moz://a

Mapping the Internet Health Movement

Introduction

—

The Mozilla Foundation has committed to 'fuel a movement with people around the world to build a healthy internet'. This project experiments with a mix of methodologies to <u>observe</u> and <u>analyse</u> this movement, looking at organizations that are working on some aspect of making the digital world healthier and better. Internet health is an umbrella term Mozilla uses to talk about issues like openness, privacy and security, decentralization, digital Inclusion, web literacy.

Other organizations use terms like 'open internet' or 'digital rights' or 'open source' to refer to a similar set of issues and organizations. For the purposes of this research, we are treating all of these organizations as part of the same loosely knit movement.

Goals

—

The main goals of the project are to provide <u>data</u> and <u>visual tools</u> to the Mozilla Foundation team to understand which organizations are involved in the movement working on internet health issues, how they are related to Mozilla, where they are based, how they act and which issues they work on.

The visualizations produced will be used by the Mozilla Foundation team to both situate its current movement building activities strategy and identify <u>gaps</u> and <u>opportunities</u> for future actions.

Biases

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The movement is "amorphous" – in many ways it is many loosely connected smaller movements. The data and visualizations are only a snapshot of this loosely knit movement as of April 2018.

While all the organizations in this study work on one or more of the issues within the internet health umbrella, few use the term 'internet health' as broadly as Mozilla does.

Issues may be defined differently for each of the organizations. They may overlap generally but specifics could be different.

The organizations studied were selected by Mozilla. It is likely that there are blind spots and groups of organizations missing from this study as Mozilla just isn't aware of them. This is most likely for organizations outside of North America and Europe (and the English speaking internet), as these are the places where Mozilla has less of a presence.

Organizations (150) classified as having NO relationship to Mozilla may in fact have a relationship or awareness of Mozilla but this was not investigated further at the time of the project.

CHAPTER 1

The Internet Health Allies

The Internet Health Allies

—

Which organizations can be considered part of this movement?

Are they formally linked to Mozilla? How?

Which organizations might be considered allies but are not formally related to Mozilla?

INSIGHTS

The organizations closest to Mozilla are big organizations and institutions involved in digital and civil rights advocacy, research and technological development.

There are many organizations that might be considered part of the movement and could become allies of Mozilla – but they don't have formal relationships with Mozilla that we are aware of. Many of these are smaller organizations and are potential partnership opportunities.
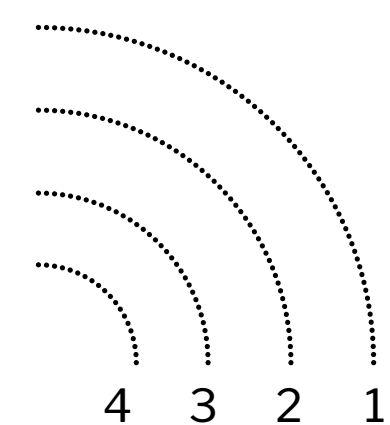
Mozilla has strong relationships (3 - 4 types of interaction) with at least one organization in most regions, in effect providing Mozilla with hubs or core partners in these regions. The exceptions are Asia and Oceania, where Mozilla has fewer partners and of those, the most significant partners only relate to Mozilla through two types of interaction.
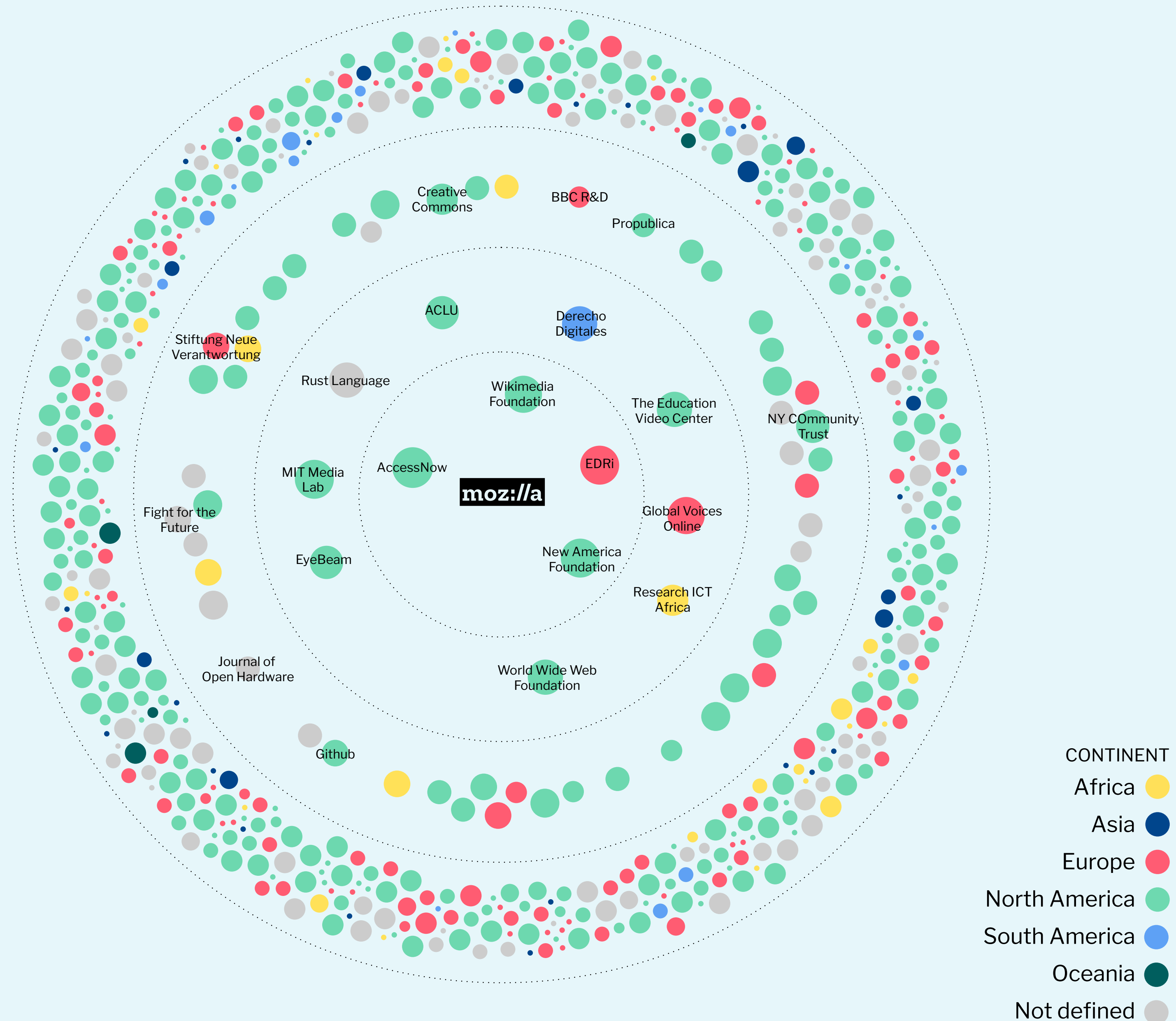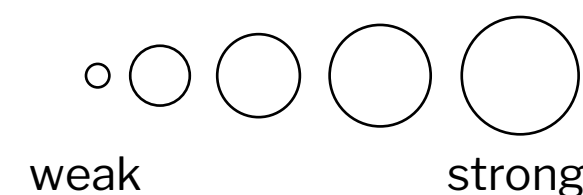
The Mozilla Galaxy

