓ "Copy/Paste" errors
 - ✓ Strange characters
 - ✓ Fix paragraph/line breaks
 - ✓ Standardized some free text fields (location, etc.)
- ✓ Added "Not supplied" to blank fields
- ✓ Reviewed entries for red flags
 - ✓ Threats of harm
 - ✓ Threats of self-harm



What I can do:

Breathe in
Breathe out
Pet the dog
Listen to music
Read mindless mystery novels
Listen to my son's wise counsel
Remember to be good
Hope
Care
Work
Love

What I cannot do:


Watch TV news
Look at Facebook
Read the newspaper
Talk about it yet
Give up

Data converted to Metadata

Reflection on the 2016 U.S. Presidential Election submitted by Gobsma~~cked~~ yet hopeful

View Description View PDF & Text Print

PDF Text gobsma~~cked~~ Go 2 found in document



Name: Gobsma~~cked~~ yet hopeful
Self-Description: I am librarian, parent of 2, and someone who reads a lot and tries to keep up with the issues. I am still hopeful that we can move forward in a positive way despite the outcome of this election.
Keywords: Stupefied, still hopeful, blindsided
Context: Not supplied

Date and time of submission: 11/10/16 2:04

Country:	United States	Birth Year:	1959
State:	Arizona	Gender:	Female
County:	USA	Ethnicity:	White
City:	Chandler	Hispanic:	Not supplied
Political:	Registered Democrat, but	LGBT:	No

- ✓ Concatenate to form new fields:
 - ✓ "Reflection on the 2016 U.S. Presidential Election submitted by ____."
- ✓ De-dupe entries
- ✓ Convert dates to ISO/DAC standards

Data converted to PDF



Name: Hannah

Self-Description: I am a white, female young adult that is growing her interest in American politics.

Keywords: interesting, reflective, generational

Context: Not supplied

Date and time of submission: 12/9/16 18:31

Country: United States

State: Utah

County: Cache

City: Logan

Political Affiliation: Republican

Birth Year: 1998

Gender: Female

Ethnicity: White

Hispanic: No

LGBT: No

Reflection:

It was interesting to see history in the making. This was the first time that I was able to vote and when the time came, I didn't really want to. Don't worry, I still did but there wasn't such a clear-cut choice as I feel there has been in the past. It was interesting watching the buildup throughout the campaigns. I feel like I am at such an optimal age to vote but unfortunately so many people my age don't take advantage of this freedom we get to enjoy. This election taught me to educate myself in future elections and be more involved in these campaigns.

- ✓ Word template
 - ✓ Graphic
 - ✓ Text
- ✓ Mail Merge spreadsheet into master Word document
- ✓ Split master document into multiple Word documents with macro
- ✓ Saved with appropriate filenaming convention
- ✓ Resaved as PDFs
- ✓ Word and PDF files retained

Loaded into CONTENTdm

UtahStateUniversity UNIVERSITY LIBRARIES DIGITAL COLLECTIONS

USU Library Home Digital Collections Home Election Reflections Home Browse the Election Reflections Collection Log In Favorites ? Help

Search Search Advanced Search

Home » Election Reflections - Social Media Collecting Project

Election Reflections - Social Media Collecting Project



About this collection

The U.S. Presidential Election Reflections collection launched on 20 January 2017, just in time for the United States presidential inauguration. This social media collecting project boasts 233 reflections about the 2016 presidential election results. The collection project began the day after the election and ran for one month. The respondents are from 27 U.S. states and four foreign countries.

The 2016 presidential election exposed the depths of a political divide for much of the country and the world was watching. Whether people were encouraged or discouraged by the election results, USU Special Collections (SCA) curators wanted to collect the reflections of this momentous national event. It is important for future generations to know what people were thinking and feeling.

The social media collecting project is a first for the USU Library. It was conceived and created the day after the election as the world watched social media "blow up" with personal reflections on the election results. It seemed important to collect and preserve these reflections, and fast.

Using social media to promote the project, SCA curators and USU librarians used Qualtrics software to create a survey that would allow interested participants to add their social media reflection to the project. The survey was open from 9 November to 9 December 2016. Those who contributed to the project were able to do so quickly and all online. Survey respondents were asked to share their thoughts on the election and had the option to provide additional information about themselves.

