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Digital Strategies

For Offline Communities:
Cases and Lessons From the Field

Disclaimer

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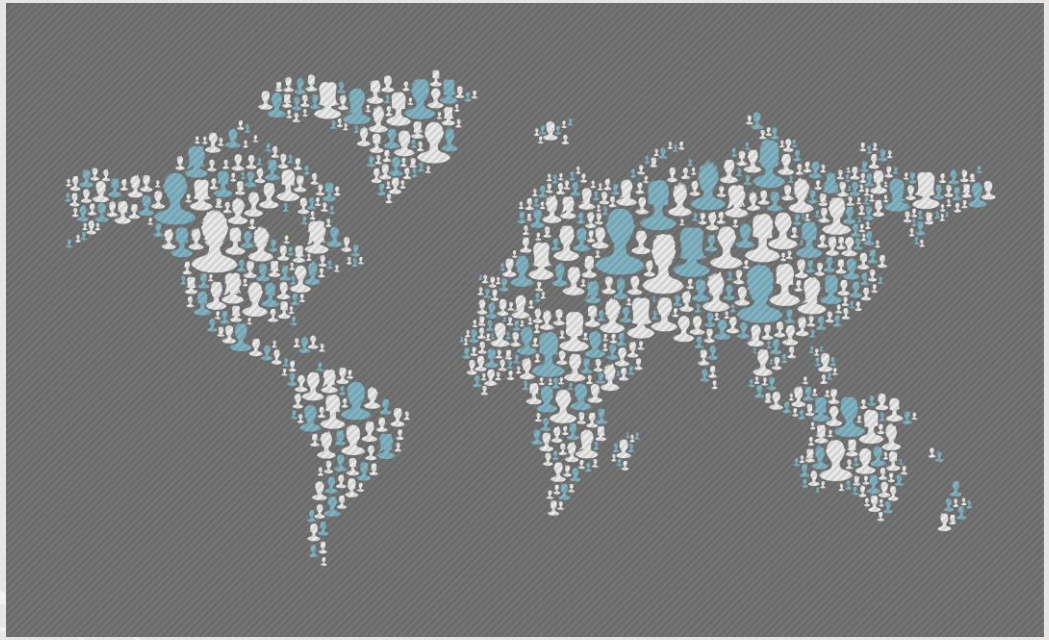
Welcome

Presenters

Dr. Mary Jane Parmentier

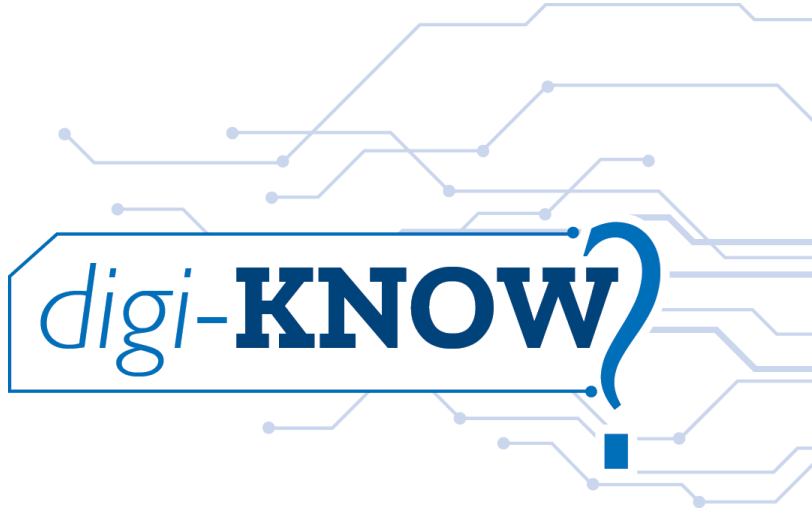
Dr. Faheem Hussain

Poll #1 – Regions represented?



