Equity & Equality
SMS, MMS, and Digital Education

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Sustainable development through appropriate technology

PORTFOLIO

Panoply Digital has created development solutions in close consultation with these organisations. We have provided advisory assessments, research, data collection, learning design, and training in Africa, Asia, North America, and South America. We share publications spanning development issues in journals, trade publications, books, and on our blog.
Research for Emergency Aftershock Response

Sian Bayne & Michael Gallagher
Centre for Research in Digital Education

http://www.de.ed.ac.uk/
An aftershock is a smaller earthquake that occurs after a previous large earthquake.

Aftershocks are dangerous because they can be of a large magnitude, and can collapse buildings that are damaged from the main shock...the sequences can last for years or even longer.
<table>
<thead>
<tr>
<th>MAIN SHOCK</th>
<th>DATE</th>
<th>LOCATION</th>
<th>MAGNITUDE</th>
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<td>1</td>
<td>25 APR 15</td>
<td>SINDHUPALCHOWK</td>
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<tr>
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<td>GORKHA</td>
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<tr>
<td>3</td>
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<td>RASUWA</td>
<td>5.7</td>
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<td>TIBET</td>
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<td>12 MAY 15</td>
<td>DOLAKHA</td>
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<tr>
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<td>12 MAY 15</td>
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<td>GORKHA</td>
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<tr>
<td>17</td>
<td>26 MAY 15</td>
<td>RASUWA</td>
<td>5.0</td>
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</tbody>
</table>
Trigger Event

Dashboard
- Relevant open data sources
- Perhaps manually added data; some curation

Collaboration
- Information reworked
- Socialized interface
- Capacity for decision points

Dynamic briefing
- Go/No Go decision points
- Actionable intelligence?
Women may or may not have technology

Women use technology differently

Data disaggregation: women aren’t always counted
#1: Find the data
Data to Transform Lives
To date Tigo Rwanda has empowered over 70 women as Tigo cash agents and the impact on the women’s lives and businesses is beginning to show—Watch the video

Connected Women Programme

Accelerating digital and financial inclusion for women

Our mission is to reduce the gender gap in mobile internet and mobile money services in low- and middle-income countries and unlock significant commercial and socio-economic opportunities.

In today’s increasingly connected world, women are being left behind. A significant gender gap in mobile phone ownership and usage in low- and middle-income countries is hindering growth
#2: Talk to people
NGOs, schools, anyone
#3: Work it out

10% increase in mobile penetration = 1.2% increase in GDP
HOW HAVE OTHERS DONE THIS?

BANGLADESH

- MAMA (a mobile maternal health program) uses mobile money to pay their rural female frontline health workers
- Improved internal efficiencies
- Increased mobile use by women
HOW HAVE OTHERS DONE THIS?

- Mobile operator Uninor sold paired SIMs to husbands and wives
- Specific marketing to men to see importance of wives owning a phone

- **33% of female customers** were first-time mobile owners as a result
HOW HAVE OTHERS DONE THIS?

- Government pays teacher salaries through mobile money
- Parents pay school fees through mobile money
- Reduces risk for teachers – predominantly female – being robbed
- Reduces time for mothers for queuing to make cash payments
How has radio and TV been used to reach women?

In Ethiopia, 10% of women have access to mobile, compared to 25% of men.

- Women’s access to radio much higher than access to mobile
- BBC Media Action developed radio programs for women to share maternal health information
How has radio and TV been used to reach women?

- BBC Janala project used multiple ICT platforms - TV, mobile, web and newspaper - to deliver English language learning content to 20 million Bangladeshis

TV platform had highest reach for women: 50% of TV users were female, compared to 12% of mobile users
Visually build multi-platform messaging & voice bots to engage anyone, anywhere.

Enter your email... Try it for Free

Get in the flow

At the core of Textit lies our exclusive Flow

SMS Response
Hi @contact.name, thanks for buying a filter! We have a few questions. Where do you get your water? Answer with tap, well, or spring.
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