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Improving Governance and Citizen Participation: New Media Tools in a New Political Landscape

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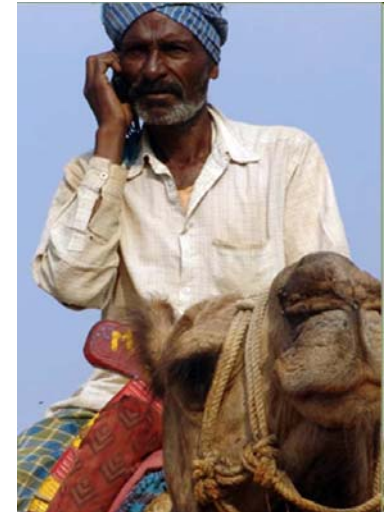
January 14, 2009



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New media Tools

Trends, Dynamics, Issues, Ideas





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New Media: Definition

“Interactive digital media” - Wiktionary





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eGov

Example:

“The...revamped registration process has reduced the average registration time from 47 days to 1 day..., with the arrival of...new e-government services — e-filing of all major business taxes, e-procurement for some government contracts, and a one-stop shop for business registration with additional online services...”



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Media Development

Example:

USAID/Rwanda USAID's latest media-specific solicitation is for Rwanda. It lists *“building the capacity and skills of media owners, managers, editors, professional media associations, and individual journalists to increase the sustainability and professionalism of private media outlets; and establishing two independent community radio stations.”*



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Why are New Media Transformational?

- Speed
- Horizontalization
- Interaction
- Changes to Journalism and Media Businesses
- New Social Connections



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New Media & Democratic Development

Virtual World vs. Real World



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Internet and Mobile Phone Access Globally



- **6.3 billion people on Earth:**
- **3+ billion have access to mobile phones;**
- **1 billion more will after 2 years.**
- **Only one-fifth of the world has web access.**



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Problems/Issues for Effective Use of New Media

- Increasingly sophisticated gov't use of same tools
- Using new media not always most effective option
- New media bring new challenges to legitimacy of journalists and media outlets
- Average mobile phone limitations
- Lack of clarity of identifying, measuring success
- Legitimate fear of government observation
- More difficult for New Media to address problems collectively
- Replication and/or scalability of successful models
- Literacy: basic, technological, journalistic
- Non-indigenous nature of assistance programs
- No clearly established profit model for new media outlets
- Competition from more entertaining media options



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Mobile Phone Functionalities

- WiFi
- Bluetooth
- Still/Video Cameras
- Audio Recording
- Infrared
- GPS
- Increasing Memory Capacity
- Voice/sound Recognition
- Automated translation
- Multi-bands
- TV
- Web Programs for Mobile Functions