In this visualization we positioned all of the 628 organizations identified for this study around Mozilla. The goal was to understand whether and how these organizations already have a relationship with Mozilla. It is not to suggest that Mozilla is at the centre of this movement – far from it.

The position of each dot represents the number of formal relationships with Mozilla. The more central organizations are the ones that can be considered closer to Mozilla.

The size of each organization represents the strength of the relationship (e.g: a funding partner is given more weight than a MozFest facilitator).

N° OF RELATIONS

RELATION STRENGTH

weak   strong

4   3   2   1

CONTINENT

- Africa
- Asia
- Europe
- North America
- South America
- Oceania
- Not defined

Creative Commons
BBC R&D
Propublica
ACLU
Derecho Digitales
Stiftung Neue Verantwortung
Rust Language
Wikimedia Foundation
The Education Video Center
NY COmmunity Trust
MIT Media Lab
AccessNow
EDRi
Fight for the Future
Global Voices Online
EyeBeam
New America Foundation
Research ICT Africa
Journal of Open Hardware
World Wide Web Foundation
Github

HOW WE COLLECTED THE DATA

¬We started from 14 different lists of organizations
provided by the Mozilla team.

¬We cleaned and reconciled the names of the
organizations using Wikidata obtaining 628 organizations

¬We classified the organizations in 8 different lists named
by the relation they have with Mozilla

¬The Mozilla team gave a weight to each relationship
(from 1 to 5, where 1 is weak and 5 is strong)

¬We enriched the dataset with geographical information
retrieved both manually and by using Wikidata obtaining
the geolocation of the headquarters (city, country,
continent).

DATA COLLECTION DATE

April - May 2018

BIASES

Organizations selected may or may not see themselves as
related to Mozilla or other organizations we are considering
part of this movement.

The Internet Health Geographies

The Internet Health Geographies

—

What is the geographical distribution of the organizations involved in the internet health movement?

Which are the main hubs?

*Are there areas that are underrepresented?*

The organizations that we mapped as part of the movement are mostly based in a few cities and countries. The biggest cluster is in North America (USA and Canada). Europe, South America, Southeast Asia and Oceania are covered but the number of organizations is quite low. In Africa most of the organizations are based in Kenya and South Africa while in most of the other countries there are none. There are no organizations in the Middle East, Russia, or mainland China. **The 513 organizations that had publicly available information about the location of their headquarters were based in 59 countries, with the highest proportion clustered in the USA and Canada.** While these organizations were headquartered in 172 cities total, the top 10 cities were home to more than half of all organizations examined. The three cities with the highest number of headquarters were New York City (73 orgs), London (35 orgs) and Washington DC (33 orgs). While this is not a comprehensive assessment of the geographic spread of the entire internet health movement, this analysis does provide a helpful first look at the geography of the movement, and a useful analysis of the current geographic gaps in Mozilla's network.

The Geographical Distribution of the Movement

We mapped 513 organizations in 59 different countries all over the World.

N° OF ORGANIZATIONS (log scale)