- ❑ Africa
- ❑ Asia
- ❑ Europe
- ❑ Latin America and the Caribbean
- ❑ Middle East
- ❑ North America
- ❑ Oceania

Development and Digital Technologies



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What is Development?

Non-linear process

Encompasses social, economic, political, cultural

Economic growth and human development

USAID Metrics: Journey to Self Reliance

Commitment

- Open and accountable government
- Inclusive development (gender)
- Policies: trade, business environment, environmental protection

Capacity

- Government services: effectiveness, tax administration, security
- Civil society and media
- Citizens: education, health, poverty
- Economy: PPP, ICT usage, export diversity

JAN 2020

DIGITAL AROUND THE WORLD IN 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

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TOTAL POPULATION

7.75 BILLION

URBANISATION:

55%

UNIQUE MOBILE PHONE USERS

5.19 BILLION

PENETRATION:

67%

INTERNET USERS

4.54 BILLION

PENETRATION:

59%

ACTIVE SOCIAL MEDIA USERS

3.80 BILLION

PENETRATION:

49%

SOURCES: POPULATION: UNITED NATIONS; LOCAL GOVERNMENT BODIES; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR; KEPIOS ANALYSIS. ALL LATEST AVAILABLE DATA IN JANUARY 2020. ◈ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

we are social

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Case Study:
SolarSPELL Digital Library

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Poll #2 – Digital Tools Challenges

Select the digital tools challenges that apply to the work you do:

- ❑No internet access
- ❑Limited internet access
- ❑Lack of digital skills amongst stakeholders/users
- ❑Lack of information or resources specific to needs

SolarSPELL*: An Offline Digital Library

*Solar Powered Educational Learning Library (SPELL)

Ruggedized, portable, solar-powered, digital library over an off-line WiFi hotspot

Mimics online experience so internet-ready skills can be taught offline

Provides relevant, localized educational content to low resource locations around the world