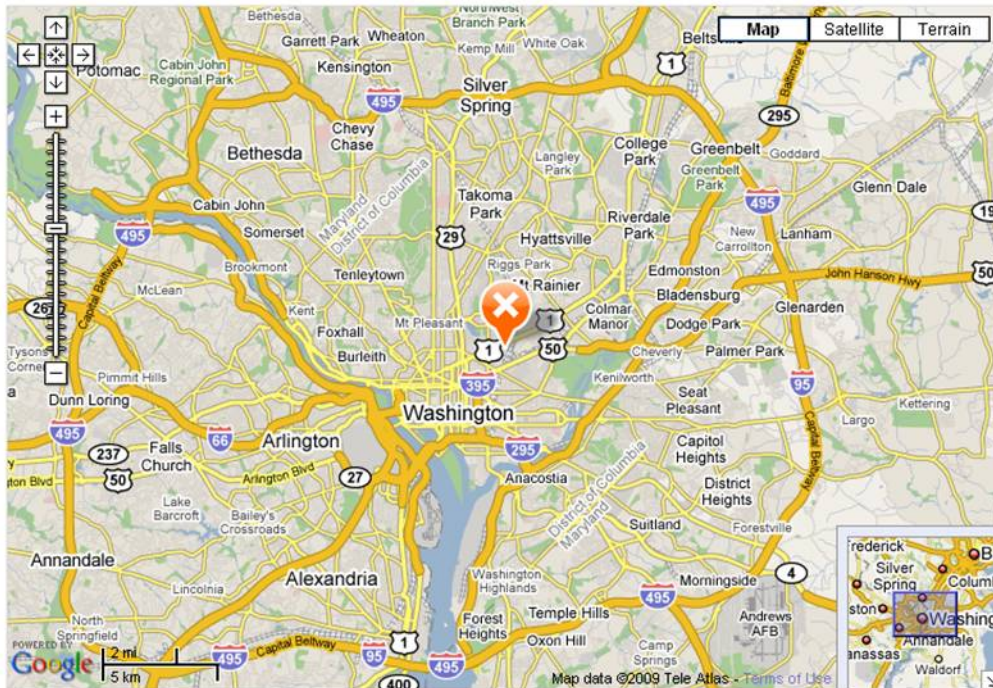


- Radio
- Web Browsers
- SMS, MMS
- Games
- Flashlights
- Satellite Connectivity
- Open Source Software
- Remotely Programmable
- Peer-to-Peer Calling
- Full Operating Systems



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Location-Based Services





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Mass SMS Distribution, with Audience Interaction



Free – created with NGOs in mind



Outgoing text message
(from a user in the field)



Incoming text message
(FrontlineSMS hub)





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Citizen Journalism: Blog Congregation, Translation, Video, Audio, Mapping

GlobalVoices
The world is talking. Are you listening?

GlobalVoices in Deutsch, Español, Français, Italiano, Malagasy, Português, Shqip, srpski, Македонски, عربي, فارسی, বাংলা, हिन्दी, 简体中文, 繁體中文, 日本語 [Learn more »](#)

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Global Voices aggregates, curates, and amplifies the global conversation online - shining light on places and people other media often ignore. [more about us >](#)

Video Podcasts Photos

Regions and Countries Topics

Featured Stories

Cambodia: Liberation Day or Invasion Day?
Mong Palatino · 09:14, January 14th, 2009 · East Asia
The Cambodian government commemorated the 30th year of the downfall of the Khmer Rouge regime. But opinion is divided whether this day should be celebrated as Liberation Day or Invasion Day since Vietnam, which helped in removing the Khmer Rouge, occupied Cambodia until 1988 [0 comments · read >](#)

Arab World: Phoning Gaza and the Tech War on Israel
Amira Al Hussaini · 21:50, January 13th, 2009 · Middle East & North Africa
lingua - pt - mk
Bloggers are calling upon their readers to pick up the phone - and call the residents of Gaza to show them support. At the other end of the spectrum, Palestinian activists are urging their readers to call Israeli officials - and waste their time, as well as bombard their faxes with mail and their email inboxes with messages. Amira Al Hussaini reports from the front lines of this tech war. [0 comments · read >](#)

Links

- # To get into gear for Trinidad and Tobago Carnival, *Caribbean Free Radio* posts the first in a series of podcasts with rapso group *3 Canal*. [Americas](#)
- # As trees surrounding Trinidad's Piarco International Airport are cut down for security purposes, *Francomez* and *Notes from Port of Spain* put in their two cents. [Americas](#)
- # *News of St. John* reports that "three students from the Giff Hill School will be on hand when Barack Obama takes the oath of President next Tuesday." [Americas](#)



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Government Accountability

BungeSMS

Tell your MP what you think

Home About Us Constituency News What you said Contact Us



Powered by
MadeinKenya.org
Made in Kenya Network

Bunge SMS.com

Bunge SMS is a mobile phone based service by [Made in Kenya Network](#), that combines the internet and mobile telephony with the aim of **Empowering every Kenyan to influence Local Governance in their Constituencies.**

You can **report corruption** and environmental degradation, influence constituency project choices and monitor development activities.

*On 26th November 2008, BungeSMS conducted a poll on the **taxation of MPs salaries and allowances** in conjunction with **K24 TV**. 100% of the respondents demanded that MPs must pay taxes on their allowances. Sample messages are available on the [What You Said](#) page. Reports are also available upon request via wainaina@madeinkenya.org*

Tell your MP what you think

Tell your MP what you want

Send an SMS to **3454** and tell your Member of Parliament what he or she must do for **YOU**.

