

The Impact of Mobile Social Media in Developing Countries

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805

the impact of Mobile Social Media in now-emerging countries

Inge de Waard



The mobile market is expanding in now-emerging countries



Everyone is part of the mobile tribe



Bangladesh:
2.5 million mobile users
added in Jan 2008

Mobile roaming
Data per country

But what are the consequences of this global trend?
And what can we learn from each other?

Is this the global knowledge revolution?

- Human history has never before witnessed such a massive global content creation, this is a knowledge revolution boosted by technology.



- It affects politics, economy, science ...

Mobile + Web2.0 offers (informal) learning and per definition intrinsic motivation

Social Media gives everyone the means of production - Harold Jarche

Think about the Zone of Proximal Development that was mentioned by Lev Vygotsky to put mobile community learning into a learning theory.

Informal learning: definition by Jay Cross

Mobile device ≠ 1 user



Informal learning + (personal) content production + community
= mobile knowledge exchange

Let's focus on informal mobile learning projects and initiatives



What is social media?



the start of mobile possibilities



<= scientific cases =>



What is social media?

WEB 2.0 Framework



www.futureexploration.net

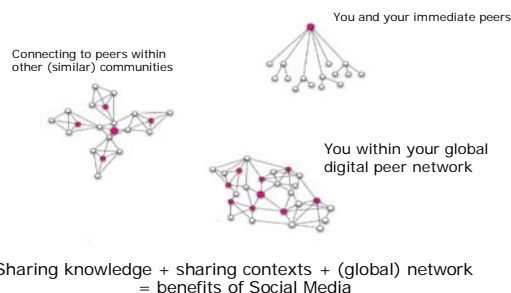
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You write, you learn => the read and write Web



co design and co deploy

Social Media = Connections



Web2.0 = personal & collaborative growth

learning is a process of becoming something (Stephen Downes on [How the Net Works](#)).

[Wisdom of crowds](#)

The world is coming together right now.



"A single ant or bee isn't smart, but their colonies are. The study of swarm intelligence is providing insights that can help humans manage complex systems, from truck routing to military robots." [National Geographic](#)

Basics for social media use



Register for (perpetual) beta's

Social Media is subscribing AND remembering username and password

Try Like Demand

Sign Up Now!

username
password
email

Sign up & start creating



or use an [openID](#)



Get your profile out there

[LinkedIn](#) cv

[facebook](#)

Share bookmarks [Del.icio.us](#)

Microblog [Twitter](#)



Wait a minute? THIS IS NOT MOBILE WEB2.0!
Give us the REAL stuff!

Mobile social media.... YES!



Go open source and all the way:

- o [Openmoko](#) the world's first integrated open source mobile communications platform
- o mobile2.0 messaging: [funambol](#)
- o develop your own mobile apps with [betavine](#) or [dev.mobi](#)
- o or jump into some [crowdsourcing](#) and test mobile applications (while even having the chance to earn money)
<https://mob4hire.com/>

Meet Africa's social media aggregator [Afrigator](#)



Voice over IP => VOIP

- o [Fring](#) VOIP enables audio learning
- o [Truphone](#)



Exchange txt, pictures, movies

- o <http://www.zannel.com/index.htm>
- o <http://m.youtube.com/>
- o stream live video from your phone <http://qik.com/>
- o video and picture community <http://www.itsmy.com/itsmy/>

Get your context and knowledge out there
for a multimedia learning experience



The far end of mobile media

- o Locate friends with
location based IM:
<http://www.mobiluck.com/>



- o make a personal mobile
walking tour
<http://socialight.com/channels/mixtape>



The first mobile changes, knowledge goes global and rural



Last_FM

Mobile activism

SmartMobs

Ukraine example

Mobile phones for civil action <http://mobileactive.org/>

Kiwanja.net for social change

kiwanja.net

where technology meets entrepreneurship, innovation and development

>> The purpose of life is not to be happy - but to matter, to be productive, to be useful, to have it make some difference that you lived at all

— Martin Luther King, 1956-1968

Mobile-enabled social change. One SMS at a time.

Since 2003, Kiwanja and its non-profit partners, national and international non-profit organizations have used SMS to coordinate and communicate information in their work, resulting in the application of mobile technology to provide a wide range of services. These include: emergency alerts, disaster relief, health care, education, and more.

