Harnessing Social Media Tools to Fight Corruption

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This report was prepared for Transparency International, an international non-governmental organisation fighting corruption around the world. The views represented herein are the authors’ own and do not necessarily reflect the policy or position of Transparency International.

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Executive Summary

Transparency International’s 2011-2015 strategy recognises that much more needs to be done to move beyond established policy circles and mobilise a broader range of citizens to take action against corruption. Social media tools will need to be harnessed by TI to reach and maintain meaningful engagement with these groups. However, the potential of social media also brings with it several challenges. This report elaborates on the analysis that led to the identification of ten distinct yet mutually reinforcing recommendations that can support TI’s efforts to employ social media and establish new networks of anti-corruption volunteers.

Technologies should be chosen carefully. Technological initiatives should not be quickly rolled out at the expense of a campaign’s ultimate reach and effectiveness. Sophisticated tools are not always ideal; some of the more impressive social media campaigns utilise one well-known platform and do it well.

Mobile technology should be used to address the digital divide. Internet-enabled mobile phones are a possible solution to the challenge of computer and Internet access in developing countries. Organisations should create low-bandwidth versions of their websites to make them accessible through a broader range of mobile devices.

Resources should be allocated to keep platforms updated and active. While social media is more cost-effective than other outreach efforts, proper maintenance will still require regular investment in human capital. Successful social media initiatives have dedicated staff assigned to monitor the online performance of their projects.

A sustainable frequency of new-content publication should be maintained from the start. Stronger social media initiatives produce a relatively small, slow, yet steady stream of updates. Starting with a sustainable frequency of new content will enable an organisation’s online presence to grow gradually, without overwhelming users.

Technologies designed for information verification should be used to validate crowdsourced content. Emerging technologies and software can be used to grant legitimacy to campaigns using crowdsourced data. Platforms that triangulate and authenticate data minimise the risk of false reports, and should be used whenever possible.

Micro-volunteerism should be employed to address issues of time constraints among potential volunteers. Deskilling and outsourcing helps tap into the technically diverse skill-sets of people across geographical locations. Providing volunteers with a cost-free and user-friendly interface to do so can contribute to broader online anti-corruption initiatives and campaigns.

An emotional narrative should be adopted. Individuals who feel they can relate to an injustice committed against another are more likely to participate in collective action. An accessible emotional narrative of anti-corruption will help motivate and encourage participation.

Project visibility and resources should be used as indicators of impact. Support for an anti-corruption initiative can be garnered by emphasising its likelihood of success. A large number of volunteers, a substantial budget, and high-profile endorsements are just a few examples.

Offline opportunities should be provided to foster a sense of community among volunteers. The overlapping nature of online and offline interactions among social network users implies that virtual interpersonal connections will have impact on live activities, and vice versa. Live events can help build and consolidate emotional links central to the motivation of participants.

Social media initiatives should be designed with a focus on changing attitudes towards corruption. Systemic corruption can by confronted by targeting social norms, and encouraging realistic alternatives and pathways to change. Successful initiatives should go beyond their stated aims by investing in the capacity of civic engagement, which will impact public acceptance of corruption.
Introduction

Print media—often referred to as the fourth estate—has served as a corruption watchdog for over two hundred years. Investigative journalism serves as a check on governments and engages the public in an assessment of its efficiency. At the end of the Cold War, it was assumed that a free press would fortify democratic ideals across the world, and development agencies began funding countless projects aimed at training investigative journalists. However, these watchdog reporters were met by constraints, particularly government censorship and the demand for more marketable stories.

As print media wanes in the face of globalisation, investigative journalism and international coverage are the two budgets most likely to be cut by media corporations. In his remarks before U.S. Congress about the death of investigative journalism, author David Simon concluded, “it is going to be one of the great times to be a corrupt politician.”

But as one door closes, another opens. A 2010 report by Technology for Transparency suggests that the so-called fifth estate, or “networked citizen media platforms that rely on the volunteer contributions of citizens” can not only fill the role of watchdog, but also enhance the rate and scope of investigation once provided by professional journalists. These platforms, enabled by online networks, technologies and social media are engaging Internet and mobile phone users to demand transparency and making corrupt behaviour risky for public and private sector actors alike.

Social media will undoubtedly play a central role in combating corruption in the twenty-first century. Such technologies have enabled booms in the quantity, quality and speed of communication, as their widespread use has granted political voice to millions, motivating masses and reinvigorating efforts to fight corruption. The influence of well-known and emerging social media platforms is expanding. Political activists, campaigners and civil society organisations are in an unprecedented position to leverage their impact.

Nevertheless, social media is neither a black box nor a panacea that will lead to worldwide peace and democracy. A grounded analysis of social media must consider that repressive regimes are not only capable of blocking access to certain Internet outlets, but also becoming increasingly adept at manipulating them to their advantage. Thus, it is important to find the “proper balance between knee-jerk scepticism of technology’s promise and the technoutopianism that too often plagues public discourse.”

Research for this report was conducted with a context-specific framework in mind. The following sections seek to build the knowledge base on the availability of social media tools that are used to engage citizens in the fight against corruption. The lessons of this research will support Transparency International’s (TI) efforts to generate realistic yet innovative ideas to embrace emerging opportunities for a social media strategy.

This report is divided into six sections. First, the methodology used to compile this report is presented. This is followed by a literature review that discusses the motivations behind social movements, anti-corruption efforts and their potential links to social media. Third, the report explores innovative ways in which civil society is using social media to battle corruption in identified issue areas. Fourth, successes and failures from other sectors are analysed. Fifth, the report discusses the implications of the findings for mobilising and engaging with volunteer networks. The sixth and final section puts forth recommendations for a realistic and effective anti-corruption strategy.
Methodology

This report was prepared with the objective of researching and analysing how individuals, civil society organisations, businesses and governments around the world use social media technologies in their strategic planning and day-to-day operations. Lessons particularly valuable for TI’s future volunteer engagement were sought.

Literature review

A wide range of literature was reviewed, including sources from the media, academia, private sector and public policy. First, existing theoretical work on the phenomenon of corruption was examined. Second, the salient theories behind the motivations for participating in social movements were investigated. Third, the literature review was focused to examine motivations in the context of anti-corruption activism. Finally, these findings were linked to the role of the Internet and social media in various efforts to fight corruption.

Database Compilation

The Internet offers a wealth of information on an exceptionally broad range of civil society initiatives that have successfully incorporated social media technologies into their work. An in-depth scan of relevant interventions was conducted in order to better understand the technologies, vernacular, past and present of the civil society-social media landscape. Reviews of existing initiatives have been qualitative, focusing on important elements of key projects rather than gauging value merely by the number of initiatives in a specific sector. Initiatives that were deemed valuable for originality, technology use, or geographical location were collated and input into a single spreadsheet (see Appendix 2).

Identification of Key Issue Areas

From the database six key categories of issue areas emerged that we found relevant to the overarching theme of anti-corruption:

1. **Access to Information**: Increasing availability and transparency of information previously undisclosed to the public.
2. **Checks on Government**: Citizen efforts to hold governments accountable.
3. **Electoral Monitoring**: From observing individual elections to broader campaigns for electoral reform.
4. **Civic Engagement**: Mobilising citizens to challenge corruption.
5. **Disaster Response**: Coordinating emergency relief efforts.

The initiatives from each issue area were analysed separately in order to identify which social media tools and approaches were dominant and most effective in each context.

Interviews with Industry Leaders

The group identified and interviewed, either via Skype or in person, a number of leading practitioners and scholars working in the nexus between civil society and social media, including Patrick Meier who maintains the iRevolution blog and co-founded the CrisisMappers initiative, Laura Walker Hudson of FrontlineSMS, Ricarda Bauch of TI Germany and Dr. Lane DeNicola from the Department of Anthropology, University College London, who specialises in digital anthropology. Their insights proved invaluable in identifying existing challenges for those working in this field.

Other sectors

In order to ensure a comprehensive analysis, uses of social media by international NGOs, businesses and governments were also reviewed, extracting lessons and best practices.
Mobilising Volunteers

To support TI’s future social media strategy, existing literature on mobilising volunteers and maximising their contributions was reviewed. Key lessons are presented.

Recommendations

Based on the reviews, analysis, interviews and database, ten essential recommendations for TI were formulated.

Literature Review

The following review explores several concepts and frameworks that relate to the design and implementation of anti-corruption movements today. A general review of corruption and considerations as to how and by whom it can be challenged is presented. This is followed by an assessment of the basic theories relating to collective action, which highlights important lessons that are then explored in a brief discussion of social movements and political will for anti-corruption efforts.

What is corruption?

Most typologies of corruption distinguish broadly between “incidental” corruption (petty graft, small-scale embezzlement, favouritism) at one extreme, and “systemic” corruption (large-scale embezzlement, misappropriation) at the other. Politicians are usually inappropriate allies in the fight against systemic corruption in that they are either involved themselves, or are constrained by short time-horizons that do not encourage commitment to the extensive task of combating ingrained corruption. This refers to what Brinkerhoff calls the “paradox of democracy,” or the problem of reduced attention span of political leaders due to regular elections.

This paradox speaks to the necessity of civil society, the private sector and international NGOs like Transparency International for the fight against systemic corruption around the world.

What motivates social movements?

Research investigating the causes of social movements and the individual motivations for participation in activism provides valuable insights into understanding how civil society can challenge corruption.

Collective action is one of the fundamental mechanisms for social and political change and is traditionally defined as “any action that aims to improve the status, power or influence of an entire group.” However, the term misleadingly emphasises the scale of a particular action and the number of people involved. While “collective action” evokes the image of mass political demonstrations, individual actions such as signing a petition are essential in collective action efforts as well.

Two dominant theoretical bodies are relevant in modern-day anti-corruption initiatives. Deprivation theory suggests that individuals are motivated to participate in collective action if they feel deprived or excluded in a given societal context. Primarily, a group will become angry or resentful when social injustice is perceived. Therefore, it is proposed that willingness to engage in collective action is motivated by group-based anger or resentment. This has considerable implications for the fight against corruption in that the narrative of corruption in itself is emotionally charged; it is a phenomenon that perpetuates inequalities, poor governance and the unjustified enrichment of elites.

Resource mobilisation theory concerns the ability of groups to organise based on the resources available to them. McCarthy and Zald propose that deprivation can only produce collective protest behaviour when a group believes it will have the resources necessary to launch a successful campaign against their targeted injustice. Similarly, Klandermans and Oegema highlight the practical obstacles to collective action, suggesting that many individuals lack the opportunity to join social movement groups due to physical and logistical constraints. Such considerations underpin the role of the Internet as an invaluable resource for collective action.
Overall, the literature emphasises the need for emotional motivation and organisational resources for a group to be effective. Both of these inputs can be embodied in a potential anti-corruption movement via social media outlets.

From theory to practice: motivating society to act against corruption

Democratisation, greater access to information, and the rise of civil society are contributing to a growing refusal to accept political corruption. There is now global understanding that corrupt behaviour stunts investment and adversely affects governance. McCoy and Heckel articulate this as the emergence of a global "anti-corruption norm."\(^{16}\)

There is value in discerning the factors culminate in concrete political anti-corruption reforms. Understanding the simultaneous drivers of such reform can then provide civil society with the guidance to build an effective anti-corruption campaign that begins at the grassroots, and evolves into a political movement.