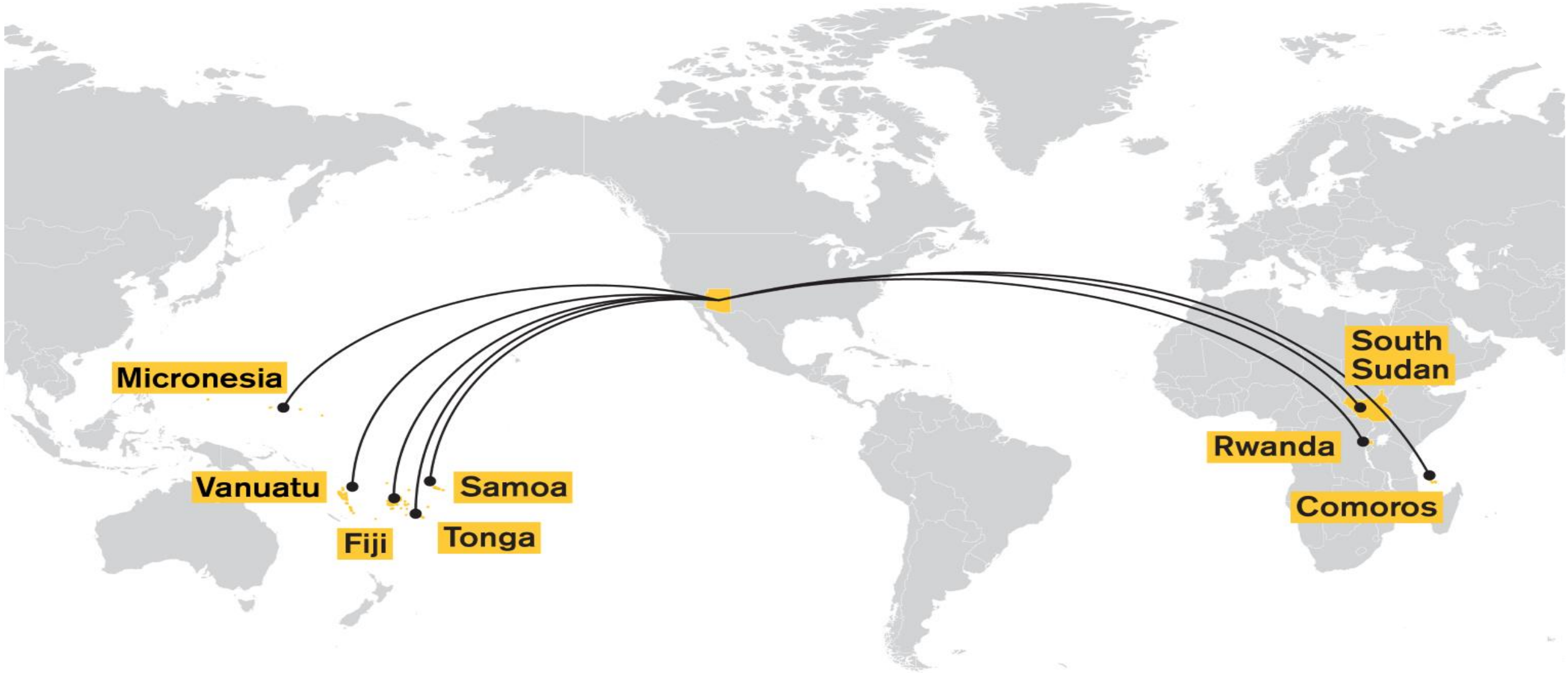
Central SolarSPELL Questions & Answers

1. What are the contexts in which this digital tool can make a difference?
   Answer: Lack of internet, lack of information sources

2. How can the digital library be used to promote development?
   Answer: Addressing SDGs, education, health, USAID JSR, access to information

3. How is local relevant content curated and maintained?
   Answer: Local stakeholders, collaborations, dedicated curators

SolarSPELL team members have carried out training with local teachers, health care workers, and Peace Corps volunteers to deploy the first 365 SPELL libraries.



Source: https://asunow.asu.edu/2019072-global-engagement-asu-professors-solar-powered-library-transforming-global-education

Republic of Vanuatu – Community Health

Problem

- Strokes are second leading cause of death worldwide
- 35.8% increase in stroke mortality rates in Vanuatu from 2007 to 2017
- Rural areas at risk and lacking access to electricity, internet and culturally relevant health information

Republic of Vanuatu – Community Health

Solution = Information & Education

- ASU and Ministry of Education collaboration
- Digital technology intervention
- Designed health information for SolarSPELL offline digital library

Republic of Vanuatu – Community Health

Research on Solutions

- Doctor of Nursing Practice (DNP) students from ASU researched SolarSPELL interventions
- 3-minute stroke education videos, via offline SolarSPELL with illustrations and an informational PDF

Study #1:

- 53 participants PCVs and counterparts – pre and post tested on stroke knowledge
- Post-test revealed significant increase in knowledge and confidence

Republic of Vanuatu – Community Health

Research on Solutions – Community Needs and Cultural Relevance

Study #2:

- Community health assessment on remote island Malekula
- Hypertension emerged as main concern
- 64 participants received video and PDF information on prevention and management developed and presented in local language
- Post-test after one month showed a 9.52-point decrease in SBP (systolic blood pressure) after intervention using SolarSPELL to provide information

