Using technology for citizen-based monitoring

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PC OF AFRICA

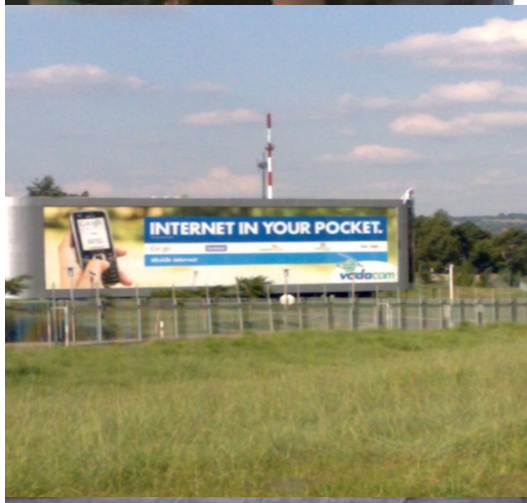
I think it's time that we recognized that for the majority of the world's population and for the foreseeable future,

the cell phone is the computer

and it will be **the portal to the internet** and **the communications tool** and the **schoolbook** and the **vaccination record** and the **family album** and **many other things**

just as soon as someone, somewhere, sits down and writes the software that allows these functions to be performed.

(Selanikio, 2008)



SA is already
doing well re
mobile
penetration
the Digital Divide is now a
Digital Difference
SA

Browse app stores
Send SMS
Flashlight
Notes or tasks
Magazines and newspapers
RSS updates
Alarm clock
Wi-Fi
Watch online videos
Digital map
Browse the web
IM Chat
Shoot videos
GPS navigation
Tethering
Share photos and videos
Remote control
Language tools
Watch movies
Radio
Email
Voice calls
Music
Bluetooth transfer
Mobile internet
Take photos
Manage your time
Mobile games
Office documents
Calculator
USB flash drive
Social networks

WHAT CAN YOU DO WITH A PHONE?

BASIC PHONE

- Make/receive a phone call
- Send/receive an SMS
- Use a USSD menu (e.g. for airtime)

FEATURE PHONE

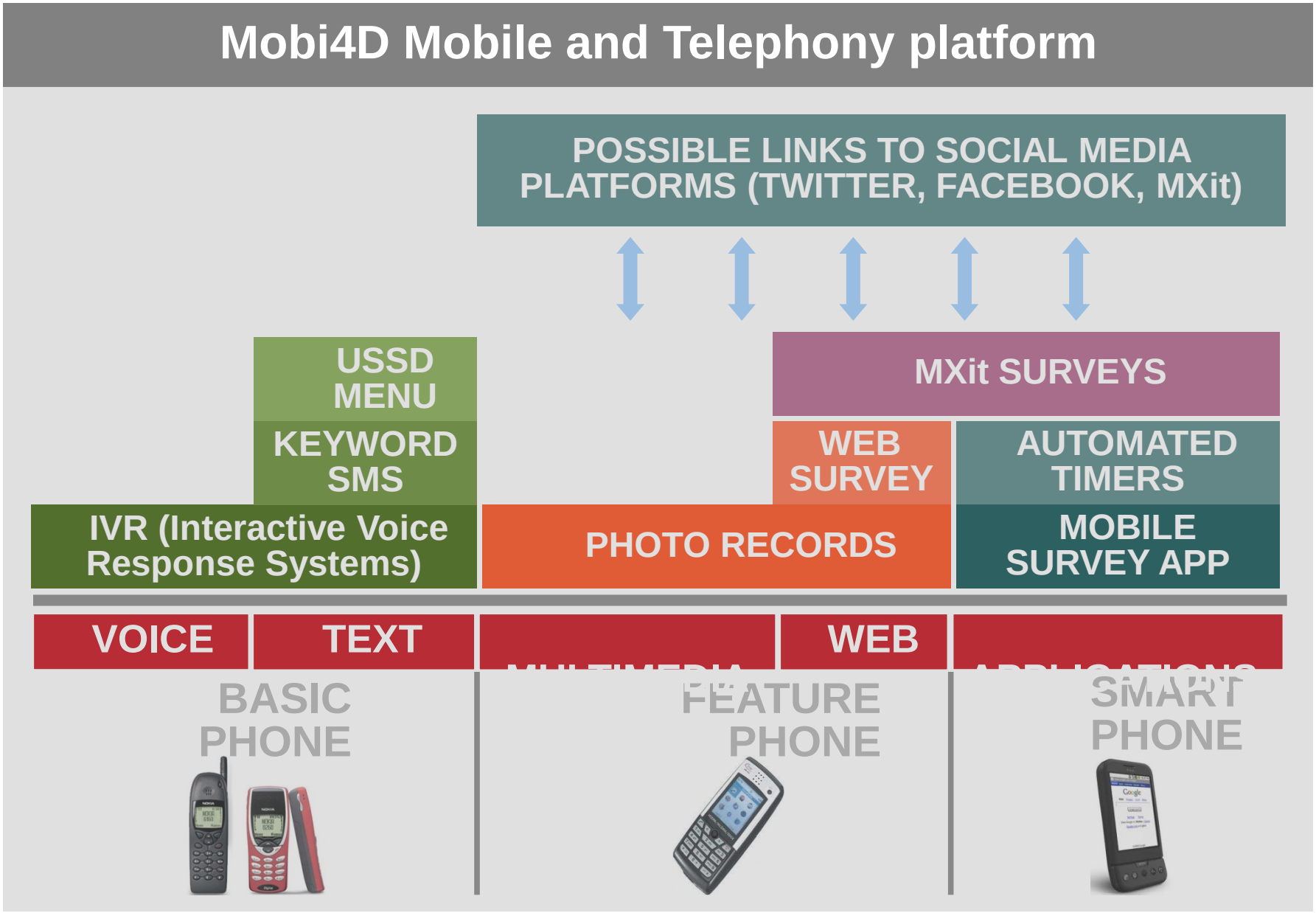
- Send/receive MMS
- Take a photo
- Listen to music
- Listen to the radio
- Download ringtones
- Run MXit
- Access the internet (web-browsing)

