

ICT and Governance Reform:

**New Technologies, New Ideas,
New Possibilities**



Phil Noble

PoliticsOnline
News, Tools & Strategies

The BIG Change

“The Internet is some thing fundamentally different. It will change our world the same way as the invention of the printing press and the coming of the industrial age.”

Bill Gates

The Revolution is Here !

(for good and bad)

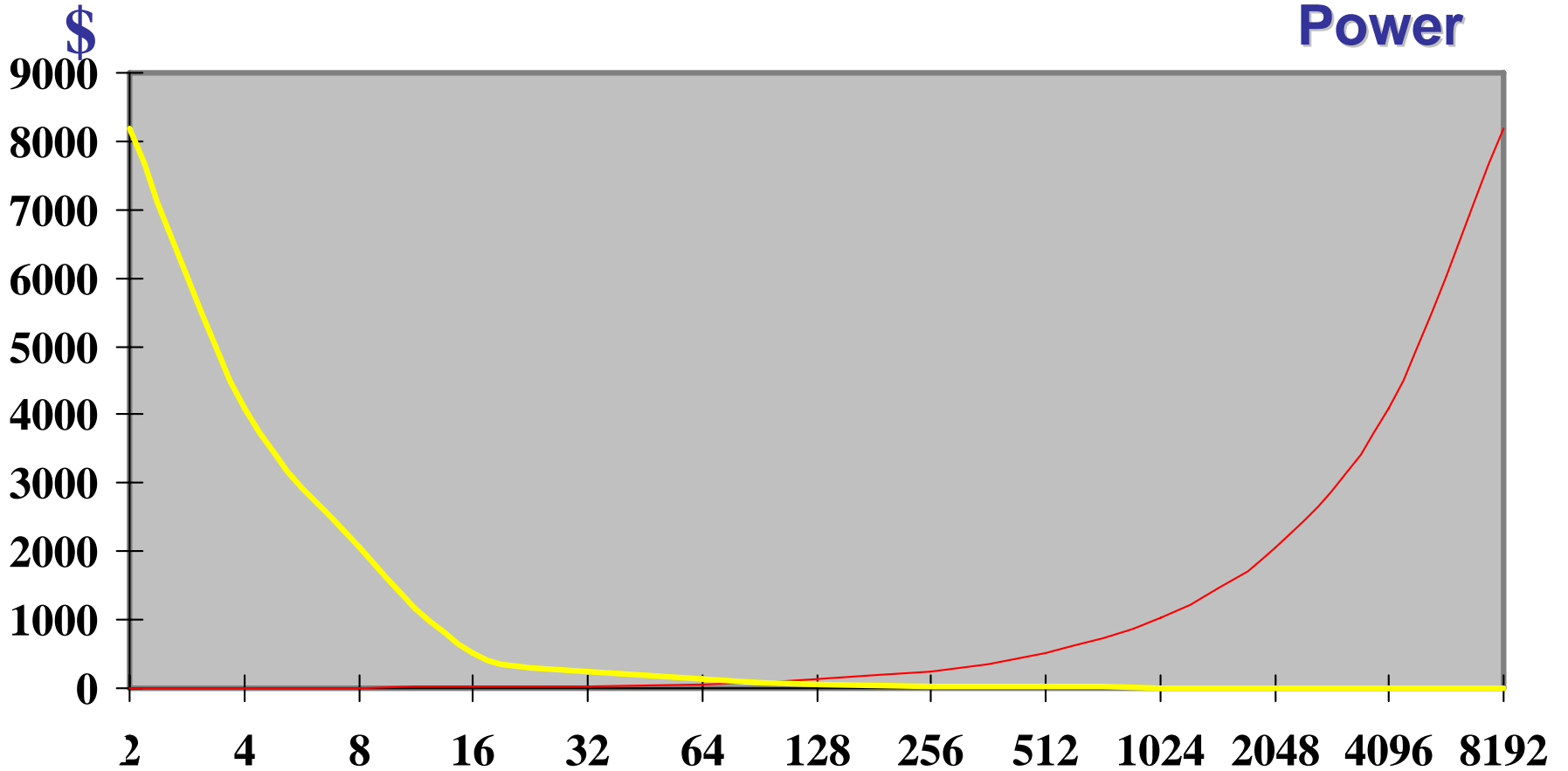
Day 1
10:00 am

Dr Gordon Moore

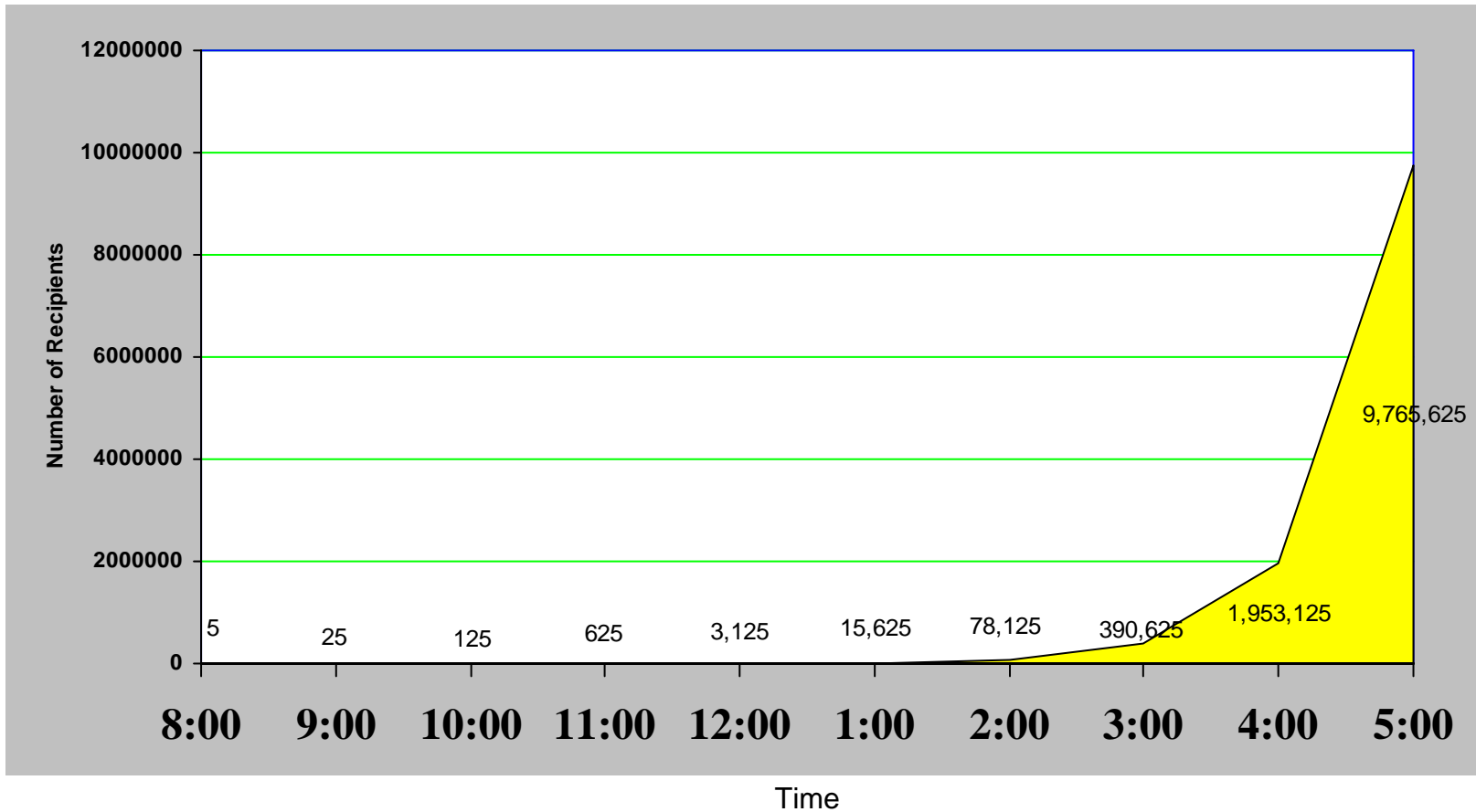


- Co-founder of Intel
- Moore's Law, 1965
- Every two years, computing power doubles and cost is cut in half.

