

New Media and Governance: Tools and Trends

May 14-15, 2012

Abuja, Nigeria

Review of Conference Highlights

Judith Burdin Asuni, AA PeaceWorks



How we got here

- Roundtable March 4, 2011 “Promoting 2 Way Communication between INEC and its Stakeholders” led to INEC asking Enough is Enough Nigeria for volunteers to set up social media within INEC for the 2011 elections
- Volunteers were embedded within INEC by mid March 2011
- Social Media Tracking Centre was established by EiE volunteers and Georgia Institute of Technology, with funding from the Yar’Adua Foundation, to monitor the effect of social media on the 2011 Nigerian elections. The Centre was in operation every election weekend in April 2011 and gave weekly briefing to partner organisations and individuals.
- EiE volunteers continue to man social media within INEC for every election.
- The Social Media Tracking Centre was the first of its kind in the world.

March 4, 2011 Roundtable “Promoting 2 Way Communication between INEC & its Stakeholders”

Gbenga Sesan, Hajiya Othman, Amara Nwankpa, Judy Asuni, Christian DesRoches, Mohammed Kuna



Jacqueline Farris, Amara Nwankpa, Judy Asuni- Coordinators, Chuks Ojidor- Reclaimnaija.net



Social Media and the Elections

Tracking Social Media's contribution to the
April 2011 Nigerian Elections

Remembering the world's first effort

Social Media Tracking Credits



Center Managed
by EIE Nigeria
Volunteers



Supported by Yar'Adua
Center



Aggie Developed by
Technologies & International Development Lab
Georgia Institute of Technology

Partners:



Volunteers at the Social Media Tracking Centre



Volunteers checking Aggie the MetaAggregator on the big screen April 2011



Total Social Media Numbers ALL Elections



157,975

Number of SMS messages sent by citizens relating to the April 2011 elections



1,685

Number of pictures citizens posted relating to the April 2011 elections



twitter

296,254

Number of comments made by citizens relating to the April 2011 elections using twitter, and other web-based services



My Vote, My Power!

70,000

Estimated number of voters who contributed to the content



455,914

Total social media content tracked

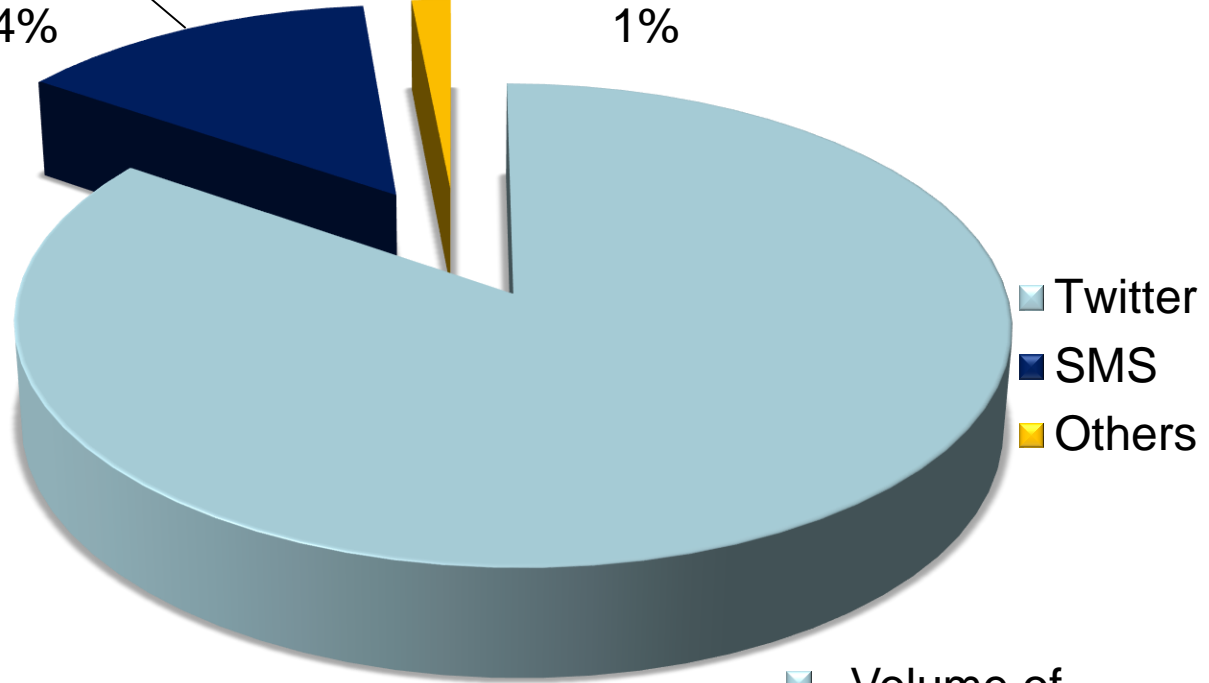
Summary

Popularity of Mediums

■ Volume of Content, SMS, 14791, 14%

Volume of Content

■ Volume of Content, Others, 1608, 1%



■ Twitter
■ SMS
■ Others

■ Volume of Content, Twitter, 90448, 85%

Big Stories

April 2 – No Show!

close x

 **@inecnigeria**
INEC Nigeria

ELECTIONS HAVE BEEN POTPONED TO APRIL 4TH. CONFIRMED BY INEC CHAIRMAN.

