



**MobileActive.org**

Cell phones for civic engagement.

# Today's Call

- Logistics
- Goals – what do you want to learn
- Overview
- Text Campaigns 1: Jed
- Text Campaigns 2: Grace
- Voter Registration and Mobilization: Ben
- Questions and Answers

# Why Mobile Phones for Action?

- Pervasive
- Accessible to a large swath of the population  
(cost, learning curve)
- Highly personal, direct, immediate
- Potential for instant response
- Multi-lingual
- Shareable
- Portable
- Hybrid – data, txt, photos, audio, video

# Why Mobile Phones for Action?



2 billion  
phones

# Mobile Phones for Action

## **Organizing and Mobilizing**

- coordinate protests and flash mobs
- disseminate rapid alerts
- create and disseminate ring tones
- moments of “unsilence”
- disseminate mass voice messages/voice menus
- sign people up for actions via mobile phones

## **Advocacy**

- conduct SMS petitions
- educate on issues
- conduct surveys
- poll constituents or the public
- lobby legislators
- increase the numbers of supporters on your lists
- fundraise

## **Providing and coordinating services**

- urgent alerts/SOS
- early warning
- emergency response and humanitarian relief
- providing services to constituents via mobile phones (translation, information, etc)
- menu-driven voice services, phone trees

## **Monitoring**

- corruption reporting
- human rights monitoring and reporting
- documenting / monitoring with photos/video/sound
- environmental monitoring

## **Citizen Participation: Registering voters and getting out the vote**

- registering voters by requesting materials via mobile phone
- educating voters on specific issues
- turning out voters (reminders, polling place information, etc)

## **Disseminating Information: Media and Journalism**

- engage in citizen journalism/reporting
- reporting with mobiles to community radio
- mobile audio, video and text blogging to web sites
- access to community radio using mobile in media controlled countries
- news updates by voice or SMS
- Pre-recorded voice or audio and information call centers

# MobileActive Stories



**G8 LEADERS**  
Come to Africa and learn about life

**G8 LEADERS**  
G8 leaders know nothing about life  
They live in a bubble created by their wealth  
Come to Africa and learn about life  
To struggle before the sun is up  
To feel like life is not worth living  
Poverty is the basis of the African struggle  
When poverty is gone  
Africa will become what it should be  
The world's greatest continent

Sena Anyomedie, Aged 9  
Christ the King School, Accra, Ghana

**NO TO DEBT +27 82 904 3425 THUMBS DOWN 2 POVERTY**

# MobileActive Stories

The screenshot shows the NDTV.COM website interface. At the top, there is a navigation bar with links for 'Home', 'Schedule', 'RSS Feeds', 'SMS Alerts', 'Ticker', and 'Newsletter'. Below this is a search bar and a 'Better Video Quality' banner. The main content area features a large headline 'Jessica FIGHT FOR JUSTICE' and a sub-headline 'SMS Signatures received...'. A list of SMS signatures follows, each with a name, date, and time. The signatures are:


- Amrish (3/21/2006 5:35:48 PM) | [REDACTED]  
the case should go for retrial, otherwise it wont be justice then.
- [Redacted] (3/15/2006 12:28:36 AM) | [REDACTED]  
This is justice or joke
- [Redacted] (3/21/2006 12:48:27 PM) | [REDACTED]
- Ritesh Mundhara (3/10/2006 6:07:38 PM) | [REDACTED]  
all the facts must come to the public, the culprit must be punished.
- Tribn (3/9/2006 2:44:11 PM) | [REDACTED]  
Voted
- prathyusha (3/9/2006 3:17:03 PM) | [REDACTED]  
this case should be reconsidered for right justice
- Ashutosh (3/9/2006 12:34:41 PM) | [REDACTED]  
Lets not make the mockery of the system...
- [Redacted] (3/9/2006 11:30:34 AM) | [REDACTED]

On the left side, there is a 'SECTIONS' menu with categories like Home, National, International, Sports, Business, etc. Below that is an 'INTERACTIVE' menu with options like Live Webcast, Video Gallery, RSS Feeds, etc. At the bottom left, there is a small icon of a mobile phone and the text 'To send service data a feature request. All rights reserved.'