Demand your share of funds - such as:

- Constituency Development Fund (CDF)
- Road Development Levy Fund
- Constituency-based Secondary School Education Bursary Fund (SSEBF)
- Rural Electrification Programme Levy Fund (REPF)
- Local Authority Transfer Fund (LATF)
- Constituency AIDS Fund and the
- Constituency Youth Enterprise Scheme (C-YES), a part of the Youth Enterprise Development Fund (YEDF).

"Democracy means the right of every individual to speak for themselves"



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Transparency

gonogonow.com

“ If it means printing money for this infrastructure, I will do so. I must reiterate that I am going to print and print and sign the money until sanctions are removed and there is balance-of-payments support. It's a commitment I am ready to be fired for because we need money for infrastructural development...” ”

gonogonow.com
Just go already!

Home Gonobusters Public Enemy Number 1 Collaborators Legal Opinion on RBZ "quasi-fiscal" activities

Zimbabwe dollar abandoned
By admin on Jan 7, 2009 in Featured | 0 Comments

From [SW Radio Africa](#) - By Tichaona Sibanda, 6 January 2009

The progressive 'dollarisation' of Zimbabwe has extended to rural areas, where dwellers now sell their fresh produce in U.S. dollars.

Almost everyone in the country is now buying and selling in foreign currency, rendering the Zimbabwe dollar almost worthless on the domestic market.

Even bank queues that characterized the daily lives of people last year are disappearing, as more people turn to using either the South African rand or U.S. dollars.

The MDC MP for Mbare Piniel Denga told us villagers in Murehwa were selling maize cobs, tomatoes and their livestock in U.S. dollars. The MP was in the area on Sunday where he bought a small dish of five mangoes for US\$1. He said three tomatoes cost US\$1, and five fresh maize cobs also cost US\$1.

'During the festive season I was in Chivhu where people were buying beer and other drinks in foreign currency. I must admit that the use of our local currency is fast dwindling and you hardly see anyone using it anymore. For instance if you use a kombi from Glen View to the city it now costs US\$1 as well, so everything has been dollarised,' Denga said.

search go

Gonospeak!
"The time has come for us to shame our detractors who want us to remain divided for their own purposes. We must now prove that we can indeed work together as one nation with one destiny for all its diverse people," — from *Herald* 17-SEP-08

Next quote >

Recent Posts

- Zimbabwe dollar abandoned
- Police blitz nets 100
- Teachers vow not to be paid in US\$
- A praise singer for 6
- Zimbabwe: Banana
- Grace Mugabe off to
- What's in a name?
- Zimbabwe's money
- Public warned again

Gonogonow.com

GONOBUSTERS!



GONO MUST GO!

IF YOU HAVE INFORMATION ON GONO AND CORRUPTION LET US KNOW



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Mapping

Mapping the election conditions in Zimbabwe

USAID Democracy in Zimbabwe

Sokwanele Article: March 11th, 2008

Explore the map and then consider whether elections held in this context can ever be considered 'free and fair'. Information on [how to use the map](#), the [map data limitations](#), and the background to [how we mapped the data](#) is provided below the map. Please visit our [Zimbabwe Election Watch](#) section, and explore our database for a comprehensive look at the many ways the articles listed in the SADC Principles and Guidelines Governing Democratic Elections have been breached by the Zimbabwean government.

HOME ABOUT

Send reports via:
mobile phone :: email :: web

SEND ALERT

<input checked="" type="checkbox"/> Voter Registration	<input checked="" type="checkbox"/> Food Supply	<input type="checkbox"/> Abduction	<input type="checkbox"/> Murder	<input checked="" type="checkbox"/> Political Cleansing	<input checked="" type="checkbox"/> Political Violence
<input type="checkbox"/> Press Freedom	<input type="checkbox"/> Unlawful Detention	<input type="checkbox"/> Looting	<input checked="" type="checkbox"/> Freedom of Association	<input type="checkbox"/> Freedom of Information	<input type="checkbox"/> State Propaganda
<input type="checkbox"/> Vote Buying	<input type="checkbox"/> Gerrymandering	<input type="checkbox"/> Voters Roll	<input type="checkbox"/> Observer Restrictions	<input type="checkbox"/> Polling Issues	<input type="checkbox"/> Judicial Issues



