

7 Activist Uses of Digital Tech: *Popular Resistance in Egypt*

Mary Joyce for the International Center on Nonviolent Conflict | April 12th, 2011



background: original photo by Ramy Raoof/Flickr (Tahrir Square, February 11th, 2011)

Digital Activism

Overwhelmed by Variety



Images (clockwise from top-left): Guardian, Ushahidi, Anonymous, Free Kareem Campaign, DigiActive, It Gets Better Project, DailyKos, Guardian

Digital Activism

Overwhelmed by Variety

+ anecdote



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What Can Digital Tech do for Activists?



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What Can Digital Tech do for Activists?

The Options Seem Limitless!



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What Can Digital Tech do for Activists?

The Options Seem Limitless!

Create a website to anonymously leak private information of public interest

Create a public crowdsourced crisis map

Hacking campaigns

Create a free global human rights campaign

Hold public officials accountable

Activism in Iran... it's complicated



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Direct donations to an outsider candidate

Mobilize supporters and inform the world about a crackdown the government doesn't want anyone to know about

Hold public officials accountable

Investigate your MP's expenses

Join us in our fight against corruption. We have 18483 pages of documents, of which 18312 are unreviewed.

Start

What Can Digital Tech do for Activists?

All clear now?



Images (clockwise from top-left): Guardian, Ushahidi, Anonymous, Free Kareem Campaign, DigiActive, It Gets Better Project, DailyKos, Guardian

What Can Digital Tech do for Activists?

**All clear now?
of course not!**



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What Can Digital Tech do for Activists?

**More Information
≠ More Knowledge**



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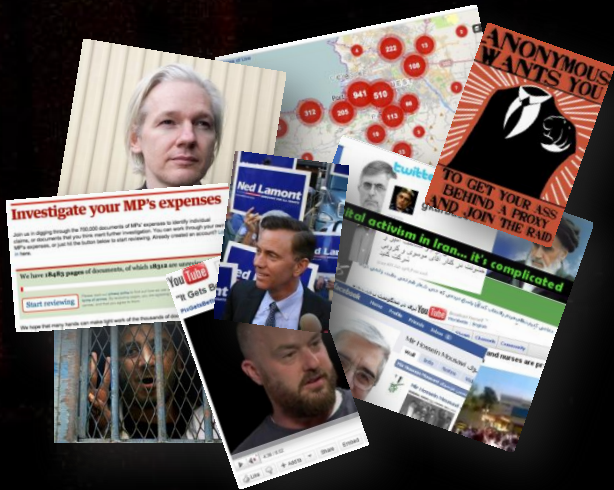
What Can Digital Tech do for Activists?

**More Information
≠ More Knowledge
≠ Better Strategy**

Images (clockwise from top-left): Guardian, Ushahidi, Anonymous, Free Kareem Campaign, DigiActive, It Gets Better Project, DailyKos, Guardian

Digital Activism

Moving From Information to Strategy

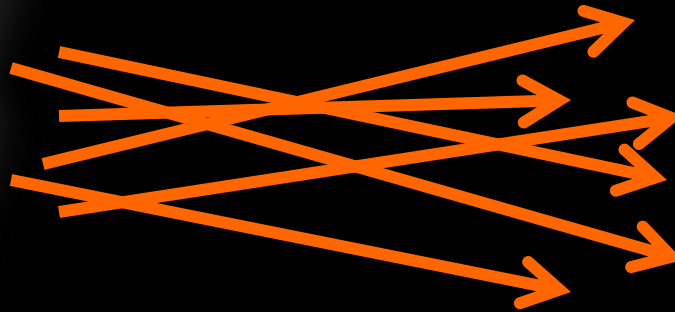


1) Start with lots of cases



Digital Activism

Moving From Information to Strategy



Strategic
Lessons

1) Start with lots of cases



What Can Digital Tech do for Activists?

