A Voice Portal for Citizen News Journalism

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April 18, 2011

Voice Remains Primary Interface for Mobile Subscribers in India

- Most subscribers lack smart phones

Smart Phone: < 5%

Feature Phone: ~45%
(e.g., music player)

Basic Phone: ~50%

Mobile Internet: < 3% of subscribers

- Text interfaces hindered by:
  - Low literacy (33% of adults in India are non-literate)
  - Language diversity (font support for tribal language?)

Source: McKinsey, IDC India

Interactive Voice Response in India

- In 2010: Rs. 4,000 Crore from value-added IVR
  - Expected to grow to Rs. 15,000 Crore by 2020
- Examples:
  - Ringtones, music, jokes, astrology
  - Booking movie tickets, travel, mobile commerce
  - Screening for *Kaun Banega Crorepati*
  - TATA's *Behtar Zindagi* program: information for farmers with over 10,000 voice prompts

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Aircel & Facebook partner to introduce Voice Status Updates. Now express your emotions and much more on Facebook in your own distinctive voice. Just **dial 51555*** from your Aircel mobile to record and update your status, without even having access to the internet. The recorded voice clip will appear on your Facebook wall as your status update. So go ahead, voice your mind!

Call 98040 12345 for Kolkata & 98510 12345 for ROWB or 121*

aircel.com

1 February 2011 Last updated at 04:50 ET

Egypt protesters use voice tweets

Google and Twitter have launched a service which circumvents the ban on net services in Egypt.

The service could give protesters a new way of communicating with the outside world

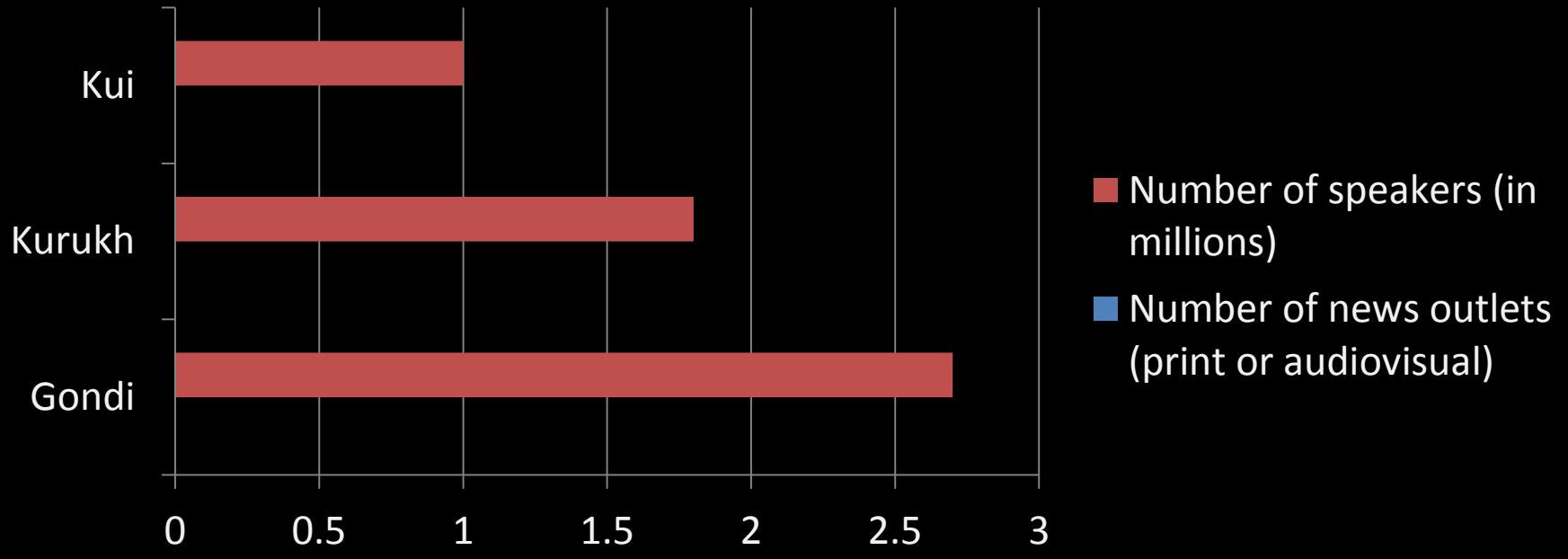
The so-called speak-to-tweet system allows people caught up in the unrest to post messages without any need to use an internet connection.

The service, which is already live, allows people to dial an international telephone number and leave a voicemail message.