SMART PHONE

- Download/run applications (via AppStore)
- Use wifi access
- Use sensors (e.g. GPS, accelerometer)
- Full multimedia capability (incl. editing)

VOICE | TEXT | MULTIMEDIA | WEB | APPLICATIONS

HOW DO WE USE THIS FOR MONITORING FRONTLINE SERVICE DELIVERY?



CITIZEN-BASED EXAMPLES – KEYWORD SMS

How was our service?

SMS

“1” for UNACCEPTABLE
“2” for POOR
“3” for AVERAGE
“4” for GOOD
“5” for EXCELLENT

to 69468

SMS cost is FREE

WORKS ON ALL PHONES

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CITIZEN-BASED EXAMPLES – USSD MENU

How was our service?

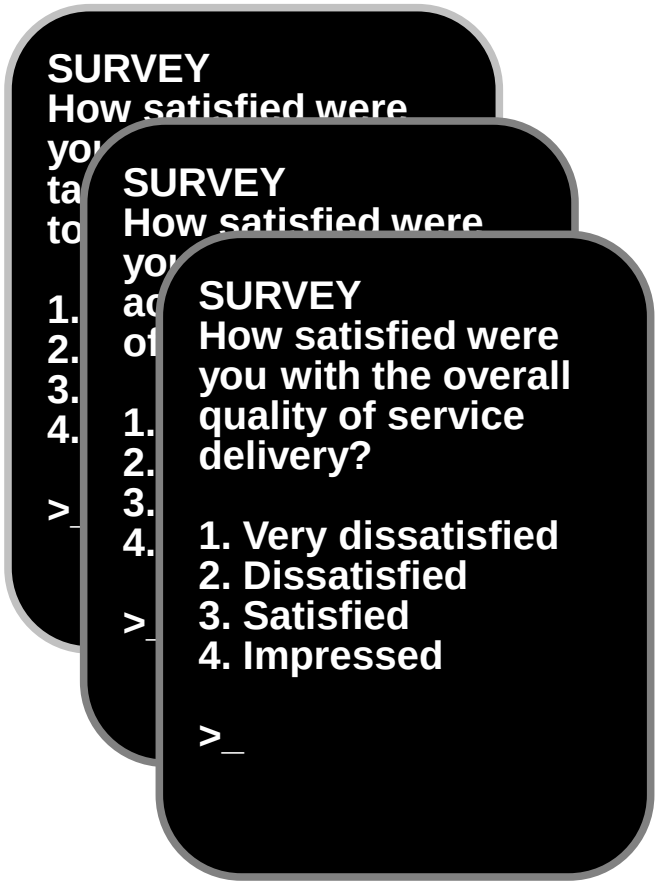
Take our 5 question survey by dialling

***130*69468#**

on your cellphone

Normal rates apply.