Too Many Lessons

Create a website to anonymously leak private information of public interest

Create a public crowdsourced crisis map

Hacking campaigns

Create a free global human rights campaign

Create a free decentralized campaign sustained by supporter content

Mobilize supporters and inform the world about a crackdown the government doesn't want anyone to know about

Hold public officials accountable

Direct donations to an outsider candidate



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Moving From Information to Strategy



2) Ask what characteristics they have in common

Digital Activism

Moving From Information to Strategy



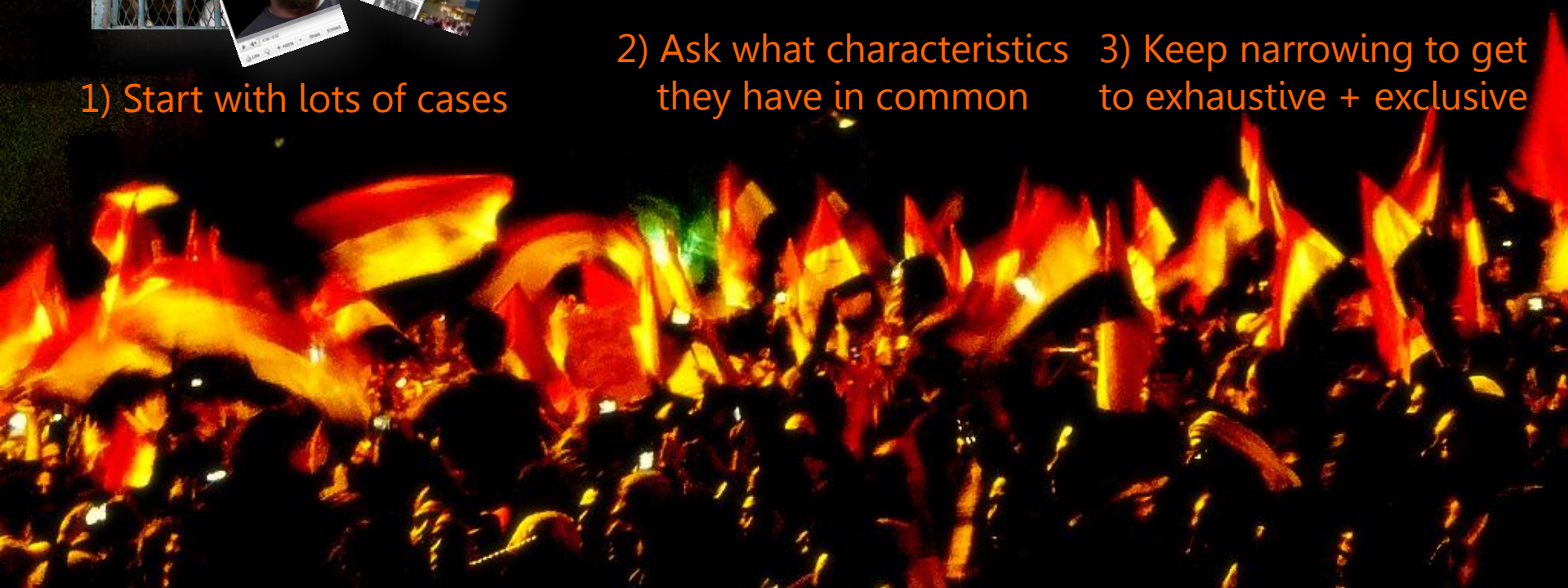
1) Start with lots of cases

create hack direct website
anonymity information public
interest crowdsourced
campaigns free global
donations decentralized
supporter content
mobilize world

create anonymity
information donations
content mobilize

2) Ask what characteristics
they have in common

3) Keep narrowing to get
to exhaustive + exclusive



The 7 Activist Uses of Digital Technology

- 1. Document**
- 2. Broadcast**
- 3. Mobilize**
- 4. Co-Create**
- 5. Protect**
- 6. Synthesize**
- 7. Transfer Resources**



The 7 Activist Uses of Digital Technology

- 1. Document:** digital content creation
- 2. Broadcast:** information-sharing, no call to action
- 3. Mobilize:** information-sharing, w/ call to action
- 4. Co-Create:** design and planning
- 5. Protect:** evading censorship & surveillance
- 6. Synthesize:** aggregation & mash-up
- 7. Transfer Resources:** \$\$\$



The 7 Activist Uses of Digital Technology

1. Document: digital content creation

The digital encoding of text, video, or audio, regardless of the whether is subsequently shared.