The message is then sent out as a tweet with the hashtag #egypt.

Egypt's Revolution

Journalism in Tribal Chhattisgarh



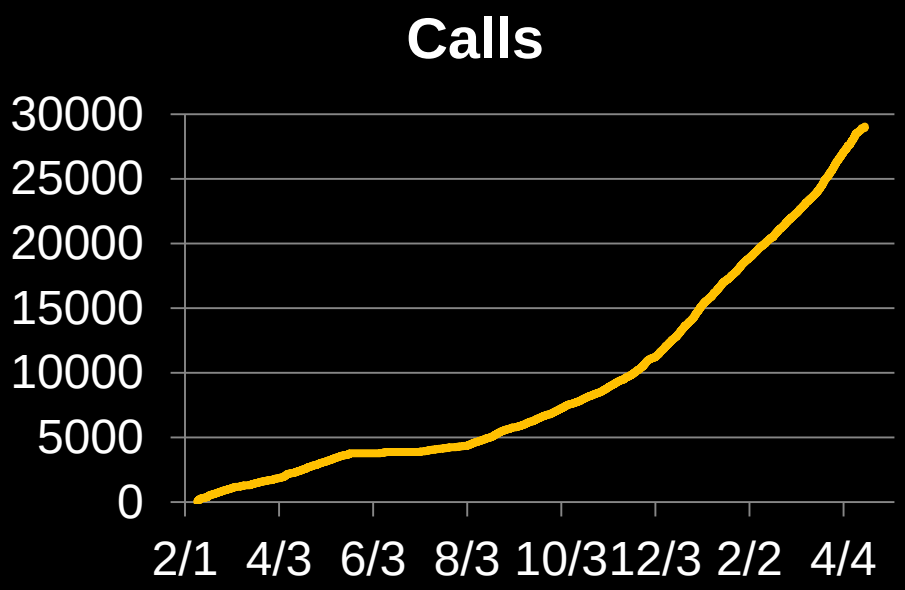
- No news medium for tribal languages in India
  - Very few tribal journalists who know these languages
- Is it not legal to broadcast news over community radio in India!
- Can a mobile platform enable citizens to share their own news?

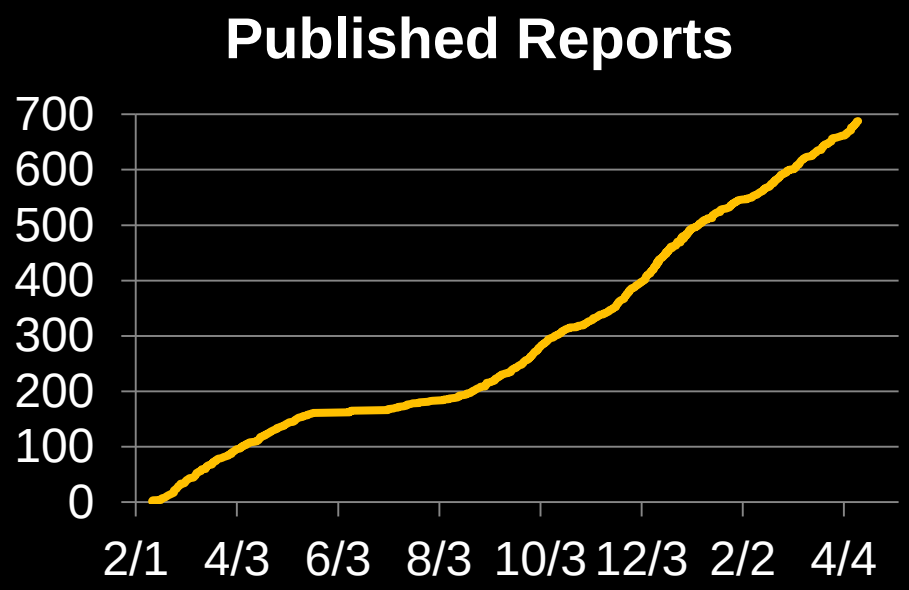
CGNet Swara:
A Voice Portal for Citizen Journalism

with CGNet, MIT and the International Center for Journalists

- Anyone can report news, issues, etc. in local language
- Submissions are reviewed by moderators over the Web
- Appropriate submissions are published:
  - For playback on audio channel
  - For browsing on Web
  - Some submissions seed stories for posting on CGNet site + list

Deployment: The First 15 Months





- Most posts are in Hindi
- About 10% are in Kurukh (first news source in Kurukh!)
- Some posts in Gondi, Chattisgarhi, Nagpuri, Oriya…

CGNet Swara

http://www.cgnetswara.org/index.php?id=2847

Father wanders for due NREGA wages, son dies in hospital...