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Mapping & Citizen Journalism

Click on the dots to view reports

← CATEGORY FILTER

- All Categories
- Deaths

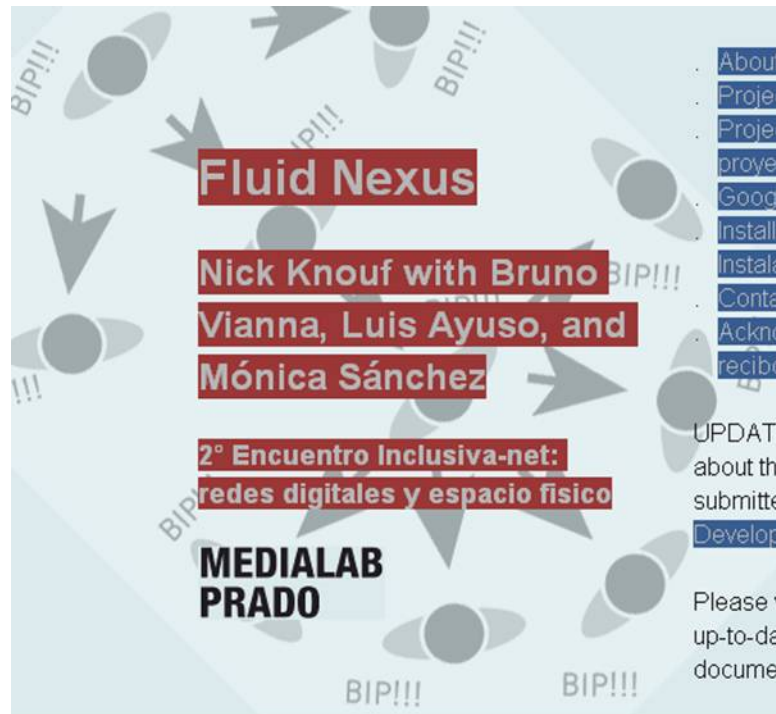
Reports (Showing 1 of 11 pages)

REPORT TITLE	DATE	LOCATION	VERIFIED?
Latest Gaza death toll figures: 697 people dead since the attacks began. Another 3,085 have been wounded, Palestinian medical sources say.	2008-01-07	Gaza	YES
Israel's halt in fire agreement applies to whole of Gaza and not just Gaza City, correcting earlier statement, Israeli military says.	2009-01-07	Gaza	YES
Israeli military confirms to Al Jazeera that their pause in hostilities will be every other day and the hours may change.	2009-01-07	Gaza	YES
Israel's pause in hostilities to allow Palestinians access to aid only applied to Gaza City in the Gaza strip, Israel says	2008-01-07	Gaza City	YES
Latest death toll in Gaza: 686 Palestinians killed	2009-01-07	Gaza	YES
Israel PM's spokesman, Mark Regev, says talks still under way with Egypt on Franco-Egyptian plan despite Sarkozy announcement	2009-01-07	Israel	YES
Osama Hamdan, Hamas representative in Lebanon, says Franco-Egyptian peace initiative "still being discussed".	2009-01-07	Lebanon	YES



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Bluetooth



- [About Fluid Nexus + Sobre Fluid Nexus](#)
- [Project Video + Video del proyecto](#)
- [Project Documents + Documentos del proyecto](#)
- [Google Android version](#)
- [Installation and Source Code + Instalación y código fuente](#)
- [Contact](#)
- [Acknowledgements + Acuses de recibo](#)

UPDATE 2008.04.14: See information about the [Google Android version](#) submitted for the first round of the [Android Developers Challenge](#).

Please visit the [Fluid Nexus blog](#) for more up-to-date information and project documentation.

You can contact the Fluid Nexus team at `fluidnexus@fluidnexus.net`

If desired or needed, you can send [PGP](#) encrypted mail to Nicholas Knouf using his [public key](#).



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Mobile Phones & Election Results - Zimbabwe





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Citizen vs. Mainstream Media: Kenya Example



Harvard's Humanitarian Initiative (HHI) Report on mainstream vs. citizen media's coverage of violence.