2 Apr via web ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by [adavizealao](#) and 100+ others



Tweets from [@inecnigeria](#)

 **inecnigeria** INEC Nigeria
[@ohcar4](#) The commission is investigating these reports and a decision ll be taken soon.
4 minutes ago

 **inecnigeria** INEC Nigeria
[@Abuunaysah](#) No official statement as regards that, so it can be considered untrue.
7 minutes ago

 **inecnigeria** INEC Nigeria
[@ayoayodeji77](#) 0707-0273-6781-9. Thanks.

 **@IYgold**
Olufunmilola Aremu

I won't even be angry again until the winners of the **elections** have been declared, that is when i can decide if Mr **Jega** has failed or not!

3 Apr via ÜberSocial ☆ Favorite ↻ Retweet ↩ Reply

 **@BasiUDOTAI**
Basil Udotal, Esq.,

Jega admitted that INEC knew on Thursday that the materials were not in the country. And he waited till Saturday to postpone the **elections**?

2 Apr via web ☆ Favorite ↻ Retweet ↩ Reply

 **@Foxyladsy**
Lade Okeya

Yesterday **Jega** said they were ready 4 **elections**...why are the materials not ready today?

2 Apr via ÜberSocial ☆ Favorite ↻ Retweet ↩ Reply

Clear Early Warning Signs of Rising Tensions after the Presidential Election of April 16, 2011

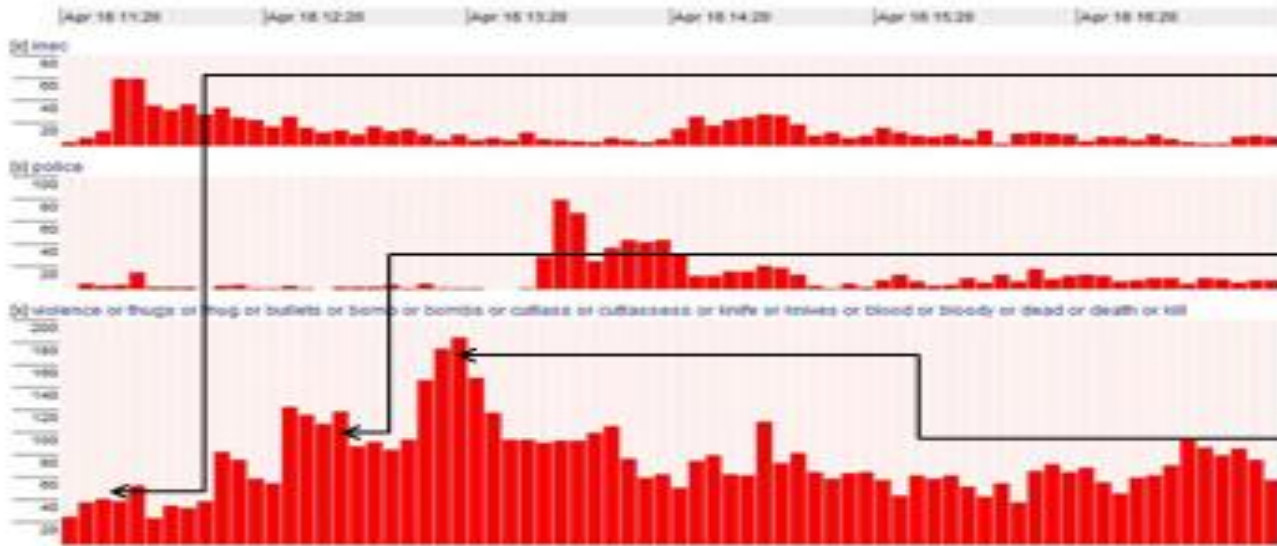
Mayhem after the Elections

Monday Morning...

Aggie the MetaAggregator Powered by Swooper

Reports | Scan a Batch | Saved Searches | Incidents | Autoscan | Analytics | Sources | Places | Categories | Logout

Add new search: Example Searches



Big Stories

INEC Uses Social Media to Make Process More Transparent



“So far, **Twitter has proven to be an efficient way to interact with the electoral commission**, as Nigerians connected to the Internet not only get to post complaints and comments, but also receive prompt replies and regular updates about what is happening in the electoral process.”



