

DIGITALLY ENABLED REPORT

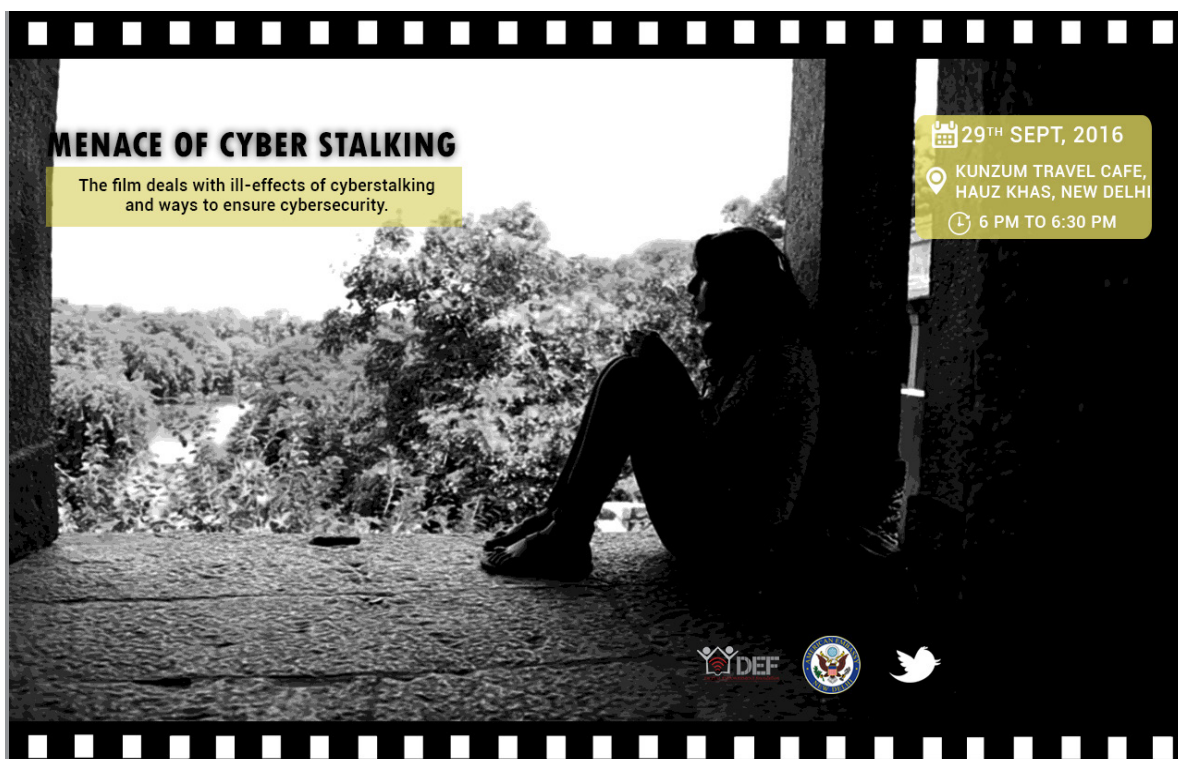


Background

As Internet usage grows in India, the number of communities and citizen journalists using new apps, social media platforms, and websites is growing too. 'Digitally Enabled' is a five-part video series highlighting the role of the Internet and technology in our daily lives that aims to bridge the knowledge gap between policy-makers and end users. The series is produced by the Alumni of US Government-sponsored Exchange Programs in collaboration with Digital Empowerment Foundation and the US Mission to India.

A campaign to promote the five films was spread over a span of 5 weeks and issues of Digital Inclusion, Social Media, Freedom of Expression, e-Governance, Citizenship & Entitlement, and Cyber Security were covered. This was accompanied by a week-long Twitter campaign, screening of the films at a public space, weekly webinars and live Periscope interviews.

The following are the themes and activities that were arranged over the span of 5 weeks. Each week, six activities were organised to start a dialogue among netizens on the theme (film of the week).