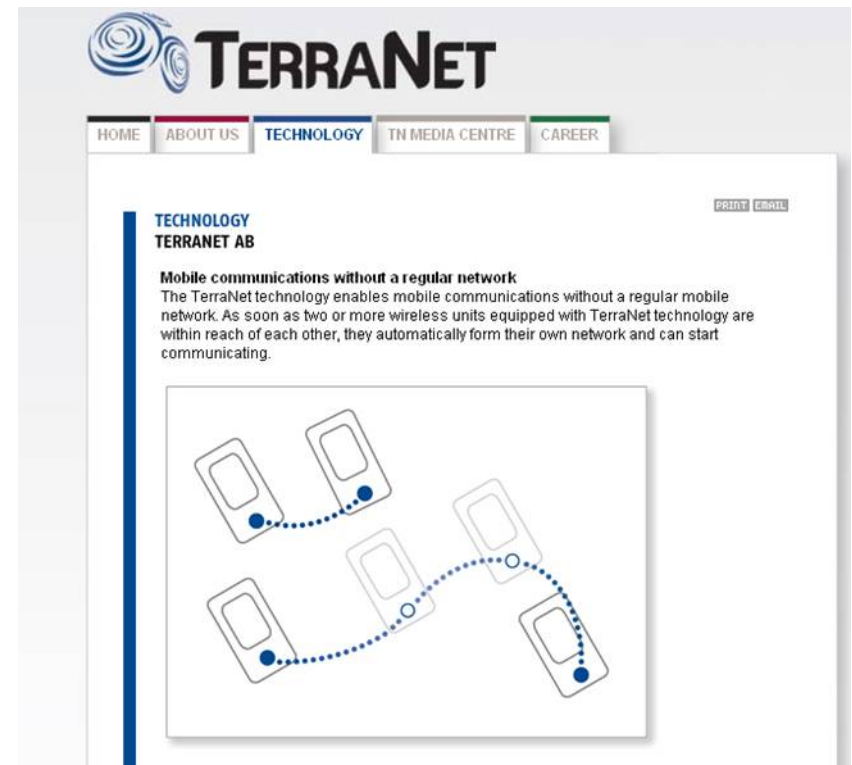
Open-Source Software



Google™

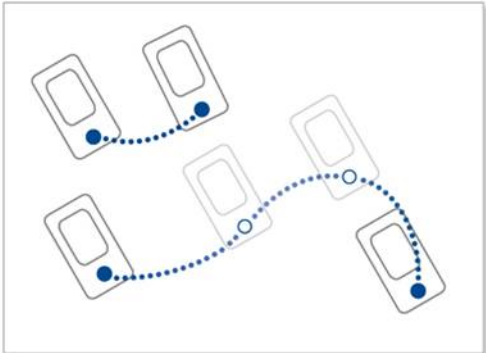


Related Example:

A screenshot of the TerraNet website. The header features the TerraNet logo and a navigation menu with links for HOME, ABOUT US, TECHNOLOGY, TN MEDIA CENTRE, and CAREER. The main content area is titled "TECHNOLOGY TERRANET AB" and includes a sub-heading "Mobile communications without a regular network". The text explains that TerraNet technology enables mobile communications without a regular mobile network, where wireless units form their own network. Below the text is a diagram showing five mobile phones connected by a dotted line, illustrating the network formation.

TECHNOLOGY
TERRANET AB

Mobile communications without a regular network
The TerraNet technology enables mobile communications without a regular mobile network. As soon as two or more wireless units equipped with TerraNet technology are within reach of each other, they automatically form their own network and can start communicating.

A diagram showing five mobile phones arranged in a circle, connected by a dotted line, illustrating the formation of a network.



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SMS/MMS, Online Networks



twitter Home | Your profile | Invite | Public timeline | Badges | Settings | Help | Sign out

Recent Public Updates
Updating live every four minutes.