Information provided in the survey results helped USU librarians organize the collection and will allow others to be able to study how reactions varied in different locations or between men and women, etc.

Although the project received responses from around the world, the Library collected the reflections as a part of its mission to gather the voices and perspectives of members of Northern Utah communities. SCA hopes to do this for coming presidential elections, and possibly state elections. Future researchers seeking to understand the diversity of the political culture of Utah will require more than vote counts. Like tiles in a mosaic, each voice adds shape and dimension to our national identity.

[ENTER THE COLLECTION](#)


Recent Additions

Receive updates for this collection.

 Reflection on the 2016 U.S. Presidential Election submitted by Dustin	 Reflection on the 2016 U.S. Presidential Election submitted by amber
 Reflection on the 2016 U.S. Presidential Election submitted by Hannah	 Reflection on the 2016 U.S. Presidential Election submitted by Chris (3 of 3)
 Reflection on the 2016 U.S.	 Reflection on the 2016 U.S.

Batch load
Spreadsheet
+ PDF

Converted into EAD

ARCHIVES WEST  ABOUT CONTACT HELP

Share: Download/Print: PDF

Search ■ DIGITAL OBJECTS ONLY
By Keywords

Election Reflections: Social Media Collecting Project, 2016

Overview of the Collection ▾

Creator Randy Williams
Title Election Reflections: Social Media Collecting Project
Dates 2016 (inclusive)
Quantity 233 submitted items
Collection Number USU_Folk Coll 61
Summary Two hundred thirty-three reflections to the 2016 U.S. Presidential election.
Repository Utah State University, Merrill-Cazier Library, Special Collections and Archives Division
Special Collections and Archives
Merrill-Cazier Library
Utah State University
Logan, UT
84322-3000
Telephone: 435-797-2663
Fax: 435-797-2880
scweb@usu.edu
Access Restrictions No restrictions on use, except: not available through interlibrary loan.
Languages English

Find Related Collections ▾ [↑Return to Top](#)

Historical Note ▾ [↑Return to Top](#)

The 2016 U.S. presidential election included the first major party female presidential nominee, former U.S. First Lady, democrat Hillary Rodham Clinton, and billionaire U.S. businessman and self-proclaimed Washington outsider, republican Donald J. Trump. The election cycle was especially divisive. The election exposed the depths of a political divide for much of the country and the world.

The election was held on Tuesday, 8 November 2016, and Donald J. Trump was the victor. As the election results began to come in across news and social media outlets, social media "blew up" with personal reflections on the election results. Randy Williams, Fife Folklore Archives Curator in USU Special Collections, thought it important to collect these reflections. Colleagues Jennifer Duncan, department head of Special Collection and Archives, and Liz Woolcott, department head of Cataloging and Metadata Services, agreed. The three worked speedily with many colleagues throughout the USU Library to produce the project and gather reflections.

The social media collecting project was a first for the USU Library. And, the collection organization happened in five hours! From noon until 5pm, 9 November, the key team worked to create a Qualtrics survey to solicit responses, submit and received Utah State University Institutional Review Board approval, create an information website, write a press release, and launch the social media collecting project through social media.

The project launched at approximately 5:15pm and ran from 9 November until 9 December 2016. Contributors to the project were able to do so in under 20 minutes and all online. The first respondent was at 5:46 pm that same day: 31 minutes after the launch. Survey respondents were asked to share their thoughts on the election and had the option to provide additional information about themselves. The information provided in the survey helped the team organize the collection. This information will allow users to see how reactions varied in different locations, between men and women, political parties, etc.

The collection produced 233 reflections. The respondents are from 27 U.S. states and two foreign countries. Although the project received responses from around the world, the Library collected the reflections as a part of its mission to gather the voices and perspectives of members of Northern Utah communities. SCA hopes to do this for coming presidential elections, and possibly state elections. Future

Curator develops
"front matter"

- ✓ Historical Note
- ✓ Content Description
- ✓ Use information

Converted into EAD

Metadata team:


- ✓ Assign ARK identifiers
- ✓ Record information in CONTENTdm
- ✓ Export from CONTENTdm
- ✓ Convert to <c> container list for EAD guide
- ✓ Linked at the item level to Digital Collection