0 1   10   50   265
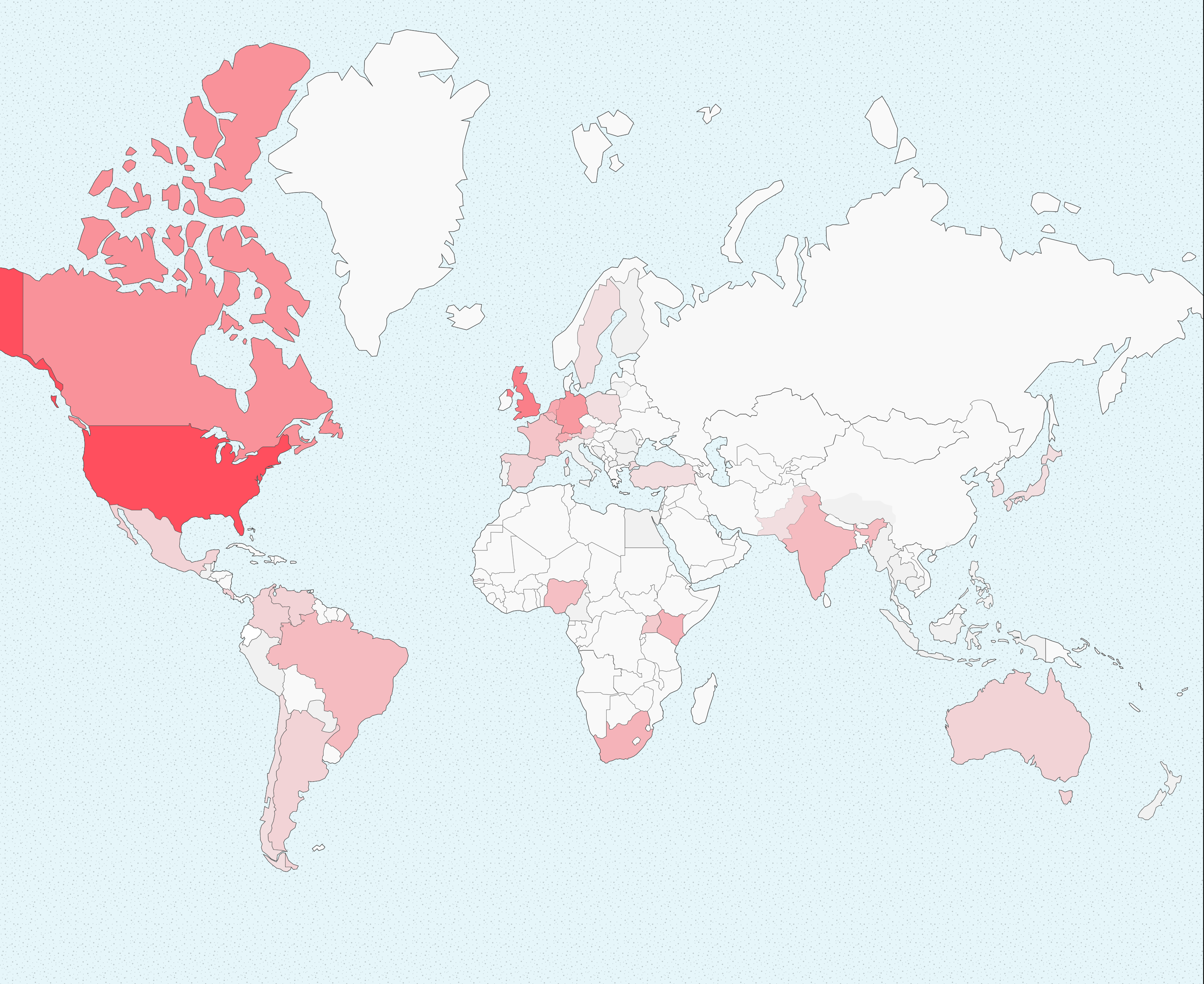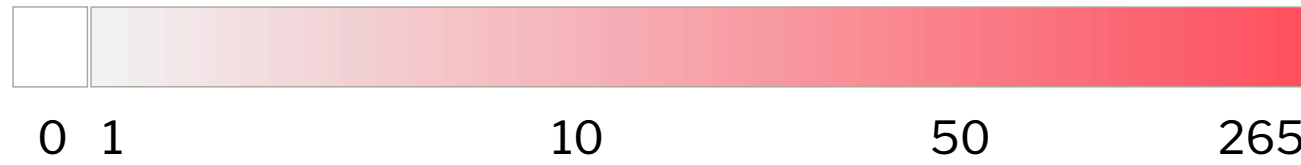
The Internet Health Hubs

Mapping the cities where the 513 organizations are based we explored in detail the main hubs of the internet health movement. The most important capitals, in terms of organizations, are New York City (73 orgs), London (35 orgs) and Washington DC (33 orgs).

TOP 5 CITIES
New York City (73 organizations)
London (36 organizations)
Washington, D.C. (33 organizations)
San Francisco (23 organizations)
Toronto (20 organizations)

N° OF ORGANIZATIONS (log scale)
70
10

Toronto
(20)
Chicago
(14)
Kansas City
(7)
New York City
(73)
Washington D.C.
(33)
Miami

London
(35)
Berlin
(17)
Paris
(5)
Austria
(3)
Geneva
(8)

Seattle
(7)
San Francisco
(23)
Calgary
Los Angeles
Austin
(13)
Miami
Mexico City
Quito
Lima
São Paulo
Buenos Aires

Beirut
Seoul
Lhasa
New Delhi
Hong Kong
Bangalore
The Gambia
Lagos
Nairobi
(7)
Semarang
Cape Town
Brisbane
Melbourne
Wellington
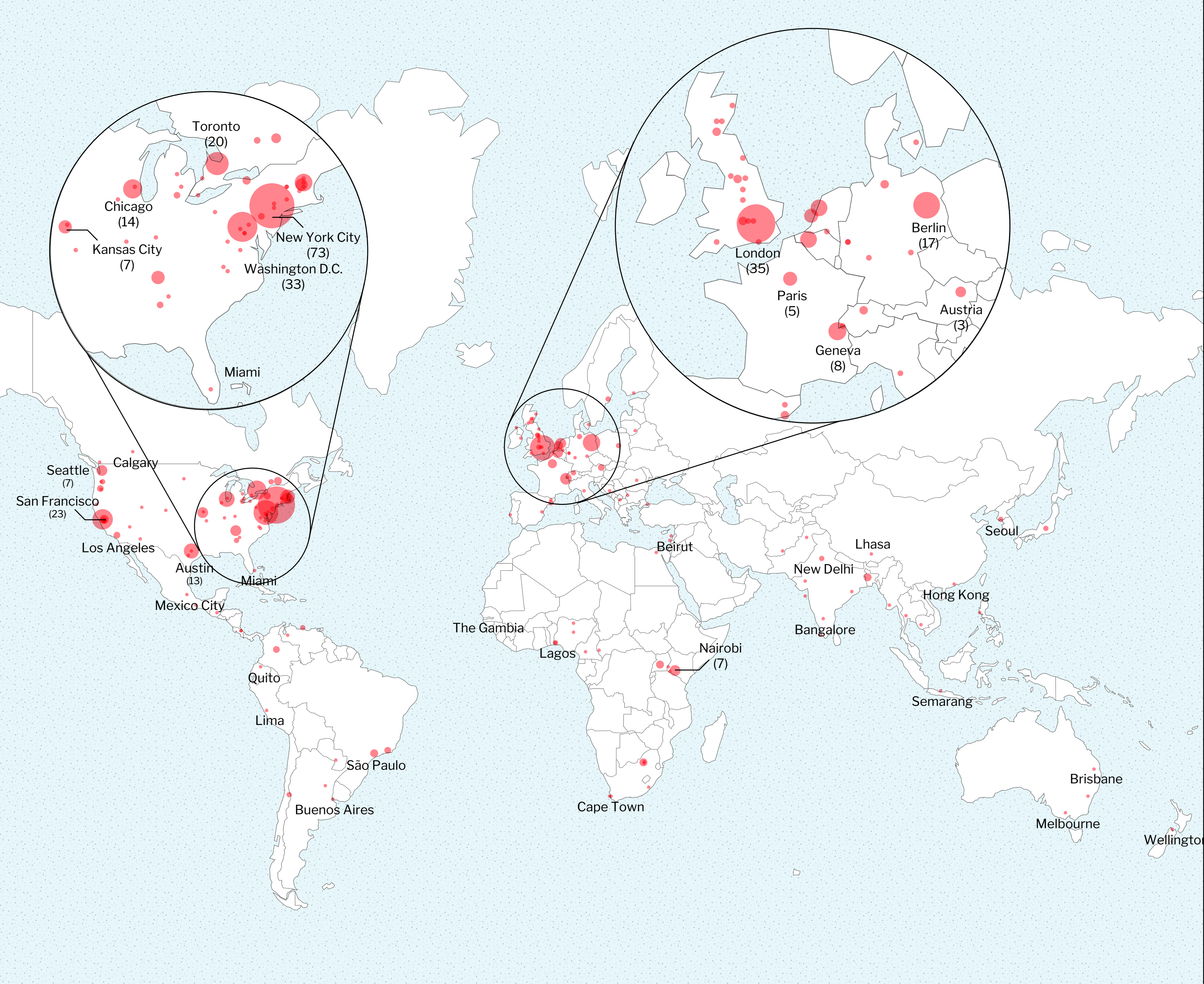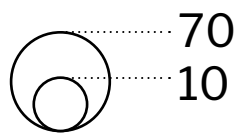
HOW WE COLLECTED THE DATA

