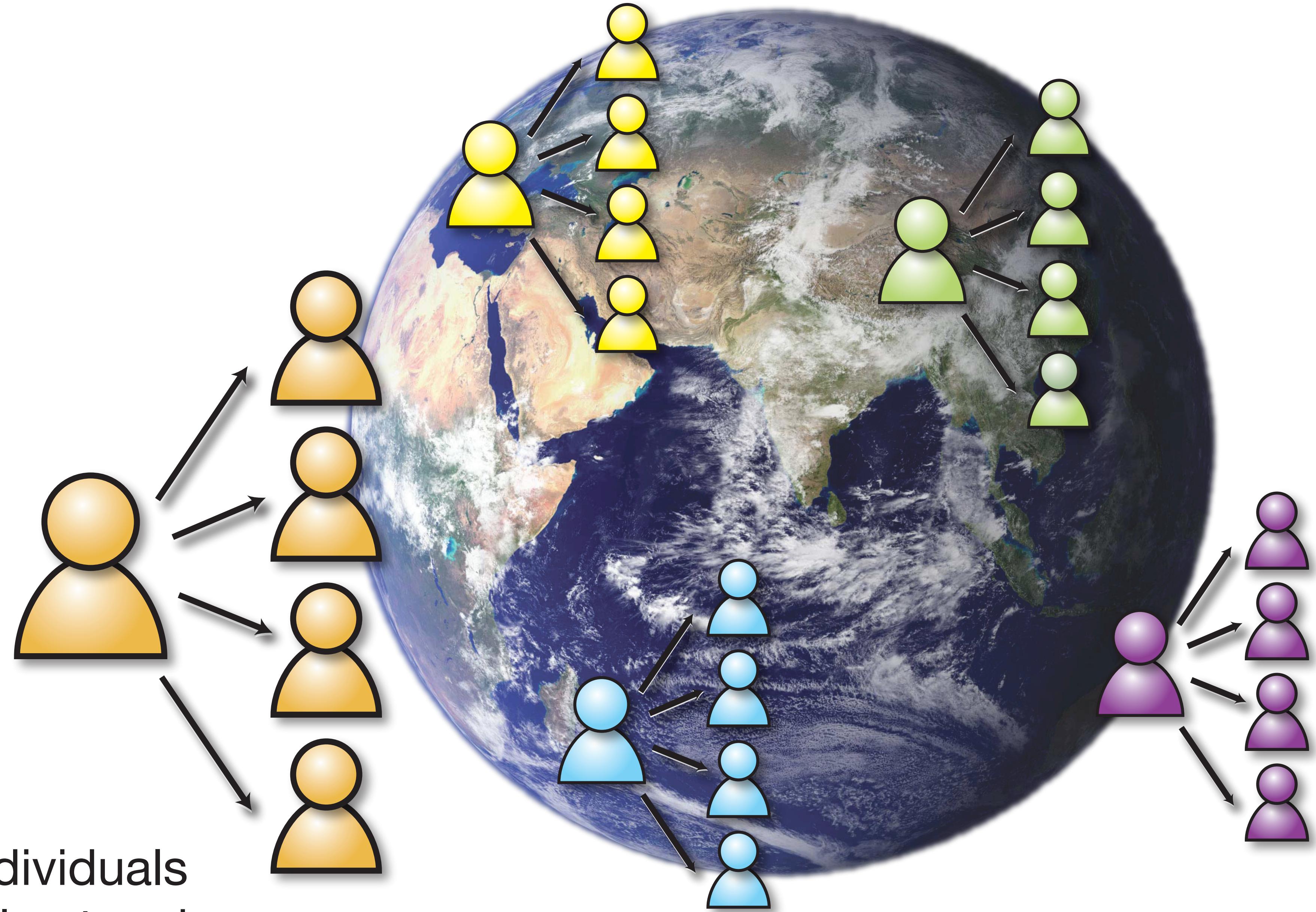




Social networking software allows individuals to maintain, grow, and support social networks with the aid of technology (ICTs)