MENACE OF CYBER STALKING

The film deals with ill-effects of cyberstalking and ways to ensure cybersecurity.

29TH SEPT, 2016

KUNZUM TRAVEL CAFE,
HAUZ KHAS, NEW DELHI

6 PM TO 6:30 PM

DEF

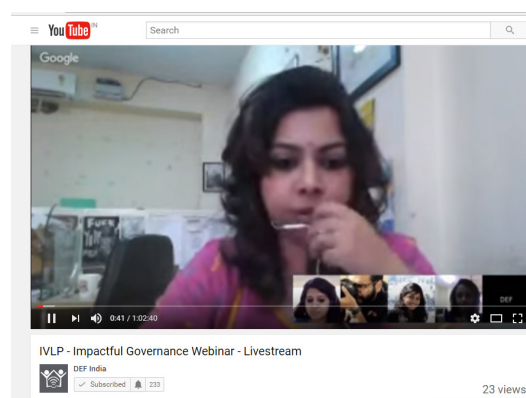
US Mission to India

Twitter

1. Digital Inclusion (29th Aug to 4th Sept)

Digital inclusion is not just about building a high-speed broadband network, it is also about ensuring affordability, enabling users to overcome adoption barriers, and empowering them with skills to fully benefit from being digitally engaged. The ability to access, use, create and share knowledge using Information Communication Technology (ICT) is critical to social inclusion.

Film Screening (Friday) (6 to 7 pm)	'Last Mile Connectivity' was screened at Kunzum café at Hauz Khas Village for wide participation from youngsters. The post-screening discussion discussed various problems that people face in remote and rural locations of India due to the inaccessibility to digital services and literacy. The discussion also allowed room to share possible solutions for last-mile connectivity.
Webinar (Wednesday) (4 to 5 pm)	A live webinar was organised by the Research team of Digital Empowerment Foundation on YouTube. In this webinar, we discussed the mediators of digital inclusion and shared some case stories from the field on how digital access is transforming lives at the bottom of the pyramid.
Tweetathon (Wednesday) (4 to 6 pm)	A two-hour long tweetathon on 'Digital Inclusion' using #MyInternetMyRight was organised on the microblogging site, where we saw wide participation by Twitter users who shared what it means to be 'digitally enabled'.
Periscope Live Interviews (Thursday)	We interviewed five beneficiaries of digital literacy who are receiving training in basic computer skills at an information resource centre run by DEF in Arjangarh
Social Media Creatives (Monday to Friday)	A number of posters, visual collaterals, vox pop interviews and sketches were shared on social media platforms throughout the week to create a buzz surrounding the need for being digitally enabled, especially in rural and remote parts of the country.



2. Social Media (5th Sept to 11th Sept)

Social media is an incredibly potent tool for spreading a powerful message, fast. The emergence of youth as new actors empowered with technology — particularly mobile phones and social media tools like Facebook and Twitter — have resulted in organised demonstrations/protests, developing an intercultural platform to build solidarity.

Film Screening (Friday) (6 to 7 pm)	'Power to Connect' was screened at Kunzum Café in Hauz Khas Village for a group audience of 14 people. Following the screening, participants actively discussed recent social campaigns that have been a success online and offline.
Webinar (Wednesday) (4 to 5 pm)	A live webinar was organised by the Research Team of Digital Empowerment Foundation on YouTube to discuss the use of social media for advocacy and awareness. This webinar explored the role of social media in the present to gain a better understanding of how the medium is likely to impact future protests and mobilisation efforts.
Tweetathon (Wednesday) (4 to 6 pm)	A two-hour-long tweetathon on the use of social media for awareness and advocacy was organised for two hours. Tweets from various parts of India were filtered using #MyInternetMyRight.
Periscope Live Interviews (Thursday)	Ms. Natasha Bhadwar, a journalist, film-maker and co-founder of Ochre Sky, was interviewed about her views on use of social media. She spoke about how social media has helped people to voice their opinions, overcoming language and geographical boundaries.
Social Media Creatives (Monday to Friday)	A number of posters, visual collaterals, vox pop interviews and sketches were shared on social media platforms throughout the week to create a buzz surrounding how social media can be leveraged for advocacy, awareness, activism and outreach.



