



#speakUP Barometer

How to assess digital participation? Julius Endert – Steffen Leidel

Welcome!

Deutsche Welle Akademie

Free Media. Free Expression. Free Societies.

@dw_akademie



 **Presenting our project:**

SpeakUp Barometer

**Highlighting Freedom of Speech through
Digital Participation**

Three questions we want to answer:

- 1. *What* do we mean by digital participation?**
- 2. *Why* does it matter?**
- 3. *How* do we assess digital participation?**

HOPE

Give people a voice!

People + digital technology

=

more dialogue, more peace, more democracy



DISSAPPOINTMENT

Give people a voice!

People + digital technology

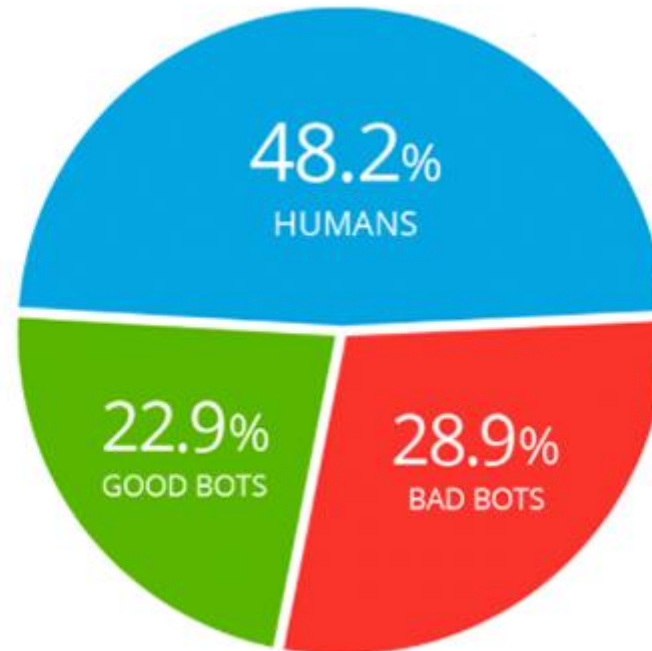
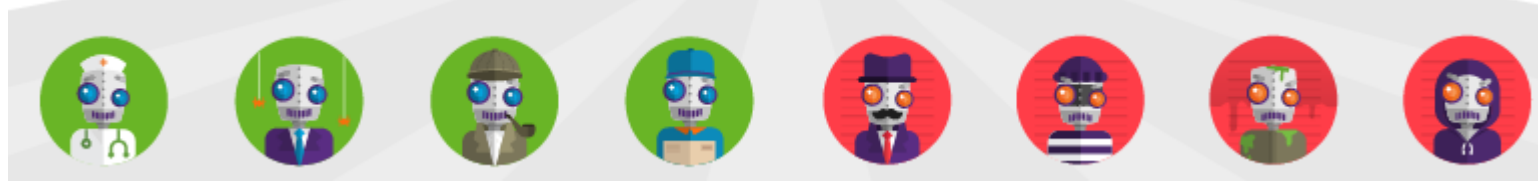
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more dialogue, more peace, more democracy

Information Ecosystem full of miss- and disinformation



Who is talking?



New phenomena:

- Information is curated by algorithms

- almost half of the internet is driven by bots



HATE

“Social media is ripping society apart”

Chamath Palihapitiya, ex-vice-president of user growth, Facebook

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Screen Shots

How can we achieve positive digital participation?

A web of #trust #choice #dialogue #diversity

#Users who care about Users



Case Study: Fostering Participation

Isaac Okot | Atiak, Uganda

- He lives in a remote village in the northern part of Uganda.
- He took part in a DW Akademie project for citizen journalists.
- He received training in basic journalistic skills and in media information literacy.
- He and all other participants in the training are provided with a new App for citizen reporter.

Result:

- Isaac has the ability and skills to tell stories that matters for him and his community.

