

# Equity & Equality SMS, MMS, and Digital Education

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## REAR: Research for Emergency Aftershock Response

## Young Children's Digital

## Learning Analytics Report Card

## Data Bodies in the Library

## Supporting Higher Education to Integrate Learning Analytics (SH)



[WHAT WE DO](#)[OUR TEAM](#)[OUR ASSOCIATES](#)[PORTFOLIO](#)

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](#).



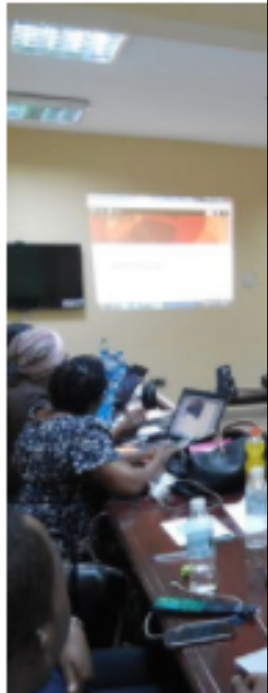
DEUTSCHE GESELLSCHAFT FÜR  
INTERNATIONALE ZUSAMMENARBEIT



BBC MEDIA ACTION: BANGLADESH



PRAEKELT & GIRL EFFECT MOBILE:  
BANGLADESH



CENTER FOR IN  
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NEAR  
OF FUTUR  
EACH N





<http://www.de.ed.ac.uk/>

# Research for Emergency Aftershock Response

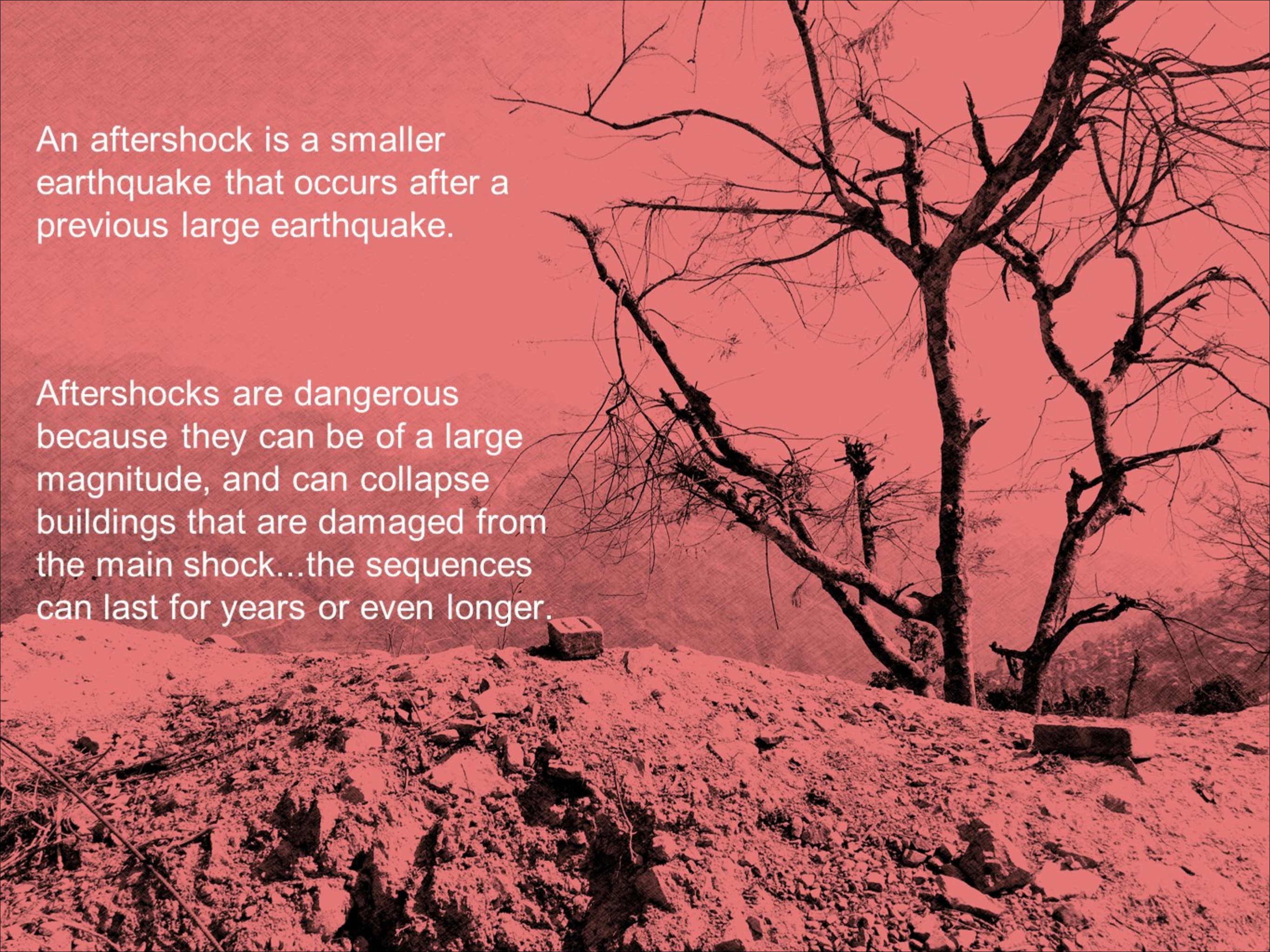
Sian Bayne & Michael Gallagher  
Centre for Research in Digital Education





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.