3. Freedom of Expression (Act)

(12th Sept to 18th Sept)

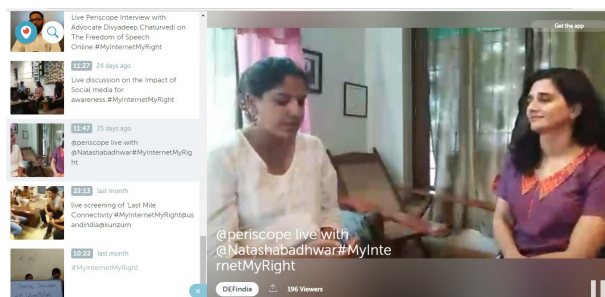
As the Internet expands and provides greater access, thus enabling access to critical rights such as Freedom of Expression and privacy, it also places censorship and surveillance capabilities in the hands of states and corporations. It is, therefore, crucial that there exist strong protections for the right to Freedom of Expression that balance state powers and citizen rights. These are compounded by contextual challenges. What role can and should the law play? When is it justified for the government to intervene? And what can users do to protect the right to free speech — their own and that of others?

Film Screening (Friday) (6 to 7 pm)	'My Voice My Right' was screened at Kunzum café in Hauz Khas Village about 18 people. The post-screening discussion addressed the issues of freedom of expression and the right to get offended.
Webinar (Wednesday) (4 to 5 pm)	A live webinar was organised by the Research Team of Digital Empowerment Foundation on YouTube. This webinar explored revolutions for the right to freedom of expression in the Indian context; and sought to find answers to questions surrounding challenges and opportunities in the space.
Tweetathon (Wednesday) (4 to 6 pm)	A two-hour-long tweetathon was organised on 'Freedom of Expression'. The tweetathon saw participation from various parts of the country, with tweets reaching us through #MyInternetMyRight.
Periscope Live Interviews (Thursday)	Supreme Court Advocate Divyadeep Chaturvedi was interviewed live on the legalities of Freedom of Expression online and the government's role in securing the interest of people. He also gave an insight into Section 66(A) and how revoking it has been one of the highlights of the Indian Judiciary system.
Social Media Creatives (Monday to Friday)	A number of posters, visual collaterals, vox pop interviews and sketches were shared on social media platforms throughout the week to create a buzz surrounding the need for freedom of expression and how it must be exercised judiciously.

4. e-Governance, Citizenship & Entitlement (19th Sept to 25th Sept)

e-Governance has demonstrated that the use of digital tools improves governance and enhances government capacity to function efficiently. In recent years, we have noticed a growing trend in the use of app and Web-based government portals like IRCTC (a platform to book train tickets online) to provide easy access to the citizens. However, even though most of the government departments and ministries are digitally equipped, they are unable to let their efficiency connect to the masses in the same measure.

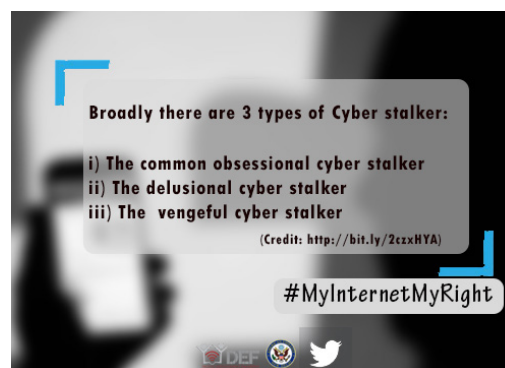
Film Screening (Friday) (6 to 7 pm)	'Impactful Citizenship' was screened at Kunzum café in Hauz Khas village and received wide participation from youngsters. Attended by 16 individuals, the post-screening discussion saw the audience appreciating the government's Digital India plan, suggesting measures to improve e-Governance and sharing apprehension regarding safety of citizen's data.
Webinar (Wednesday) (4 to 5 pm)	A live webinar was organised by the Research team of Digital Empowerment Foundation on YouTube. In this Webinar, ways and tools to improve e-governance its efficiency.
Tweetathon (Wednesday) (4 to 6 pm)	A two-hour-long tweetathon saw people sharing views on e-governance, digital citizenship and access to entitlements using #MyInternetMyRight.
Periscope Live Interviews (Thursday)	Live interviews with Dr. Charu Malhotra, Associate Professor at Indian Institute of Public Administration, and Mr. Pavan Duggal, Supreme Court Lawyer, were broadcasted on social media. The two experts raised awareness on the issues related to governance, citizenship and entitlement.
Social Media Creatives (Monday to Friday)	A number of posters, visual collaterals, vox pop interviews and sketches were shared on social media platforms throughout the week to create a buzz surrounding the benefits of a digitally enabled government and its digital citizens.