- joepeichel** Finally done with calls for the day! Time to feed the family and relax a bit before we load the Suburban tomorrow to visit Mom & Dad. [less than 5 seconds ago](#) from web
- herkamer** Howto make a cover for the Illiad on the cheap <http://uritea.com/404?Boing...> [less than 10 seconds ago](#) from [twitterrific](#)
- hogwildwally** Beer 30 [less than 20 seconds ago](#) from web
- kentuckygurl** It's Rachel's! And quite pretty. :(I want it. [less than 20 seconds ago](#) from im
- Nosgoth** Terminando de instalar Antena sectorial de 17dbi WirelessG. Worked Good. [less than 20 seconds ago](#) from web
- gamookie** Off to dinner and a meeting of the Dallas Screenwriters Association. [less than 20 seconds ago](#) from web
- csm** Twitter just ignored my last post. [half a minute ago](#) from [twitterrific](#)
- ahronzombi** im listening to Twit [half a minute ago](#) from im
- lobstah4** Yay... I get to be by myself aaaa!!!! weekend! Headed to SC on Sunday afternoon... [half a minute ago](#) from bt
- bulavna** still cutting the backlog 11 minutes ago from [twitterrific](#)

Twitter Public Timeline
30168 Favorites

Featured:

- [Justin](#)
- [John Vlahides](#)
- [CricTimes](#)
- [woot.com](#)
- [KivaThon](#)





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Social Networks

Ning

[Sign Up](#) or [Sign In](#) / [Popular Social Networks](#)

Create Your Own Social Network for Anything

Name Your Social Network

For example, Paris Cyclists

Pick a Web Address

.ning.com

CREATE

At least 6 letters. For example, pariscyclists.ning.com

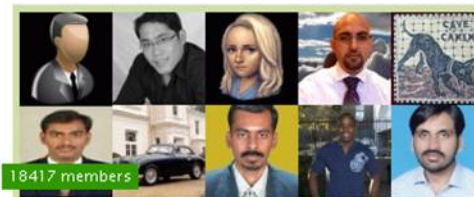
[Learn more](#) about social networks on Ning

Ning Spotlight

Here are a few of the hundreds of thousands of social networks on Ning today...



Maximum-X



Finance 3.0



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Effective Interventions: Two Country Examples

Country One: History of independent media; crumbling state; rapidly rising health crisis; major poverty problems means few can afford mobile phones or TV's; huge access to information problems; significant language minorities; high level of exile journalism; significant listenership to short-wave broadcasts; poor economy means advertising potential is nil.

Country Two: Official promotion of free press yet high level of self censorship; media are informally prohibited from covering 3-4 specific topics; domestic media faces competition from regional satellite media; local issues under-covered; near monopoly of advertising market; relative ease of founding new broadcast media as long as politics will not be covered; no regulation of the Internet, full mobile phone penetration; growing 3G coverage; web serves as key outlet for discontent and coverage of topics left out by mainstream press.



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New Media & Democratic Development: Trends and Dynamics

- 1. Local Efficacy vs. Widespread Replication**
- 2. Definition of Journalism Undergoing Transformation**
- 3. Widespread Commercial Innovation vs. Isolated Private Innovation**
- 4. Initiative vs. Osmosis**
- 5. Changing Nature of Idea Evolution**
- 6. Open Source**
- 7. Cat and Mouse**





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Funding Trend: Open Competitions, Pilot Projects

Vodafone Americas Foundation
Wireless Innovation Challenge

Vodafone Group Foundation | Vodafone Family of Foundations | Vodafone Group

About the Challenge

Criteria
Challenge Timeline
Application
FAQs
Resources

About the Vodafone Americas Foundation Wireless Innovation Challenge

The **Vodafone Americas Foundation** is part of Vodafone's global family of foundations. We are affiliated with Vodafone, the world's leading mobile telecommunications company that operates in 26 countries over five continents and has significant presence in Europe, the Middle East, Africa, Asia Pacific and the United States. Vodafone is in the business of communications and the leader in an increasingly connected world. The Vodafone Americas Foundation designed the Wireless Innovation Challenge to promote innovation and increase implementation of advanced wireless related technology for a better world. To that end, Vodafone Americas Foundation's Wireless Innovation Challenge is providing up to \$600,000 in awards to support projects of exceptional promise meeting the criteria described in the **Eligibility Criteria** section.