WORKS ON ALL PHONES



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CITIZEN-BASED EXAMPLES – IVR MENU

How was our service?

Take our 5 question survey by leaving a missed call at **073 123 4567**

The system will call you back.

WORKS ON ALL PHONES

"Please select the option by typing the number on your keypad or clearly saying the number: How satisfied were you in general with the service you received? Select 1 for Unacceptable, 2 for Poor, 3 for Acceptable, 4 for Good and 5 for Excellent"

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CITIZEN-BASED EXAMPLES – MMS

NATIONAL SCHOOL NUTRITION PROGRAMME

How was the food?

Take a photo with your phone,
add your school name
and send it to 12345.

WORKS ON FEATURE AND SMART PHONES

science

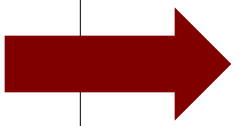
CITIZEN-BASED EXAMPLES – MXit MENU

How was our service?

Login to MXit, select MYGOV and let us know.

Normal data costs apply.

WORKS ON FEATURE AND SMART PHONES RUNNING



MYGOV> SURVEY
How satisfied were you with the time taken to get the service?

1. Very dissatisfied
2. Dissatisfied
3. Satisfied
4. Impressed

CITIZENX>_

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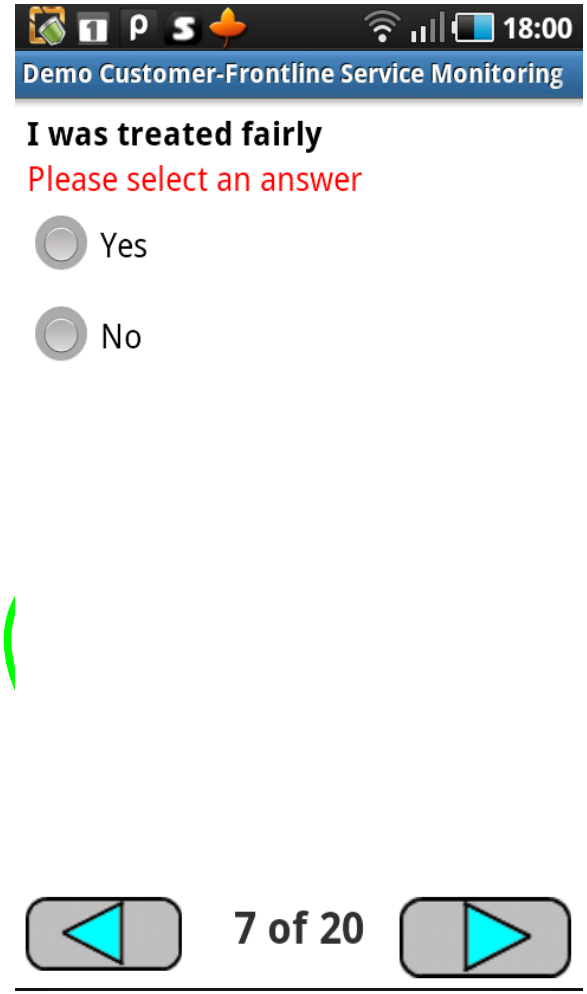
CITIZEN-SURVEY EXAMPLES – Survey App



WORKS ON SMART PHONES

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Social Media

Social media can be very powerful in gauging citizen opinion.

Twitter “trending topics” show the most popular topics (by keyword) at any particular moment.

Facebook is also powerful in getting opinion, comments and input.

Often these kinds of unsolicited information about service delivery can be combined with more formal methods.