5. Cyber security and Issues of Cyber Stalking (26th Sept to 2nd Oct)

With the advent of social media and our increasing virtual presence across the globe, people often come across the menace of cyber stalking. Further, other cybercrimes include traditional broad-sweep scams, click bait scams and malware pushing websites. Social media is also often misused for stealing personal data for banking and other thefts.

Film Screening (Friday) (6 to 7 pm)	A group of 17 people attended the screening at Kunzum café in Hauz Khas village. The film was followed by a discussion which saw women sharing their experiences of being cyber stalked. Preventive measures that should be taken by Internet users were also discussed, besides analysing the role of police's cyber cells.
Webinar (Wednesday) (4 to 5 pm)	A live YouTube webinar was organised by the Research team of Digital Empowerment Foundation. Presenters discussed at depth the issues and counter actions against cybercrimes. In this webinar, rise of social networking loss of privacy were also discussed.
Tweetathon (Wednesday) (4 to 6 pm)	A two-hour-long tweetathon saw Twitterati sharing their views on the menace of cyber stalking using #MyInternetMyRight.
Periscope Live Interviews (Thursday)	Young professionals shared their take on the menace of cyber stalking; and narrated incidents when they or their friends were cyber-stalked.
Social Media Creatives (Monday to Friday)	A number of posters, visual collaterals, vox pop interviews and sketches were shared on social media platforms throughout the week to create awareness about the issue of cyberstalking.



In a country where 3.71 million people are mobile Internet users, it has become imperative to create digital awareness among the users. In the last few years, we have noticed how social media has gained popularity in India. As the use of Internet grows in India, most end-users lack understanding of the impact of technology and the Internet on society, the law, free speech and other individual rights on the Internet. Through the IVLP campaign, we have been able to reach out to more than 1,195,061 people on Twitter during the five weeks that the film campaign was running. The series of films was appreciated by people and was followed by in-depth discussions. Meanwhile, webinars and Periscope interviews with experts provided an interesting lens to understand issues at a larger perspective, especially through the eyes of experts. The content of all the films was much appreciated by the audience, which was largely targeted at the youth population.