INEC inspires voters through social media

“The Independent National Electoral Commission **has redefined elections in Nigeria**, by using social media to inspire Nigerians to actively participate in the process.”



“Apparently, this is **a welcome departure** from the closed knit, sometimes cult-like hold on information that Nigerians experienced during the previous elections that were adjudged far from being free and fair.”

New Media & Governance: Tools and Trends

Abuja Nigeria

May 14-15, 2012

Conference Overview

- The Social Media Tracking Centre was the first of its kind in the world.
- This conference is the first of its kind in Africa.
- Social Media has helped in giving a voice to recent revolutionary trends like the Arab Spring, Occupy Wall Street , Occupy Nigeria etc. and had opened up governance channels and created open platforms between the leaders and the led.
- Pop c. 170 million
- 87% own mobile phones
- 29% connected to internet
- Approximately 4.1 million Nigerians on Facebooko (38th worldwide), It is critical that we leverage on this vast number to influence government at all levels if we are to move forward as a nation.

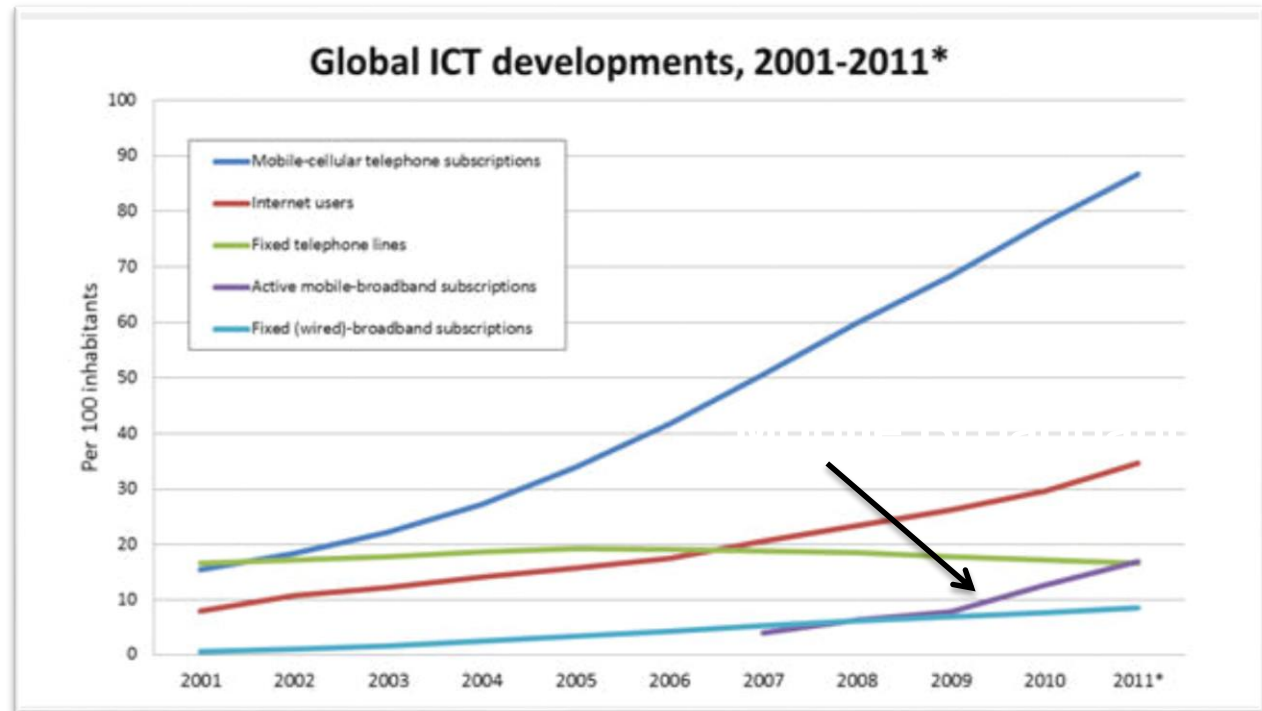
Omobola Johnson- Hon Min Communication Tech

- Innovative new platforms on new media have given people a voice to talk about how to be governed and to set an agenda for their government.
- New Media played a very important role in the April 2011 Elections. Governments cannot afford to ignore the significant role of New Media.
- At present, only 49% of government MDAs have a functional website. By December 2014, it is expected that every MDA will have a website and information on a general governmental portal.
- The Federal Government is also committed to increase procurement of government services online and is on the verge of ensuring that 15-20% government service procurement is online by the end of 2012.
- The publishing of budgets on the internet gave room for all Nigerians to know how their money is being spent

Steven Livingston - GWU

- There are five basic overlapping and reinforcing technologies;
- **1. Mobile Telephony**
- **2. Fiber Optic connectivity**
- **3. Remote sensing satellites and geospatial data**
- **4. Communication satellites and receivers**
- **5. Innovation Centers**
- Not technology for itself, but how being used- be applied to ingeniously solve culturally specific problems and issues.
- The growth of cellular telephones between 1998 and 2009 far outpaced the adoption rates of other technologies including the use of the Internet
- High-resolution satellite imagery empowers scientific & technical communities that are bound together by shared values & technical expertise.