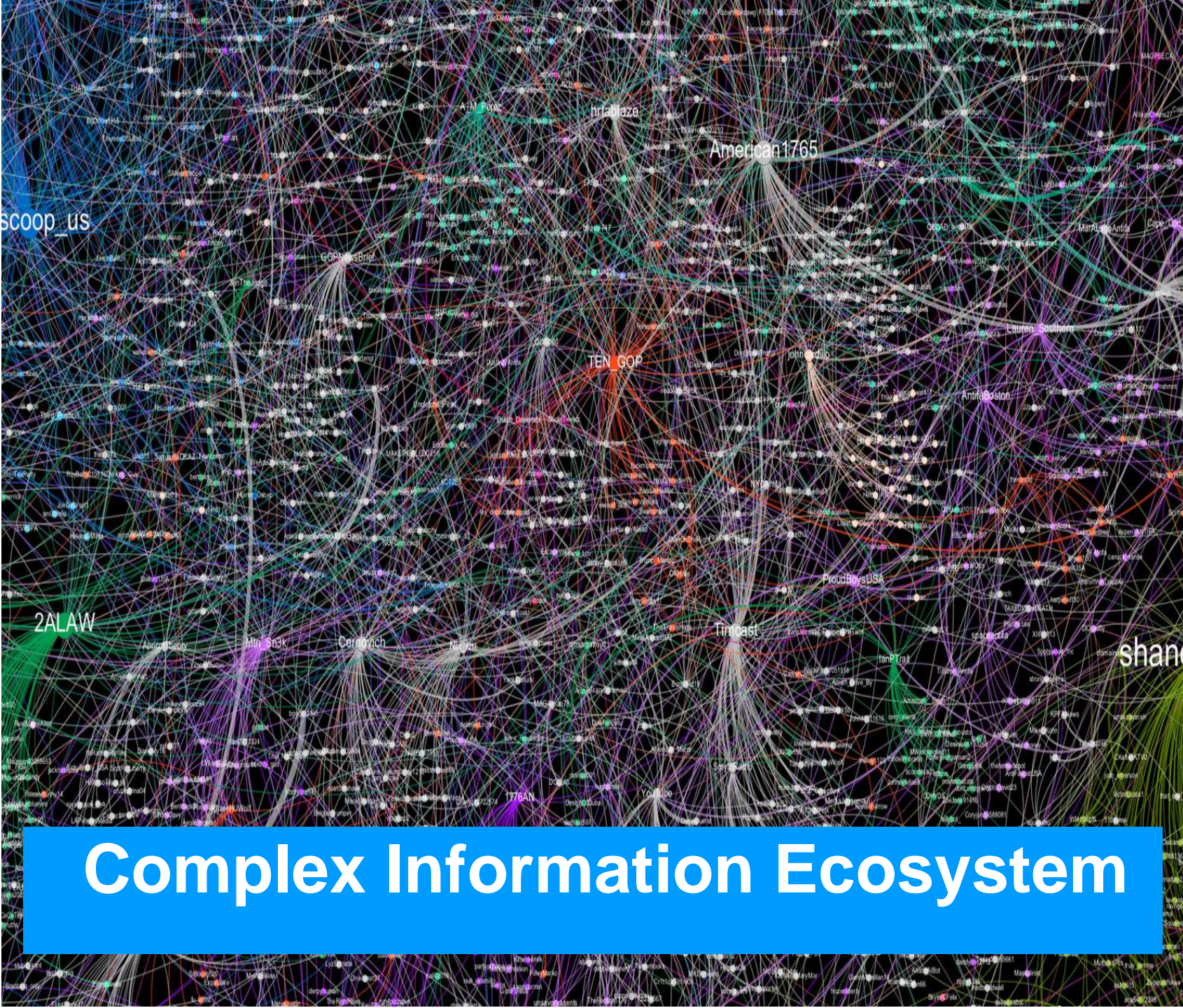




Android-App for Citizen Journalists

- For text and audio-visual content
- Easy to use and self explanatory
- Cooperation with URN (Uganda Radio Network)
- Isaac's reports on deficiencies in health care were taken up by URN and led to a noticeable improvement

**Our challenge:
How to define digital participation?**



Complex Information Ecosystem

Realtime and connected communication requires a systematical approach

Picture: Chart shows what the Russian Troll @TEN_GOP account was tweeting this Summer

SpeakUpBarometer



Step one:

Find a definition what digital participation means in the context freedom of speech an access to information.