¬We enriched the dataset with geographical information retrieved both manually and by using Wikidata obtaining the geolocation of the headquarters (city, country, continent) for 513 organizations out of 628.

¬We extracted the coordinates and plotted them in different maps.

DATA COLLECTION DATE

April - May 2018

BIASES

These visualizations are based on the headquarters of the organizations. They don't necessarily represent where the organization operates. Some operate worldwide in 1 or more locations.

Some organizations in the movement may have been missed on the maps due to the inability to determine a location of the headquarters. Some organizations are online only.

CHAPTER 3

The Internet Health Chronology

The Internet Health Chronology

—

Using Twitter as a proxy to understand when an organization started participating in the public debate, which are the organizations that have been present for longer?

Which are the more popular and the more engaged in the Twittersphere?

INSIGHTS

There are new organizations joining each year, indicating the movement is growing. This conclusion was drawn by looking at a subset of 550 organizations with Twitter accounts and comparing the dates they joined Twitter, as a proxy for when they entered the public debate. The main peak in number of organizations joining Twitter was in 2008/2009, likely linked with the rise of popularity of the social network. Many of these organizations had been founded years – or even decades – earlier. There was also another wave of presumably new organizations joining in 2014 when Battle for the Net started their campaigns in the internet health space.

The Growth of the Movement

The stacked bar chart represents when 550 organizations within this study joined Twitter each year. We use Twitter as a proxy to understand when an organization started participating in the public debate about internet health. The color is mapped on the continent.

CONTINENT

- 🟡 Africa
- 🔵 Asia
- 🔴 Europe
- 🟢 North America
- 🔵 South America
- 🟢 Oceania
- ⚪ Not defined

Number of organizations

Twitter join date
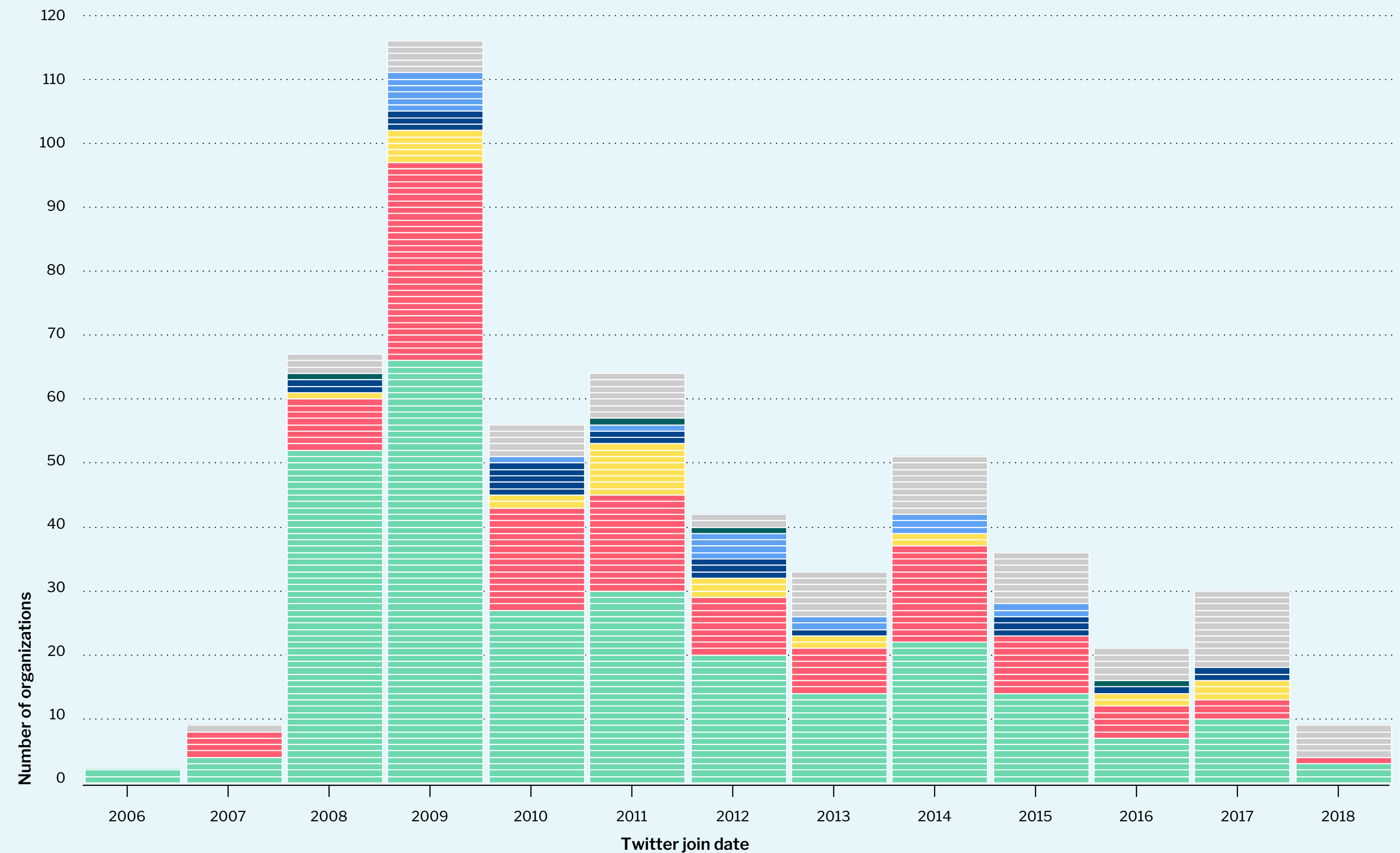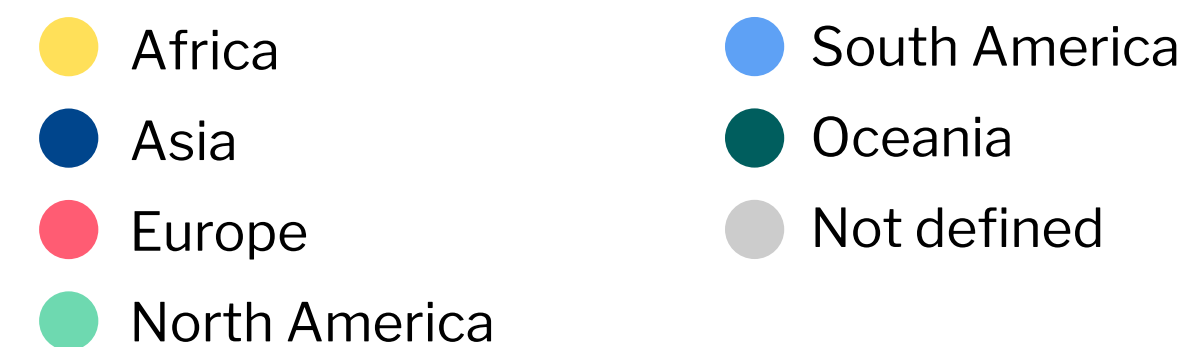
The Growth of the Movement