WEBINAR
Wednesday

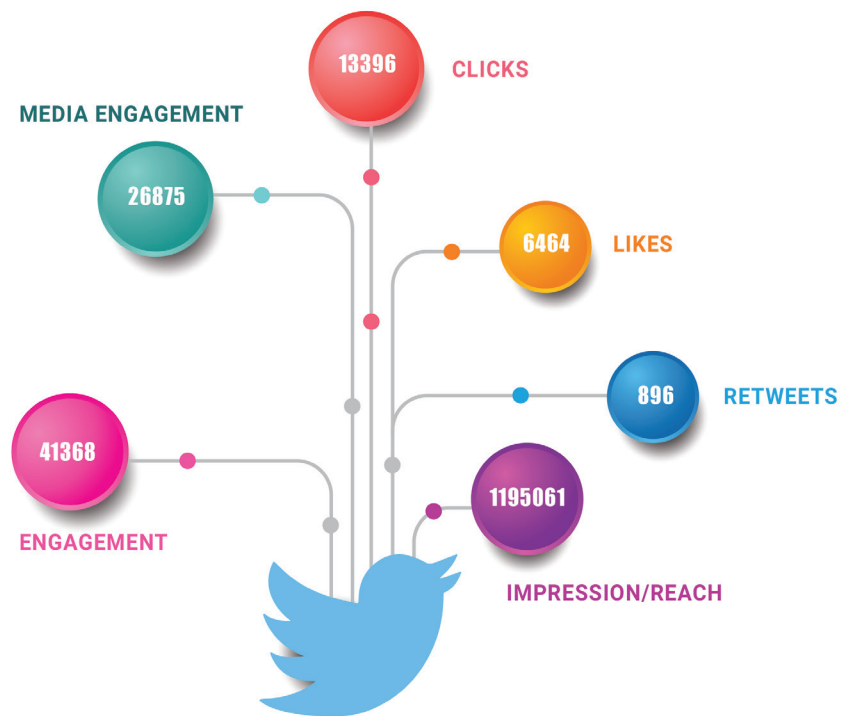
DIGITAL INCLUSION
#MyInternetMyRight

Aug 31, 2016
4 pm to 5 pm

An initiative of U.S. Embassy India & DEF and supported by Twitter

DEF International Exchange Alumni twitter

5 week Twitter Campaign



5 WEEK TWITTER CAMPAIGN

Impression/Reach	Total number of times the tweet appeared on users' timeline or search results
Engagement	Total number of times a user interacted with a Tweet. Engagement includes clicks on the tweet, retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or tweet expansion
Retweets	Total number of times a user retweeted the tweet
Likes	Total number of times a user liked a tweet
Media engagement	Total number of clicks made to view a photo or video in the Tweet
Clicks	Clicks on the name, @handle, or profile photo of the Tweet author

tweet text	impressions	engagements	retweets	clicks	media engagements	likes
#Cyberstalking awareness #facts: #MyInternetMyRight@USAndIndia@TwitterIndia https://t.co/6EW1Fa9hzL	131932	9332	92	1239	10450	353
#Cyberstalking awareness #facts: #MyInternetMyRight @USAndIndia @TwitterIndia https://t.co/6EW1Fa9hzL	65319	3410	14	954	5252	50
#Cyberstalking awareness Facts! #ReportCyberstalking #MyInternetMyRight @USAndIndia https://t.co/lwq9zvdyJ	5551	87	5	40	42	5
#Summary of this week's theme 'Impactful Governance'. Have a look: https://t.co/JOpSULC9nB #MyInternetMyRight #USAndIndia #TwitterIndia	5294	106	19	83	0	50
Are we conditioned to be silent against Cyberstalking? Share your views by using #MyInternetMyRight join our webinar https://tco/4aj11TzeFy	2776	18	0	18	0	5

Build your defense against #Cyberstalking. #MyInternetMyRight @USAndIndia https://t.co/FfTzXz3Zzu	20623	338	9	136	192	23
How do we prevent Cyberstalking and ensure CyberSecurity? Share your thoughts using #MyInternetMyRight @USAndIndia	21137	186	18	160		49
'Impactful Governance' Open screening @kunuzum Cafe today! 6 to 6:30 PM #MyInternetMyRight @USAndIndia @TwitterIndia https://t.co/S6xdZFooTN	18727	405	9	175	217	71
'Last Mile Connectivity' is now live! Watch it: https://t.co/vXmPEZ9XFs #MyInternetMyRight @USAndIndia @twitterindia https://t.co/2AvBGCZuT0	31915	809	47	360	392	154
'Menace of Cyberstalking' : Block-Mute-Report Abuse! #MyInternetMyRight @USAndIndia https://t.co/QAiH7y9Kxb	21187	294	218	275	2	75