Detailed Description of the Collection ▾


Series I: Federal Elections, 2016


Description


No. : Presidential Elections


No. 1: Anonymous [Click to access](#) 
Submitted: 5:46 PM


No. 2: Katie [Click to access](#) 
Submitted: 6:02 PM


No. 3: GibsonGirl99 [Click to access](#) 
Submitted: 6:10 PM

No. 4: Kacy [Click to access](#) 
Submitted: 6:12 PM

No. 5: Anonymous [Click to access](#) 
Submitted: 6:26 PM

No. 6: Jodi Z [Click to access](#) 
Submitted: 6:48 PM

No. 7: Vwayne [Click to access](#) 
Submitted: 7:02 PM

No. 8: Fabio Gottlicher [Click to access](#) 
Submitted: 7:33 PM

[↑Return to Top](#)

[↑Return to Top](#)

Dates

2016

2016 November
09

2016 November
09

2016 November
09

2016 November
09

2016 November
09

2016 November
09

2016 November
09

2016 November
09

Step by step details available
at: <http://bit.ly/2sQpyGd>

You can see them now!

The screenshot shows the website's header with the Utah State University logo and 'DIGITAL COLLECTIONS' text. Navigation links include 'USU Library Home', 'Digital Collections Home', 'Election Reflections Home', and 'Browse the Election Reflections Collection'. A search bar is present with a 'Search' button and a link to 'Advanced Search'. The main content area features a large graphic with the text 'YOUR VOICE COUNTS' and 'U.S. Presidential Election Reflections: Social Media Collecting Project'. Below this is an 'About this collection' section with several paragraphs of text. To the right, a 'Recent Additions' section displays a grid of document thumbnails with brief descriptions, such as 'Reflection on the 2016 U.S. Presidential Election submitted by Dustin'.

Digital Collection (CONTENTdm)

<http://bit.ly/2rFT6Se>

The screenshot shows the Archives West Finding Aid interface. At the top, it says 'ARCHIVES WEST' with a logo. A search bar is visible with the text 'By Keywords'. The main heading is 'Election Reflections: Social Media Collecting Project, 2016'. Below this is an 'Overview of the Collection' section with a table of metadata:

Creator	Kandy Williams
Title	Election Reflections: Social Media Collecting Project
Date	2016 (Inclusive)
Quantity	233 submitted items
Collection Number	USU Folk Coll 61
Summary	Two hundred thirty-three reflections to the 2016 U.S. Presidential election.
Repository	Utah State University, Merrill-Cazier Library, Special Collections and Archives Division Special Collections and Archives Merrill-Cazier Library Utah State University Logan, UT 84322-3000 Telephone: 435-797-2663 Fax: 435-797-3886 scweb@usu.edu
Access Restrictions	No restrictions on use, except: not available through interlibrary loan.
Languages	English

Below the table are sections for 'Find Related Collections' and 'Historical Note'. The 'Historical Note' section contains several paragraphs of text describing the project's context and goals.

Launched 20 January 2017: Inauguration Day

Demographics of the Collection: Who completed the survey?

- 233 usable responses
- 152 identified as women
- 193 identified as white and 15 as multiracial
- 13 identified as being of Hispanic origin
- 16 identified as LGBTQIA+ and 3 questioning
- The average birth year was 1981, with a median of 1985

Demographics of the Collection

State of Origin

Utah	161	Japan	1
Texas	11	Kansas	1
California	6	Kentucky	1
Idaho	6	Maryland	1
Oregon	5	Minnesota	1
Washington	5	Nebraska	1
Arizona	4	Nevada	1
Massachusetts	4	New Hampshire	1
Georgia	2	North Dakota	1
Louisiana	2	Not supplied	1
New York	2	Ontario	1
Pennsylvania	2	Pakistan	1
Wyoming	2	South Carolina	1
Alabama	1	Tennessee	1
Colorado	1	West Virginia	1
Hungary	1		
Illinois	1	Disgrace	
		The Roman Empire	