With this visualization each dot represents the Twitter account of an organization. On the X axis we see the date on which the organization joined Twitter and on the Y axis the number of followers per day on a logarithmic scale. The size of each dot is the total number of followers at the time of the data collection.

CONTINENT

- 🟡 Africa
- 🔵 Asia
- 🔴 Europe
- 🟢 North America
- 🔵 South America
- 🟢 Oceania
- ⚪ Not defined

TWITTER FOLLOWERS

≤ 4 M
≤ 2 M
≤ 100

Followers per day index

2.000
1.000

hrw
wef
github
aclu
nypl
cern
gatesfoundation
creativecommons
moz://a
codeorg
ProPublica
medialab
Raspberry_Pi
FreedomofPress
100
EFF
OpenSociety
FordFoundation
fightfortheftr
knightfdn
globalvoices
HumaneTech_
BKCHarvard
citizenlab
datasociety
protocollabs
derechosdigital
freiheitsrechte
10
webfoundation
accessnow
edri
InternetFF
paradigmhq
EngnRoom
digitalrightsPK
itsriodejaneiro
1
rankingrights
MedDemFund

0

2006   2007   2008   2009   2010   2011   2012   2013   2014   2015   2016   2017   2018

Twitter join date

Beginning of the internet
health report initiative

HOW WE COLLECTED THE DATA

¬For each organization we retrieved both manually and by using Wikidata their Twitter account.

¬For each account we extracted through the Twitter API the join date, the number of followers and the number of tweets published.

¬In order to compare the different organizations we divided the number of followers by the number of days since the account creation.

DATA COLLECTION DATE

31st May 2018

BIASES

We used Twitter as a proxy to understand when an organization started participating in the public debate. We know from Wikidata entries that some organizations started operating before they joined Twitter.

Some organizations are not on Twitter at all.

Some organizations are less active than others on social media and therefore, can appear less involved than others.

The Modes of Organization

The Modes of Organization
—

Which kind of organizations are part of the IH Movement?

How do they operate?

Are there correlations between the type of organizations and the tactics they use?