'My Voice My Right': This film talks about Freedom of Expression Online. Watch: https://t.co/3XuMdgTkjj #MyInternetMyRight @USAndIndia	10553	172	18	146	5	52
Your complete guide to India's #legislation on #cybercrime. https://t.co/4I8NI95sPL Prevent #Cyberstalking #MyInternetMyRight	10089	54	0	54		9
Your defense against #Cyberstalking: I #MyInternetMyRight @USAndIndia https://t.co/IIN31FaTk3	21559	396	4	141	247	0

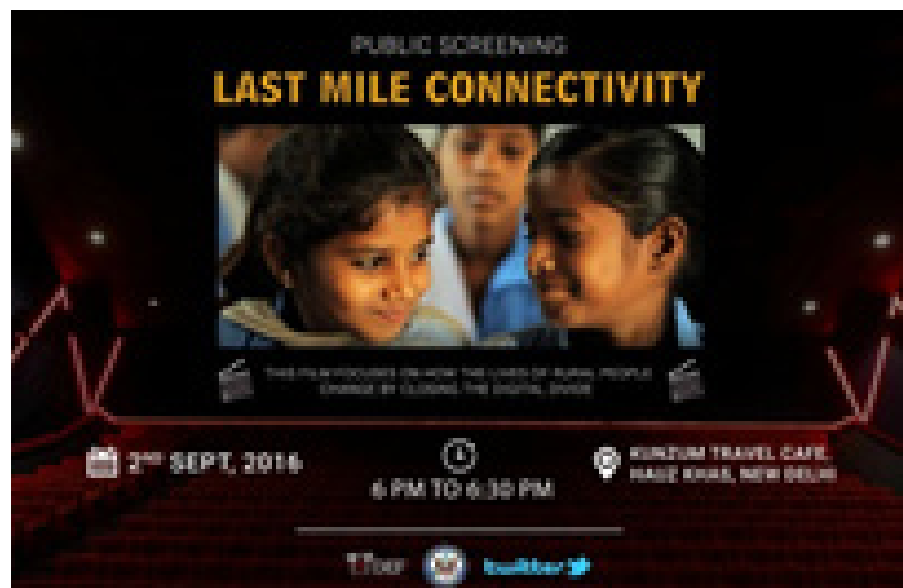
Facebook Analytics:



LIKES: 18; SHARES: 3



LIKES: 7; SHARES: 2



LIKES: 21; SHARES: 15



LIKES: 6; SHARES: 3



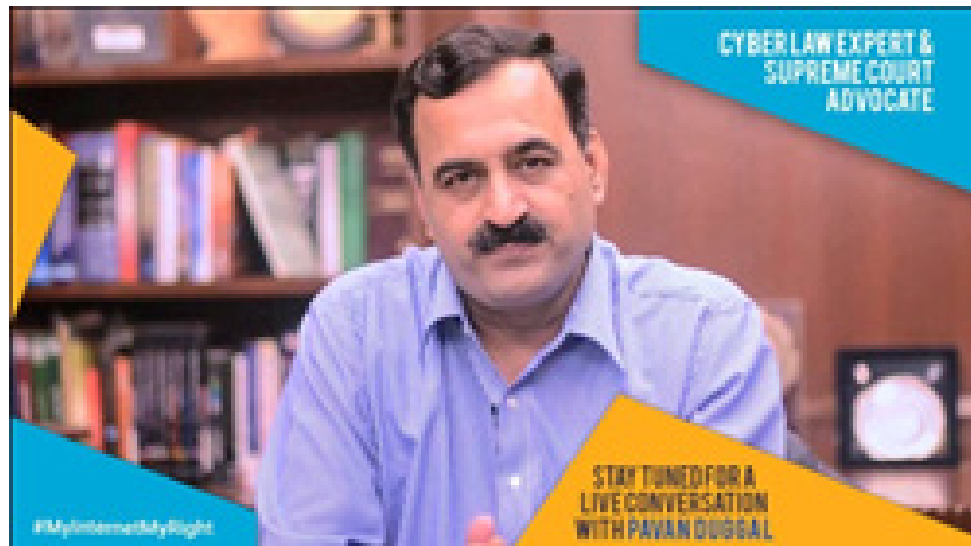
LIKES: 9; SHARES: 1



LIKES: 15; SHARES: 6



LIKES: 19; SHARES: 2



LIKES: 11



LIKES: 10; SHARES: 4

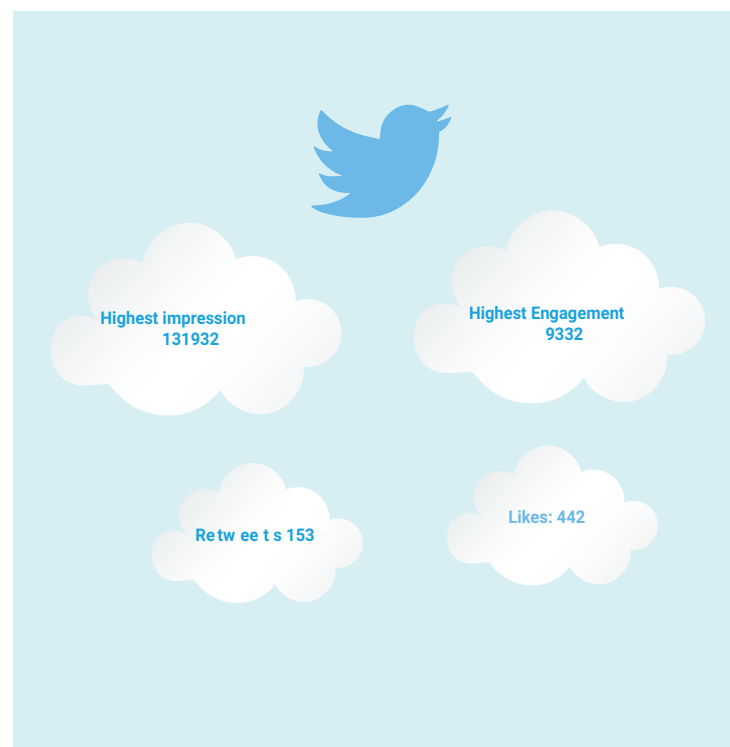
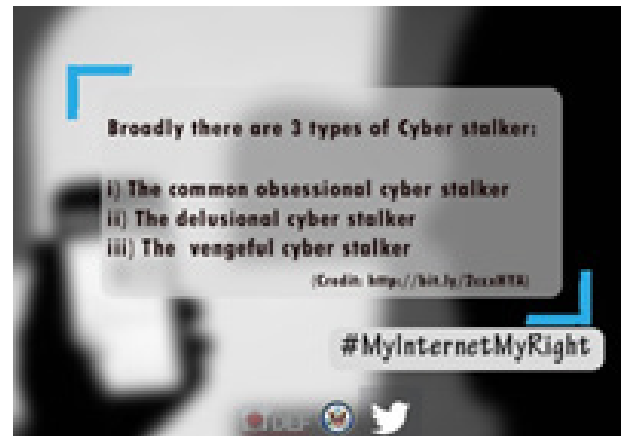
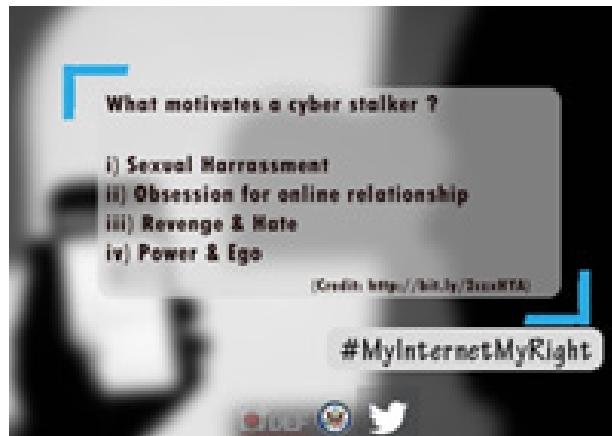


LIKES: 12; SHARES: 1.

