

Why Ranked Choice Voting for the TWIPYs?

The main advantage of following a 3,2,1 ranked choice voting system is that the voter has more options to let us know their favorites. Allowing the voter the ability to choose a 2nd and 3rd choice gives them the opportunity to show their favoritism for more than just one. They still have the ability to only list a first choice and leave the others blank if they like, but they might also feel strongly enough to give others some credit for their work. We are hoping this will also help us ensure that the nominees have more broad support from the community instead of just being the ones with the most followers. We don't think that this will actually change the outcome of the winner as much as it might change the 2nd and 3rd place nominees.

Consider someone who might have two podcasters that they listen to all of the time and like equally. In our past voting system they would have to determine which they preferred more and give them only their one vote. The other podcaster would be left out. In the new 3,2,1 ranked choice system, someone will still have to determine which of the two podcasts they prefer more and give them their first choice vote which gives them 3 points. They can then also give their second preferred podcaster their second choice vote of 2 points. The three choice options should provide a more community based indication of what really are the top 3 favorites for each category while giving more options to the voters.