INSIGHTS

Many organizations are focused on education and training, few on leadership development or consumer campaigns aimed at influencing companies. Based on an analysis of a subset of 198 organizations, the most widely used tactic for promoting internet health is education and training. This result is likely driven in part by Mozilla's involvement in education work over the last 10 years, but also reflects the growth of the the 'learn to code' and digital literacy space since 2012 (see movement growth map). Research, funding and technology development are also widely used tactics. In contrast, leadership development programs like fellowships and consumer campaigns pushing on companies to do better on internet health are rarely used as tactics within the movement. In focusing on these approaches, Mozilla seems to be filling a gap in the movement.
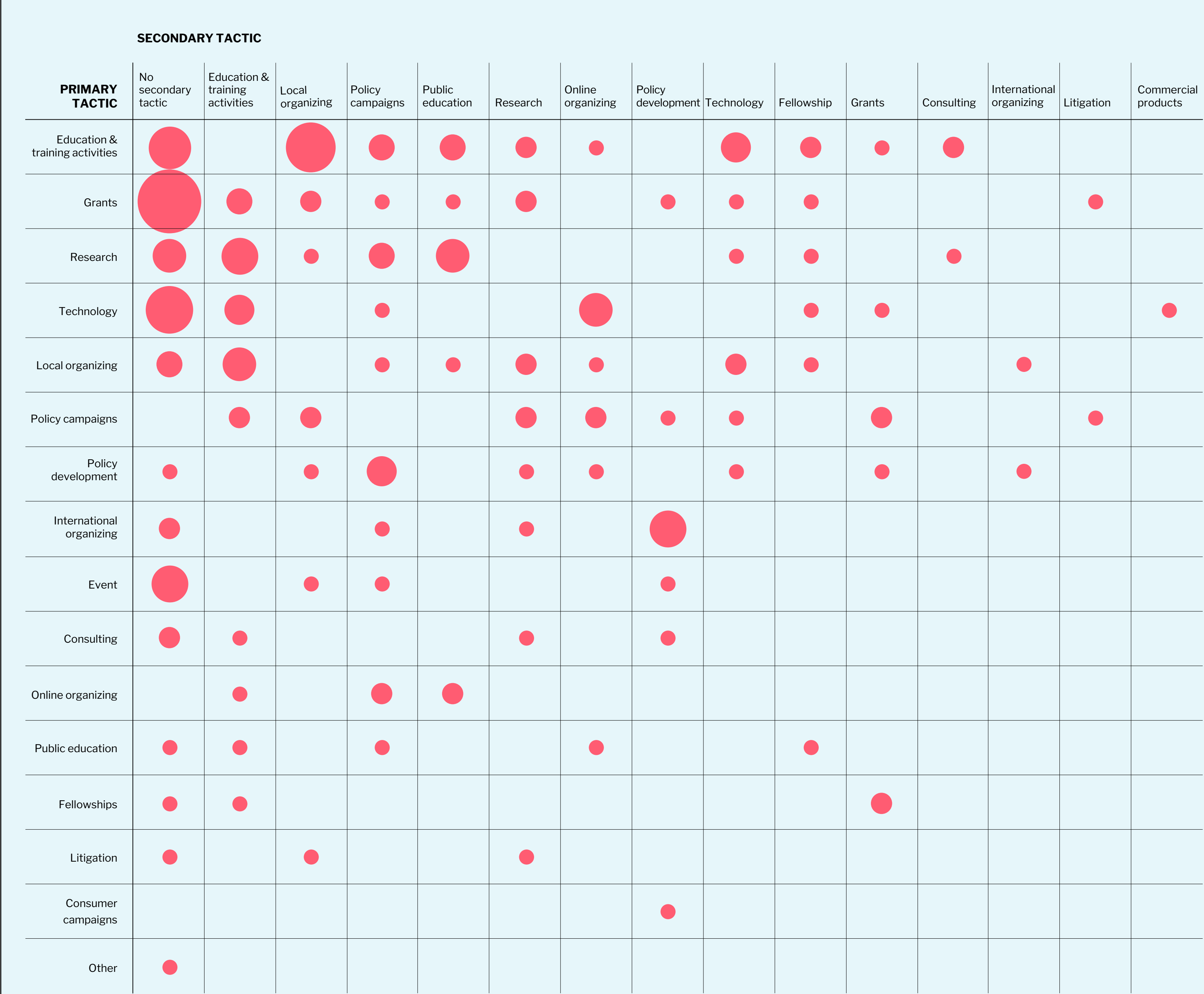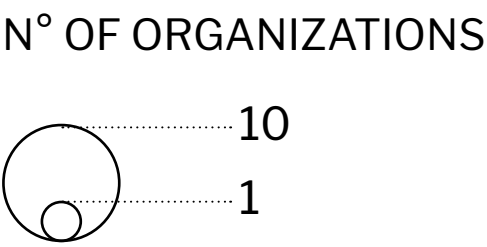
While this methodology has notable limitations, including the organizations' connection to Mozilla and the coding not yet being verified with the organizations themselves, these initial findings present interesting topics for discussion and further research

The Internet Health Tactics

In this matrix visualization we can see the correlation between primary and secondary tactics adopted by 198 of the organizations in this study.

Both primary and secondary tactics are sorted by the total number of organizations. The area of the dots is mapped on the number of organizations which share the two tactics. For example, organizations which have "Education and training activities" as their primary tactic mostly have "Local organizing" as a secondary tactic.

N° OF ORGANIZATIONS

10

1

SECONDARY TACTIC

PRIMARY TACTIC	No secondary tactic	Education & training activities	Local organizing	Policy campaigns	Public education	Research	Online organizing	Policy development	Technology	Fellowship	Grants	Consulting	International organizing	Litigation	Commercial products
Education & training activities	●		●	●	●	●	●		●	●	●	●			
Grants	●	●	●	●	●	●		●	●	●				●	
Research	●	●	●	●	●					●	●	●			
Technology	●	●		●			●			●	●				●
Local organizing	●	●		●	●	●	●		●	●			●		
Policy campaigns		●	●			●	●	●	●		●			●	
Policy development	●		●	●		●	●		●		●		●		
International organizing	●			●		●		●							
Event	●		●	●				●							
Consulting	●	●				●		●							
Online organizing		●		●	●										
Public education	●	●		●			●			●					
Fellowships	●	●									●				
Litigation	●		●			●									
Consumer campaigns								●							
Other	●														

HOW WE COLLECTED THE DATA

¬Starting from the full dataset of 628 organization we manually created a subset of 198 organizations (100 related to Mozilla, 98 not formally related) based on criteria defined by the Mozilla Foundation team.

¬For the 198 organizations we manually classified them by typology (e.g. Non profit organizations, foundations, etc.) and by primary and secondary tactics.

DATA COLLECTION DATE

April - May 2018

BIASES

The organization types and the tactics have been encoded manually.

The terms used for google search queries were a first cut at a list of terms, [fine tuning/adjusting these terms based on the results could provide deeper insights]

We could only do topics and tactics for a small subset based on limited resource capacity to complete manual data entry on the full list. The subset only included 198 organizations, 31% of the full dataset, and none of the organizations selected for the subset were from South America.

The Internet Health Topics

The Internet Health Topics

—

Which are the main internet health topics covered by the organizations taken in consideration?

Which organizations share the same topics?

Are there topical clusters in the internet health movement?

Which topics are more popular and which ones are underrepresented?

INSIGHTS

Openness and privacy and security are the internet health issues that feature most prominently in the work of 100 organizations studied, according to a content analysis of page titles on their websites. The majority of organizations, including well-known actors such as Electronic Frontier Foundation, Wikimedia and Mozilla were most closely related to those two most prominent topics. There are also clearly observable gaps around the other three issues.   These results present interesting insights for discussion and further exploration, however this methodology has notable limitations, including that data capture being conducted in English only and an embedded assumption that web page titles are a good indication of organizational priorities.