Manish Rai from Ambikapur says some days back I had heard an interview on CGnet Swara with a labourer called Pitbasu who had completed 100 days work in NREGA but had not been paid any wages. Today by chance I met him in the hospital and found that while Pitbasu was making rounds for his due NREGA wages his son died in the hospital. Is there any provision in NREGA to punish officials who has caused this grave incident? NREGA laws should be so strong that no one should wait for their wages as has happened with Pitbasu. For more on the story please contact Manish at 09826538904.

BBC मोबाइल

हिन्दी

हमारा ताज़ा रेडियो कार्यक्रम सुनें

पहला पन्ना | भारत | पाकिस्तान | खेल | मनोरंजन | कारोबार | विज्ञान | मल्टीमीडिया

ताज़ा समाचार

रविवार, 16 जनवरी

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Father struggles to get NREGA wages, son dies in hospital

Supriya Sharma, TNN, Jan 21, 2011, 10.04pm IST

Article | Comments (15) | MORE

Tags: National Rural Employment Program | MNREGA | Gram Adhikar Manch

SHARE AND DISCUSS

33 Share | 18 Tweet | 15 Comments

RAIPUR: A week after he lost his ailing son, and ten months after he worked on a village road project, Pitbasu Bhoi finally got the ten thousand rupees he had earned under the Mahatma Gandhi National Rural Employment Program (MNREGA).

"Of what use is the money now? I have just immersed my son's ashes. When I needed the money to save his life, I did not have it," says Bhoi.

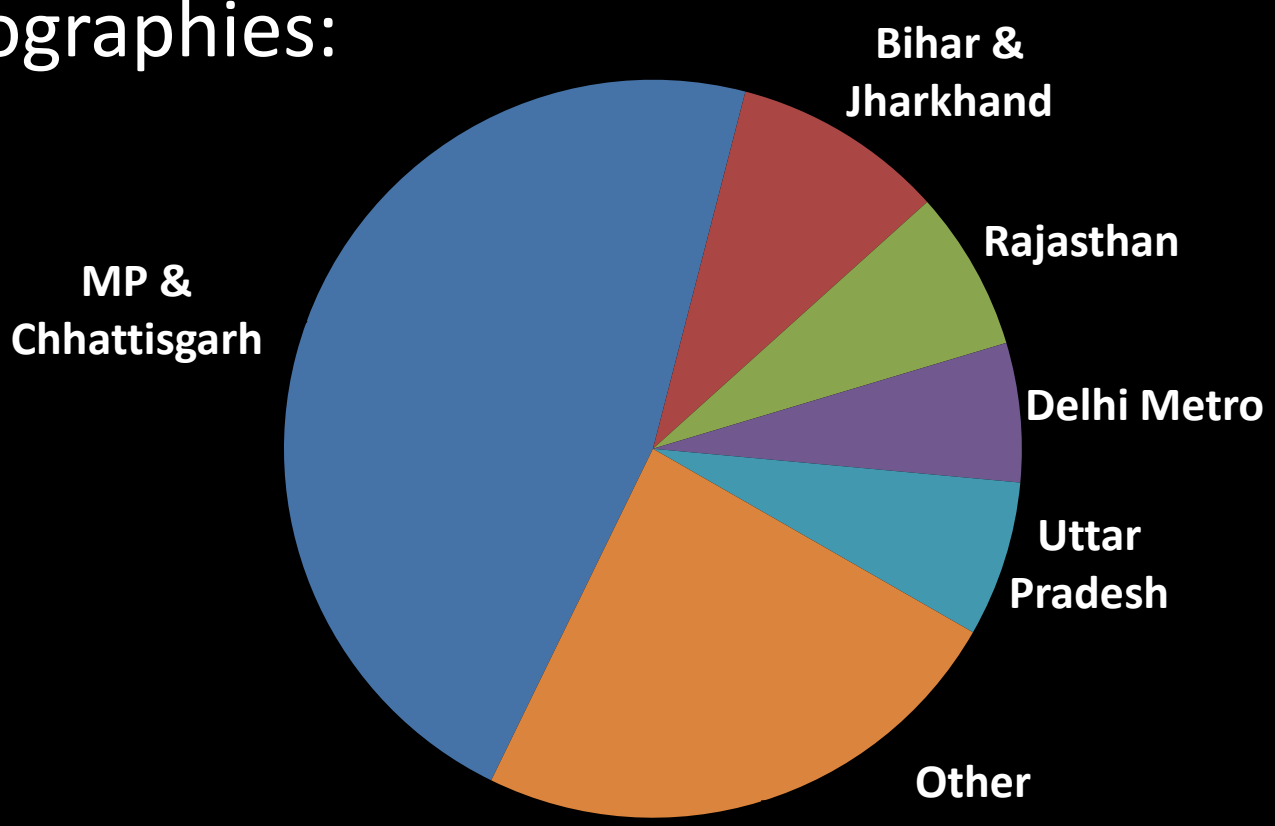
The disabled man, in his forties, along with his wife