South Sudan – Nursing Library

Problem

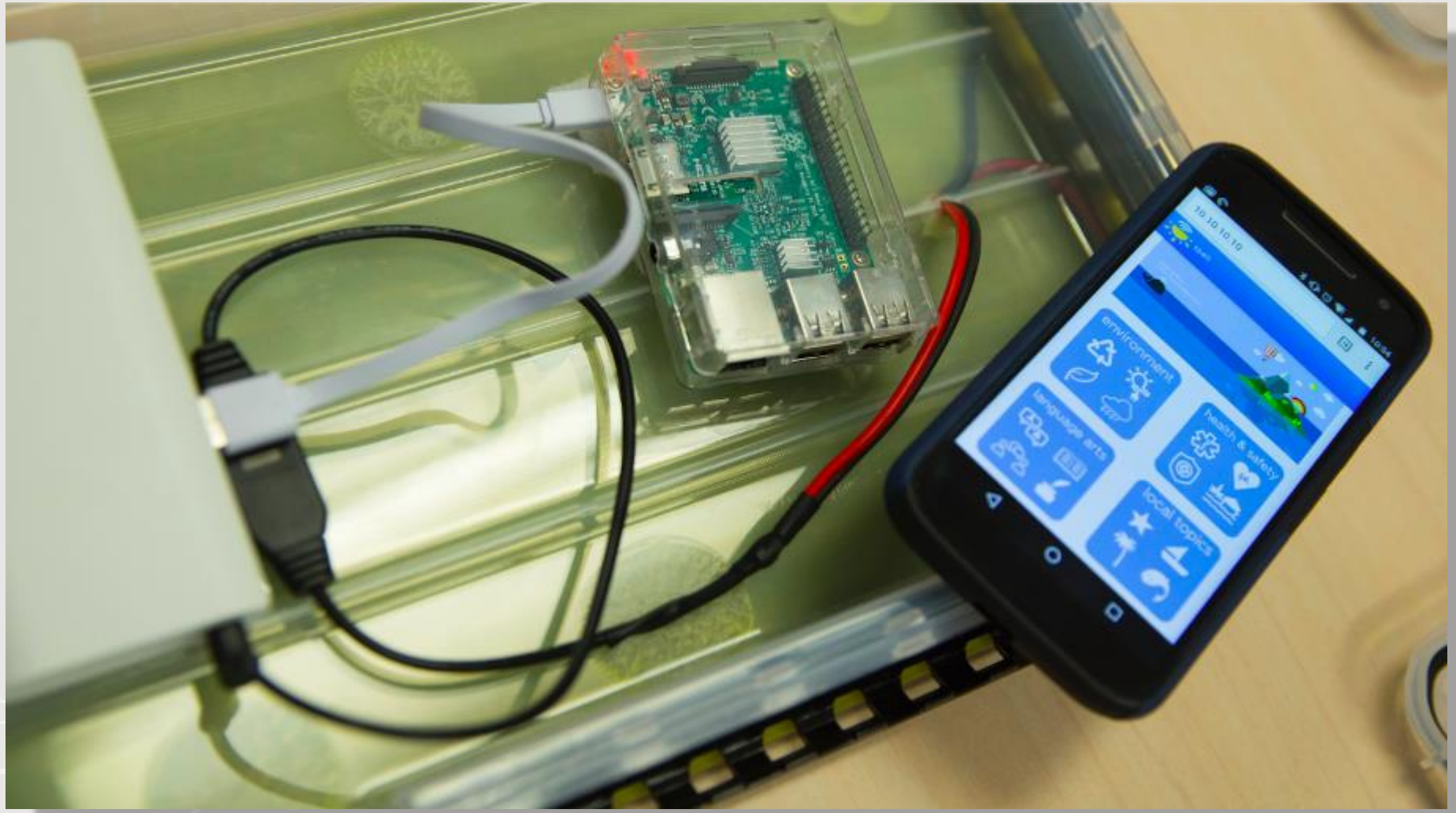
- Nursing schools lack adequate access to shareable digital content and curriculum
- Lack of internet connectivity

South Sudan – Nursing Library

Solution

- Library content currently being created in partnership with government
- Pilot being developed for nursing schools

SolarSPELL – Dr. Laura Hosman, Director



Ph of Dr. Laura Hosman, Director SolarSPELL, Arizona State University

Case Study: Alternative Information and Communication Network

Challenges, Resilience, & Innovations by Rohingya Refugee Women

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Poll #3 – Populations Served