Mobile Growth Rates in Africa



Stephen King- Omidyar The Power of Open

- The events of the last 18 months have done a lot to douse scepticism about the Importance of Open Government.
- The Open Government Partnership- Launched in September 2011 by USA and Brazil with 8 Countries as inaugural members, now 55 OGP countries
- Countries applying for OGP participation must fulfil the following requirements:
 - Fiscal transparency
 - Access to information
 - Disclosures related to elected or senior public officials
 - Citizen Engagement



Open
Government
Partnership



Attahiru Jega- Chairman INEC

- First election driven by New Media, especially for mobilization of emergent generation of youth:
 - 62.4% of 73.5 million registered voters are between the ages of 18-35
- + Made INEC more accountable
- + Strengthened INEC's oversight
- + Social media creating a global village
- - Can be vehicle for information but also misinformation eg. Red Herrings to divert INEC's attention
- - Active in INEC only during election- need to sustain interaction

How can new media be used for FOI active dissemination?

Nigerian Elections and New Media: Moving Forward

Session I

- One of the major learning points during the 2011 Elections was the fact that people owned the process. Communities organised themselves to ensure that the voter registration and election process were successful.
- New media helped to bring all of these to fruition as people shared information about the electoral process regularly on the new media platforms which encouraged and mobilised more people.
- New Media was also used to report directly to INEC via reclaimnaija, ReVoDa, Civil Society Situation Room- links with security agencies, etc.

Mike Best Georgia Institute of Technology

- New Media is not about engineering or technology. Rather it is about applying technology to address local realities.
- It is imperative that Africa develops her own software engineering that is contextualised and in line with local realities.
- Over 40% of Nigerians are under 18 years and are young, and social media engaged. What does this mean for future elections?
- Elections are periodic, how can we use new media to engage citizens to ensure a robust democracy?
- GIT teamed up with EIE in establishing and running the Social Media Tracking Centre.

Mohammed Kuna (SA to INEC Chairman)

- INEC Situation Room- bank of televisions, phones, computers and Internet connections.
- T.V screens used to monitor major news channels while the computers projected real time events.
- The phone operators collected calls from voters and the complaints were attended to through a chain of command.
- New media is critical because it increases participation and is a platform for reporting incidents and giving feedback to INEC.
- It is also a platform for transparency.

Nike Adekanbi- “I AM LAGOS”