Who is Reporting?

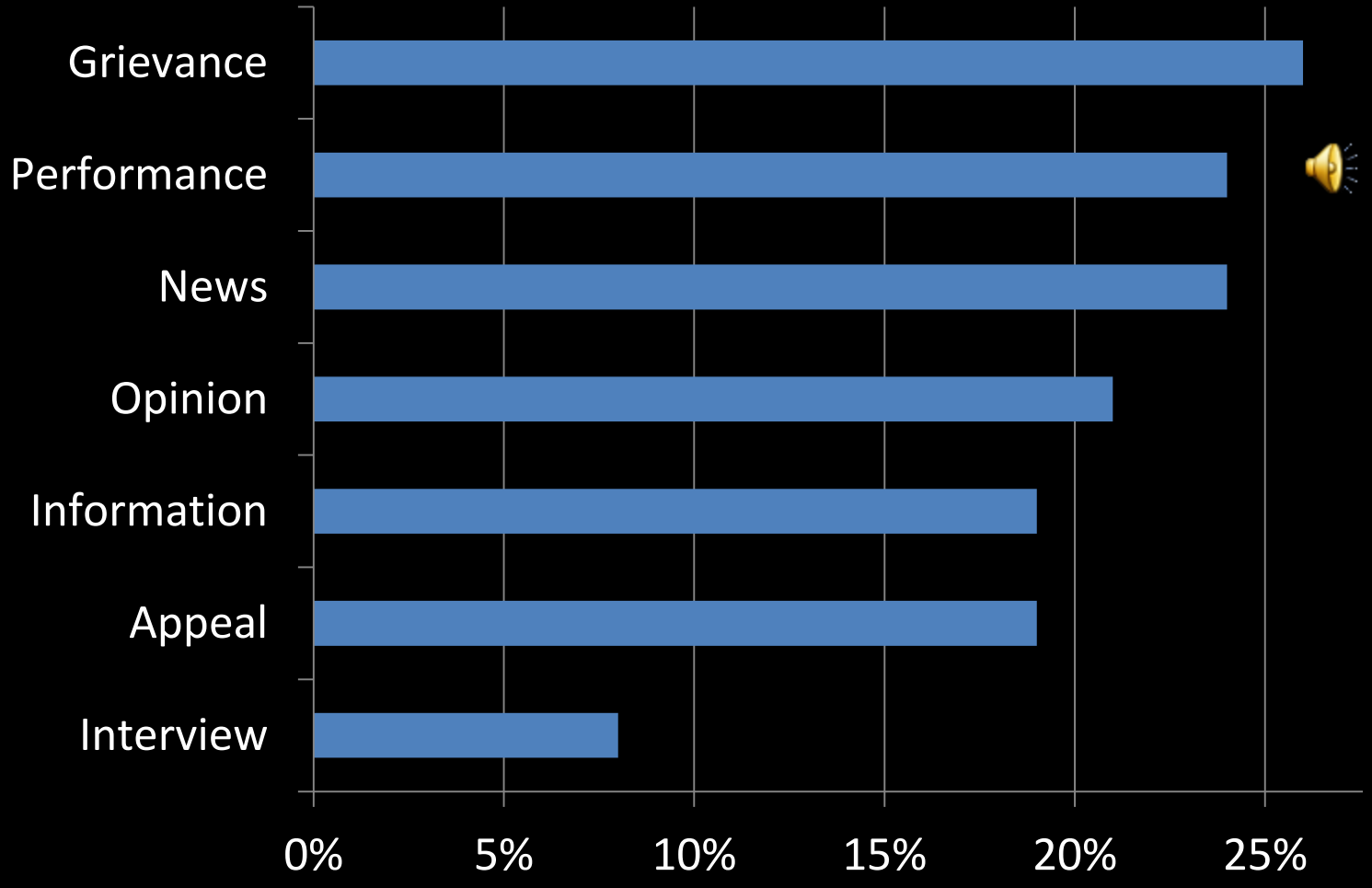
- >200 contributors
  - Top 10% responsible for 45% of posts
- Often social activists, but with limited voice
  - Earning 5K-10K / month

Who is Listening?