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Funding Trends: Studies (Recent USAID Publications)

MOBILE**ACTIVE**.ORG


November 2008



An Exploration of Mobile Citizen Media Tools, and Projects
By Kathrin Verclas and Patricia Michael

A Mobile Voice: The Use of Mobile Phones in Citizen Media





NEW MEDIA AND INTERNATIONAL MEDIA DEVELOPMENT
A RESOURCE GUIDE FOR EUROPE AND EURASIA

AUGUST 2008

This publication was produced for review by the United States Agency for International Development. It was prepared by Matthew Vanderwerf and the Europe and Eurasia Bureau's Democracy and Governance team.



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John S. and James L. Knight Foundation
www.knightfoundation.org

KNIGHT NEWS CHALLENGE
www.newschallenge.org

Examples from Knight Foundation: IVR

THE NGO NETWORK ALLIANCE PROJECT - an online community for Zimbabwean activists

kubatana.net 

View organisations by sector

Choose a sector

HOME THE PROJECT DIRECTORY JOIN ARCHIVE SEARCH E:ACTIVISM BLOG SMS FREEDOM FONE LINKS CONTACT US



Freedom Fone ~ Dial-up Radio

 [Listen](#) to Freedom Fone content prepared for the AWID Forum, November 2008

Freedom Fone (Dial-up Radio) addresses communities' requirements for a simple, affordable technology to communicate with one another. Freedom Fone leverages the fastest growing tool for personal access to information 24/7 – the mobile phone – & marries it with citizen radio programming.

Audio files are stored by Freedom Fone in a Content Management System (CMS) which is updated through a simple to use browser interface. These audio clips populate an Interactive Voice Response (IVR) menu through which callers can navigate for information. Deployment in any language is possible as key global files for menu prompts can be uploaded through the browser interface to the CMS.

Individuals can contribute questions, content and feedback by leaving voice messages via the IVR interface. Freedom Fone can be operated as a collective, with different groups managing different channels (IVR menu options) of information from the same installation.

Freedom Fone is network agnostic and can work easily and happily with mobiles and landlines. Scalability can be factored in through Voice over Internet Protocol (VoIP) in countries where VoIP is available.



Our [electronic activism](#) campaign encourages Zimbabweans to resuscitate our neighborhoods, one house at a time.

The value of organized conflict resolution processes

Zimbabwean civil society, in their segregated efforts, has been waging peaceful protests because of the deteriorating socio-economic and political environment.



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Examples from Knight Foundation



KNIGHT NEWS CHALLENGE

www.newschallenge.org

Transparent Journalism

Award \$350,000

Winner(s)



Sir Tim Berners-Lee



Martin Moore

Organization Media Standards Trust

Location England

Video

“The plan: to design a way for content creators to add information on their sources to their reports, as a form of “source tagging”...a reporter could note that an article was based on personal observations, interviews with eyewitnesses or specific, original documents. Filters would then use this...to help find high-quality articles.”



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John S. and James L. Knight Foundation
www.knightfoundation.org

KNIGHT NEWS CHALLENGE
www.newschallenge.org

Examples from Knight Foundation

Register | Login COMMUNITY FUNDED REPORTING

S P O T . U S
[Start a Story](#) | [Browse Stories](#) | [Read a Story](#) | [About](#)



PITCH: How Does the Economic Downturn Affect Small San Francisco Businesses?

Posted Friday, October 17, 2008 by Kieran Farr in San Francisco

The presidential candidates frequently remind voters that small businesses are the engine of our nation's economy. How have small businesses in San Francisco fared after the bursting of the housing bubble and subsequent economic fallout? I'd like to profile 3 small San Francisco businesses representing... [Read More »](#)

I'll Donate \$25

OR DONATE ANOTHER AMOUNT >



\$145.00 raised
\$255.00 to go



PITCH: The Return of the Hooverville: Car and Tent Cities on the Rise in San Francisco

Fully Funded!

Example from USAID's Development Commons

Global Development



Connect. Collaborate. Prosper.





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Strategies for Media Development Assistance

- Empower local initiatives by making range of tools available
- Avoid top-down imposition of new media tools; encourage participation of beneficiaries in project design
- Get to know tools yourself
- Conduct analysis with information as the basic commodity



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Conclusions

- Coordination will continue to challenge donors while there will be individual successes
- The issues of scalability and replication will remain.
- Innovation will come from where it is needed most

Thank You