I AM LAGOS was deployed during the 2011 elections

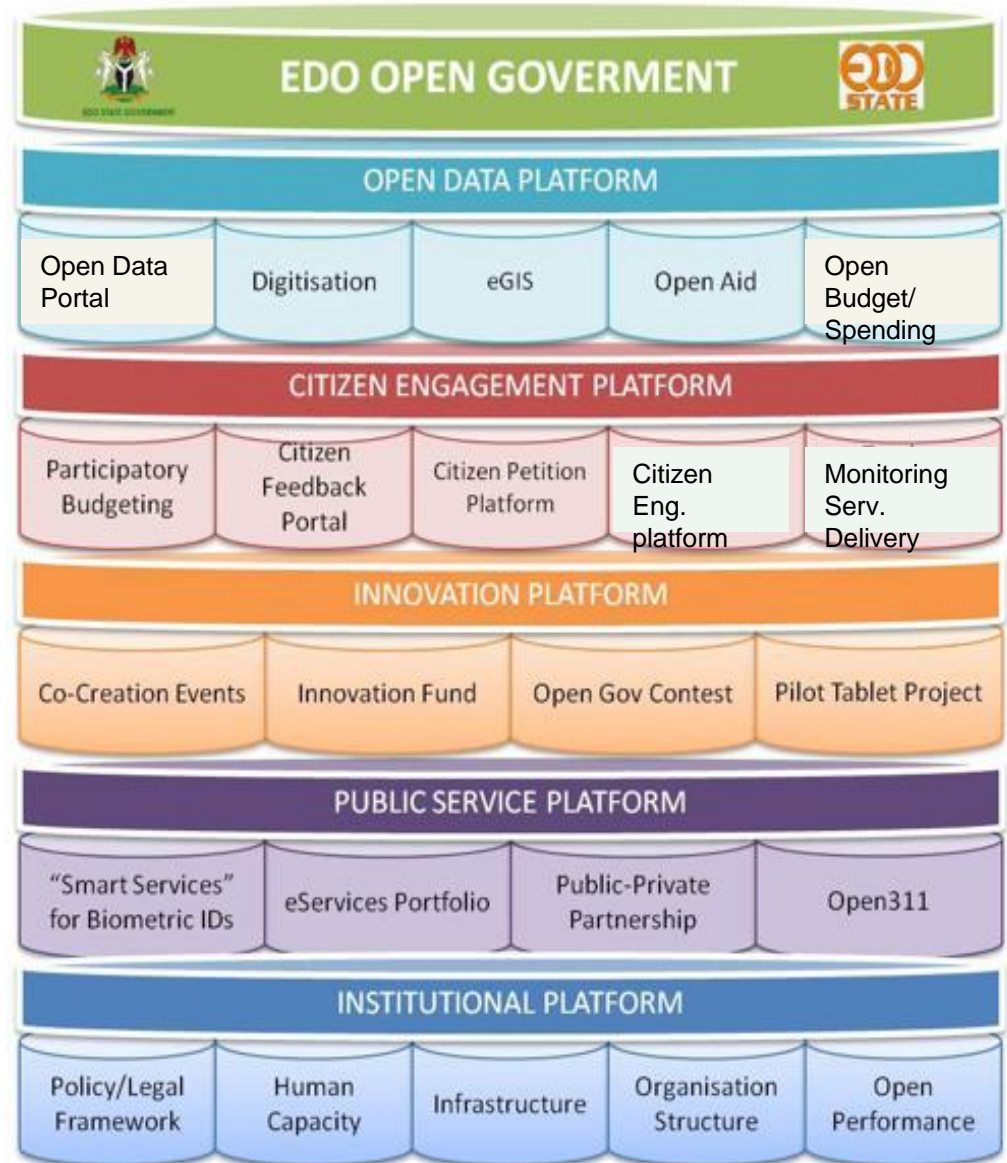
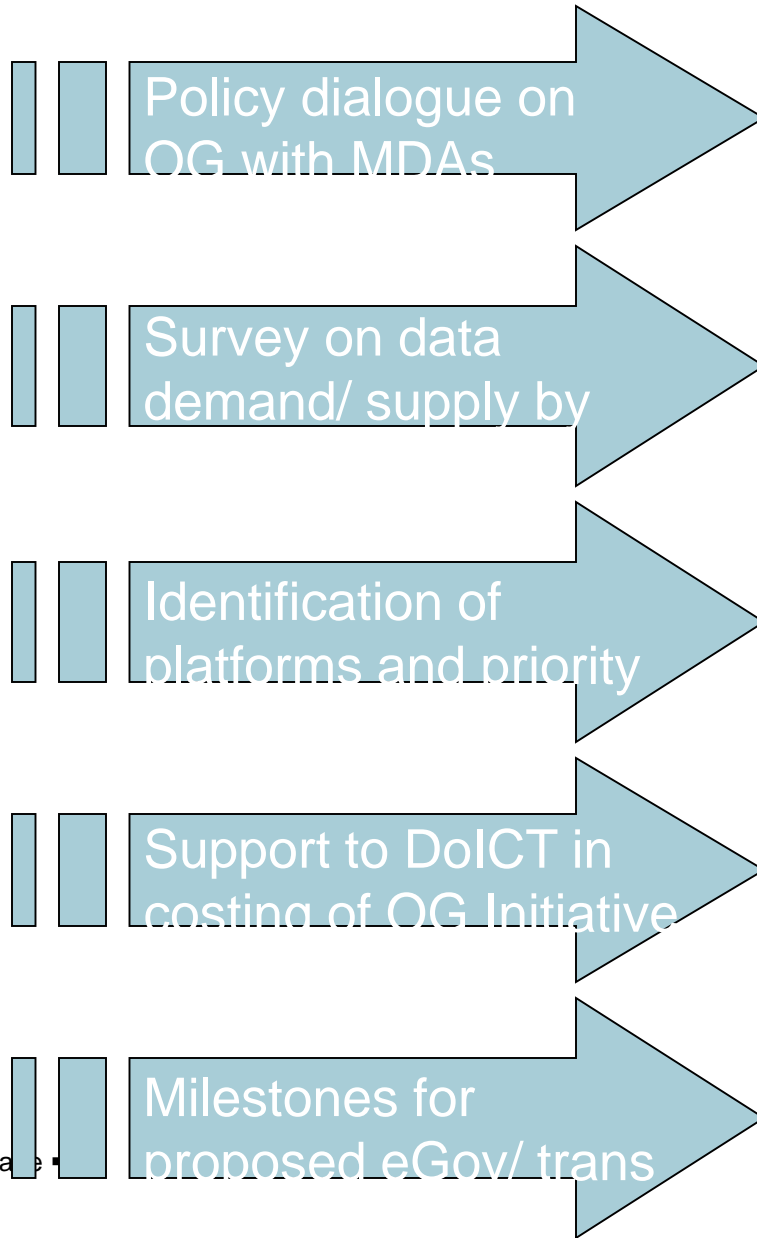
- The Motivation for I AM LAGOS was as a result of the large percentage of youths, internet users, Facebook users, etc.
- Used websites, newspaper adverts, tweets, Facebook, fliers etc. to create awareness for Lagosians to participate in the electoral process.
- The use of SMS had a bigger impact because of its cost effectiveness and generated greater response from Lagosians
- Many people can replicate the “I AM LAGOS” initiative. The tools are inexpensive and readily available
- However, to succeed you must build relationships with relevant government agencies to ensure that complaints are attended to.