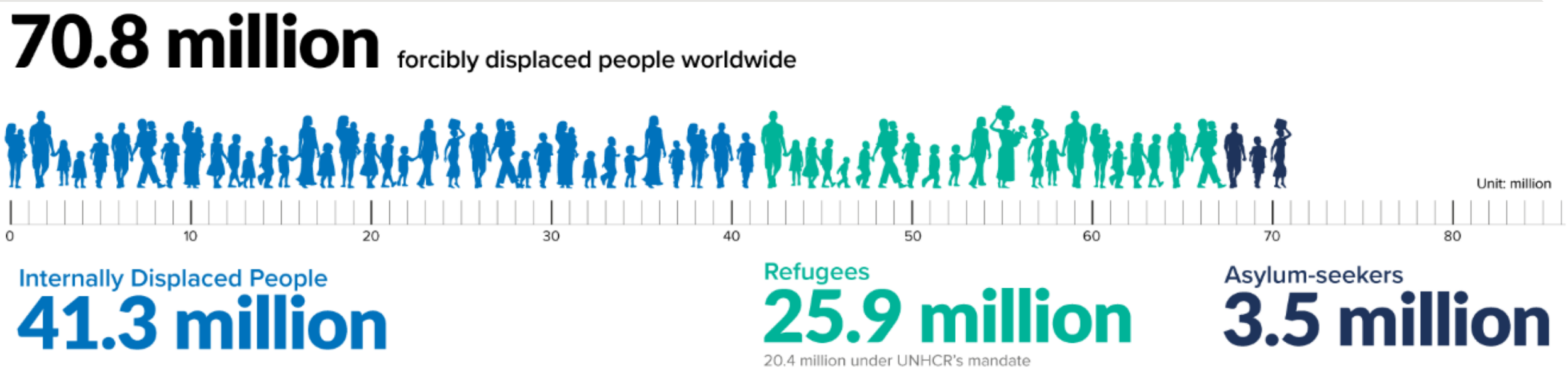
Does your work involve programs serving any of these groups? Select all that apply.

- ❑ Displaced populations
- ❑ Communities with limited connectivity
- ❑ Gender and women's empowerment

Alternative Information and Communication Networks - Questions Related to Rohingya Refugee Women

1. How do refugee women, struggling with little or no access to education, digital platforms, or economic activities, access information and communicate with others?
2. How do they create, access, and utilize hybrid alternative networks under these circumstances?
3. What are the challenges and future opportunities?

Displacement: A Long-term Humanitarian Crisis



1/3 of the global refugee population have taken refuge in the least developing countries

Source: http://www.unhcr.org/en-us/figures-at-a-glance.html

Education Challenges for the Displaced

Access to Education (% of Enrollment)		
	Global Average (%)	Average among Refugees (%)
Primary	91%	61%
Secondary	61%	23%
Tertiary	34%	1%

- Women are most discriminated against
- Social and cultural norms prevent girls from receiving education
- Primary level – girls higher dropout rate
- Secondary level – girls 50% less likely to be enrolled

Source: Faheem Hussain. *Education Research Utilization for Refugees Around the World* at the event, Using Research to Advance International Development: Women's Empowerment as a Case Study, organized by USAID in Washington D.C., December 11, 2019.