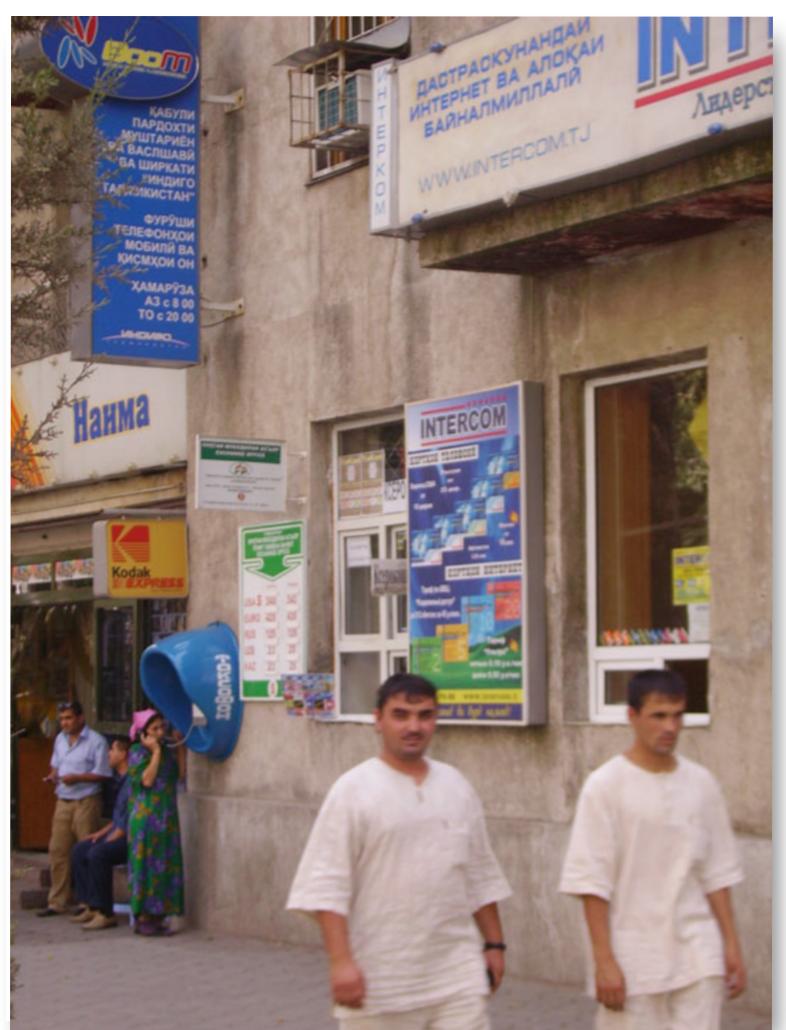
...and **Social networks and their use reflect cultural patterns**

Why Kyrgyzstan?

Previous research conducted on behalf of the World Bank focused on the social and cultural importance of informal family and friend networks in the country of Kyrgyzstan.



The DDI group is an outgrowth of the NSF-supported Central Asia Information and Communications Technology (CAICT) project.

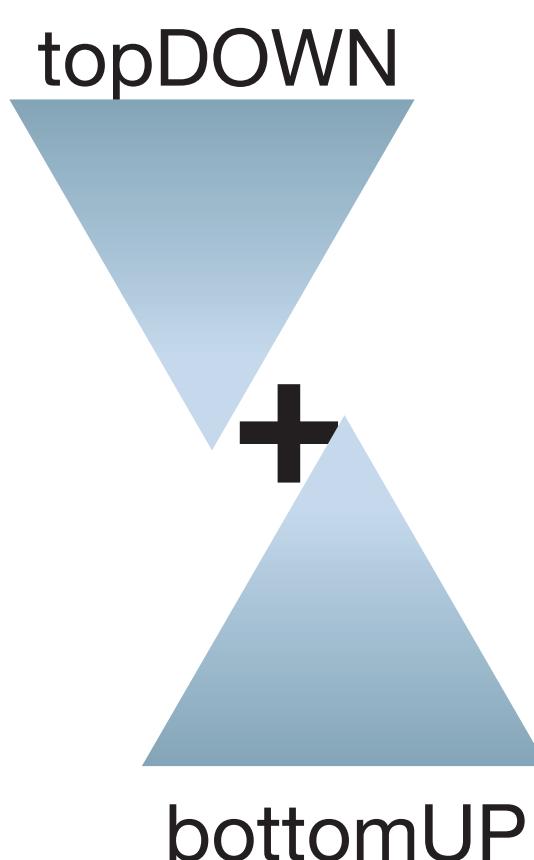


resource constrained environments

There are particular design challenges for resource constrained environments that need to address infrastructure, economic and computational limitations.

method

Design Ethnography for Mobile Social Software
What was different about our methods?



findings

Kyrgyz see communication as an act of information gathering.

Accomplishing tasks of daily life can be challenging, and there are several pain points, including transportation challenges, which can be addressed through technology interventions.

Facilitating both weak and strong bonds is important for building robust social networks.

Design opportunities should leverage SMS rather than WAP services.

Social networks in Kyrgyzstan tend to be symmetrical and emphasize reciprocity.

We combined:

- Ethnographic observation
- Longitudinal survey data
- Individual and group interviews