The 7 Activist Uses of Digital Technology

1. Document: digital content creation

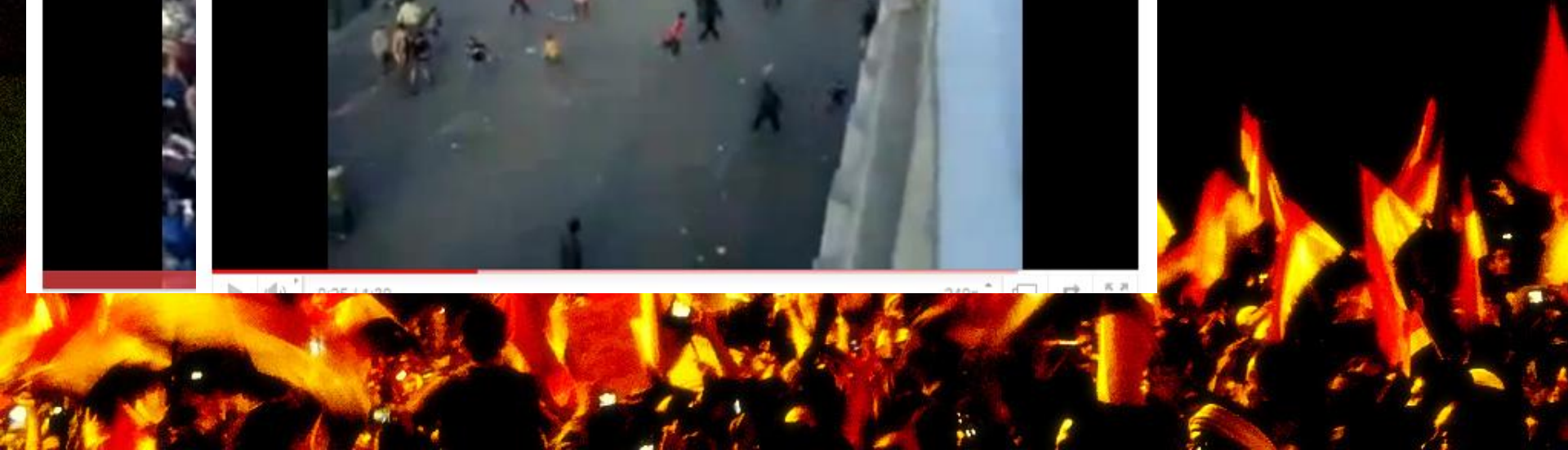
February 3rd, 2011



The 7 Activist Uses of Digital Technology

1. Document: digital content creation

February 3rd, 2011



The 7 Activist Uses of Digital Technology

1. Document: digital content creation

February 3rd, 2011



The 7 Activist Uses of Digital Technology

1. Document: digital content creation

February 3rd, 2011



The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action

The most basic form of content-sharing, aim is to create shared understanding of public issue.



The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action



2. Broadcast: information-sharing, no call to action



The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action

**Charging
mobile
phones in
Tahrir
(BoingBoing)**




The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action

bambuser BETA
Live from your mobile!

Search

Broadcasts Users Events Home Help Log in

Demonstration in Tahrir Square - 4 Feb (3146 views)
Broadcast started 2 months ago  102 people like this. Be the first of your friends.



Overview Info Comments (1) Share

By **RamyRaof**
From Egypt



February 4 2011 12:48 Geotagged using GPS

<http://bambuser.com/channel/RamyRaof/broadcast/1383428>

go to site

<http://bambuser.com/channel/RamyRaof/broadcast/1383428> (online media officer for the Egyptian Initiative for Personal Rights)

The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action



The 7 Activist Uses of Digital Technology

2. Broadcast: information-sharing, no call to action

The screenshot displays a Twitter profile for a user named 'monasosh' (Mona Seif). The profile includes a bio, location (UT: 31.281762, 30.022944), and a link to their Twitter page. The profile statistics show 329 photos, 0 videos, 345 following, and 12k+ followers. The 'Recent Photos' section shows six photos, each with a '1 Photo' caption. The 'Recent Posts' section shows two tweets from 4 days ago, both posted via Twitter for BlackBerry. The first tweet is a banner from last Friday with the text 'Our great army, make up ur mind, are u wt us or with them?' and hashtags #Jan25 and #Egyarmy. The second tweet is about students arriving in Cairo, with the hashtag #cairouni. The background of the slide features a fiery, orange and red pattern.