Rohingya Refugee Crisis at a Glance

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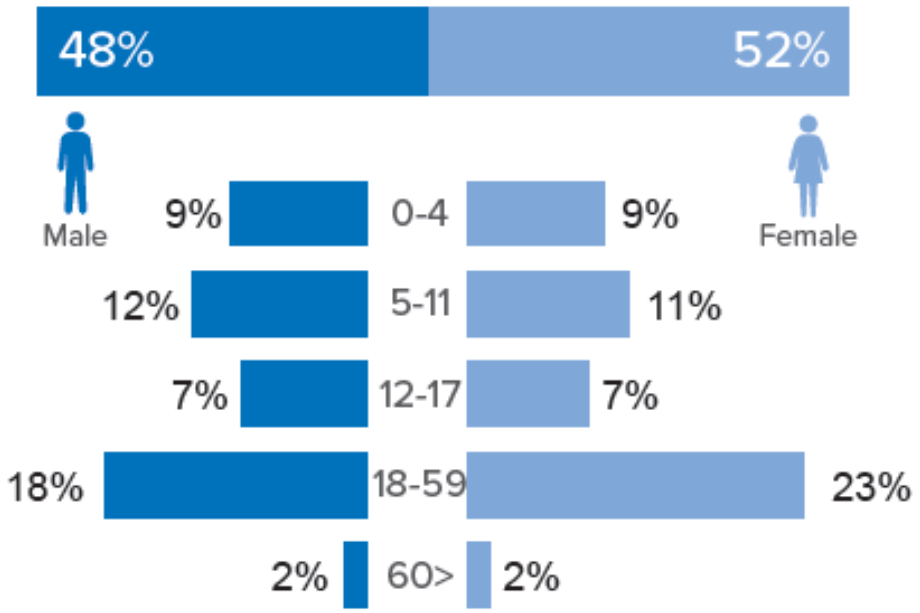
1.3M