- 3700 unique callers
  - Top 10% responsible for 20% of calls
- Geographies:



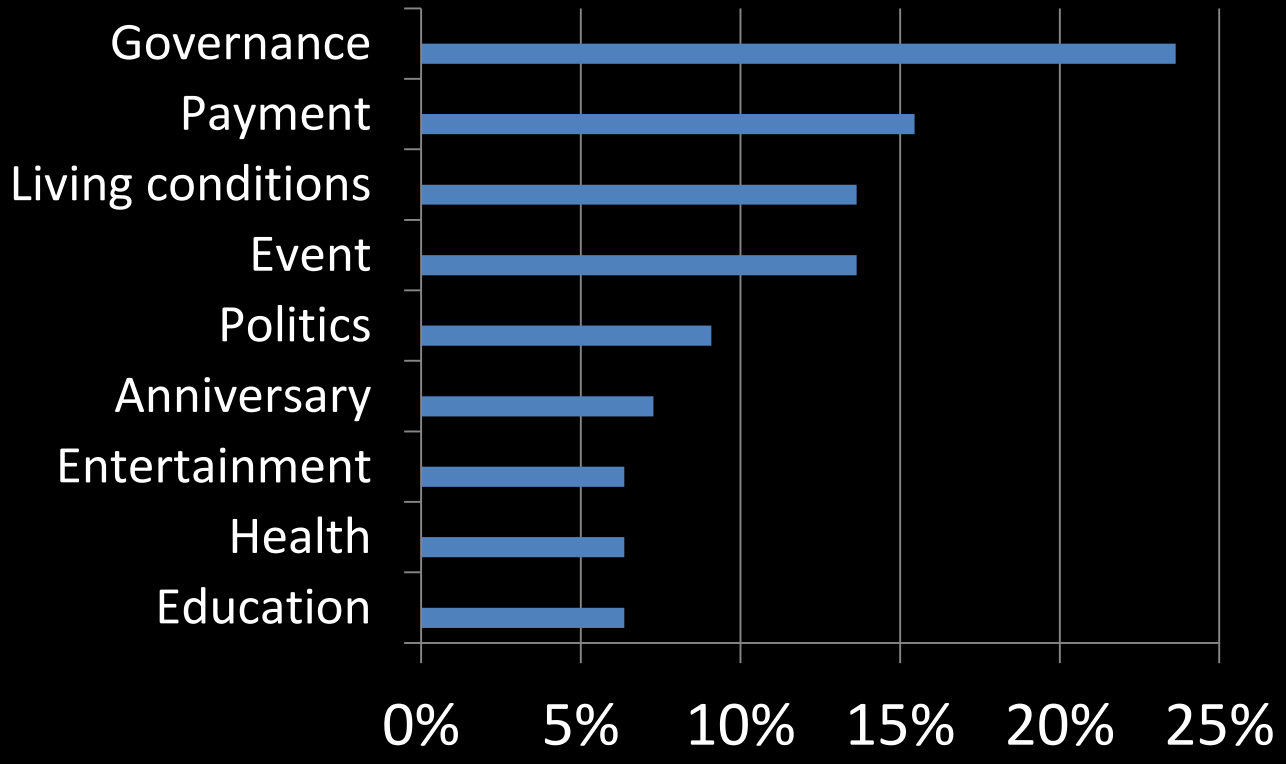
Categorizing the Reports



Based on 110 recent reports

Subject of Reports

- Primarily local news (70% of posts)
  - Often based on experience of caller (45% of posts)



Additional topics:
Women Rights, Agriculture, Employment, Current affairs, History, Social ills, Environment, Civic life, Public utilities

Is This Helping?

- Social media can aid authoritarian regimes [Evgeny Morozov]
- In China: 280,000 members of “50 Cent Party” paid to produce pro-government content online
- Counter-measures in a voice channel:
  - Moderation and fact-checking by journalists
  - Leverage personal authenticity of voice

Research Challenges

- How to scale?
  - While maintaining usability
  - While maintaining quality
- How to pay for distribution of content
- Rich playground for speech researchers

Conclusions

- Voice remains primary interface for mobile subscribers in India
- Simple sites and services can lead to high-impact content
- Huge untapped potential
  - Can we define the next social network on mobiles?