Brinkerhoff developed a conceptual framework for the analysis of anti-corruption efforts that considers the particular indicators of political will and context, or environmental factors that come into play (see Figure 1). He contends that the framework below maps the growth of political will for anti-corruption initiatives. While not all elements of such a framework will apply to all contexts, the approach is useful for understanding possible steps to expedite the formation of national dialogue on the issue of anti-corruption efforts. The Internet and social media could serve as the main tool to facilitate such a process today, by addressing the rising concern with corruption and the resource deficiencies of traditional collective action.

![Figure 1: Political will for anti-corruption reforms: a conceptual framework (Brinkerhoff 2000)](image)

The Role of the Internet and Social Media in Anti-Corruption Activism

The Internet presents new ground for democratic participation and a space for counter-hegemonic political expressions.\(^{17}\) Within the context of social media movements, the Internet first and foremost provides an open
meeting space for the eventual mobilisation of individuals, while simultaneously offering civil society the opportunity to leverage collective sentiment.

Such developments are compounded by the overwhelming size and scale of growth in mobile technology throughout the world. Referring to the equally astonishing growth in Internet access that mobile technology has enabled, Laura Hudson of FrontlineSMS argues that in coming years a greater number of websites will prepare low-bandwidth mobile versions, enabling faster access for more users. Enabling the dissemination and exchange of information will support anti-corruption efforts online.

An analysis informed by resource mobilisation theory reveals the potential of social media and the Internet to fight corruption by providing instant and low-cost means for collective action. The proliferation of Internet access has transformed it into an effective tool for civic engagement that addresses resource constraints, greatly reducing the physical and logistical costs of social organisation. However, online activist networks can be seen as problematic: they may reflect the digital divide between the information “haves” and “have-nots.”18 Realising that not all civil society groups are ‘inherently good,’ proponents of this view are critical of the Internet as a space that can equally host negative and even violent ambitions. In other words, “conventional wisdom often paints too rosy a picture of the role of new media in contentious politics, assuming it to be an agent of democracy and peace…when they can just as easily be used to radicalise, exclude, and enrage.”19 Furthermore, it has been argued that the Internet cannot produce “real” communities of activists, and that a “global civil society” is simply impossible without face-to-face human contact.20

Thus, an effective social media anti-corruption initiative will need to strike a delicate balance between vertical and horizontal outreach, motivational yet realistic narratives, and online versus real-world presence.

Civil Society Demanding Transparency

Six technologies were identified as the most commonly used within the realm of social media (Table 1). These types of tools are often used in conjunction with one another to produce the most valuable output. They are particularly useful in portraying alternative opinions and news, enabling collaboration in time sensitive environments, accessing pockets of the population who are often excluded by traditional media outlets, and mobilising like-minded individuals.
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There are several civil society actors that use these tools for anti-corruption initiatives. The causes supported by these online initiatives are hereafter referred to as “issue areas.” Innovative projects offer valuable insights into how anti-corruption activism is taking place through the strategic use of social media. This section examines how civil society is using social media and new technologies to demand transparency, referring to specific projects listed in this report’s database. Projects are identified by sub-text index numbers which correlate to their location on the table in Appendix 2.

Access to Information

A first step to mobilising people against corruption is informing them; informed citizens are engaged citizens. The absence of a space for safe opposition and civic engagement poses a challenge to the free flow of information, and enables corruption—hence the importance of free access to information. Two types of online civil society initiatives work to achieve this end: Internet censorship circumvention tools, and alternative media outlets.

Several technical methods exist to bypass Internet filtering. As these technologies are modified and improved, a growing number of them focus on helping social activists circumvent state-authored censorship. One such example is Alkasis, a piece of software that works together with its website and proxy servers to allow users to bypass censorship of website addresses. A similar tool is Tor, a simple, self-contained web browser that does not require any desktop installation. It renders its users’ Internet footprint untraceable by bouncing “communications around a distributed network of relays run by volunteers all around the world.” This is consistent with the open-source nature of many of these technologies. As it becomes clear which countries block online content, developers produce these technologies in the languages of the end-user. Almost all circumvention tools on the Internet are in more than one language.

<table>
<thead>
<tr>
<th>Social Media Tool Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crowdsourcing</td>
<td>The act of outsourcing the gathering of information to the public via Internet and/or mobile technology in order to produce collaborative content, to which anyone can contribute. A variant, crowdmapping, geographically places crowdsourced data on a map.</td>
</tr>
<tr>
<td>Social Networking</td>
<td>Allows users to connect and engage with friends and contacts through the sharing and discussion of interests, ideas, events, activities and media.</td>
</tr>
<tr>
<td>Online Communities</td>
<td>A type of social network maintained via practice of membership rituals by participants with shared interests, often taking the form of chat-rooms or forums.</td>
</tr>
<tr>
<td>Blogging</td>
<td>The maintenance of an online space by individuals with regular entries of commentary, descriptions of events, or other material such as graphics or video – allowing for the exchange of ideas between bloggers and visitors.</td>
</tr>
<tr>
<td>Mobile Technology</td>
<td>Communication enabled via mobile phones through voice call, short message service (SMS), multimedia messaging service (MMS) and, increasingly, access to the Internet.</td>
</tr>
<tr>
<td>Internet Censorship Circumvention</td>
<td>The use of various web technologies to bypass barriers imposed to block free access to online content.</td>
</tr>
</tbody>
</table>

Table 1: Types of social media tools
Corruption is also challenged by supporting access to a free press on the Internet. Various websites are dedicated outlets that publish uncensored journalistic content. While an abundance of alternative news sites exist, those that operate out of countries where the media is tightly restricted are often the most innovative. Successful examples include The Online Citizen in Singapore and InMediaHK in Hong Kong. Saatsam, a Cambodian initiative, specifically focuses on publishing news content that exposes practices of corruption.

Anti-corruption initiatives that provide public access to information face three main challenges. First, projects using well-established social media platforms may attract attention for the wrong reason. In Mexico, the InternetNecesario campaign successfully sought to repeal a tax on the Internet by creatively using Twitter to garner support. However, Mexican media reported on the use of Twitter more than they did on the principles and demands of the campaign. Second, socially institutionalised corruption can be difficult to overcome. Slovakian journalists of the Fair Play Alliance, a website that crowdsources information directly from public officials, cite societal acceptance of corruption as a challenge to their democratisation efforts. Third, like any activism, anti-corruption efforts pose a threat to the personal security of the citizens involved. Government censorship of the Internet encourages self-censorship. When online users know their activities are being monitored, they are less likely to access or post dissident content.

Checks on Government

Corruption-free governance relies on public institutions that are transparent in their operations, and public officials who are accountable to their constituents. Without sufficient checks on a government, corrupt practices can damage the foundations of a political system.

One way civil society is keeping governments in check is by the publication of government information in the form of official documents, statistics, reports and other such content. To hold their elected officials accountable for the development projects they promised, Kenyans created the Budget Tracking Tool, an online publication of the national development budget. Similarly, RosGosZatraty is a Russian initiative that maintains an online database of government spending, including detailed analysis and data regarding government contractors.

Other initiatives foster political transparency and accountability by monitoring the activities and performance of elected officials. Congresso Visible is a comprehensive online platform for Colombians to learn about their politicians. The website provides a wealth of information such as profiles of candidates for and members of Congress, past and current affairs of political parties, membership lists of congressional committees, regular updates on legislative activities like votes and laws passed, and the daily agenda. What makes Congresso Visible a truly sophisticated tool is that all the data on the website is cross-referenced to produce an easy-to-use and searchable interface.

Similar initiatives are particularly popular in Brazil, where several projects have taken the role of political watchdogs. Adote um Vereador (Adopt an Alderman) combines the concept of crowdsourcing with blogging and social networking. The project hosts a wiki page that assembles several blogs and tweets reporting on the activities of a chosen politician. Another project, Excelências, holds Brazilian parliamentarians accountable to their constituents by reporting on donations and patrimony, absences in the assemblies, spending of parliamentary

WikiLeaks is an international initiative by a global network of technologically savvy activists on a mission to promote more transparent governance. The website acts as a secure inbox for whistleblowers around the world who wish to leak classified information to the public. Submissions are heavily encrypted to protect the anonymity of sources. WikiLeaks made headlines in 2010 when it published secret information about the Iraq and Afghanistan Wars for which U.S. intelligence services and military operations were highly criticised by the public.
funds, bills, and lawsuits. The site maintains a database of public information on over 2,000 parliamentarians and has proven valuable to journalists reporting on corruption issues. It contributed to the approval of the Clean Record Act, a law that prevents politicians who have committed serious crimes, such as misuse of public funds, corruption, murder and drug trafficking, from running in elections.

Similar to projects offering access to information, initiatives that keep checks on government face an uphill battle; public authorities also use social networks to further their own corrupt or oppressive agenda. Specialised software has been developed to monitor popular social media platforms and track citizens’ ‘suspicious’ online activities such as anti-government campaigns.27

**Electoral Monitoring**

Crowdsourcing and crowdmapping software offer newfound capacity for citizens to effectively monitor all stages of an election process. In such time-sensitive environments, these tools allow information to be posted, accessed and spread at a rate that traditional media cannot match. Such initiatives monitor elections as they happen, report on events leading up to an election, and educate the public about the electoral process. Combined, they are instrumental in supporting fair and transparent elections. A crowdmapping approach is most effective for tracking elections in real-time, particularly through the use of Ushahidi and FrontlineSMS.

Projects that help prepare citizens for the voting process use traditional forum, blog and webpage formats to educate the public to make informed decisions about which candidates best suit their interests. Enabling citizens to have an impact on electoral outcomes through social media provides a unique opportunity for increased transparency.

Many electoral monitoring initiatives track events during elections, supporting efforts to expose incidents of vote buying or fraud. Afghan project *Alive in Afghanistan*28 and *Cuidemos el voto* in Mexico accept reports from citizens via SMS, email or Twitter, and post them on an interactive map. Both had measurable impacts in recent elections: *Cuidemos el voto* provided official election monitors with actionable evidence of PAN party vote-buying during the 2009 elections, while *Alive in Afghanistan* saved lives by crowdsourcing information of armed Taliban members waiting at polling stations.28 Ushahidi, FrontlineSMS and a variety of social networks were utilised in each case. Such initiatives demonstrate the value of social media, both in enabling immediate information dissemination via SMS and mobile technology, and by mapping crowdsourced data.

Some initiatives increase transparency in the run-up to an election. *Képmutatás*, a joint effort between Freedom House and Transparency International Hungary, uses a Wordpress blog and social networks to monitor campaign financing.29 *KohoVolit* offers Czech and Slovakian voters the opportunity to match their particular social or political preferences with those of candidates. Through other initiatives, like Bangladesh’s *VoteBD*, voters can learn about the electoral process in general or correct registration errors. Some also use accessible language to educate citizens about their candidates. These preventative projects are not time-sensitive, and thus do not rely on real-time data.