People are able to freely, independently and confidently communicate online



Step two:

Build a model based on that definition, because digital Participation means more than communication

Levels of digital participation

use existing services

be creative, producing content

own content, data, code

share what you have produced

be involved in regulatory issues

innovate, shape your Digital Future

Influencing Factors

Digital Rights

Innovation

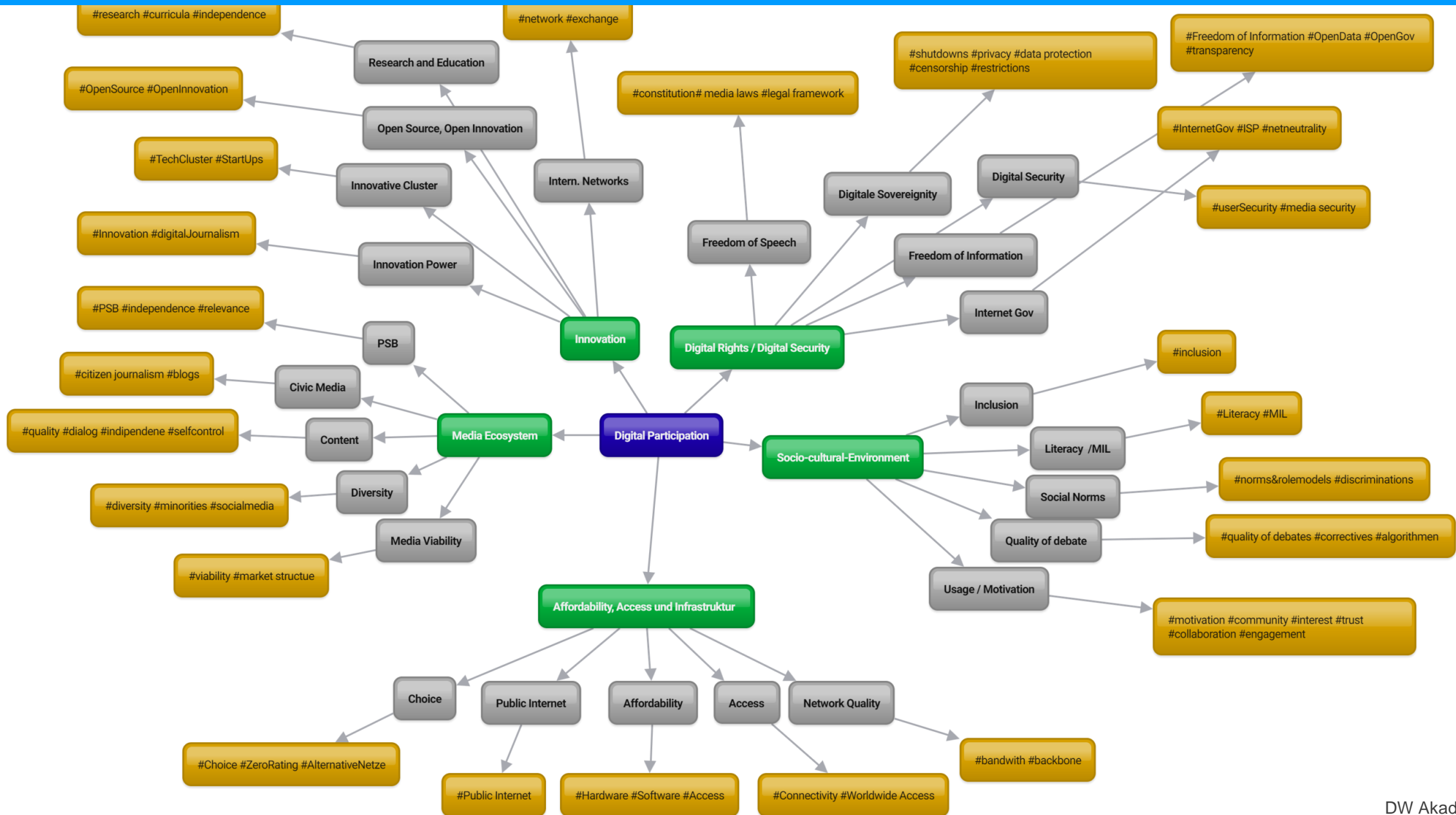
Sozio-cultural

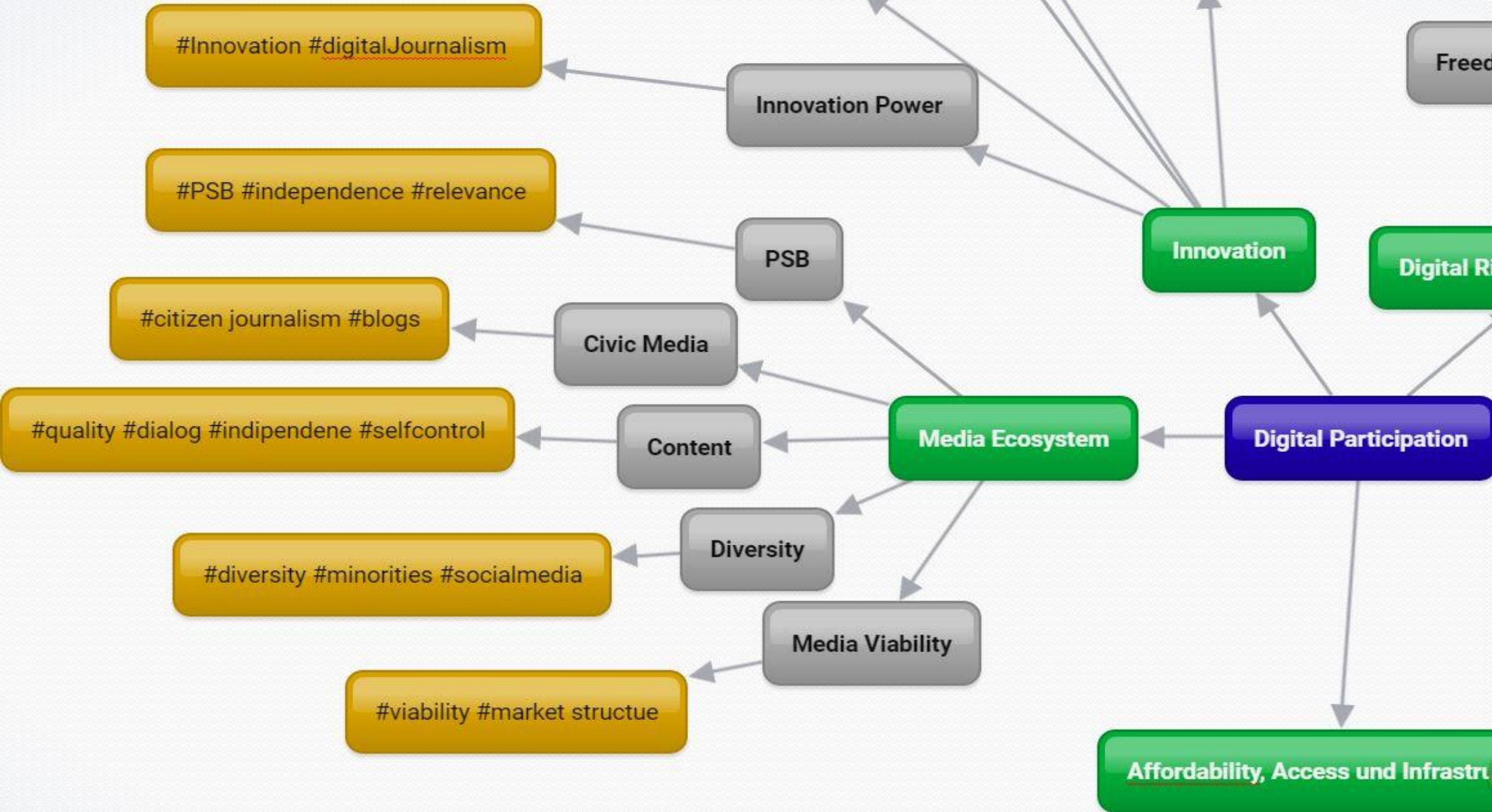
Media &
Infosystem

Infrastruktur

use existing services
be creative, producing content
own content, data, code
share what you have produced
be involved in regulatory issues
Innovate, shape your Digital Future

Mapping Factors with influence on Digital Participation





Expert based approach



- DW Akademie with experience in south-to-south dialog
- Field research in cooperation with project partners, bringing in the user perspective
- In depth interviews with experts for each cluster
- Additional desk research
- Published on a project website in 2018

Prototype Uganda, followed by around 20 other countries



Overview: First Results

Socio-Cultural Environment



Meet in an internet café can be judged as bad habit.



People have a choice, but ... it is expensive.