Distribution of Topics among Organizations

The visualization shows how the results are distributed for each website. Both axis are ordered by the absolute number of results. When the dot is not present it means that we haven't found any result.
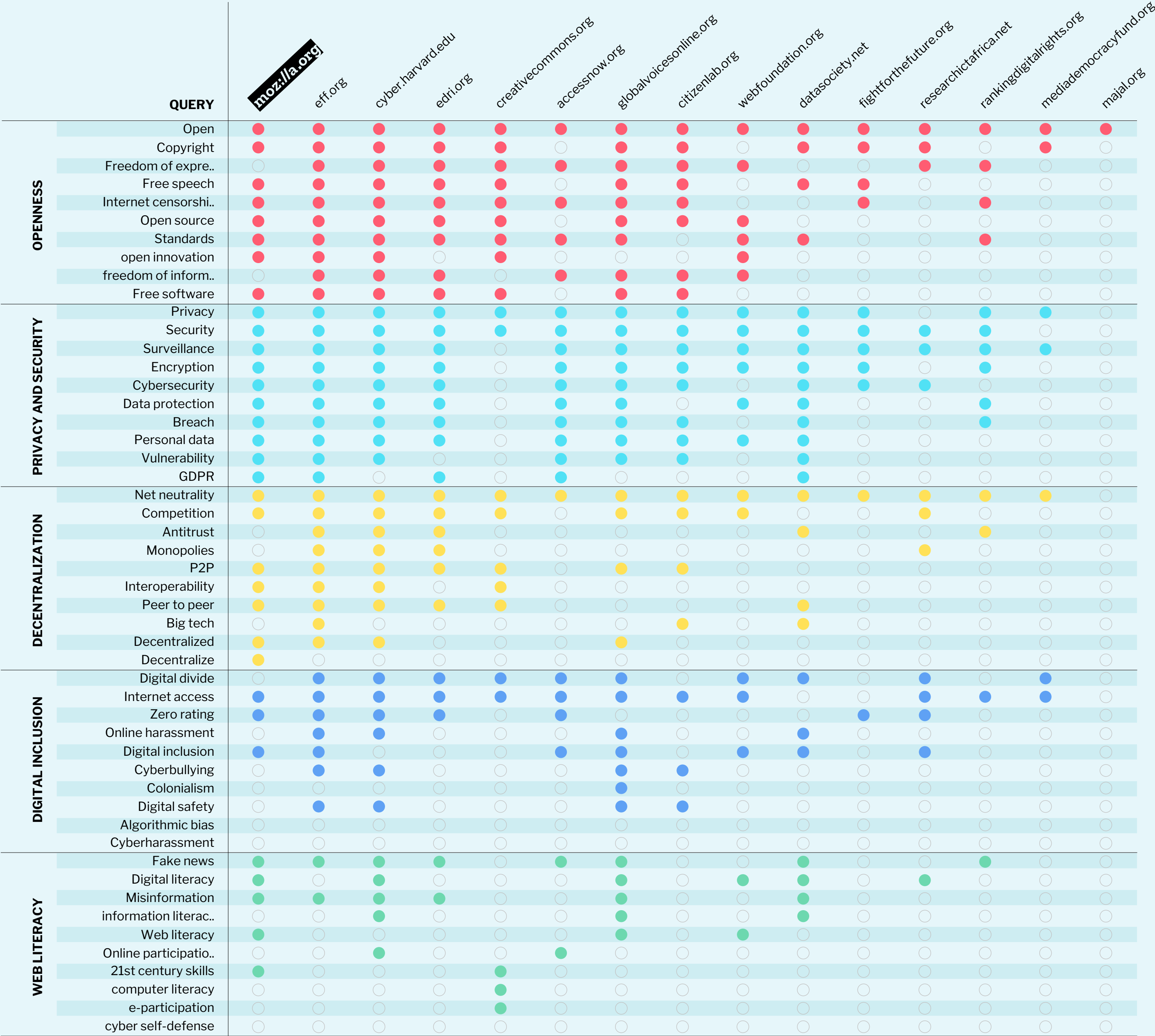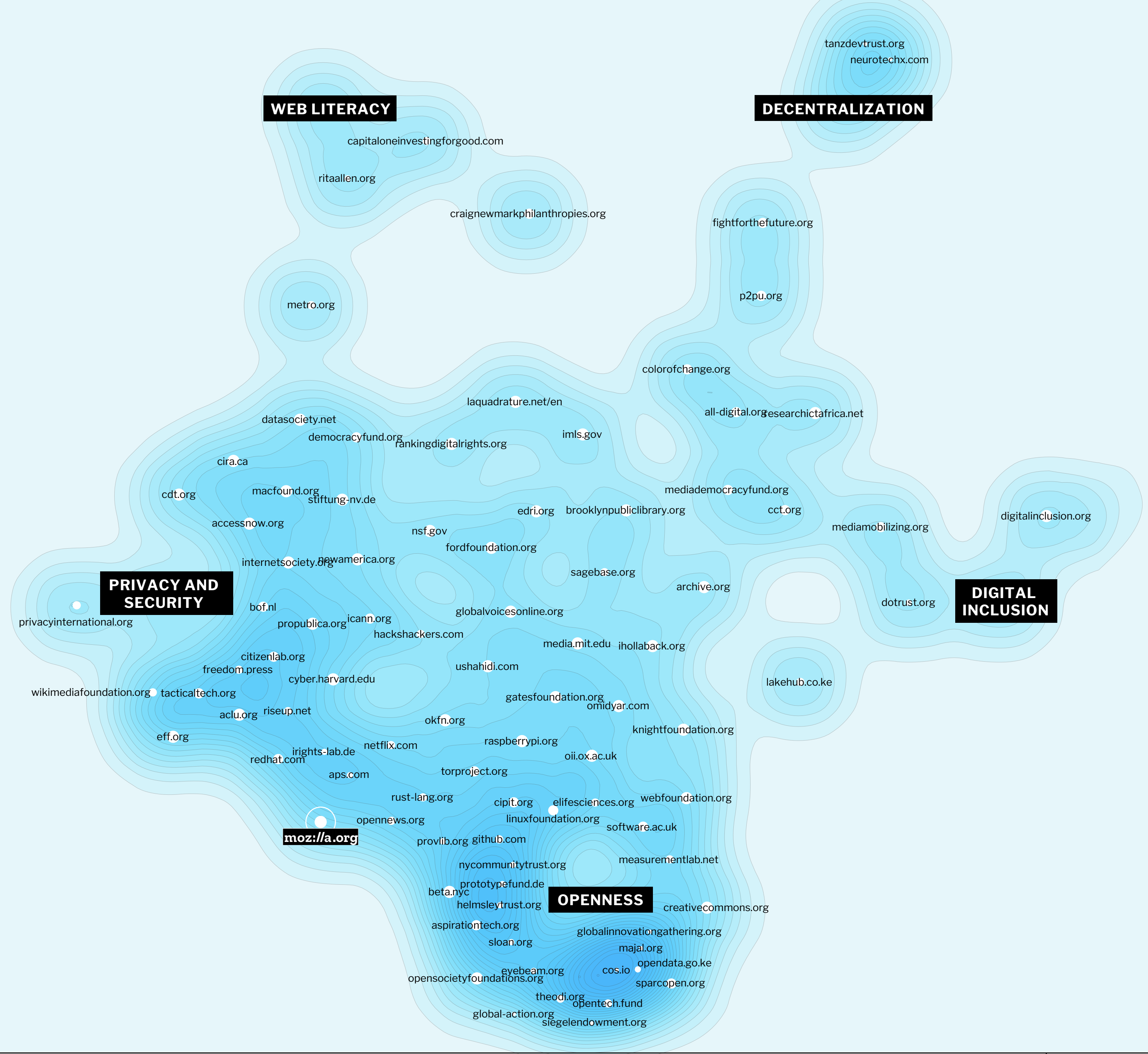
The Network of Topics