The challenges facing electoral monitoring projects are relevant to those that collect real-time data during elections: information validity, limited rural access, and long-term impact on accountability. For example, even though *Cuidemos el voto* was able to provide evidence of PAN vote-buying, no official follow-up occurred and the party was not punished in court.30 This stresses the need for alliances with the appropriate legal channels and mechanisms to verify and publicise electoral reports. Furthermore, the reach of such projects is limited in

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**FrontlineSMS** provides software that enables users to send text messages to large groups of people anywhere there is a mobile signal. It has a desktop interface that connects to a mobile phone. An *Internet connection is not necessary.*

**Ushahidi** is an open-source platform designed to crowdsource information via SMS and online messaging, which appear on an interactive map.
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developing countries. The founders of Alive in Afghanistan\textsuperscript{32} readily admit that the majority of Afghans would not know how to use the site even if they had Internet access.\textsuperscript{31} Therefore, given the increasing prevalence of mobile phone ownership in many developing countries, initiatives that utilise SMS messaging will have the greatest outreach.

**Civic Engagement**

Issues of public concern can spark civic action by individuals and organisations alike. Three categories within this issue area have been identified: initiatives engaging the public in progressive discussions, those addressing public service inefficiencies, and projects specific to combating bribery. These efforts challenge corruption by encouraging active citizenship, exposing government inefficiencies and demanding transparency in service delivery.

Civic engagement initiatives ignite public discussion on issues of social concern through crowdsourcing and social networking. Russian website Tak-tak-tak\textsubscript{022} encourages wider civic participation by providing a social media platform to fill a gap in Russian civil society and journalism. In India, Praja\textsubscript{018} offers a similar online space for citizen engagement by collecting input on local issues and encouraging the community to develop solutions. The importance of such projects lies in the function of public education and participation, which strengthens civic capacity and lays a sound foundation for future anti-corruption activism.

Other initiatives enable users to file complaints or discuss community solutions for problems in public service. Maji Matone\textsubscript{015} in Tanzania collects SMS reports from the public regarding breakdowns in water supply and Fix our City\textsubscript{018} allows residents in Chennai, India to report on issues such as potholes, sewage leaks and garbage collection delays via online submission. Crowdmapping has also been useful in service provision initiatives such as Kenyan project Map Kibera\textsubscript{016}, which crowdsources information about Kenya’s largest slum community’s living conditions and places them on an interactive map.

Social media is also an effective way for citizens to report bribery. By utilising crowdsourcing, mobile technology and online communities to compile databases of evidence, such initiatives bring malfeasance to light based on real-time public reports. Anti-bribery projects are popular in India, where corruption is a fixture of everyday life. I Paid a Bribe\textsubscript{010} and VigEye\textsubscript{022} encourage Indian citizens to submit SMS or online reports about instances where they have been forced to pay a bribe, while NOBRIBE\textsubscript{017} attempts to determine the ‘market price’ of bribes for various government services by collecting data from Twitter and other sources. Similarly, Filipino blog Per Natin’\textsubscript{018} asks the public to send in videos and photos of situations where bribery was demanded for a public service.

These projects foster the building of social capital at the grassroots level and reinforce the so-called “anti-corruption norm.”\textsuperscript{32} However, like other issue areas, civic engagement initiatives that publish crowdsourced reports of bribery also face the challenge of information validity. Furthermore, it is difficult to measure the impact of such efforts as effects may not be tangible or realised in the short term. These considerations are important, but do not limit the potential that these projects have in terms of capacity building and community empowerment.

**Disaster Response**

Some of the most groundbreaking use of social media has been in the coordination of disaster response. Similar to electoral monitoring, responding to a disaster necessitates time-sensitive information dissemination and rapid communication between constituencies. It has proven effective in emergency situations, both for those helping and
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those seeking help. The crowdmapping initiatives designed for disaster response address two needs: the allocation of resources, and the deskilling and outsourcing of tasks.

Sparked.com is an online micro-volunteerism project that creates concrete opportunities for people to contribute to a cause while minimising their donation of time and energy.

In terms of allocating resources, the most prominent example is the use of Ushahidi during the 2010 Haiti earthquake. The platform was adapted promptly following the earthquake, enabling anyone inside or outside of Haiti to submit reports via SMS or the Internet. Several thousand reports were mapped and verified. Similarly, CrisisCommons\textsuperscript{33} helped organise efforts during Haiti earthquakes using a wiki based platform, and was used in Japan the following year.

Meanwhile, award-winning Help map Russia\textsuperscript{34} was used to effectively gauge which areas needed assistance during the spread of wildfires outside Moscow, Russia in 2010. Disaster response initiatives capitalise on mobile phone access by deskilling and outsourcing tasks, such as image collection and referencing, to volunteers on the ground. The Extraordinaries\textsuperscript{35} (now Sparked) merged crowdsourcing technology with its unique concept of micro-volunteerism to outsource tasks in response to the Haiti earthquake. As a result, thousands of volunteers contributed to the effort to help locate missing persons.\textsuperscript{36} Such projects demonstrate that individuals are eager to contribute their time towards emergency response if there is a time-efficient and convenient outlet for them to do so.

Many disaster-prone zones also suffer from endemic corruption, thus making humanitarian aid particularly vulnerable during emergencies that further weaken already fragile institutions. By responding with timely coordination of field data, disaster response initiatives can mitigate the risk of corruption by ensuring resource tracking, thereby countering negligence and detecting the diversion of aid.

In this issue area, information validity and the time constraints of volunteers remain the greatest challenges. The potential inaccuracy of crowdsourced reports presents the risk of false information tarnishing the reputation of disaster response projects, thus impeding their effectiveness. Furthermore, while it is already difficult to expect a full-time commitment by volunteers, this challenge is aggravated by the urgency of disaster response efforts.

Human Rights Monitoring

Anti-corruption activists can be directly threatened by human rights violations. As a result, social media is increasingly used to bring attention to underreported cases. Several initiatives have been launched to monitor and track such human rights violations.

Some projects collect data on specific events. User generated content is effective in the collection of real-time data from the public regarding human rights violations. The UN’s Office for the Coordination of Humanitarian Affairs used the Ushahidi platform to power Libya CrisisMap\textsuperscript{37}. This initiative crowdmaps data from local agents to strengthen coordination efforts amongst humanitarian and civil society actors as the 2011 Libyan crisis unfolds. Agencies can prioritise, delegate, and jointly monitor their interventions, thereby avoiding duplication and maximising resource management.

Other initiatives enable citizens to report on various human rights violations. Sithi\textsuperscript{39}, a Cambodian human rights portal, uses OpenEvSys to crowdsource and curate reports of violations. Efforts are underway to increase outreach by making the site available in Khmer, and adding an interface for mobile phones. Freedom GeoMap\textsuperscript{41}, uses Ushahidi to map global incidents of human trafficking through crowdsourced information. The output presents locally sourced data that helps civil society actors use this information to design better interventions.
Two sets of challenge plague these initiatives. Primary challenges involve a lack of on-the-ground monitors who can report cases as they happen, thereby creating severe impediments to data collection. Secondary challenges are related to data accuracy and reliability. Human rights monitoring and reporting will continue to benefit from the proliferation of reporting platforms and local language interfaces. However, to avoid dilution, collected data should be made openly available. The OpenEvSys platform is currently working to address this issue by using multiple corroborative inputs to verify reports, and SwiftRiver can be used to triangulate entries through Ushahidi.

Common Challenges

The projects in the aforementioned issue areas share central setbacks and challenges. These are, inter alia:

- **Information validity**: Real-time data collected via crowdsourcing cannot always be verified and poses threats to emergency response efforts and the accuracy of published information.
- **Digital divide**: The global distribution of Internet access and literacy remains unequal.
- **Societal acceptance of corruption**: Corruption is culturally ingrained in many societies and the will to challenge it does not always exist.
- **Motivation for long-term commitment**: Anti-corruption efforts, like many other initiatives face the challenge of keeping volunteers motivated in the long term.
- **Inactive/outdated platforms**: A lack of resources can harm the most innovative projects when social media platforms are not maintained and active.
- **Time constraints of volunteers**: Not all volunteers can afford a full-time commitment.

The Use of Social Media by Businesses, Governments, and International NGOs

Businesses

Businesses use social media to accomplish a range of marketing activities and reduce operational costs. According to an Accenture report, companies that invest in social media early claim returns as high as twenty to one.\(^{36}\) Social media has offered businesses a cost-free way of communicating with consumers and potential outsourcing partners, as well as a mechanism for following trends and preferences in consumer behaviour. Amazon, Netflix and Pandora have developed algorithms that match customers with the products, movies and music they prefer, thereby increasing sales. Nokia operates an online lab that allows users to download beta applications and provide feedback to its product development teams.\(^{37}\) Companies can even evaluate the performance of their social media presence through tools like SproutSocial, which monitors Twitter activities.\(^{38}\) Lastly, outsourcing small tasks through platforms like Amazon’s Mechanical Turk, allows for businesses to deskill time-consuming and costly labour to a scalable online workforce.

The strategic use of social media in business has leveraged unprecedented increases in product innovation, cost reduction and customer satisfaction. Anti-corruption initiatives can draw many insights from business approaches to social media. Civil society can also outsource tasks to address budget constraints, such as IT assistance for web development or data collection. Just as businesses have met the demand for “real-time marketing,” civil society should recognise the importance of consistent, quality updates across social networking channels.\(^{39}\)

Government

In the government sector, social media tools have been introduced to strategise state-public relations, respond to emergencies, improve public service provision, provide public access to information, and increase internal management efficiency.\(^{40}\) The proliferation of social networks, blogs and online communities has proved to have significantly contributed to electoral successes, such as Barack Obama’s U.S. presidential campaign in 2008.\(^{41}\) Beyond the realm of public relations, governments are now making innovative strides in their use of social media
and other online platforms to address a wide range of societal issues. A good example is the award-winning Integrated Public Warning System (IPWS) developed by the city of Philadelphia based on crowdsourcing, social networking, and a terminal electronic signage system. The IPWS strengthens the municipal government’s capacity to inform citizens of emergencies and prepare them for self-sufficiency during times of crisis.

While governments are still lagging behind in the use of social media, their many trials and errors provide important insights. Many attempts by politicians to use social media to connect with their constituents were interpreted as insincere, leading to diminished public opinion. Such was the case with British Deputy Prime Minister Nick Clegg’s Your Freedom website, which encouraged citizens to suggest laws they would like to see repealed. The initiative received extensive media coverage, but the submissions were not reflected in policy changes.

**International NGOs**

Social media enables civil society to expand and strengthen its capacity for advocacy, fundraising, and service provision. Rather than investing in high-end technologies, dedicated teams use existing social media platforms in innovative ways to maximise impact. Table 2 illustrates the presence of select international NGOs across some of the most popular social media websites. The Donate Your Status campaign by Save the Children asks Facebook users to update their personal status message to promote the organisation’s campaigns. Oxfam has also tapped into the speed and reach of social media. In order to raise money following the 2010 Haiti earthquake, the organisation posted a video on YouTube’s front page that generated over 700,000 views and close to £30,000 in donations.