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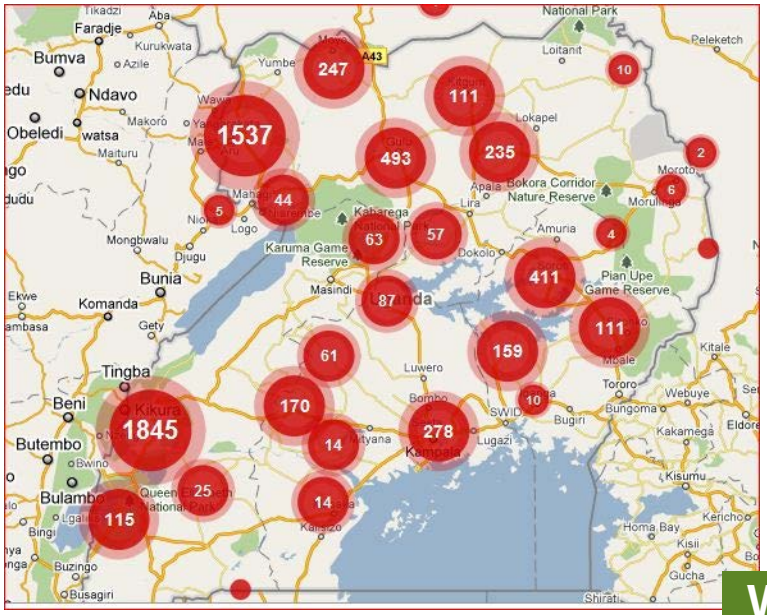
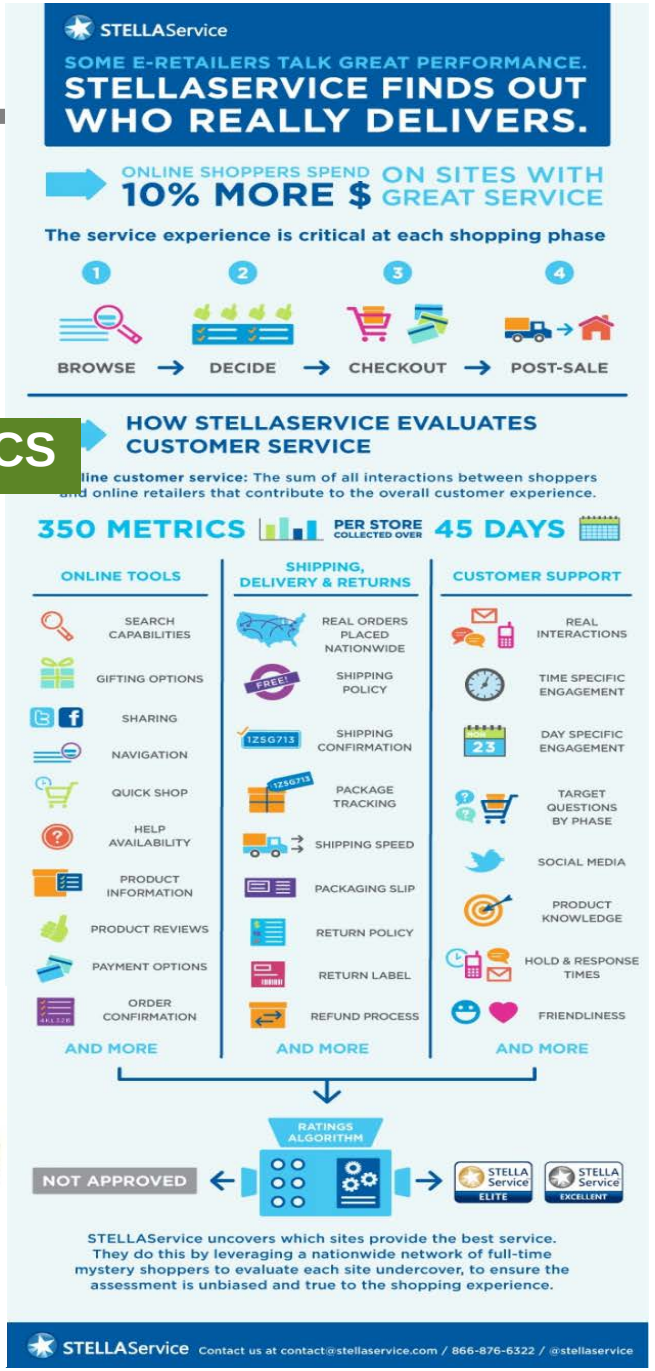
Analysis & Reporting

MAPPING CROWD-SOURCED DATA



INFOGRAPHICS



WORDLE

TOPIC MAPPING

Thank you

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