Demography

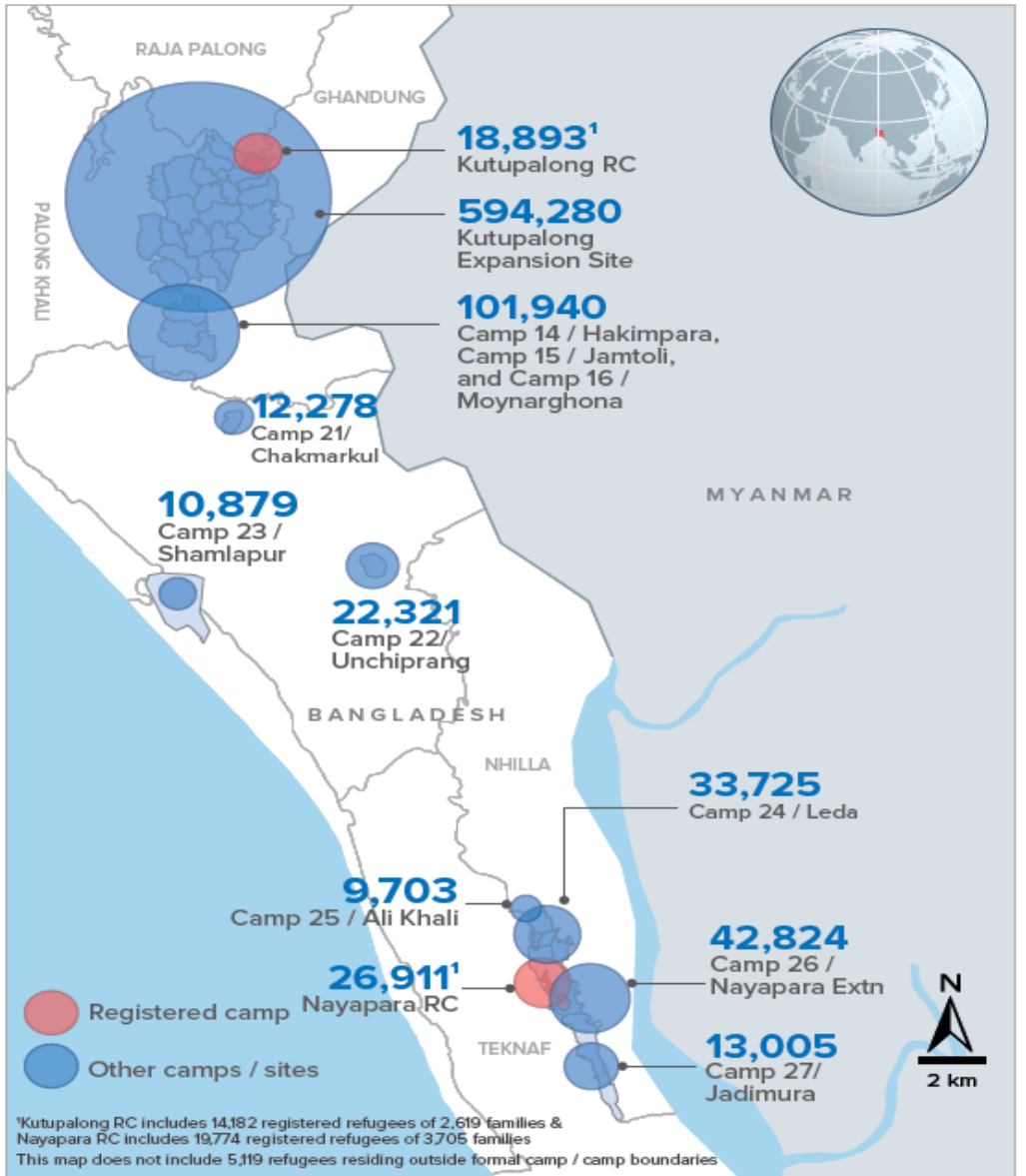
55% children

42% adult

3% elderly



Refugee population density



Challenges:
Rohingya Refugees in the Digital Space

1. Without formal identification documents are legally barred from purchasing local SIM cards
2. No ecosystem available for developing their own audio-visual content
3. Very poor internet and mobile network
4. Massive proliferation of misinformation, fake news
5. No coherent application of digital content for education

Source: Faheem Hussain, Abdullah Hasan Safir, Dina Sabie, Zulkarin Jahangir, and Syed Ishtiaque Ahmed. 2020. *Infrastructuring Hope: Solidarity, Leadership, Negotiation, and ICT among the Rohingya Refugees in Bangladesh*. In Proceedings of the 2020 International Conference on Information and Communication Technologies

Challenges:
Rohingya Women in the Digital Space

1. Device ownership mainly belongs to men
2. Women primarily rely on male family members or community leaders for access to information
3. Patriarchy and Clergy are against women being active in digital spaces
4. Women are victims of trolls, bullying, blackmailing through mobile devices

Rohingya Women – Quotes from the Field

"Women can talk over the phone, but they should not be allowed to use the phone."

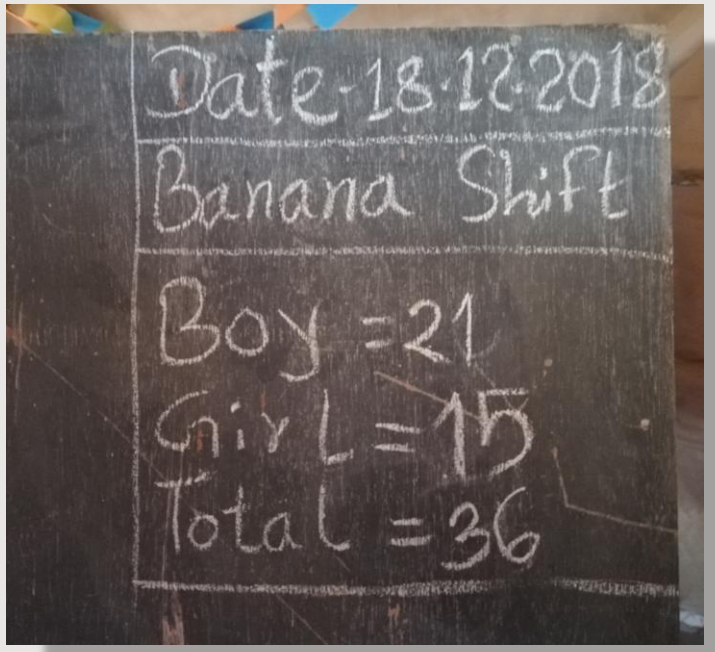
"It's not acceptable for the young women to talk on the mobile phone. There are many crank calls coming for our girls. That is unacceptable."

"My husband permitted me to use the phone after the sixth month on the job."

"...young and unmarried women should never use mobile phones or the internet."