Many civil society organisations maintain both a corporate presence, as well as initiative-specific profiles on these sites. Amnesty International hosts distinct Facebook pages for their various campaigns, such as InstantKarma, a campaign to raise awareness on the atrocities in Darfur, and Unsubscribe-Me, which protests human rights abuses resulting from the so-called war on terror.

<table>
<thead>
<tr>
<th>NGO</th>
<th>Facebook ‘Likes’</th>
<th>Twitter Followers</th>
<th>Flickr Photos</th>
<th>YouTube Videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oxfam UK</td>
<td>46,105</td>
<td>18,000+</td>
<td>2,600+</td>
<td>380+</td>
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<td>Amnesty International UK</td>
<td>38,858</td>
<td>27,473</td>
<td>1,019</td>
<td>147</td>
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<td>Save the Children UK</td>
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<td>8,480</td>
<td>200</td>
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<tr>
<td>WWF UK</td>
<td>7,758</td>
<td>5,310</td>
<td>1,024</td>
<td>147</td>
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<tr>
<td>Greenpeace UK</td>
<td>25,320</td>
<td>24,300</td>
<td>3,152</td>
<td>206</td>
</tr>
</tbody>
</table>

*Table 2 – Comparative social media presence for selected INGOs (as of 1 May 2011)*
According to Greenpeace Executive Director, Kumi Naidoo, combining social media platforms with offline activities like rallies or protests creates maximum impact for campaigns. The success of Greenpeace’s KitKat campaign, which convinced Nestlé to remove rainforest destruction-linked products from its supply chains, illustrates this point well. The campaign’s mock YouTube advertisement received one million hits, after which Nestlé’s Facebook and Twitter pages were overwhelmed with complaints from conscious consumers.47

The World Wildlife Fund has employed mobile technology to mobilise its volunteers. As preparation for the fall out of a possible oil spill in the Baltic Sea, WWF-Finland, together with Mermit Business Applications Ltd., developed an SMS system that delivers information and steps for action to nearly 4,000 volunteers in a span of few minutes. This joint venture was funded as part of Mermit’s social responsibility program, demonstrating a successful NGO-private sector alliance.48

For the world’s leading NGOs, social media has become central to resource mobilisation, raising awareness and reaching potential volunteers, activists and donors. Emily Subden, Digital Producer and Social Media Manager at Oxfam notes: “you wouldn’t write a communications strategy now without [a social media component], whether you’re in marketing or campaigning. The audience is so large and it’s where people are at.”49

**Mobilising Volunteers**

As an essential expression of citizenship and democracy, the past 25 years have seen rapid growth in the practice of volunteering worldwide.50 One study reports approximately 20.8 million volunteers in 37 countries, contributing US$ 400 billion to the world economy.51 The increasing enthusiasm of individuals to serve a cause while improving their own skills complements key goals of civil society organisations to build a strong volunteer force. Ricarda Bauch, from Transparency International Germany, says her team tends to focus on the capacity building of volunteers via training because it is important to offer them the skills necessary to contribute to the organisation.

Earlier research efforts seeking to strengthen volunteer performance by focusing on volunteer motivation failed to address management practices that build organisation-volunteer relations.52 A lack of volunteer performance assessment also limited the potential for improving mobilisation campaigns.53 As highlighted by Schenk, relationship-centric factors, such as having a sense of community, play a vital role in motivating long-term participation.54 This is confirmed by Bauch, who recognises the importance of volunteers benefiting from their involvement by networking with other volunteers and individuals within an organisation. When managing volunteers, she affirms that organisations should “maintain a balance between [volunteer] motivation and their capabilities.” It is important not to overwhelm volunteers with tasks but give them enough to satisfy their motivation.

Tapping into the full potential of volunteers presents numerous challenges. One of the most common obstacles is the lack of free time of many potential volunteers. Micro-volunteering network Sparked seeks to address this challenge by asking individuals to devote only five or ten minutes in any one session.55 Such ‘microtasks’ eventually accumulate to achieve one larger objective. Moreover, to ensure long-term engagement organisations need to make volunteers feel that their contributions truly matter.56 One possibility is to keep participants updated with transparent access to project progress so as to “show a sense of momentum or movement.”57 For example, TI Germany keeps volunteers updated on organisational progress by circulating an internal newsletter as well as a news digest of corruption-related issues. Finally, as noted by Deibert earlier,58 Internet-based engagement still requires face-to-face activities to strengthen connections among volunteers and create a sense of community.59

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"The collective power of the Internet and social media is as much a part of campaigning to protect the environment as taking peaceful direct action."

Kumi Naidoo, Greenpeace Executive Director
Harnessing Social Media Tools to Fight Corruption

Even if all volunteers are not able to attend an offline event, its presence, announcement, and review can (re)ignite volunteer morale. Bauch finds that the most engaged volunteers tend to communicate in person.

To summarise, effectively mobilised volunteers will be able to concretely explain their direct contribution to an initiative, remain motivated in the long-term, and maintain a sense of community and purpose. These three lessons contribute significantly to the mobilisation of volunteers by civil society in a social media campaign targeting corruption.

**Recommendations**

Throughout the preparation of this report, several key lessons have been learned regarding the strategic use of social media to raise awareness and ultimately fight corruption (see Table 3).

As an overarching observation, the founders of emerging initiatives in the anti-corruption movement would significantly benefit from sharing solutions to common challenges. TI has the legitimacy needed to sponsor an alliance of similar endeavours and formalise the space in which they interact with one another. TI should thus use the provided database as a list of potential starting members of a network for civil society initiatives that challenge corruption. Together with the proposed Interactive Map detailed in Appendix 4, this network would encourage projects around the world, and an informal association with TI could give them further recognition and legitimacy. While such an anti-corruption network could remain a long-term objective, the following ten recommendations are immediately applicable to any social media strategy executed by TI.

**Technologies should be chosen carefully.** Patrick Meier of iRevolution emphasises the importance of project planning, with relevant baseline, performance, and success indicators, particularly when technology is involved. He warns against quickly rolling out technological initiatives at the expense of a project’s ultimate reach and effectiveness. Meier further notes that up to ninety per cent of a project’s success lies in the strategic use of the technology. Sophisticated and cutting-edge tools are not always ideal; some of the more impressive social media campaigns utilise one well-known platform and do it well. Furthermore, organisations should use a careful blend of tools and technologies to present a well-managed and balanced online presence. The most successful online campaigns will not have an overwhelming status on every social network or online community, but rather opt for platforms based on their relevant comparative advantage.

**Mobile technology should be used to address the digital divide.** Computer and Internet access remains a challenge in many developing countries. Internet-enabled mobile phones suggest a possible solution. As mobile Internet becomes readily and widely available to low-income groups in developing countries, Laura Walker Hudson suggests that the rise of smartphone ownership should encourage organisations to explore the possibility of developing mobile applications. Since this can be costly, she suggests that organisations use existing smartphone applications. While smartphones are not that smart when performing complex tasks online, they still run basic applications like emailing and visiting websites. Additionally, Hudson suggests organisations create low-bandwidth versions of their websites to make them more accessible through a broader range of mobile devices.

**Resources should be allocated to keep platforms updated and active.** Like activity, inactivity within an online platform can rapidly gain momentum, which in turn deters the recruitment of members and discourages participation among existing users. Poorly-monitored forums diminish an organisation’s control over published content. For example, Amnesty International’s Protect the Human platform has occasionally succumbed to inactivity and was partly captured by ill-intentioned individuals despite a well-designed online presence. Thus, while cost-
Harnessing Social Media Tools to Fight Corruption

effective, social media projects still require regular investment in human capital to keep them maintained. Successful social media initiatives have dedicated staff assigned to monitor a project’s online performance.

A sustainable frequency of new-content publication should be maintained from the start. While presenting a plethora of content at an initiative’s launch may be appealing at first, such energy is difficult to sustain. Stronger social media initiatives like the Barrack Obama 2008 online election campaign produce a relatively small, slow, yet steady stream of updates. Starting with a sustainable frequency of new content will enable an organisation’s online presence to grow gradually, without overwhelming users. Each new post will spur new discussion, and encourage individuals to share such items across a variety of social media outlets.

Technologies designed for information verification should be used to validate crowdsourced content. Initiatives that rely on outsourcing data collection to the general public must deal with challenges to information validity. This is especially pertinent in projects that operate in time-sensitive environments. Emerging technologies and software can be used to grant legitimacy to crowdsourcing campaigns. One such example is SwiftRiver, a free technology that verifies the accuracy of real-time reports. Such platforms can be used to triangulate and authenticate data, thus minimising the risk of false reports.

Micro-volunteerism should be employed to address issues of time constraints among potential volunteers. Deskilling and outsourcing helps tap into the technically diverse skill-sets of people across geographical locations. Sparked enables non-profits to set up a profile that lists tasks to be completed, which are matched to volunteers based on their skills and interests. There are many individuals around the world who are willing to spare a few minutes of their time for a good cause. Additionally, Hudson stresses that whatever social media outlet is used, it needs to have an action that can be done immediately, a “hot trigger,” such as an icon that individuals click which automatically signs a petition. Providing volunteers with a cost-free and user-friendly interface to do so can contribute to broader online anti-corruption initiatives and campaigns.

An emotional narrative should be adopted. When citizens feel they can relate to those who are deprived of a benefit to which they are entitled, they are more likely to participate in collective action. In order to convince individuals that a cause is worthy of their time and energy, an accessible emotional narrative of anti-corruption can motivate and encourage participation. Videos and images depicting stories of victims of corruption are more likely to appeal to potential volunteers than plain text. In addition, different content can target different audiences. Emphasising the urgency of corruption issues and utilising such an emotional narrative can be instrumental for an online campaign’s success.

Project visibility and resources should be used as indicators of impact. In addition to emotional narratives, potential volunteers may need to see a visible critical mass before signing up to a social media initiative. On YouTube this is often interpreted as the ‘one million views’ mark. If this point has not been reached, potential volunteers may need some other verification of importance or validity. An indication of a substantial budget will prove to many that it is worth devoting time to a certain cause, as the perceived likelihood for success is greater. In want of financial security, high-profile supporters or respected philanthropic relationships may also convince potential volunteers to mobilise.

Offline opportunities should be provided to foster a sense of community among volunteers. The power of offline activities in support of online projects should not be ignored. This is not only because the most fundamental changes still happen in the real world, but also because offline activities can help build and consolidate emotional links by creating a sense of community among participants. The overlapping nature of online and offline interactions among social network users implies that virtual interpersonal connections will have an impact on real-life activities, and vice versa. If civil society offers volunteers concrete opportunities for offline social gatherings, the original “weak ties” among participants can be strengthened by the social capital injected through offline face-to-face events, creating a virtuous circle for fostering longer term relationship and commitment.
Social media initiatives should be designed with a focus on changing attitudes towards corruption.
Pervasive social acceptance of corrupt behaviour can stifle efforts to mobilise citizens in protest. Successful initiatives should go beyond their stated aims by investing in the capacity of civic engagement, which will impact public acceptance of corruption. In India, I Paid a Bribe works to defy widespread tolerance of bribery as a normal way of dealing with corrupt government officials by encouraging citizens to refuse to pay bribes, and investing in the capacity of civic engagement to support shifts in public attitudes. Moreover, the recent Fast- unto-Death campaign in India led by Anna Hazare sought to pressure the government for institutional change to fight corruption. Featuring over 200,000 Facebook followers, the internationally recognised campaign has sparked a nationwide attitudinal change, with protests and Candlelight Support rallies across the country.