MAIN SHOCK	25 APR 15	GORKHA	7.9
1	25 APR 15	SINDHUPALCHOWK	5.5
2	25 APR 15	GORKHA	6.6
3	25 APR 15	RASUWA	5.7
4	25 APR 15	RASUWA	5.0
5	25 APR 15	TIBET	5.1
6	25 APR 15	SINDHUPALCHOWK	5.2
7	25 APR 15	GORKHA	5.1
8	25 APR 15	GORKHA	5.2
9	25 APR 15	KAVREPALANCHOWK	5.7
10	25 APR 15	RASUWA	5.3
11	25 APR 15	TIBET	5.9
12	25 APR 15	SINDHUPALCHOWK	5.5
12	25 APR 15	GORKHA	5.5
13	25 APR 15	TIBET	5.4
14 [4]	12 MAY 15	DOLAKHA	7.3
15	12 MAY 15	DOLAKHA	6.3
16	25 MAY 15	GORKHA	5.0
17	26 MAY 15	RASUWA	5.0



## 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







United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO  
INSTITUTE  
FOR  
STATISTICS

MY PINS

FRANÇAIS

# Data to Transform Lives



Explore themes



View indicators



Browse by country



Education & Literacy

› Sustainable Development Goal 4

The Official Source of Internationally-Comparable  
Education Data

› Education in Africa

Data for the Region Facing the Biggest  
Challenges





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](#)

1 2 3



in #MENA #MobileEconomy <https://t.co/EKIRNV7cAC> <https://t.co/iF1bP5Dpmz> <https://twitter.com>

# 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

## Mobile for Development

Connected Society

Mobile Money

Digital Identity

## Connected Women

Commitment Initiative

Our Grantees

Mobile for Development Utilities

mAgri

mHealth

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IDEAS WITH FORWARD-THINKING  
BRANDS.

SOCIAL THINKING

## BEYOND THE FILTER BUBBLE: THE CASE FOR SOCIAL DIVERSITY

*Our Chief Strategy Officer looks at information diversity and the impact of the filter bubble on social media.*

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# **#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?

An orange silhouette map of India is positioned on the left side of the slide. The word "INDIA" is written in a dark red, sans-serif font across the center of the map.

INDIA

- 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?



COTE  
D'IVOIRE

- 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?



ETHIOPIA

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**







messages



contacts



flows



analytics



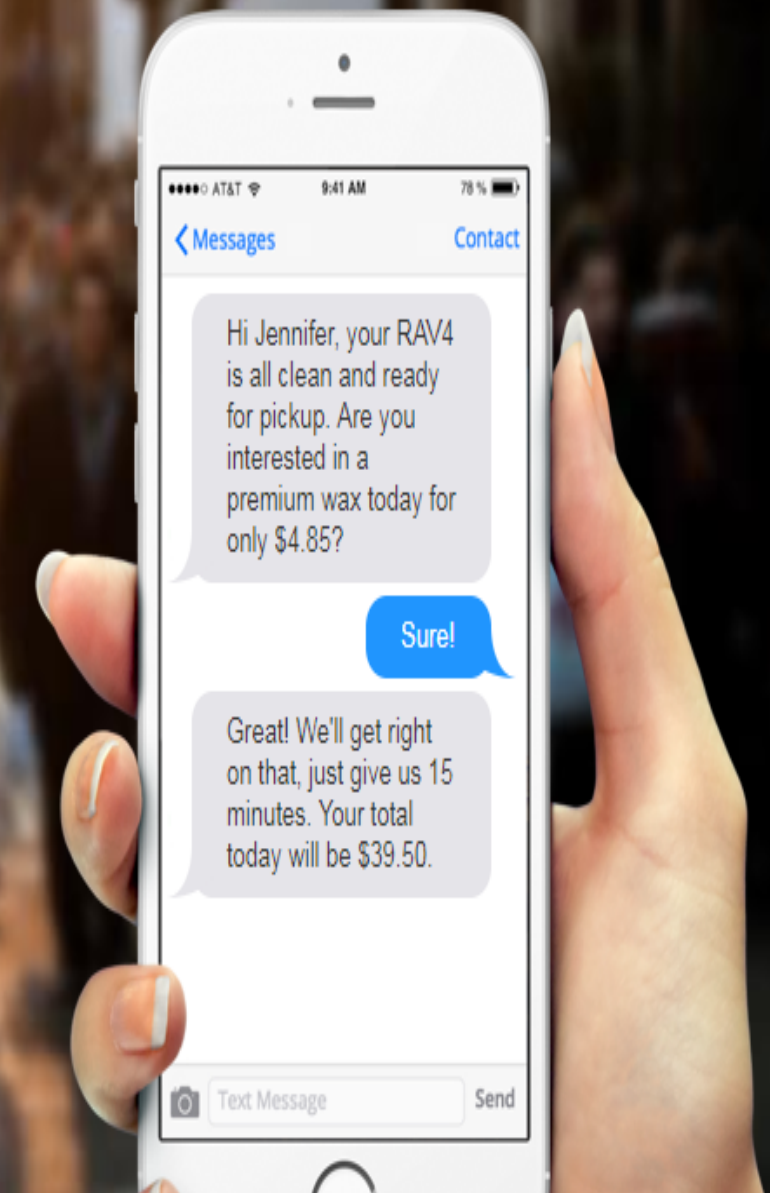
campaigns



triggers



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messaging & voice bots to engage  
anyone, anywhere.

[Try it for Free](#)

#### SMS Response

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

## Get in the flow

At the core of TextIt lies our exclusive Flow





# Equity not Equality

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