**Public Power: Jessica Lal Case Reopened**

# MobileActive Stories






Nothing stands in his way.  
Except you.

THIS MONTH MORE THAN 300,000 SEAL PUPS ARE TO BE KILLED IN CANADA.

TEXT 'BAN IT' TO 60123 STANDARD MESSAGE RATES APPLY



[www.stopthesealhunt.co.uk](http://www.stopthesealhunt.co.uk)



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# Save him.

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 IFAW UK

[www.stopthesealhunt.co.uk](http://www.stopthesealhunt.co.uk)



## **Politxt by Rights Group**

- Results From Politxt Programs:
  1. Opt-ins from an organizations opened email list: 27-39%.
  2. Opt-ins from newspaper ads: .25-.9%
  3. Opt-ins from organization media: 10-25%
  4. Open rates of text messages: 95-98%.
  5. Response rates for text messages calling for a text response: 71-97%
  6. Response rates for text messages calling for telephone call as a response: 47-75%
  7. Advocates and supporters of issues and organizations that prefer to use text as a method to organize and execute rallies/protest/events: 71%
- General Mobile statistics:
  1. 206 Million mobile phone subscribers in US.
  2. 118 Million Americans send text messages at least once per week in US.
  3. Over 10% of all text messages are forwarded to a third party.

# Mobile Campaigns: Lessons Learned

- General
  - Simplicity is good
  - Know your audience
- Specific
  - Pick a good keyword
  - Support (flyers, mail, banners, etc.)
  - Craft a message (why should they do it?)
  - Train everybody (speakers, street teams, etc.)
  - Repeat, repeat, repeat

**mobile voter**

↑ ↘ 18 → 4 ↓ ↘ 4 ↗



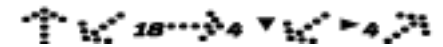
# **mobile voter**



# mobile voter



# mobile voter

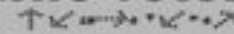


Mobile Voter - Text Messaging tools for voter mobilization and voter registration - Mozilla Firefox


file:///C:/Documents%20and%20Settings/b.rig/My%20Documents/Mobile%20voter/\_web\_site\_new/in

Getting Started Latest Headlines Mobile Voter - Text ... Eco-Lights.com The Motley Fool UK ...

## mobile voter



### Ben's Profile




Location:	San Francisco
College:	SF State
Top Topic:	Hanging out at the coffee shop and talking to people in line.
Interests:	Immigration policy, presidential authority, running, sailing
Major:	Anthropology
Hometown:	Philly

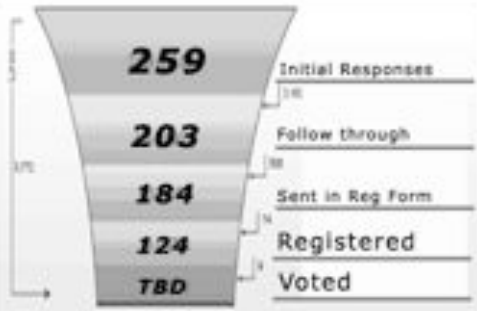
### Your Registration Summary

Initial Responses:	259
Follow through Request:	92%
Sent in Reg Form:	64%
Successfully Registered:	48%

### This Week's Prize!








**apple v-pod!**





259	Initial Responses
203	Follow through
184	Sent in Reg Form
124	Registered
TBD	Voted

### Top Registrars

Jenna	Serge	Brooke	Sean	MATT	Awrah	Yesi
						
<b>528</b>	<b>824</b>	<b>982</b>	<b>1124</b>	<b>1129</b>	<b>1232</b>	<b>1645</b>

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