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information validity</td>
<td>• Technologies designed for information verification should be used to validate crowdsourced content</td>
</tr>
<tr>
<td>Societal acceptance of corruption</td>
<td>• Social media initiatives should be designed with a focus on changing attitudes towards corruption</td>
</tr>
<tr>
<td>Inactive or out-dated platforms</td>
<td>• Resources should be allocated to keep platforms updated and active</td>
</tr>
<tr>
<td></td>
<td>• A sustainable frequency of new-content publication should be maintained from the start</td>
</tr>
<tr>
<td>Motivation for long term</td>
<td>• An emotional narrative should be adopted</td>
</tr>
<tr>
<td>commitments</td>
<td>• Project visibility and resources should be used as indicators of impact</td>
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<tr>
<td></td>
<td>• Offline opportunities should be provided to foster a sense of community among Volunteers</td>
</tr>
<tr>
<td>Time constraints of volunteers</td>
<td>• Micro-volunteerism should be employed to address issues of time-constraints among potential volunteers</td>
</tr>
<tr>
<td>Digital divide</td>
<td>• Technologies should be chosen carefully</td>
</tr>
<tr>
<td></td>
<td>• Mobile technology should be used to address the digital divide</td>
</tr>
</tbody>
</table>

Table 3 - Recommendations to harness social media tools to fight corruption
Notes

2. Ibid., 7.
3. Ibid.
18. Ibid.
19. Aday, et al., 29.
22. https://torproject.org
24. https://movements.org
28. https://movements.org
30. https://movements.org


32. McCoy and Heckel, 65-90.


37. Ibid.


44. DeNicola, personal communication 2011.


49. Fortgang (accessed on April 20, 2011).


57 Ibid.

58 Deibert, 255-272.


60 DeNicola, personal communication 2011.


Appendix 1: Terms of Reference

Transparency International

Policy and Research Department, TI International Secretariat Berlin

Project Title: Harnessing Social Media Tools to Fight Corruption

Background
Transparency International (TI) is a non-partisan civil society organisation dedicated to advancing the fight against corruption through targeted research, policy advocacy and citizen services carried out by a network of national chapters in close to 100 countries and an international secretariat based in Berlin. Transparency International’s new 2011-2015 strategy recognises that much more needs to be done to reach out beyond established policy circles and mobilise a much broader band of citizens to take action against corruption. We are already being approached by large numbers of people that would like to volunteer their time for our cause and we will soon run a large public campaign to reach out even wider. Translating this commitment and groundswell of public interest into collective action that goes beyond donating or signing petitions will be one of our greatest challenges.

New social media tools from blogs and Facebook to Twitter and a new generation of smartphone applications have long been hyped to provide unprecedented opportunities for citizen mobilisation and collective action. Yet, besides some technology-driven flashmob and crowdsourcing initiative, most NGOs, including ours, still use these tools in rather unimaginative ways, mainly to push out information or ask for donations. It is high time for us to get more creative and explore a wider range of possibilities to harness social media to engage citizens with all their expertise, commitment and creativity in targeted policy advocacy.

Research questions
What forms of new, social-media enabled citizen engagement could be imagined for an NGO like TI? What are the most inspiring social media initiatives out there that other NGOs, governments or even businesses undertake to facilitate collective public action and harness the power of volunteers? What do we know about how and when traditional civic and political mobilisation work best and how can these insights inform our social media supported engagement strategies?

Objective
To build the knowledge base on what tools are available and what emerging models are being tried out elsewhere to engage citizens for targeted policy advocacy with the help of social media tools; to generate fresh ideas and creative suggestions on how TI could embrace these opportunities. All this will inform our planning and programming in line with our new 2011-2015 strategy.

Methodology
- A horizon scan of existing technology platforms and initiatives for social media supported volunteering based on desk research
- Compiled Database of existing social media outlets in the following categories
  - Social Networking (i.e.; Facebook and Twitter)
  - Crowdsourcing
  - Online community
  - Mobile technology
  - Blogging
  - Internet censorship circumvention
* Classified these tools based on issue areas
  - Access to Information
  - Checks on Government
  - Electoral Monitoring
  - Civic Engagement
  - Disaster Response
  - Human Rights Violations

* Analysed several initiatives from around the world that fall within these issue areas

* Helped identify approaches to solve some challenges that come with this type of collaboration (e.g. information verification, incentivising engagement) and b) generate ideas on what could be done in anti-corruption

* Interviews with key visionaries and practitioners in this field;
  - Laura Hudson of FrontlineSMS
  - Patrick Meier of iRevolution/Crisis Mappers
  - Ricarda Bauch of Transparency International Germany
  - Dr. Lane DeNicola of Department of Anthropology, UCL

* A brief literature review of the drivers and constraints of political and civic mobilisation
  - Background: everyone is talking about corruption, everyone hates it, yet, how can this be translated into action? Thus, the general question, how can we turn motivation into civic action? What do we know from social psychology, social movement studies etc.
  - Examples: people are likely to take action or volunteer their time:
    - if they know that other people also do it (e.g. recycling hotel towels),
    - if they receive special recognition or rewards.
    - if the impact of their contributions is communicated very clearly (i.e. meeting with beneficiaries that report on what difference it makes to them)

* 2011-2015. Review of key internal TI documents (new strategy and some strategy input papers) to better understand TI’s operational logic and path ahead in view of developing viable ideas for how we could use social media for collective action.

**Project milestones**

* 14 Jan: First Skype meeting with TI Berlin
* 25 February: Database complete, 1st draft of tools sections complete
* 7 March: Project workshop & feedback
* 25 March: 1st Draft of Report sent to TI Berlin
* Mid-April: Finalisation of presentation
* May: Project submission
## Appendix 2: Database