yfrog Search Popular Post Log on with **twitter** (no signup required)

monasosh
Mona Seif
Location UT: 31.281762,30.022944
<http://twitter.com/monasosh>

Follow

329 Photos 0 Videos 345 Following 12k+ Followers

monasosh's Recent Photos

1 Photo 1 Photo 1 Photo 1 Photo 1 Photo 1 Photo

See more: [Photos](#) | [Videos](#)

Mention Mona Seif

@monasosh

Mona Seif's Recent Posts Photos Videos Links

monasosh 4 days ago via Twitter for BlackBerry®
Banner from last Friday "Our great army, make up ur mind, are u wt us or with them?" #Jan25 #Egyarmy
<http://yfrog.com/gzj3ipoj>

monasosh 4 days ago via Twitter for BlackBerry®
Now the students arrived #cairouni <http://yfrog.com/gzn7jcwj>

The 7 Activist Uses of Digital Technology

3. Mobilize: information-sharing, w/ call to action

Content-sharing which includes a direct request for the viewer to take action.



The 7 Activist Uses of Digital Technology

3. Mobilize: information-sharing, w/ call to action



The image shows a screenshot of a Facebook page for the group "We are all Khaled Said". The page is set against a background of a protest with fire. The Facebook interface includes a search bar, a "Like" button, and a "Wall" section. The "Wall" section features a post from "We are all Khaled Said" dated "8 APRIL" with the text "Warning FRIDAY REVOLUTION STILL ALIVE". The post includes a video thumbnail and a link to "Tahrir Square now - Friday of purification!". The post has 12 hours ago and 581 likes. The page also shows a sidebar with navigation links like "Wall", "Info", "Notes", "Photos (3,107)", "Discussions", "Events", "Links", and "Questions (1)". The "About" section provides contact information for the group.

facebook

Search

We are all Khaled Said Like

Society/Culture

8 APRIL
Warning
FRIDAY
REVOLUTION
STILL ALIVE

Wall

We are all Khaled Said · Top Posts

We are all Khaled Said

Today is the Friday of purification in Egypt. We want to clean up our country from all the remnants of the former regime & enemies of the revolution. Those who supported Mubarak for 30 years cannot stay as appointed Governors & local councillors. We need a full cleanup of our country from all who fought & still fighting our revolution ...

See More

Tahrir Square now - Friday of purification!
www.flickr.com
DSC_9294

12 hours ago · Share

Liz Henry and 581 others like this.

View all 204 comments

We are all Khaled Said

In telephone interviews with Anderson Cooper from CNN, Iman spoke about her abuse at the hands of Gaddafi forces. She recalled men pouring alcohol into her eyes, repeatedly using rifles to sodomize her & being raped by 15 Gaddafi

109,725 people like this

The 7 Activist Uses of Digital Technology

3. Mobilize: information-sharing, w/ call to action

Purification Friday
April 8
The People
Want to Know:
"What's the Plan?"



The screenshot shows a Facebook page for a public figure named 'كلنا خالد سعيد' (We are all Khalid Said). The page has a search bar at the top and a navigation menu on the left. The main content area displays a post from 'كلنا خالد سعيد' dated '8 أبريل' (April 8) with the text 'الشعب يريد معرفة إيه النظام؟' (The people want to know: What's the system?). The post includes a photo of a red and white striped flag. The post has 1,127,914 likes and 1,887 comments. The page also features a 'Wall' section with a search bar and a 'Write something...' text box.

facebook

Search

كلنا خالد سعيد
Public Figure

8 أبريل
الشعب
يريد معرفة
إيه النظام؟

Wall
كلنا خالد سعيد · Top Posts

Share: Post Photo Video

Write something...

8 أبريل
الشعب
يريد معرفة
إيه النظام؟

كلنا خالد سعيد
صورة من ميدان التحرير تتجاوز فيها أعلام مصر وسوريا واليمن، ما تعليقك؟؟

2 hours ago · Like · Comment · Share

4,493 people like this.

View all 1,887 comments

Write a comment...