- Why do we need to engage government through New Media?
- Interaction between government and citizens been largely 1-way: little dialogue
- New media provide access to the youth, one group that has been neglected by govt.
- Access to public service institutions (core channels of interaction between government and governed) has been limited. New media provides a channel for public service to reach the public.
- New media provides a channel through which the people can make demands on the government.
- Make government more transparent and accountable

Donor partner support to government innovations

- Budget/expenditure tracking
- Citizens information centre
- ICT for crime and violence detection and prevention
- FADAMA

Open Government Framework



Legislators using New Media

- Establishment of online constituency office- to reach citizens, including those in the diaspora
- Dissemination of key documents such as state budget
- Circulation of proposed bills in Bayelsa State House of Assembly
- Eliciting public opinion and reactions on proposed bills and government policies

Executive using Social Media

Edo State Government: using ICT as an enabler:

- To generate employment
- To expand production in key sectors
- To provide information- Open Data Platform
- To engage citizens

Ekiti State Government using ICT:

- Biometric system in civil service
- Citizens identification card project
- E-payment system
- Creation of a “wireless state”- fibre optic cable
- Ekiti State website, facebook, twitter

Dinner and Fun



Naija Generation- at Play and at Work



Naija Generation and New Media

- Blessing or Curse-
- Hon. Minister of Youth: Despites its limitations, rise of new media has dismantled the last vestige of limits on freedom of expression. Can be used negatively.
- Reuben Abati- new media is the essential scourge of our time.
- Young artistes:
 - Much discussion in new media but no disciplined and organized structures to push our agenda.
 - Government should reflect the population i.e. the youth
 - Changing Nigeria is a marathon not a sprint.
 - Should pop culture can be used by young people for civic engagement.

Social Trends: Driver for Progress

- New Media tools are not an end in themselves; they are a means to an end. As a result, Change makers should think about their targeted audience, their means of communication, and deploy the tool that would be most effective in reaching them.
- Policy Formulation and implementation are not just about the government; the people have to be involved. Consequently, government has to be open to civil society in terms of policy formulation and implementation.
- There is a need for civil society to get information about a range of new media applications available to them in order to choose the ones that best suit their purpose.
- In the development and sending of your message, there is a need to have a deep sense of analysis of the contemporary issues and a detailed understanding of the history and politics of Nigeria.

Social Trends Breakout Session cont'd.

- Civil Society does not necessarily have to re-invent any new tools to be effective. What is important however is that they use the available tools to send their message across to their targeted audience.
- You need to contextualise your new media tools to face local socio-economic and political realities.
- The content of your message is very important because facts, figures and analysis are critical to social change. Focus on your research and build the content of your message to be effective.
- Persons with disability should be mainstreamed into new media applications.

Occupy Nigeria

January 2012



Technology is the answer
-but what was the question?

Cedric Price

Governance: Transparency, Leadership, Accountability

- Social media has brought accountability and transparency that we desire to hold our leaders accountable.
- The January Occupy Nigeria event was an important turning point in Nigeria; It was the most organised protest in the nation through the use of social media.

ReclaimNaija's reporting of the 2011 Elections

ReclaimNaija
Incident Reporting System
My Vote, My Power!

Click to Submit a Report
Click To Join ReclaimNaija

Home Reports About Us Blog Governance News Publications Contact Us

FILTERS: REPORTS NEWS PICTURES VIDEO ALL

ELECTION REPORTS

Map showing reporting locations with red circles and numbers: 69, 55, 413, 54, 157, 125, 383, 497, 2, 125, 83, 1481, 86, 181, 186, 109, 30, 37, 1709, 455, 1064, 969, 11.