<table>
<thead>
<tr>
<th>Index</th>
<th>Initiative</th>
<th>Location</th>
<th>Issue Area</th>
<th>About</th>
<th>Website</th>
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<td>A1</td>
<td>Alkasir</td>
<td>Global</td>
<td>Access to information</td>
<td>Allows web browsers in developing countries to circumvent Internet filtering and censorship</td>
<td><a href="http://alkasir.com">http://alkasir.com</a></td>
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<td>A2</td>
<td>Centro de Periodismo Investigativo de Puerto Rico</td>
<td>Puerto Rico</td>
<td>Access to information</td>
<td>Promotes access to information through investigative reporting and judicial litigation, using an online platform to distribute the information</td>
<td><a href="http://www.cpipr.org">http://www.cpipr.org</a></td>
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<tr>
<td>A3</td>
<td>Centru Jornalista Investigativu Timor Leste</td>
<td>Timor-Leste</td>
<td>Access to information</td>
<td>Daily online publication in Timor-Leste that labels itself as “the Last Hope, when the court doesn’t work”</td>
<td><a href="http://cjitl.org">http://cjitl.org</a></td>
</tr>
<tr>
<td>A4</td>
<td>Chakreview</td>
<td>India</td>
<td>Access to information</td>
<td>A participatory media site that allows anyone to contribute to its news content regarding issues of corruption, politics, and social justice</td>
<td><a href="http://www.chakreview.com">http://www.chakreview.com</a></td>
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<td>A5</td>
<td>Fair Play Alliance*</td>
<td>Slovakia</td>
<td>Access to information</td>
<td>A watchdog site that promotes political transparency and public access to information by working with politicians and encouraging them to submit their financial reports for publication on their website</td>
<td><a href="http://www.fair-play.sk">http://www.fair-play.sk</a></td>
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<td>A6</td>
<td>Free More News</td>
<td>China</td>
<td>Access to information</td>
<td>Twitter-based media source that tries to bring news to its readers the moment it happens</td>
<td><a href="http://freemorenews.com">http://freemorenews.com</a></td>
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<td>Index</td>
<td>Initiative</td>
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<td>InMediaHK</td>
<td>China</td>
<td>Access to information</td>
<td>Provides transparent information on political issues in an environment of tightening Chinese scrutiny</td>
<td><a href="http://inmediahk.net">http://inmediahk.net</a></td>
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<td>A8</td>
<td>InternetNecesario</td>
<td>Mexico</td>
<td>Access to information</td>
<td>A response to the Internet tax imposed by government in 2009 that compiled Twitter entries with the hashtag #InternetNecesario</td>
<td><a href="http://www.internetnecesario.org">http://www.internetnecesario.org</a></td>
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<td>A9</td>
<td>The Online Citizen</td>
<td>Singapore</td>
<td>Access to information</td>
<td>Alternative media, reflects opinions and views of ordinary citizens not broadcast in state-owned media</td>
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<td>OpenNet Initiative</td>
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<td>Tracks &quot;global Internet filtering&quot; and exposes Internet filtering in the form of interactive maps, regional overviews, as well as research reports and articles</td>
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<td>Venezuela</td>
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<td>A portal providing various resources supporting efforts to achieve transparency in government</td>
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<tr>
<td>A12</td>
<td>Probe</td>
<td>China</td>
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<td>An online news site run by volunteer journalists that publishes alternative perspectives on issues of political corruption and civil rights violations</td>
<td><a href="http://www.jishinet.com">http://www.jishinet.com</a></td>
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<td>RTI India</td>
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<td>Online portal with links to over 40 Internet censorship circumvention tools; provides comprehensive information about Internet filtering technologies for users interested in circumventing censorship as well as volunteers who wish to use technology to help others access the Internet</td>
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<td>Access to information</td>
<td>Self-contained web browser application that allows user to circumvent Internet censorship without requiring any desktop installation</td>
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</tr>
<tr>
<td>A17</td>
<td>Vikalpa</td>
<td>Sri Lanka</td>
<td>Access to information</td>
<td>Works in the Sinhala and Tamil languages and features alternative narratives on conflict transformation, democracy, good governance and peace</td>
<td><a href="http://vikalpa.org">http://vikalpa.org</a></td>
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<td>Paraguay</td>
<td>Checks on government</td>
<td>Offers a database of information about candidates and political proposals, as well as information about elected officials, in order to track the fulfillment of election promises</td>
<td><a href="http://www.aquieneselegimos.org.py">http://www.aquieneselegimos.org.py</a></td>
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<td>Brazil</td>
<td>Checks on government</td>
<td>Bloggers report on the activities of a chosen politician and provide information on how citizens can become involved in reporting information about their politicians through various social media tools like blogs and Twitter</td>
<td><a href="http://vereadores.wikia.com">http://vereadores.wikia.com</a></td>
</tr>
<tr>
<td>B3</td>
<td>Bestiario</td>
<td>Mexico</td>
<td>Checks on government</td>
<td>Tracks the public statements and promises of politicians in Mexico to hold them accountable</td>
<td><a href="http://www.legislativoatualcance.org.mx">http://www.legislativoatualcance.org.mx</a></td>
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<td>B4</td>
<td>Budget Tracking Tool</td>
<td>Kenya</td>
<td>Checks on government</td>
<td>Publishes the details of national development budget in hopes of increasing transparency</td>
<td><a href="http://opengovernance.info/BTKenya">http://opengovernance.info/BTKenya</a></td>
</tr>
<tr>
<td>B5</td>
<td>Bugeni</td>
<td>Kenya</td>
<td>Checks on government</td>
<td>Aims at making Parliaments more open and accessible to citizens, virtually allowing them &quot;inside Parliament&quot;</td>
<td><a href="http://www.bungeni.org">http://www.bungeni.org</a></td>
</tr>
<tr>
<td>B6</td>
<td>Cnsossos</td>
<td>China</td>
<td>Checks on government</td>
<td>An online platform for collecting evidence of corrupt behaviour by Chinese civil servants</td>
<td><a href="http://hi.baidu.com/sososososos8">http://hi.baidu.com/sososososos8</a></td>
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<tr>
<td>B7</td>
<td>Congreso Aberto</td>
<td>Brazil</td>
<td>Checks on government</td>
<td>Tracks, visualizes, and analyzes official data from Brazil's Congress</td>
<td><a href="http://www.congressoaberto.com.br">http://www.congressoaberto.com.br</a></td>
</tr>
<tr>
<td>B8</td>
<td>Congreso Visible</td>
<td>Colombia</td>
<td>Checks on government</td>
<td>Tracks, analyzes and distributes information about the Congress, its members, and its activities to promote a responsible, informed, conscious vote among citizens</td>
<td><a href="http://www.congresovisible.org">http://www.congresovisible.org</a></td>
</tr>
<tr>
<td>B9</td>
<td>Contas Abertas</td>
<td>Brazil</td>
<td>Checks on government</td>
<td>Encourages people to understand and have a say in government budgets</td>
<td><a href="http://contasabertas.uol.com.br">http://contasabertas.uol.com.br</a></td>
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<tr>
<td>B10</td>
<td>Dinero y Política</td>
<td>Argentina</td>
<td>Checks on government</td>
<td>Interactive database and wiki that aggregates political finance data in real time from 23 different provincial databases and tracks 713 recognized political parties</td>
<td><a href="http://www.dineroypolitica.org">http://www.dineroypolitica.org</a></td>
</tr>
<tr>
<td>B11</td>
<td>Empowering India</td>
<td>India</td>
<td>Checks on government</td>
<td>A platform that allows citizens and civil society groups to access data about their elected representatives and state and parliamentary-level constituencies</td>
<td><a href="http://www.empoweringindia.org">http://www.empoweringindia.org</a></td>
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<td>B12</td>
<td>Excelências</td>
<td>Brazil</td>
<td>Checks on government</td>
<td>Publishes data about politicians and government activities online</td>
<td><a href="http://www.excelencias.org.br">http://www.excelencias.org.br</a></td>
</tr>
<tr>
<td>B13</td>
<td>Executioners of Ukraine</td>
<td>Ukraine</td>
<td>Checks on government</td>
<td>Initiative run by civil rights activists that contains a database of unlawful court decisions</td>
<td><a href="http://kat.in.ua">http://kat.in.ua</a></td>
</tr>
<tr>
<td>B14</td>
<td>Guatemala Visible</td>
<td>Guatemala</td>
<td>Checks on government</td>
<td>Aims to increase the accountability of key officials by encouraging more public oversight of the nomination and selection processes</td>
<td><a href="http://www.guatemalavisible.org">http://www.guatemalavisible.org</a></td>
</tr>
<tr>
<td>B15</td>
<td>Lianmengcn.com</td>
<td>China</td>
<td>Checks on government</td>
<td>Aims to bring all illegal behaviours and malpractices by civil servants in China into light</td>
<td><a href="http://www.lianmengcn.com">http://www.lianmengcn.com</a></td>
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<tr>
<td>B16</td>
<td>Mam Prawo Wiedziec</td>
<td>Poland</td>
<td>Checks on government</td>
<td>Helps Polish citizens access information about their elected representatives in an easy, user-friendly way</td>
<td><a href="http://www.mamprawowiedziec.pl">http://www.mamprawowiedziec.pl</a></td>
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<tr>
<td>B17</td>
<td>Mars Group Kenya</td>
<td>Kenya</td>
<td>Checks on government</td>
<td>Operates one of the largest databases of governance information in Kenya, focusing on corruption in the executive, legislative and judiciary branches of government, as well as on accountability and civic education</td>
<td><a href="http://marsgroupkenya.org">http://marsgroupkenya.org</a></td>
</tr>
<tr>
<td>B18</td>
<td>Mumbai Votes</td>
<td>India</td>
<td>Checks on government</td>
<td>Tracks politicians and political parties, comparing their promises to performance in order to better inform voters</td>
<td><a href="http://mumbaivotes.com">http://mumbaivotes.com</a></td>
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<tr>
<td>B19</td>
<td>Mzalendo</td>
<td>Kenya</td>
<td>Checks on government</td>
<td>Monitors the performance of Kenya's Parliament by tracking votes, publishing records, and providing analysis and context</td>
<td><a href="http://www.mzalendo.com">http://www.mzalendo.com</a></td>
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<td>B20</td>
<td>Nasi Politci</td>
<td>Czech Republic</td>
<td>Checks on government</td>
<td>A watchdog site that monitors the activities of over 900 politicians, using the principles of Web 2.0/3.0 (interactive 3D clouds, tags, structured data, virtual elections, social networking)</td>
<td><a href="http://www.nasipolitici.cz">http://www.nasipolitici.cz</a></td>
</tr>
<tr>
<td>B21</td>
<td>Our Budget</td>
<td>Israel</td>
<td>Checks on government</td>
<td>Transforms the Tel Aviv municipal budget from a PDF to a spreadsheet format with visualizations</td>
<td><a href="http://ourbudget.org.il">http://ourbudget.org.il</a></td>
</tr>
<tr>
<td>B22</td>
<td>Project Clean Up</td>
<td>India</td>
<td>Checks on government</td>
<td>Presents profiles of the elected representatives with a 'performance monitor' which tracks kept promises and the completion of projects undertaken</td>
<td><a href="http://www.ProjectCleanUp.org">http://www.ProjectCleanUp.org</a></td>
</tr>
<tr>
<td>B23</td>
<td>RosGosZatraty</td>
<td>Russia</td>
<td>Checks on government</td>
<td>A database of Russian government spending that provides comprehensive data and analysis on government contractors</td>
<td><a href="http://rosspending.ru">http://rosspending.ru</a></td>
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<tr>
<td>B24</td>
<td>Sejmometr</td>
<td>Poland</td>
<td>Checks on government</td>
<td>Provides tools to track changes of law and the work of parliament representatives and officials easily and more effectively; online portal that offers easily digestible insights into the legislative processes of the Polish government, particularly the Sejm (Poland's parliament)</td>
<td><a href="http://www.sejmometr.pl">http://www.sejmometr.pl</a></td>
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<tr>
<td>B25</td>
<td>Subsidios al Campo en México</td>
<td>Mexico</td>
<td>Checks on government</td>
<td>Provides data to increase the transparency and facilitate analysis of four subsidies programs to rural beneficiaries in Mexico</td>
<td><a href="http://subsidiosalcampo.org.mx">http://subsidiosalcampo.org.mx</a></td>
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<tr>
<td>B26</td>
<td>Twiticos</td>
<td>Brazil</td>
<td>Checks on government</td>
<td>Follows politicians in Brazil via Twitter and a blog</td>
<td><a href="http://twiticos.blogspot.com">http://twiticos.blogspot.com</a></td>
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<td>B27</td>
<td>The Ujima Project</td>
<td>Global</td>
<td>Checks on government</td>
<td>Sheds light on international private and public expenditures by making budgetary data available online</td>
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<tr>
<td>B28</td>
<td>Vota Inteligente</td>
<td>Chile</td>
<td>Checks on government</td>
<td>Gathers information regarding political activity from various sources and compiles them for publication on their website</td>
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<tr>
<td>B29</td>
<td>VOTENAWEB</td>
<td>Brazil</td>
<td>Checks on government</td>
<td>Translates congressional bills into simple language and allows users to virtually vote for or against a bill, and compare their votes to those of parliamentarians</td>
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<tr>
<td>B30</td>
<td>Wikileaks</td>
<td>Global</td>
<td>Checks on government</td>
<td>Exposes government corruption by publishing private documents</td>
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<tr>
<td>C1</td>
<td>African Elections Project</td>
<td>Global</td>
<td>Electoral monitoring</td>
<td>An online information portal covering and monitoring elections in ten African countries and in three languages</td>