People love radio

Innovation



Innovation: Youth is a potential for innovation

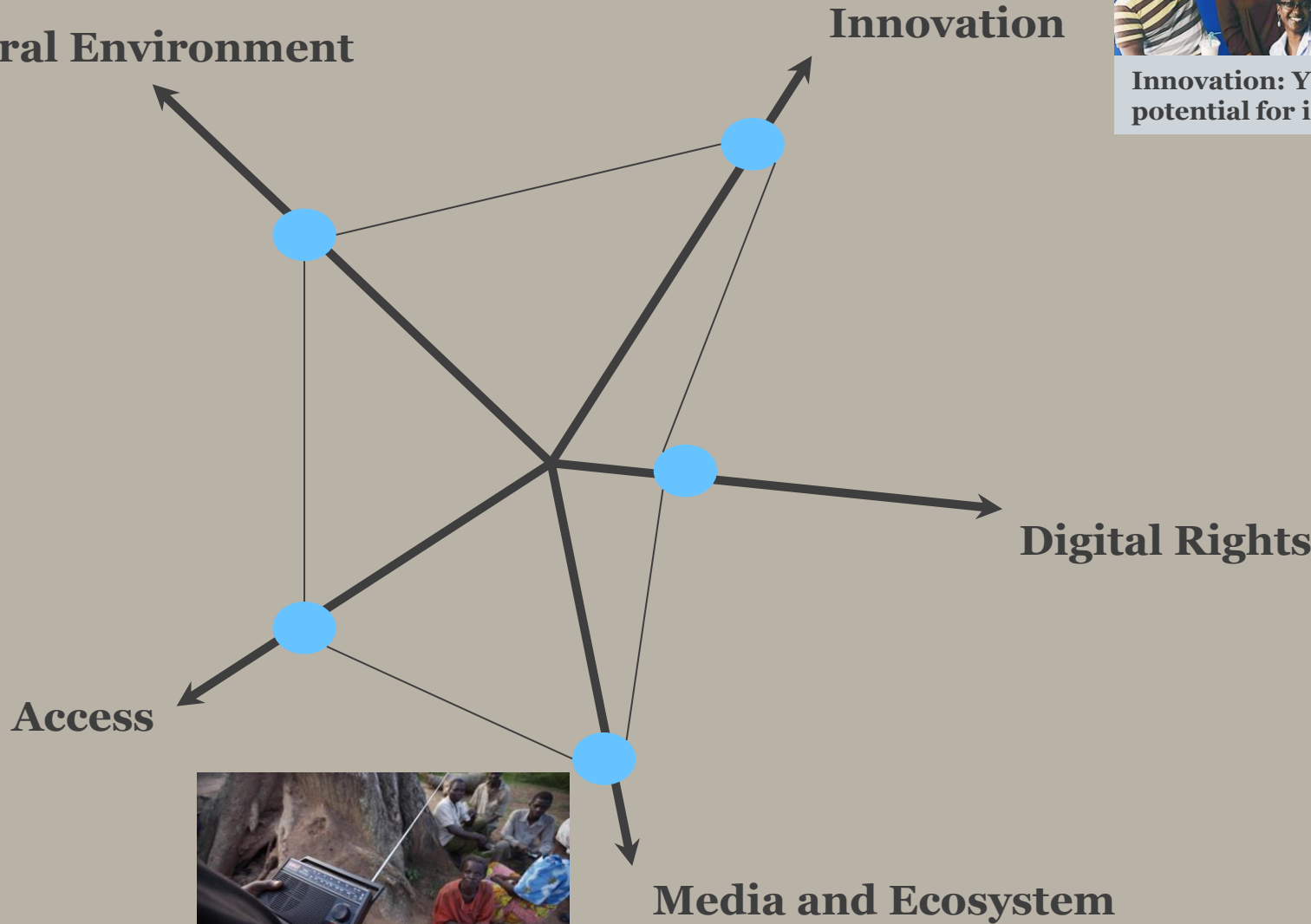
Digital Rights



Reporters can be fined for asking "persistent" questions

Media and Ecosystem

Access



#SpeakUp Barometer in a nutshell

give orientation on the status quo = How can the current situation be described?

Identify potential = Where are worthwhile targets and ideas?

Provide decision criteria = What should be done to enhance Digital Participation?

Identify risks = Which risks need be taken into account?



Thank you!

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