SCALE = 1 : 7M
EPSG:900913
9.75586, 11.41542

CATEGORY FILTER

- All Categories
- PARTY PRIMARIES
- REGISTRATION EXERCISE
- VOTING EXERCISE
- NAIJA VOICES
- NAIJA ASKS
- ELECTION RESULTS
- FUEL PRICE INCREASE
- POLICE CHECKPOINTS

How to Report

Please specify EXACT LOCATION - Ward, Local Government and State

- By sending a text message to **08166662222** or **08120006622**
- By Calling 07006662222
- By sending an email to info@reclaimnaija.net
- By sending a tweet with the hashtag/s **#reclaimnaija**
- By filling this form

Martyrs of Social Justice

FUEL SUBSIDY PAYMENTS PROBE: A SUMMARY
Written by Joseph Agunbade

Fuel Subsidy Payments Probe : A Summary

Budgeted Amount for Subsidy

Year	Amount (Naira)
2006	N261.5bn
2007	N270.8bn
2008	N248.7bn
2009	N245bn

Oil Importers

2011 Fuel Subsidy: What they sold

Category	Amount (Naira)
Accountant General	N3.6bn
CBN	N1.7bn
Verified by release of funds	N2.9bn

Mzalendo ('Patriot' in Swahili) is a non-partisan project started in 2003 whose mission is to "keep an eye on the Kenyan parliament". [MORE](#) 

Search people, places and organisations



Search Hansard instead

LATEST NEWS

Is the Public Education Sector Broken?

Fri May 04 2012

A decade or two ago the premise existed that if you did well in primary school you went to high school, if you did well in high ...

500 Million For MPs Taxes?

Fri Apr 27 2012

MP RATINGS




William Kipkiror



Kenyan Member of Parliament

William Cheptumo Kipkiror was elected as MP of the Baringo North constituency in 2007. He is Assistant Minister of Justice, National Cohesion & Constitutional Affairs.

Mzalendo Rating: **Good** 

[Presidential Aspirants Page](#) 

[Citizen's Rights and Responsibilities](#) 

TWITTER

Parliament approves nominees for Ethics & Anti-Corruption Commission <http://t.co/WyYfVY4z>

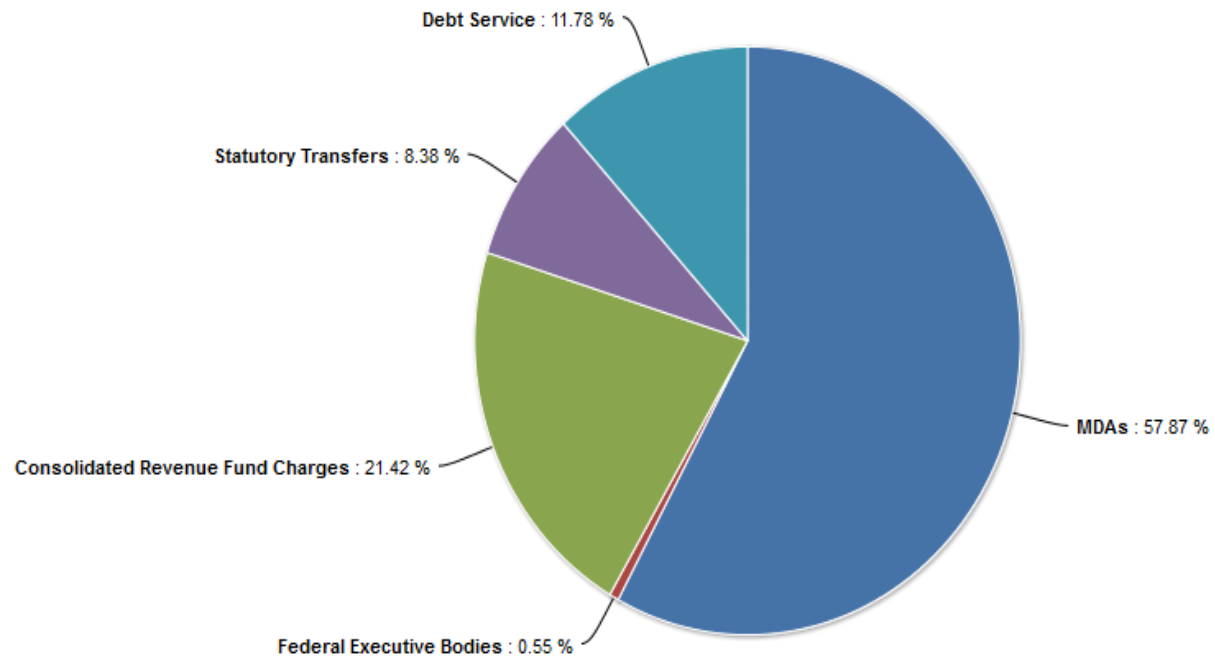
 Facebook

 Twitter

BudgIT Nigeria



Federal Government of Nigeria 2012 Budget Proposal



Capacity Building: Citizen Empowerment Strategies

- Helping citizens to mobilize through social media.
- Helping the government understand what the citizens expect from them.
- Helping citizens contribute to solving common problems- the government should not and does not have to do it alone....government for the people, of the people, by the people.
- Building capacity to frame the message
- Choosing the right medium
- Improving the capacity of the messenger

CcHub – the innovation ecosystem

The Hub is Nigeria's first open living lab for technologists, entrepreneurs, tech companies, investors and hackers in and around Lagos.