<td></td>
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<tr>
<td>C2</td>
<td>Alive in Afghanistan</td>
<td>Afghanistan</td>
<td>Electoral monitoring</td>
<td>Electoral reports were submitted via SMS and then mapped alongside official reports for the 2009 national elections</td>
<td></td>
</tr>
<tr>
<td>C3</td>
<td>Amatora mumahoro</td>
<td>Burundi</td>
<td>Electoral monitoring</td>
<td>Uses OpenStreetMap and Ushahidi to monitor elections in 2010</td>
<td></td>
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<tr>
<td>C4</td>
<td>BlogWatch</td>
<td>Philippines</td>
<td>Electoral monitoring</td>
<td>Promotes healthy discussion of issues and raise awareness about the automated elections, campaign spending, responsible voting and other election related stories</td>
<td></td>
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<tr>
<td>C5</td>
<td>Cuidemos el Voto</td>
<td>Mexico</td>
<td>Electoral monitoring</td>
<td>Tracks vote-buying through SMS and Ushahidi</td>
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<tr>
<td>C6</td>
<td>Eleccion Visible</td>
<td>Colombia</td>
<td>Electoral monitoring</td>
<td>Monitors the process of selecting candidates for Colombia’s Constitutional Court</td>
<td><a href="http://www.eleccionvisible.com">http://www.eleccionvisible.com</a></td>
</tr>
<tr>
<td>C7</td>
<td>Eleitor 2010</td>
<td>Brazil</td>
<td>Electoral monitoring</td>
<td>Platform that allowed citizens to help monitor Brazil’s October 2010 elections using Ushahidi to document and map content submitted by citizens via email, Twitter and various social networks</td>
<td><a href="http://eleitor2010.com">http://eleitor2010.com</a></td>
</tr>
<tr>
<td>C8</td>
<td>Girifna*</td>
<td>Sudan</td>
<td>Electoral monitoring</td>
<td>Conducts voter education and election monitoring campaigns</td>
<td><a href="http://www.girifna.com">http://www.girifna.com</a></td>
</tr>
<tr>
<td>C9</td>
<td>Golos</td>
<td>Russia</td>
<td>Electoral monitoring</td>
<td>Independent election observer that allows users to submit reports of electoral irregularities online and by phone</td>
<td><a href="http://golos.org">http://golos.org</a></td>
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<tr>
<td>C10</td>
<td>Képmutatás</td>
<td>Hungary</td>
<td>Electoral monitoring</td>
<td>Collects data on the financing of political campaigns</td>
<td><a href="http://kepmutatas.hu/english">http://kepmutatas.hu/english</a></td>
</tr>
<tr>
<td>C11</td>
<td>KohoVotit</td>
<td>Czech Republic</td>
<td>Electoral monitoring</td>
<td>Provides Czech and Slovakian voters with a short quiz to match their own voting preferences with those of candidates,”so you really know who represents you”</td>
<td><a href="http://kohovotit.eu">http://kohovotit.eu</a></td>
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<tr>
<td>C12</td>
<td>MyNeta (ADR India)</td>
<td>India</td>
<td>Electoral monitoring</td>
<td>Information on election candidates, based on self-declared affidavits, is readily made available</td>
<td><a href="http://myneta.info">http://myneta.info</a></td>
</tr>
<tr>
<td>C13</td>
<td>Sharek961</td>
<td>Lebanon</td>
<td>Electoral monitoring</td>
<td>Monitors irregularities in electoral process using Ushahidi platform</td>
<td><a href="http://www.sharek961.org">http://www.sharek961.org</a></td>
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<td>C14</td>
<td>Sudan Vote Monitor</td>
<td>Sudan</td>
<td>Electoral monitoring</td>
<td>Used Skype and Ushahidi to map crowdsourced reports of electoral issues in April 2010</td>
<td><a href="http://sudanvotemonitor.com">http://sudanvotemonitor.com</a></td>
</tr>
<tr>
<td>C15</td>
<td>Uchaguzi</td>
<td>Kenya</td>
<td>Electoral monitoring</td>
<td>Monitored Kenya’s August 2010 constitutional referendum using the Ushahidi platform</td>
<td><a href="http://www.uchaguzi.co.ke">http://www.uchaguzi.co.ke</a></td>
</tr>
<tr>
<td>C16</td>
<td>VoteBD</td>
<td>Bangladesh</td>
<td>Electoral monitoring</td>
<td>Tracks, compiles, and disseminates information about politicians and electoral candidates in Bangladesh; enables citizens to take necessary steps to ensure that their names and correct details were entered in the list, thereby making them eligible to cast their vote in the various elections.</td>
<td><a href="http://www.votebd.org">http://www.votebd.org</a></td>
</tr>
<tr>
<td>D1</td>
<td>CGNet Swara</td>
<td>India</td>
<td>Civic engagement</td>
<td>Gives rural populations access to the proper authorities to address inefficiencies in public service via radio, Internet, and mobile technology</td>
<td><a href="http://cgnetswara.org">http://cgnetswara.org</a></td>
</tr>
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<td>D2</td>
<td>Cidade Democratica</td>
<td>Brazil</td>
<td>Civic engagement</td>
<td>Software platform that enables Brazilians to document and discuss municipal problems and solutions</td>
<td><a href="http://www.cidadedemocratica.org.br">http://www.cidadedemocratica.org.br</a></td>
</tr>
<tr>
<td>D3</td>
<td>Corrupedia</td>
<td>Colombia</td>
<td>Civic engagement</td>
<td>CorrupediA functions as a wiki, allowing citizens to upload information about corruption</td>
<td><a href="http://corrupedia.com">http://corrupedia.com</a></td>
</tr>
<tr>
<td>D4</td>
<td>Crowdvoice</td>
<td>Global</td>
<td>Civic engagement</td>
<td>User-powered service that tracks voices of protest from around the world</td>
<td><a href="http://crowdvoice.org">http://crowdvoice.org</a></td>
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<tr>
<td>D5</td>
<td>Democrator</td>
<td>Russia</td>
<td>Civic engagement</td>
<td>System that allows users to publish reports about certain problems they face, to unite around a solution of these problems, and to write collective claims to the authorities</td>
<td><a href="http://democrator.ru">http://democrator.ru</a></td>
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<tr>
<td>D6</td>
<td>El Chiguirre</td>
<td>Venezuela</td>
<td>Civic engagement</td>
<td>Aims to make people laugh while sending important political messages</td>
<td><a href="http://www.elchiguirrebipolar.net">http://www.elchiguirrebipolar.net</a></td>
</tr>
<tr>
<td>D7</td>
<td>Fair Play Alliance*</td>
<td>Slovakia</td>
<td>Civic engagement</td>
<td>Creates tools and advocacy campaigns for ethical, transparent, professional public administration in Slovakia</td>
<td><a href="http://www.fair-play.sk">http://www.fair-play.sk</a></td>
</tr>
<tr>
<td>D8</td>
<td>Fix our City</td>
<td>India</td>
<td>Civic engagement</td>
<td>Online platform for residents of Chennai, India to report civic issues like garbage, potholes, sewerage, etc.</td>
<td><a href="http://www.fixourcity.org">http://www.fixourcity.org</a></td>
</tr>
<tr>
<td>D9</td>
<td>iJanaagraha</td>
<td>India</td>
<td>Civic engagement</td>
<td>An online ‘touch-point’, between citizens and government, for information, empowerment and accountability</td>
<td><a href="http://www.ijanaagraha.org">http://www.ijanaagraha.org</a></td>
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<tr>
<td>D10</td>
<td>I Paid a Bribe</td>
<td>India</td>
<td>Civic engagement</td>
<td>Challenges the corruption of government officials and authorities by collecting reports of bribery instances to use in advocacy and lobbying work</td>
<td><a href="http://www.ipaidabribe.com">http://www.ipaidabribe.com</a></td>
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<tr>
<td>D11</td>
<td>Ishki</td>
<td>Jordan</td>
<td>Civic engagement</td>
<td>Complaint brokerage that collects and organizes complaints from local citizens about the public and private sector</td>
<td><a href="http://ishki.com">http://ishki.com</a></td>
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<tr>
<td>D12</td>
<td>Jagoree</td>
<td>Bangladesh</td>
<td>Civic engagement</td>
<td>Social networking site that aims to bring together Bangladeshi youth who are interested in political activism</td>
<td><a href="http://www.jagoree.org">http://www.jagoree.org</a></td>
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<td>D13</td>
<td>Kiirti</td>
<td>India</td>
<td>Civic engagement</td>
<td>Kiirti maps and aggregates partner organisations that deal with civic complaints on the local level throughout India using Ushahidi and FrontlineSMS</td>
<td><a href="http://www.kiirti.org">http://www.kiirti.org</a></td>
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<tr>
<td>D14</td>
<td>Kubatana</td>
<td>Zimbabwe</td>
<td>Civic engagement</td>
<td>Aggregates and disseminates information from a network of over 200 organisations in Zimbabwe to encourage advocacy</td>
<td><a href="http://www.kubatana.net">http://www.kubatana.net</a></td>
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<tr>
<td>D15</td>
<td>Maji Matone</td>
<td>Tanzania</td>
<td>Civic engagement</td>
<td>Allows citizens to report breakdowns in water supply through sms messaging</td>
<td><a href="http://www.daraja.org">http://www.daraja.org</a></td>
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<tr>
<td>D16</td>
<td>Map Kibera</td>
<td>Kenya</td>
<td>Civic engagement</td>
<td>Using OpenStreetMap, allows members of the community to use video, blogs and other social media to report on community issues and living conditions</td>
<td><a href="http://mapkibera.org">http://mapkibera.org</a></td>
</tr>
<tr>
<td>D17</td>
<td>NoBribe</td>
<td>India</td>
<td>Civic engagement</td>
<td>Aims to collect evidence of government corruption, such as hall of shame for corrupt civil servants, and encourages campaigns against bribe and corruption</td>
<td><a href="http://www.nobribe.org">http://www.nobribe.org</a></td>
</tr>
<tr>
<td>D18</td>
<td>Per Natin’to!</td>
<td>Philippines</td>
<td>Civic engagement</td>
<td>Publishes reports on issues surrounding transparency, accountability and corruption, and encourages Filipino citizens to use text, photos and videos to report times when they are asked for bribes</td>
<td><a href="http://www.transparencyreporting.net">http://www.transparencyreporting.net</a></td>
</tr>
<tr>
<td>D19</td>
<td>Praja</td>
<td>India</td>
<td>Civic engagement</td>
<td>A space for citizen engagement where they are provided with information about their local areas and provides a forum to discuss issues as a community and develop solutions</td>
<td><a href="http://www.praja.org/about-us.php">http://www.praja.org/about-us.php</a></td>
</tr>
<tr>
<td>Index</td>
<td>Initiative</td>
<td>Location</td>
<td>Issue Area</td>
<td>About</td>
<td>Website</td>
</tr>
<tr>
<td>-------</td>
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</tr>
<tr>
<td>D20</td>
<td>Quien Paga Manda</td>
<td>Costa Rica</td>
<td>Civic engagement</td>
<td>Monitor customer service and consumer rights violations and provide information to Costa Ricans on how to solve related problems</td>
<td><a href="http://www.quienpagamanda.com">http://www.quienpagamanda.com</a></td>
</tr>
<tr>
<td>D21</td>
<td>Tak-tak-tak</td>
<td>Russia</td>
<td>Civic engagement</td>
<td>Provide a social media platform for civic engagement to fill a gap in Russian civil society and journalism</td>
<td><a href="http://taktaktak.ru">http://taktaktak.ru</a></td>
</tr>
<tr>
<td>D22</td>
<td>VigEye</td>
<td>India</td>
<td>Civic engagement</td>
<td>Allows citizens to report bribes online and via SMS</td>
<td><a href="http://www.vigeye.com">http://www.vigeye.com</a></td>
</tr>
<tr>
<td>E1</td>
<td>CrisisCommons</td>
<td>Global</td>
<td>Disaster Response</td>
<td>Wiki based crowdsourcing platform to organise efforts for disaster relief</td>
<td><a href="http://crisiscommons.org">http://crisiscommons.org</a></td>
</tr>
<tr>
<td>E2</td>
<td>Extraordinaries</td>
<td>Global</td>
<td>Disaster Response</td>
<td>Extraordinaries capitalised on the power and reach of Microvolunteerism, in order to gather help during the Haiti earthquakes</td>
<td><a href="http://www.sparked.com">http://www.sparked.com</a></td>
</tr>
<tr>
<td>E3</td>
<td>HelpMap Russia</td>
<td>Russia</td>
<td>Disaster Response</td>
<td>Used the Ushahidi platform to map the spread of the wildfires outside Moscow in 2010, volunteers could see which areas needed help</td>
<td><a href="http://russian-fires.ru">http://russian-fires.ru</a></td>
</tr>
<tr>
<td>E4</td>
<td>Humanity Road</td>
<td>Global</td>
<td>Disaster Response</td>
<td>Site dedicated to educate the public before, during and after disaster on how to survive, sustain and reunite with loved ones</td>
<td><a href="http://www.humanityroad.org">http://www.humanityroad.org</a></td>
</tr>
<tr>
<td>F1</td>
<td>Freedom GeoMap</td>
<td>Global</td>
<td>Human rights monitoring</td>
<td>Maps incidents of human trafficking through crowdsourced information</td>
<td><a href="http://www.survivorsconnect.org/geomap">http://www.survivorsconnect.org/geomap</a></td>
</tr>
<tr>
<td>Index</td>
<td>Initiative</td>
<td>Location</td>
<td>Issue Area</td>
<td>About</td>
<td>Website</td>
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</tr>
<tr>
<td>F2</td>
<td>Girifna*</td>
<td>Sudan</td>
<td>Human rights monitoring</td>
<td>Girifna uses text messaging and Skype to spread the news when pro-democracy activists are arrested or abducted</td>
<td><a href="http://www.girifna.com">http://www.girifna.com</a></td>
</tr>
<tr>
<td>F3</td>
<td>Husheng</td>
<td>China</td>
<td>Human rights monitoring</td>
<td>Collects reports of human rights violations via crowdsourcing and offers support for pursuing legal avenues</td>
<td><a href="http://www.cnhusheng.com">http://www.cnhusheng.com</a></td>
</tr>
<tr>
<td>F5</td>
<td>LibyaCrisisMap</td>
<td>Libya</td>
<td>Human rights monitoring</td>
<td>Crowdsources reports of human rights violations as the crisis in Libya unfolds</td>
<td><a href="http://libyacrisimap.net">http://libyacrisimap.net</a></td>
</tr>
<tr>
<td>F6</td>
<td>Minshengzhongguo</td>
<td>China</td>
<td>Human rights monitoring</td>
<td>A citizen portal for submitting reports of human rights violations</td>
<td><a href="http://www.mszgw.com">http://www.mszgw.com</a></td>
</tr>
<tr>
<td>F7</td>
<td>Outofsight.tv</td>
<td>Serbia</td>
<td>Human rights monitoring</td>
<td>Uses text, video and image to document how the resettled families were moved and what still needs to be improved in their present conditions; provides ongoing updates and proposes what should be done differently in future projects</td>
<td><a href="http://outofsight.tv">http://outofsight.tv</a></td>
</tr>
<tr>
<td>F8</td>
<td>Panamá Transparente</td>
<td>Panama</td>
<td>Human rights monitoring</td>
<td>Uses Ushahidi to aggregate and map citizen reports of human rights violation, including but not limited to sexual harassment and kidnapping</td>
<td><a href="http://www.mipanamatransparente.com">http://www.mipanamatransparente.com</a></td>
</tr>
<tr>
<td>F9</td>
<td>Sithi</td>
<td>Cambodia</td>
<td>Human rights monitoring</td>
<td>Crowdsources and curates reports of human rights violations</td>
<td><a href="http://sithi.org">http://sithi.org</a></td>
</tr>
</tbody>
</table>