The network shows how the Organisations are clustered according to the number of results per topic. The 5 topics act as poles, attracting the organizations.

WEB LITERACY

DECENTRALIZATION

PRIVACY AND SECURITY

DIGITAL INCLUSION

moz://a.org

OPENNESS

tanzdevtrust.org
neurotechx.com

capitaloneinvestingforgood.com

ritaallen.org

craignewmarkphilanthropies.org

fightforthefuture.org

p2pu.org

metro.org

colorofchange.org

laquadrature.net/en

imls.gov

all-digital.org researchictafrica.net

datasociety.net

democracyfund.org
rankingdigitalrights.org

cira.ca

mediademocracyfund.org

macfound.org
stiftung-nv.de

cdt.org

edri.org brooklynpubliclibrary.org

cct.org

mediamobilizing.org

digitalinclusion.org

accessnow.org

nsf.gov

fordfoundation.org

internetsociety.org newamerica.org

sagebase.org

archive.org

dotrust.org

bof.nl

globalvoicesonline.org

privacyinternational.org

propublica.org icann.org

hackshackers.com

media.mit.edu ihollaback.org

citizenlab.org

freedom.press

cyber.harvard.edu

ushahidi.com

wikimediafoundation.org tacticaltech.org

gatesfoundation.org

lakehub.co.ke

aclu.org riseup.net

omidyar.com

okfn.org

knightfoundation.org

eff.org

raspberrypi.org

netflix.com

irights-lab.de

oii.ox.ac.uk

redhat.com

torproject.org

aps.com

rust-lang.org

cipit.org elifesciences.org

webfoundation.org

linuxfoundation.org

opennews.org

software.ac.uk

provlib.org github.com

measurementlab.net

nycommunitytrust.org

prototypefund.de

beta.nyc

creativecommons.org

helmsleytrust.org

aspirationtech.org

globalinnovationgathering.org

sloan.org

majal.org

opendata.go.ke

eyebeam.org

cos.io

opensocietyfoundations.org

sparcopen.org

theodi.org

opentech.fund

global-action.org

siegelendowment.org

HOW WE COLLECTED THE DATA

¬Starting from the 100 organizations that are related to Mozilla and were part of the subset defined by the MoFo team we retrieved their website.

¬We defined a list of 10 terms for each of the 5 IH topics in order to capture all the main subtopics (e.g: for Digital Inclusion we defined Algorithmic bias, Colonialism, Cyberbullying, etc.).

¬We searched all the terms in the page titles of each organization website through Google Search (e.g. "intitle:Cyberbullying site:mozilla.org)

¬We collected 135,257 results and mapped in different ways.

DATA COLLECTION DATE

15th May 2018

BIASES

Organizations that publish a lot of content on their website may be more represented than others that prefer to publish content only on social media.

The terms we selected for each internet health topic may be inaccurate to capture all the nuances.

The research was performed only on english-speaking website.

Appendix

STARTING LISTS

This is the table of the 14 starting lists

1	**Advocacy Network 2017**
2	**APC Member Organizations**
3	**Cathleen's list of global internet fora**
4	**Contributors to the IHR**
5	**Dataset Mozilla Survey**
6	**MoFo Grantees (from May 2016 - April 2018, Fluxx)**
7	**MoFo Funders (2015 - April 2018)**
8	**MoFo team's feedback**
9	**MOSS grantees (2015 - 2018)**
10	**MozFest Organizations**
11	**Open Leaders**
12	**Organizations that applied to host fellows**
13	**Other**
14	**Rights Con 2018 ED**

RELATIONSHIP WEIGHT

In order to visualize the degree to which an organization has a "relationship" with Mozilla it was decided that each relationship should be given a weighting (from 1 to 5, where 1 is weak and 5 is strong). This provided to opportunity to highlight organizations or groups of organizations that we know we have a strong relationship versus those that may only be aware of Mozilla.

Funders	**5**
Grantees	**5**
IHR Contributors	**4**
Mozfest Speakers	**4**
Mozfest Facilitator	**3**
Open Leaders	**3**
OWF Host Org Applicants	**2**
None	**1**

SUBSET SELECTION CRITERIA

¬Elimination of organizations such as large governmental organizations, festivals, conferences

¬Elimination of universities, colleges

¬Elimination of personal projects

TACTICS DEFINITIONS

Consulting	providing advice and organizational support as a service
Consumer campaigns	pressuring companies for a specific change
Education and training activities	running educational or training activities, in traditional and/or informal settings
Event	event with a clear start and end date
Fellowships	running dedicated fellowship or leadership programs
Grants	giving grants or 'impact investing'
International organizing	building and organizing international actors or communities to take action, often inter-governmental organizations
Litigation	taking action through a court system
Local organizing	building and organizing communities to take action at the city or regional levels
Online organizing	building and organizing communities to take action, primarily using online tools
Other	
Policy campaigns	pressuring governments for a specific change
Policy development	advising the development of and/or writing policy
Public education	raising awareness at a large scale, often using media, online and artistic channels
Research	doing and sharing research
Technology	building/marketing technologies and/or technological solutions, can be not for profit or for profit. Includes technical standards.