For more information, visit www.kiwanja.net

Connecting for a cause
= learning

Elections brought to you by the voters

Frontline sms was used during elections in Africa:
Nigeria (<http://www.mobilemonitors.org/index.html>) and
Zimbabwe (<http://kubatanablogs.net/kubatana/?p=474>)



Consumer power in the Philippines



Consumer power: one of the 1st [millenium consumer breakthroughs](#) thanks to Philippines [txtpower](#)

Grain distribution humanized in Niger

[Impact of mobiles](#) on economic growth and sustainability



[NYTimes article](#): Can the cell-phone help end global poverty

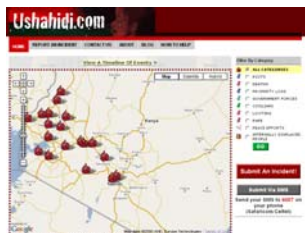
Citizen's connect

[kabissa](#): space for change in Africa



Sharing knowledge = learning = providing a better future

Ushahidi keeps Kenya informed



The real story as it unfolds itself

[Sousveillance](#) gives citizens the possibility to show what is really going on, a [global.hub](#) example.



[Citizen journalism](#), like CNN [Ireport](#)

Wait a minute! THIS IS NOT MOBILE SOCIAL MEDIA
IN SCIENCE! Give us the real treat!

Shift in science and knowledge in and with now-emerging countries

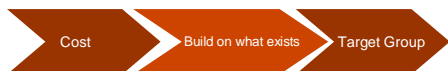


Africa is [producing technology](#) that fits all

Research based on simple data exchange: FAMACHA anaemia



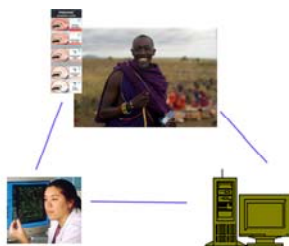
analyze before setting up a mobile project



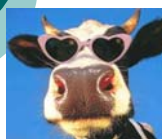
incorporate all the participants

Sms: 8431,1,3,2,1,3,2,4,2
farmer cattle eye data

Sms
Delimiters



Assure benefits for all



Mobile data connection: great for statistical, rural research!

Telemedicine

website



Be inspired by student centered learning and interactivity

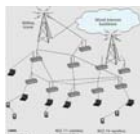


Active learning techniques benefit all

Provide content which is cross platform



Know the conditions or needs that your learners face



Wimax
asp programming

connect and spread the message



Give those in need
the tools to set-up a project

Mobile discussion fora: great for peer to peer
knowledge exchange!

eSCART online courses



Different media suit different learners' skills

Redesign existing strong projects



eXelearning.org
Javascript
Html & CSS

Make learning a multi-sensory experience

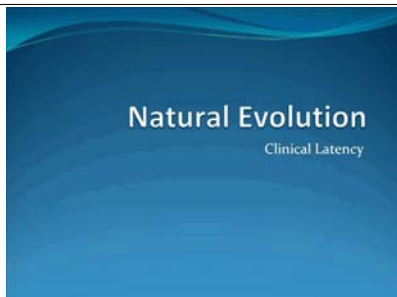
Asynchronous
discussion



Screen capturing
(captivate, camtasia)
Video editing
(final cut, premiere)
Audio editing
(audicity = free)

Natural Evolution HIV/AIDS

Make learning a multi-sensory
experience



Worldwide initiatives

Dgroups <http://www.dgroups.org/>



[Wireless Africa initiative](#)

Brosdi and Celac



Busoga (Uganda) Rural open source and development project use Web2.0 [tools](#) to disperse information and knowledge.

[Celac](#) Uganda : collecting and exchange of local agricultural content. Celac provides a blog with advice for rural farmers <http://celac.wordpress.com/>

Youth connects for the environment



Former eastern European countries get connected and act with [Eurotope](#)

Women's technology empowerment

[Women empower women in ICT](#)



Voices from Bolivia

[website](#)



Web2.0 is giving rural and secluded areas a voice and access to information and knowledge

This is the global knowledge revolution!

- Human history has never before witnessed such a massive global content creation, this is a [knowledge revolution boosted by technology](#).



- It affects politics, economy, science ...

Stay on track and up to date the easy way

- o Want to stay informed, keep track of speakers, topics at these conferences:
<http://emerge2008.net/index.html> (online conference in July 2008)
- o The first conference looking at web2.0 for development possibilities.
<http://blog.web2fordev.net/>
- o mobile projects in development countries
http://www.textually.org/textually/archives/cat_mobile_phone_projects_third_world.htm



My thanks to these Bloggers

- o [Nicola Avery](#)
- o [Rudy De Waele](#)
- o [Juliana from Afromusing](#)
- o [Christian Kreutz](#)
- o [Ethan Zuckerman](#)

Contact me



Come up to me and shake my hand, I am a friendly human being.

Ask me for workshops on mobile learning and implementation, let's collaborate.

Or connect: email: idewaard@itg.be
Blog: ignatiawebs.blogspot.com
linkedIn: <http://www.linkedin.com/pub/1/B09/452>
Twitter: <http://twitter.com/ignatia>