* Dual categorisation of initiative. E.g. Girifna is active both in providing checks on government and monitoring human rights violations.
Appendix 3: Useful Tools

Throughout the course of our research, a number of tools with potentially helpful uses for Transparency International were identified. Below is a list of those found to be most pertinent.

1. **CiviCRM** is an open source constituent relationship management (CRM) software. It is designed to meet the needs of advocacy, non-profit and non-governmental groups.
2. **DGroups** is a Google Groups-like set of mailing list tools aimed at NGOs in the development sector in the global south.
3. **Discuz!** is a popular BBS/Forum content management system in China that is developed and owned by Comsenz Inc.
4. **Drupal** is a free software package that allows an individual or a community of users to easily publish, manage and organize a wide variety of content on a website.
5. **Facebook** is a social networking site where users can create their own profile, add others as friends as well as exchange messages and information. Users can also create and join interest groups or events.
6. **FixMyStreet** is an application to help people report, view, or discuss local problems they've found to their local council by simply locating them on a map.
7. **Flickr** is an image and video hosting website, web services suite, and online community. In addition to being a popular website for users to share and embed personal photographs, the service is widely used by bloggers to host images that they embed in blogs and social media.
8. **Freedom Fone** is an information and communication tool, which marries the mobile phone with Interactive Voice Response (IVR), for citizen benefit. It provides information activists, service organisations and NGO's with widely usable telephony applications like voice menus, SMS polls, and mass SMS messaging.
9. **FrontlineSMS** is a mobile technology based tool that allows users to send text messages to large groups of people anywhere there is a mobile signal. It has a desktop interface that connects to a mobile phone. An Internet connection is not necessary.
10. **Joomla!** is an open source content management system platform. It is written in PHP, stores data in MySQL and includes features such as page caching, RSS feeds, printable versions of pages, news flashes, blogs, polls, search, and support for language internationalization.
11. **JOSM** is the "Java OpenStreetMap Editor", a desktop application originally developed by Immanuel Scholz and currently maintained by Dirk Stöcker. Currently it supports loading stand alone GPX tracks and GPX track data from the OSM database as well as loading and editing existing nodes, ways, metadata tags and relations from the OSM database.
12. **Many Eyes Wikified** is a wiki-based website where anyone who visits can edit and create pages using a simple markup language as well as record and visualise data. The updated data can be embedded directly in the page or linked from an external website.
13. **Many Eyes** is an online visualization tool by IBM. The site is set up to allow the entire Internet to upload data, visualize it, and talk about their discoveries with other people.
14. **Mechanical Turk**: Run by Amazon, this website enables businesses to deskill time-consuming and costly labour to a scalable online workforce.
15. **Media Wiki** is a free web-based wiki software application used by all projects of the Wikimedia Foundation, and many other wikis. It is written in the PHP programming language and uses a database. The first version of the software was deployed to serve the needs of the free content Wikipedia encyclopedia in 2002.
16. **OpenDataKit** is a set of free tools used all over the world to make data collection and information delivery easier. App resides and runs on a mobile phone, App resides and runs on a server, Is a web-based application/web service
17. **OpenEvSys** is a free, open-source database tool that allows any organisation to manage and document instances of human rights violations. The software can be downloaded or run directly online.
18. **OpenLayers** is an application that displays map tiles and markers loaded from any source on web page. MetaCarta developed the initial version of OpenLayers and gave it to the public to further the use of
geographic information of all kinds. OpenLayers is completely free, Open Source JavaScript, released under a BSD-style License.

19. **OpenStreetMap (OSM)** is a collaborative project to create a free editable world map. The maps are created using data from portable GPS devices, aerial photography, other free sources or simply from local knowledge. Both rendered images and the vector graphics are available for download under a Creative Commons Attribution-ShareAlike 2.0 license.

20. **Orkut** is a social networking site that is owned and operated by Google. It is one of the most visited websites in India and Brazil. As of December 2009, 51.09% of Orkut’s users are from Brazil, followed by India with 20.02% and United States with 17.28%.

21. **PHPBB** is a popular Internet forum package written in the PHP scripting language. The name “phpBB” is an abbreviation of PHP Bulletin Board. Available under the GNU General Public License, phpBB is free software.

22. **PLURK** is a free social networking and microblogging service that allows users to send updates (otherwise known as plurks) through short messages or links, which can be up to 140 text characters in length.

23. **Scribd**: enables you to upload documents of varied formats—including PDFs, PowerPoints, Word docs, and EPUB—and make those documents searchable (across the web and within the documents themselves), social, and embeddable in websites and blogs.

24. **SeenReport** is a citizen journalism service through which users can submit photos, videos, and text accounts of news as it is happening via SMS, MMS, or e-mail.

25. **ShareThis** is an embeddable button or widget for blogs and websites, allowing readers to share content via email, instant messenger, bookmarking services, and social networks.

26. **Skype** is a software application that allows users to make voice calls over the Internet. Calls to other users within the Skype service are free, while calls to both traditional landline telephones and mobile phones can be made for a fee using a debit-based user account system. Skype has also become popular for their additional features which include instant messaging, file transfer and video conferencing.

27. **Slideshare** is a popular service that allows users the ability to upload and share publicly or privately PowerPoint presentations, Word documents and Adobe PDF Portfolios.

28. **Sonico** is a social networking platform that targets users in Latin America and stresses its privacy controls. It is available in English, Spanish, and Portuguese.

29. **Sparked** is an online micro-volunteer project that creates concrete opportunities for people to contribute to a cause while minimising their donation of time and energy.

30. **SwiftRiver** is an open-source platform that collects information through various sources and authenticates the data through verification algorithms and humans in emergency response initiatives.

31. **Tumblr** is a microblogging site that enables users to share various resources like images, videos and quotes.

32. **Twitter** is a free social networking and microblogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author’s profile page and delivered to the author’s subscribers who are known as followers. Users can send and receive tweets via the Twitter website, SMS, or external applications.

33. **Txteagle** is a data collection and engagement platform that leverages mobile airtime compensation for data collection and customer engagement. Txteagle widely advertises its ability to reach 2.1 billion mobile subscribers currently.

34. **UserVoice** is a website that enables customers to submit, discuss and vote on feedback for the product or organisation.

35. **Ushahidi** is an open source platform designed to crowdsources information via SMS and online messaging, which appear on an interactive map.

36. **UStream** is a video and broadcasting website enables anyone with a webcam and Internet connection to broadcast video live. Users watching the streaming video can optionally chat on an interface to participate.

37. **Wikia** (formerly Wikicitics) is a free web hosting service for wikis. It is free of charge for readers and editors, and relies on advertising, and publishes all user-provided text under copyleft licenses.
38. **WordPress** is an open source blog publishing application powered by PHP and MySQL which can also be used for basic content management. It was first released in May 2003 by Matt Mullenweg as a fork of b2/cafelog. As of September 2009, it is being used by 202 million websites worldwide.

39. **Yamli** is an Internet start-up focused on addressing problems specific to the Arabic web. The Smart Arabic Keyboard allows users to type Arabic without an Arabic keyboard from within their web browser. This technology is based on a real-time transliteration engine which converts words typed with Latin characters to their closest Arabic equivalent.

40. **YouTube** is a video sharing website on which users can upload and share videos. It is now operated as a subsidiary of Google. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos. Videos that are considered to contain potentially offensive content are available only to registered users over the age of 18.
Appendix 4: Transparency International Social Media Interactive Map

As a future initiative, Transparency International may seek to turn this report’s supplementary database of civil society social media initiatives into an interactive map. The necessary steps for such a project are below. amMap moderator Martynas Majeris (info@ammap.com) can be contacted for technical assistance.

**Input**

1) Turn the database into a user-friendly, graphically appealing web-based form for input and revision of existing entries. The present Excel database will need to be converted into a MySQL database for online use. The entry form will need to ask the user the following questions:
   a) What are the types of tool being used for the initiative? Entries can be one or more of the following, with the ability to add more in the future:
      i) crowdsourcing
      ii) forums
      iii) blogs
      iv) social networking
   b) The form should also indicate whether it is only a web-based technology, only mobile-based, or potentially both (i.e. if web-based does it have a specifically mobile-version?)
   c) What are the specific tools being used? New tools or a combination of the below should be selectable:
      i) Facebook
      ii) Twitter
      iii) YouTube
      iv) Ushahidi
      v) FrontlineSMS
   d) Where is this specific initiative being implemented? Options should be country-specific with the additional option for "global".

**Output**

2) Create server-side PHP scripts that connect to MySQL and pull data to visually represent the entries with amMap. (The amMap platform is open-source software that is dynamic, customisable and robust for such an application.) Any generated output should visually represent all original entries, while also offering a user-friendly tool for future expansion.

3) Create controls on the output page that enable selection of "layers" (categories) to be displayed on the map. For example, when the mouse moves over a specific country, any specific initiatives input for that country should be listed, benefiting from amMap’s zoom feature. Filters with specific issue-areas should be indicated as map overlays.
Bibliography