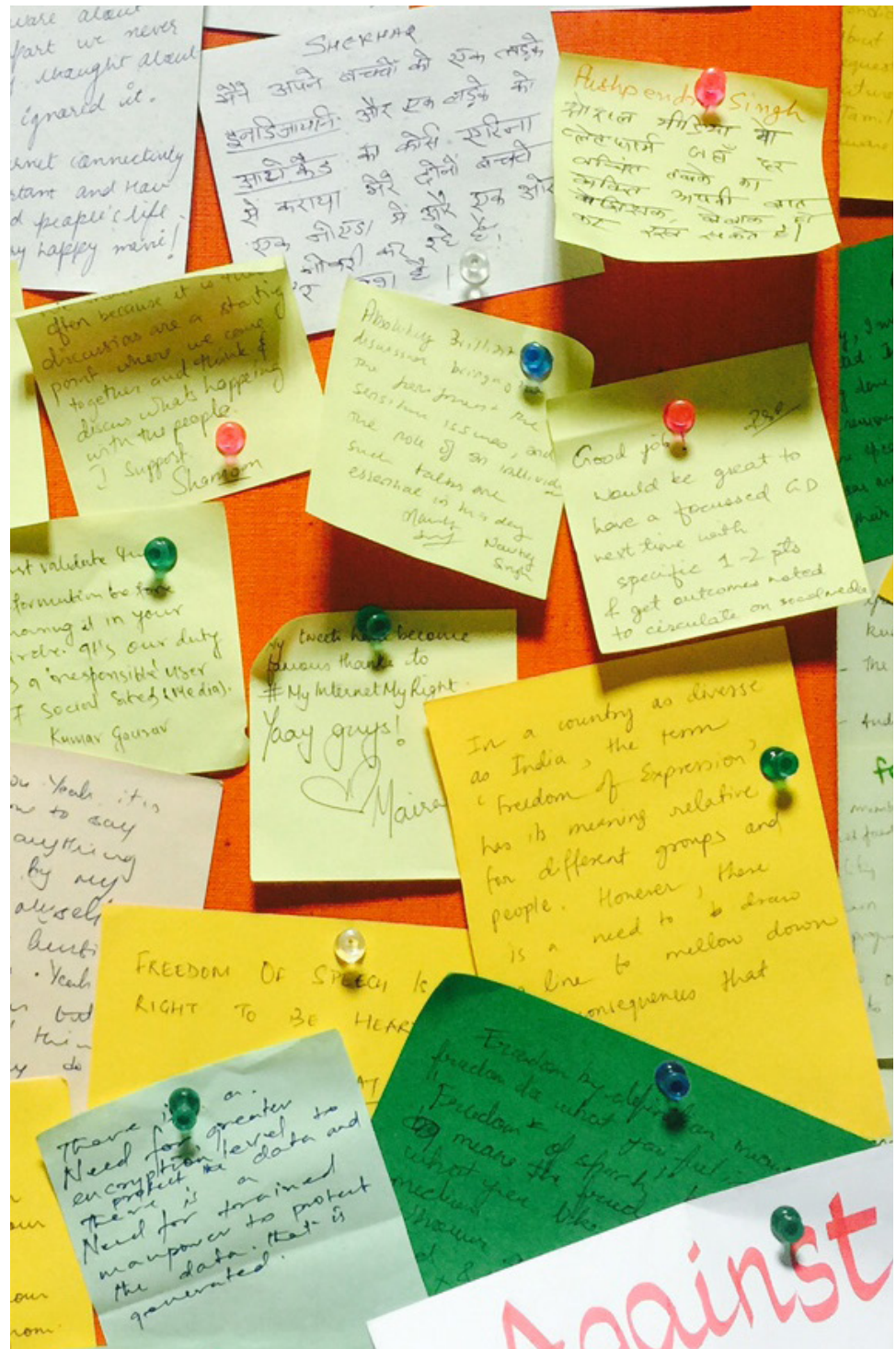


LIKES: 22; SHARES: 4

Maximum Everything



Feedback from viewers



Our Facebook engagement