Education Challenges

"When will you start teaching the REAL curriculum?"



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Digital Tools for Empowerment

"We need to take care of our phones by ourselves."

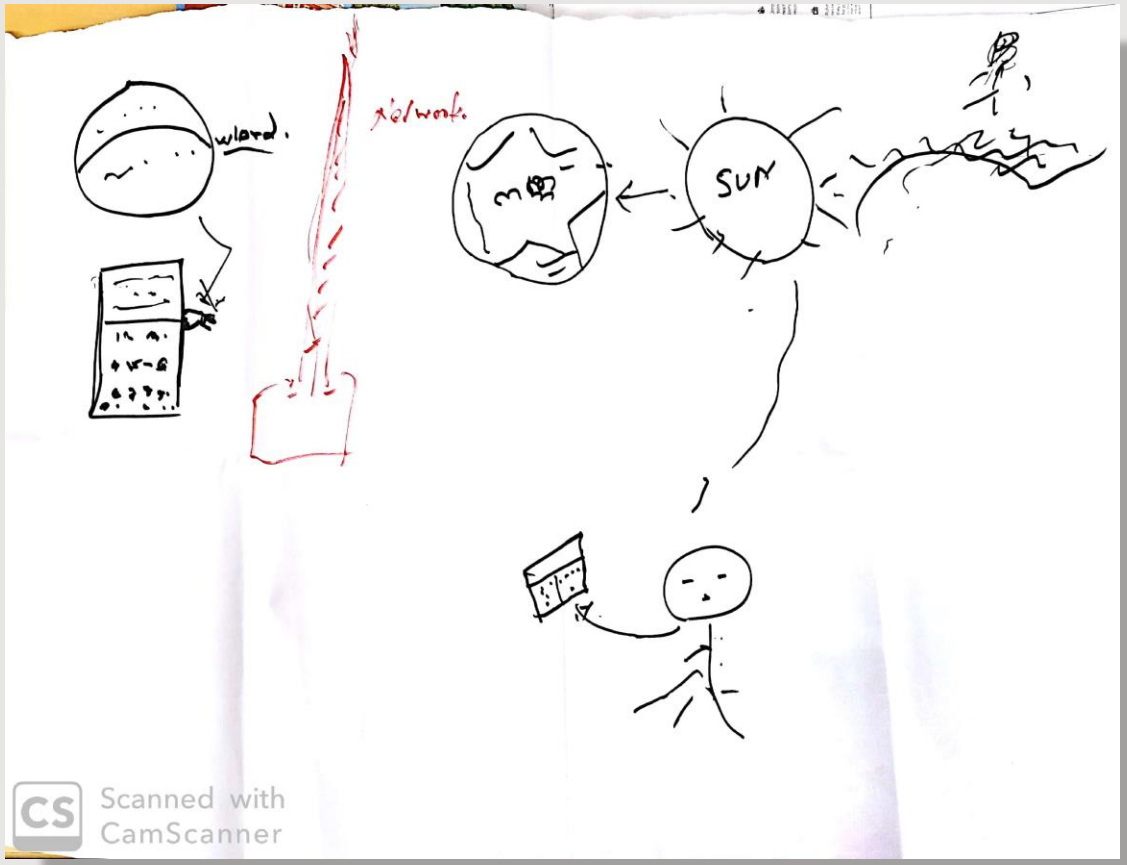
Photos property of Dr. Faheem Hussain, Arizona State University

Alternative Internet Hub in Refugee Camps

"We can access songs and videos we like from this shop and then can watch those with our family. I do not have access to the Internet. But I am using my smart phone and memory card to get what I want from this shop. I am happy."

Disconnected But Still Harrassed

"To me, the future of internet is my ability to track and to punish the people harassing my daughters over mobile phones… "



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Questions and Comments Discussion

What questions or comments do you have about the information presented?

Enter your questions and comments in the Chat box.

Thank you for joining us today

Arizona State University

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