Demographics of the Collection

Party Affiliation

American	1	Mid-right	1
Center Left	1	Moderate	1
Conservative	4	Moderate-Liberal	1
Conservative independent	1	Mostly Republican	1
CORRECT	1	Mostly Democrat	1
Democrat	78	N/A	24
Democrat/Progressive	1	New Democratic Party—Canada	1
Democratic Socialist	1	No Answer/Left Blank	7
<u>Demokratisch</u>	1	Not Sure	1
I Don't Have One	1	Passionate Democrat	1
Green, Voted Democrat	1	Previously Independent, Now Dem	1
Green	3	Progressive	1
Independent	33	Registered Dem, Really Independent	1
Independent Conservative	1	Republican/Voted Obama-Clinton	1
Independent, Dem leaning	1	Republican	38
Lean Democrat	1	Republican (for now)	1
Left-leaning Dem (former Green)	1	Republican, might become <u>Indepen.</u>	1
Liberal	2	Socialist	1
Liberal Democrat	1	Technically Republican	1
Liberal/Progressive	1	Unaffiliated	7
Libertarian	2	Unaffiliated, Left Leaning	1
LOVE	1		

Collection Voices

- **Dustin, male, white, Republican, Self-description: “Grew up in rural Wyoming on a ranch,” Logan UT; submitted: 12/12/2016 10:44**
- I thought the election as a whole was totally different than past elections. It seemed as if the tactics changed from fighting to be the most notable candidate to how can I downgrade the other. The debates couldn't really be called debates, rather arguing and changing questions to pin other candidates down. I'm sure debate teams in high schools across the country were watching in perplexity. Media has so much influence upon a people also. Wether good or bad media, media puts candidates in the spotlight. I noticed everyday there was something on the news about Trump. This is one of the first times in history where we couldn't really tell either of the candidates true plans for the country, seemed as if instead of giving out what they were trying to accomplish for the country they would think of what can we say that might intrigue or rial up people to pay attention to my campaign. We'll see how the future turns out with the election. Always hope for the best for this great country!

Collection Voices

- **Julia, female, white, Democratic, Self-description: "I am a professor at Utah State University and a HRC supporter," North Logan, Utah; submitted: 11/9/2016 20:25**
- After Clinton's campaign advisor came out to tell the crowd to go home for the evening, I thought I should turn in too. It wasn't over - Michigan, Wisconsin, and Minnesota were still out. I went upstairs to sleep and my boyfriend came in about 20 minutes later. He said in hushed tones "so you've seen." I had no idea what he meant - I had turned on an episode of "Chopped." He realized this and said "she called him to concede." I couldn't understand what he was saying. I snapped back, "No she didn't. You're kidding me. No. Why would she do this? This is a bad joke! This isn't funny." I turned on CNN to see the headline and Mike Pence introducing Donald Trump. For the rest of the night we just laid in silence, sporadically telling each other it would be okay

Collection Voices

- **Amy Odum, female, white, Independent, self-description: “ I am a mom, and a professor and a successful academic,” Logan, Utah; submitted: 11/9/2016 21:19**
- My husband and our daughter went to a friend's house to have a taco dinner and celebrate Hillary's win. As the returns came in, we all got quieter and quieter, and at some point I realized there was a good chance she could lose. I realized that I had never seriously considered that she could lose against Trump. It was staggering and appalling. I felt sick. Some time after 10 p.m. we walked home quietly and sadly, still in shock at how things were going. We all went to bed not knowing the final outcome. I had a hard time getting to sleep and tossed and turned as I finally fell into a fitful sleep. At 3:45 a.m., I woke to the sight of my husband looking at his phone. He was looking at the election results. I asked who won and he said Trump and I could still barely even believe it. We held each other, unable to sleep, for what seemed like a very long time. All of the ramifications of the results ran through my head. My husband gave me the sweetest most tender kiss that I will always remember from that dark night and I finally fell asleep again.