Moore's Law



Potential Reach of E-Mail Campaigns



GSM Mobile Phones

2007

1987



- 3 billion GSM connections worldwide
- 445 million in China
- 64% mobile users in emerging markets
- 7 billion text messages a day

\$100 Laptop



One Laptop Per Child

'Personal' Media



Six Big Ideas

1. Most powerful new tool for global social action today – use it.



al-qaeda

Terrorismo sin fronteras

1011

لا إله إلا الله محمد رسول الله

Tsunami

- Global response
 - Money
 - Volunteers
 - Innovation
 - SEA-ATE blog

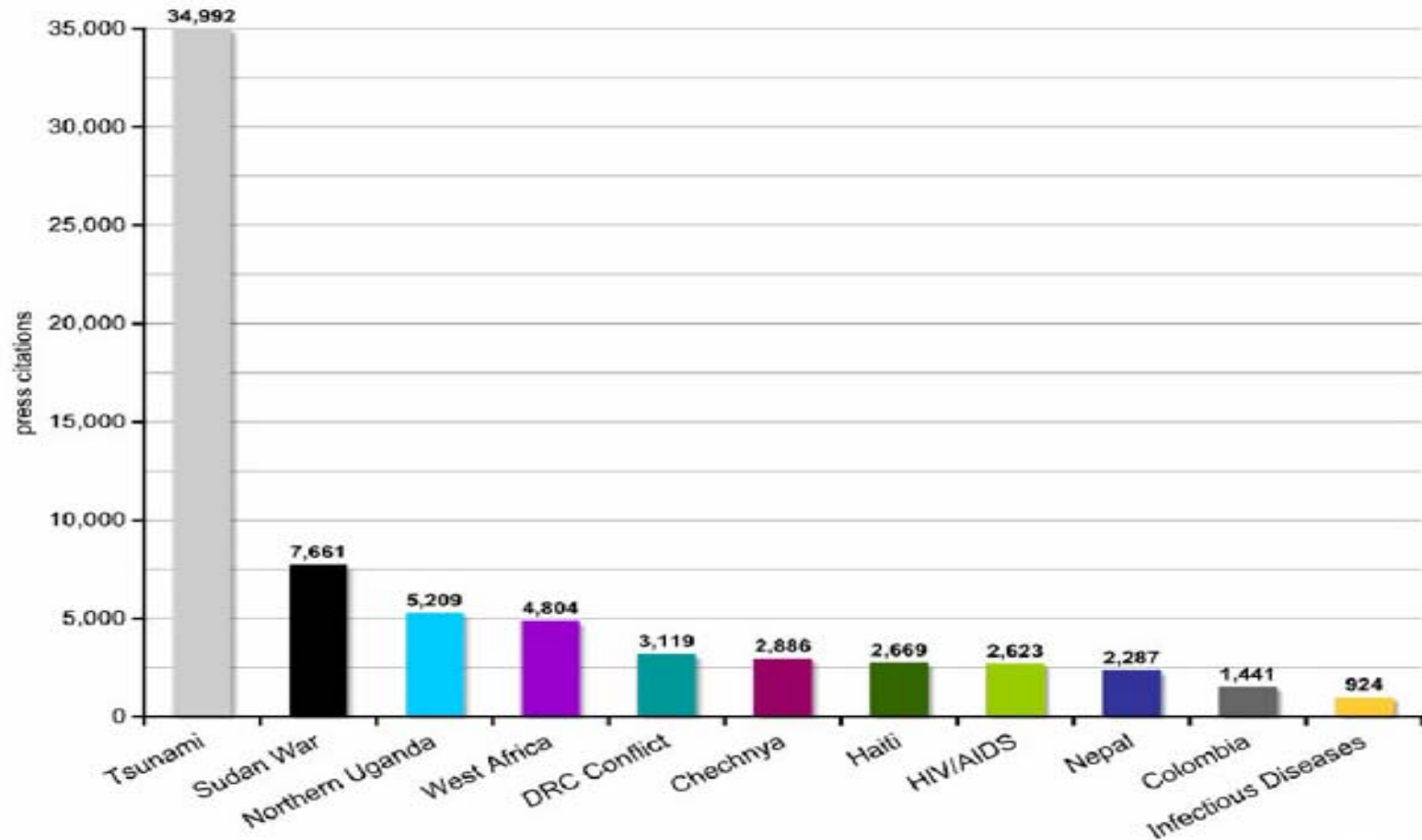


Clinton on Tsunami and \$\$

“30% of American households made contributions, over half of them on the Internet.”



Media Attention = Innovation



N=68,615
Period: Mar 04 - Feb 05
Source: Factiva, Reuters Reading List

2. Can nearly instantly empower and mobilizing people – ordinary citizens.



Pres. Estrada
Philippines



“Every Citizen is a Reporter”

'People Power' Politics (P2P)



- Philippines
- East Timor
- MoveOn.org
- Howard Dean



- Spain
- Ukraine
- Lebanon
- Iran / Iraq

3. Put technology in the hands of reformers - they will do the rest.



Etienne Chouard
France

National Whistleblower Center

BETA

ONE CORPS

» John Edwards for President » JEPP Blo

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Online Community for Real-World Action

This campaign is about taking action now to change America. Join One Corps today to participate in our next National Day of Action and to work with others who believe that together we can offer a helping hand, lift up our fellow citizens, and build the one America we all believe in... [? More about One Corps](#)



Find an Event or Chapter

Zip Code:

Log In

Username:

Password:

[Sign Up Now](#)

[Forgot your Password?](#)



Find an Event or Chapter Near You:



Invite 5 Friends



Update Your Profile Picture

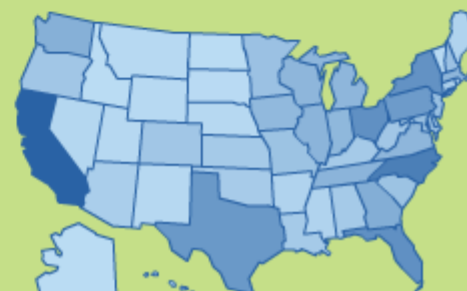


Sign A Petition

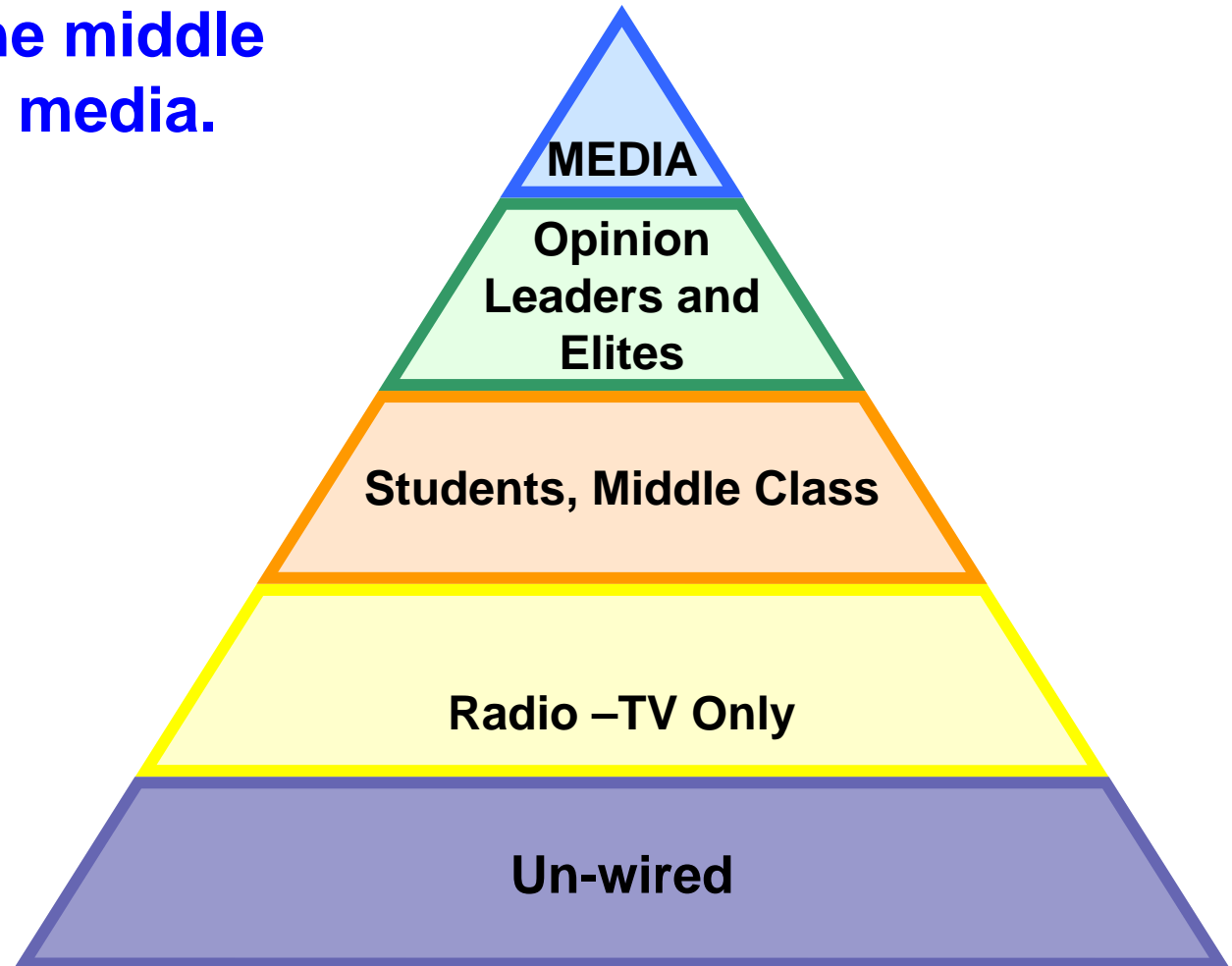
Chapters From Around the Country



Chapters by State



4. Target ICT audiences
– students, business people, the middle class and media.



5. Build networks with existing technology – it's the ideas not tech.

Ghana Elections



- Mobile and radio to report fraud
- 24hr media ban, but candidates 'cheat' by sending SMS.
- Election results in real time via cell phone



6. Mobilizing a global audience for domestic reform.

GLOBAL



*The***Guardian**

Operation: Clark County

LOCAL



“Google Earth maps out Darfur atrocities”

STORY HIGHLIGHTS

- Google official: Tool can be "catalyst for education and action"
- Google Earth has 200 million users
- Official: Technology will make it harder to ignore genocide





New Voices



New Listeners

Things to Watch



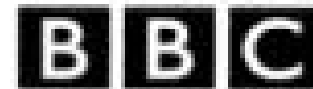
100 million a day



WIKIPEDIA
The Free Encyclopedia



Multi-national e-Democracy & Global Opinion / Interaction



“The Global Conversation”

Media Partners get:
conversation
functions,
ad revenues &
branding

Users send:
Videos
Pictures
Cartoons
Other UGC

Users participate:
Rate
Comment
Email
Vote
Quiz
Blog

The screenshot shows the homepage of 'THE NATIONAL CONVERSATION'. At the top, there is a header with the site's name and a logo featuring a stylized American flag. Navigation links include 'Be A Partner', 'SHARE your ideas & opinions', and 'COMPARE to others'. The main content area is divided into several sections:

- Iraq's New Constitution: Now What?**: A blue banner with text about the new constitution and a call to action: 'It's new and about you - join the conversation!'.
- How You See It**: A section for user-generated content (UGC) with two images. The first image shows a hand holding a banknote. The second image shows a child holding a sign that says 'I am Iraq'. Below each image are icons for 'Rate', 'Comment', 'Results', and 'View Comments'.
- Agree or Disagree**: A section featuring a quote from George W. Bush: 'The Iraqi people have once again demonstrated to the world that they are up to the historic challenges before them...'. Below the quote are icons for 'Rate', 'Comment', 'Results', 'View Comments', and 'E-mail George W. Bush'.
- Remember When**: A section with a video thumbnail and a 'Watch Video' button. Below it are icons for 'Rate', 'Comment', 'Results', and 'View Comments'.
- Vote & Compare**: A section titled 'Iraq's New Constitution: Now What?' with a poll question: 'Is Iraq "ready" for democracy?'. Below the question are icons for 'Vote', 'Comment', 'Results', and 'View Comments'.
- Quiz - Test Yourself**: A section with a quiz question: 'Iraq's New Constitution: Now What? Approximately how many U.S. troops have died as a result of the Iraq war?'. Below the question are icons for 'Take' and 'Compare'.
- Blog**: A section titled 'The Iraq Conversation Blog' with a call to action: 'Have more to say? Join the Iraq conversation at our new blog community, The Conversation.'.

Annotations on the left side of the image point to specific features: 'Users send:' points to the 'How You See It' section, and 'Users participate:' points to the 'Rate' and 'Comment' icons in the 'How You See It' section. An arrow from the 'Media Partners get:' text points to the 'abc NEWS' logo in the top right corner.

Migration e-survey - Results

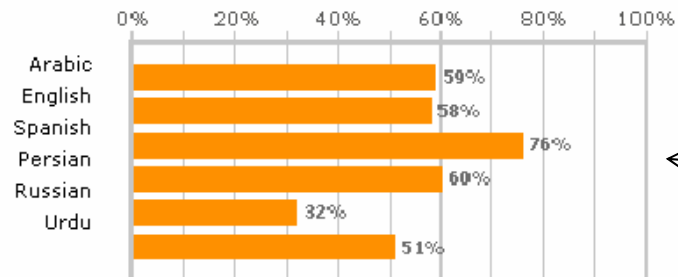
Immigrant Answers | Non-immigrant Answers

Global View | By Language | By Region | By Sex | By Age

◀ 1 2 3 4 5 6 7 8 9 10 11 12 ▶

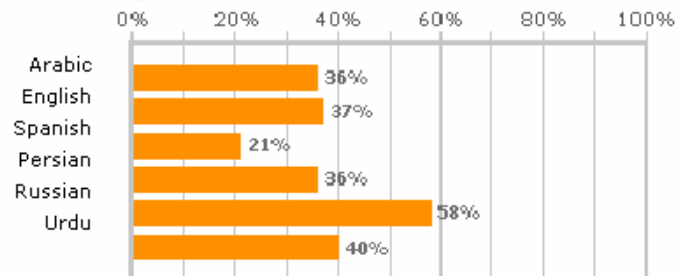
Do you believe immigration is an important global issue?

A. Top priority



Question 1-12
 Compare ranking results by:
 Region or country
 Sex and age
 Overall
 Language

B. Fairly important



Comparative total responses

Total Votes: 6,868
 Arabic: 694 | English: 4,659 | Spanish: 288 | Persian: 669 | Russian: 249 | Urdu: 309

DISCLAIMER: Results are indicative and may not reflect public opinion

Your comments

Over population will deplete resources. It's time China, India and other countries stop the population explosion, which leads to immigrants w to come to over-crowded countries, which puts pressure on us all.

Paul Hudson, Newcastle upon Tyne, UK

Immigration and migration of mankind can not be stopped- it must be a serious consideration of every body of government

Rafael Miranda, New York City, USA

I don't think immigration is an issue at all, in the sense that it's always happened and always will. Can a developed society accept the treat migrants as criminals?

R.S.L., Bonn, Germany

It drains brains from home country in some cases. That's why USA is still surviving!

Toosy, Guildford, UK

Users' comments
 Selection of all responses
 Reflects other demographics
 translated by BBC

Use of 15- 20%



- Political Parties
- Governments
- NGO
- Media Companies
- Corporations

What Now ?

- Collect and organize case studies and tools online
- Connect reformers to tools and each other
- Get out of the way

“We must master the tools of communications, or we will be mastered by those who do.”

Robert Moley

1923

Join the
Revolution !

Lead
The
Revolution !