It is a place to:

- facilitate creative thinking and collaborative problem solving
- encourage technology innovation in Nigeria
- encourage shared accountability between technologist & innovators
- serve as a living lab for prototyping and testing
- build new skills and competencies
- connect, share, create and find expertise

...a platform to nurture globally relevant solutions & entrepreneurs

creating social change
one idea at a time...





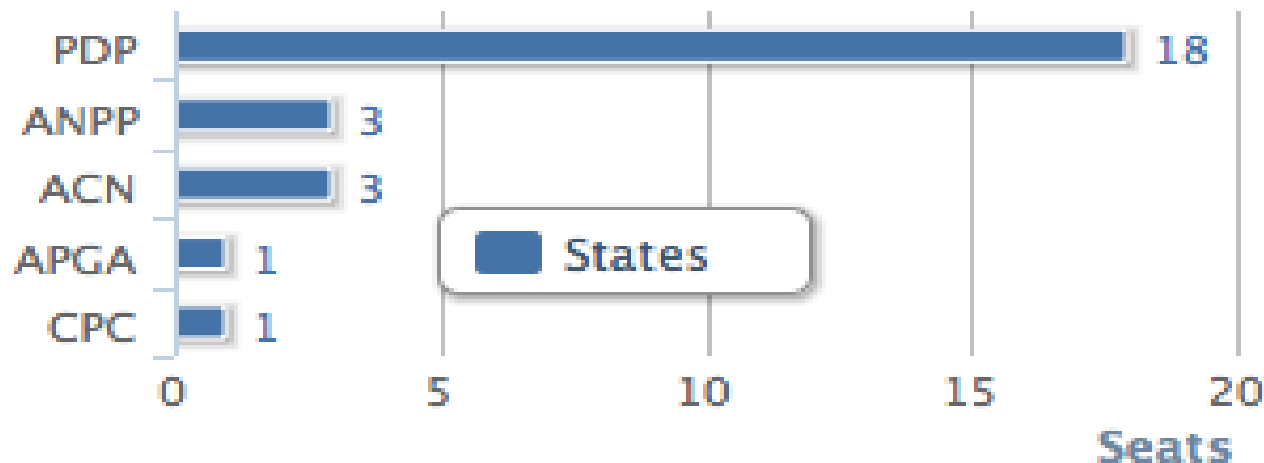
nigeria elections coalition

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Summary

Gubernatorial Election 2011

[View All 26 State Results](#)



Geographic





Søg



Har du en konto? Log Ind



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@Skattefar

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Denmark · <http://www.skat.dk/SKAT.aspx?old=4650&vid=203928>

Følg

2,110 TWEETS

601 FØLGERE

2,537 FØLGERE

Følg Skattefar

Fulde navn

E-mail

Adgangskode

Tilmeld dig

Tweets

Følger

Følgere

Foretrukne

Lister

Seneste billeder



Tweets



Skattefar @Skattefar

11 maj

@gladanne @kristianselch Så ringede Allan. CSC arbejder på det, men tidshorizonten er ukendt. Prøv lidt senere på dagen. Beklager :(^Henrik

Vis samtale



Skattefar @Skattefar

11 maj

@gladanne Jeg har lige spurgt Allan. Han snakker lige med en it-fyr og ringer tilbage med et svar. ^Henrik cc. @kristianselch

Vis samtale



Skattefar @Skattefar

11 maj

@eddaloon Ja, den har vi set før :) ^Henrik

Vis samtale



Skattefar @Skattefar

11 maj

@lottemolberg Jeg kan heller ikke lige finde noget om det. Ring til os på tlf. 7222 1818, så er der sikkert en som kan svaret ^Henrik

Vis samtale

Early Warning Systems

- Nigeria is one of the countries that has embraced the Ushahidi platform
- Ushahidi arose following the post election violence in Kenya
- Ushahidi is an open software for information gathering, visualisation, interaction and mapping

Dealing with Rumours

- Civil Society should monitor the social media content for rumours through online platforms like Ushahidi, websites, bloggs , forums, twazzup.com
- The results of the contents monitored should be analysed
- The result of the analysis should be disseminated

Developing an early warning system for countering rumours

Stage 1

- Monitoring of Social Media Content for Rumours: **Monitoring in this sense would be focused on what people write and disseminate in the cyberspace**
- Analysis of Result of Monitoring

Stage 2

- Dissemination of
- Counter Action Plan

Stage 3

- Implementation of Counter Action Plan
- Assessment of What Happens

What next?