Collection Voice

- Emma Wright, female, white, Republican, Self-description: “I am a 23 year old senior undergraduate student at Utah State University. I am studying Liberal Arts and Philosophy. I identify as a nondenominational Christian. I enjoy reading, dancing, swimming, and spending as much time outdoors as is physically possible;” submitted: 11/10/2017 20:33
- This is a recounting of my thoughts and feelings on Election Day and the day after. The day of the election, I was feeling really ready to be done with all the bullshit and hyperbole. However, Tuesday is the busiest day of my week, and I spent most of the day either in classes or studying for class, so I was mostly able to keep my mind off of the election. I didn't really hear anything about the election until about 8:30pm, when a friend started giving updates to a group of us that were hanging out. Leading up to the election, I believed the pollsters, just like everyone else, and was fully expecting a Clinton victory. This was rather disheartening to me because I feel that she really is not the best person to be running our country, for a variety of reasons. However, I got home from school around 9:30pm to find my dad avidly watching the vote counting on several different websites, and I was quite surprised to see that Trump was up by several percentage points. As the night went on and my dad continued to give me updates, I started to wonder, "Is Trump really going to beat Hillary??" By the time I went to bed, it was pretty obvious that Trump had won the election. When I woke up the next morning, the first thing I did was reach for my phone and get on Facebook. I could tell from all of the doomsday-type comments that Trump was our new president. I was honestly quite shocked. All day Wednesday, I went through a range of emotions: incredulous because he won; concern because of the way the public is reacting; relief that the Supreme Court will not have another liberal to tip the vote for the next 40+ years; trepidation over the future of our nation; and disgust because of all the people to represent the Republican party, Trump should've been the very last. The worst part of this whole thing has been seeing the outpouring of hateful and vicious comments from everyone who expected Hillary to win, as well as the petty & vengeful people among the Trump supporters; I wish people could be more objective and less emotional about the whole thing. I myself was pretty resigned to the prospect of a Clinton presidency, but did not think it was worth losing friends over; obviously the other side simply does not feel the same way. It's been hurtful to be treated like I am not an intelligent or caring person because I did not support Hillary. However, I did not support Trump either. Any time I've come across a genuine discussion that has promoted understanding and love, even in the midst of disagreements, it's been such a breath of fresh air, and a sign that there is some hope for this country yet.

The Election Reflections Project was the first social media collecting project for USU Libraries Special Collections & Archives.

Takeaways

- **Continue collecting using social media**
 - Presidential elections
 - Mid-term elections
 - Other dramatic event(s) that affect our community
- **Create protocol for social media efforts**
 - Calendaring: plan ahead, more lead time
 - Promote ahead of time (with contingencies for “heat of the moment” collection)
 - Potential for doing a pre- and post- election survey
- **Networking**
 - Establishing a network to “get the word out”
 - Networking with potential researchers, social scientists, journalists
 - Do a better job getting a cross section of the communities
 - Involve community activists across the spectrum
- **Instrument**
 - Streamline questions
 - Refine the survey instrument, while trying to keep as much as possible extant for longitudinal collecting
 - Provide drop down menus for some fields to streamline clean up time

Musings

- Be aware of your own interests/biases when you are envisioning/building a collection
- Anecdotally, many people seemed to really appreciate being able to document how they were feeling in the moment.
- Future researchers will seek to understand the diversity of the political culture of Utah and require more than vote counts.
- Grateful we documented “heat of the moment” voices, coming across public and private social media channels in rural Utah.
- Surprised by some of the national/international exposure.
- Work to get more local (Cache Valley) focus remains distinctively Northern Utah.

Election Reflections 2016



About this collection

The U.S. Presidential Election Reflections collection launched on 20 January 2017, just in time for the United States presidential inauguration. This social media collecting project boasts 233 reflections about the 2016 presidential election results. The collection project began the day after the election and ran for one month. The respondents are from 27 U.S. states and four foreign countries.

The 2016 presidential election exposed the depths of a political divide for much of the country and the world was watching. Whether people were encouraged or discouraged by the election results, USU Special Collections (SCA) curators wanted to collect the reflections of this momentous national event. It is important for future generations to know what people were thinking and feeling.

The social media collecting project is a first for the USU Library. It was conceived and created the day after the election as the world watched social media "blow up" with personal reflections on the election results. It seemed important to collect and preserve these reflections, and fast.

Using social media to promote the project, SCA curators and USU librarians used Qualtrics software to create a survey that would allow interested participants to add their social media reflection to the project. The survey was open from 9 November to 9 December 2016. Those who contributed to the project were able to do so quickly and all online. Survey respondents were asked to share their thoughts on the election and had the option to provide additional information about themselves.

Recent Additions

 [Receive updates for this collection.](#)



Reflection on the 2016 U.S. Presidential Election submitted by Dustin



Reflection on the 2016 U.S. Presidential Election submitted by amber



Reflection on the 2016 U.S. Presidential Election submitted by Hannah



Reflection on the 2016 U.S. Presidential Election submitted by Chris (3 of 3)

QUESTIONS OR COMMENTS?