1,127,914
people like this

+offline

The 7 Activist Uses of Digital Technology

4. Co-Create: design and planning

The iterative decision-making process by which actions and campaigns are designed and planned.

The 7 Activist Uses of Digital Technology

4. Co-Create: design and planning

“By the way...the secret behind the success of the [Facebook] page is that before any decision was taken, we’d take a **survey and everyone would give their opinions, and the opinion of the majority would prevail.”**

- Wael Ghonim, February 7th, 2011

The 7 Activist Uses of Digital Technology

4. Co-Create: design and planning

Most planning occurred offline for **security** reasons, but when technology was used, it was private and one-to-one (**SMS**, **phone calls**, **GChat**), unlike social media, which is public and many-to-many.



The 7 Activist Uses of Digital Technology

4. Co-Create: design and planning

Offline mobilization and planning was critically to avoiding detection, especially in the beginning.

offline organizing

(<http://video.nytimes.com/video/2011/02/09/world/1248069625583/the-road-to-tahrir-square.html?scp=1&sq=road%20to%20tahrir&st=cse>)

go to site



The 7 Activist Uses of Digital Technology

5. Protect: evading censorship & surveillance

Applications that help activists evade censorship blocks and government surveillance of their digital communication.

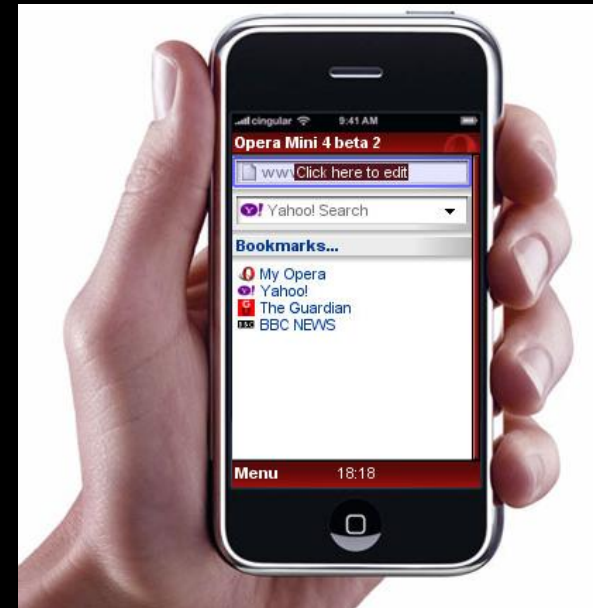


The 7 Activist Uses of Digital Technology

5. **Protect:** evading censorship & surveillance

Opera Mini is a web browser for smart phones that includes an app called **Turbo** which, when enabled, loads content through an Opera-run server. This speeds up retrieval of content if connectivity is slow, but has the side-effect of basically being a **proxy server** to circumvent restrictions on content which limit your access.

- Sesawe.net



The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up

Aggregation: bringing together content of the same type (photos, news articles)

Mash-up: bringing together content of different types (GPS data, video, music, text)




The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up





flickr® from YAHOO!

Home The Tour Sign Up Explore Upload

You aren't signed in

 **Piggipedia** موسوعة الجلادين
Group Pool Discussion 173 Members Map Join This Group

Search this group's pool

Slideshow     More ▾

From osama sam From osama sam From osama sam From osama sam From osama sam From osama sam

From osama sam From osama sam From osama sam From osama sam From osama sam From osama sam

<http://www.flickr.com/groups/piggipedia/pool/>

The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up

The screenshot shows a Flickr group page for 'Egypt By tabula gaze'. The main photo features a man in a white uniform, with the text 'ميت ميت' (Mitt Mitt) overlaid. Below this photo, the caption reads 'Freedom, freedom حرية, حرية Egypt By tabula gaze (tabulagaza)2nm'. An orange arrow points from this main photo to a grid of smaller photos below, each showing the same man in uniform, demonstrating the concept of aggregation and mash-up.

From osama sam

From osama sam

From osama sam

From osama sam

From osama sam

From osama sam

The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up



The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up



<http://www.flickr.com/photos/58247883@N07/> & <http://www.facebook.com/AmnDawlaLeaks>

The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up

The collage illustrates digital activism through aggregation and mash-up. It features:

- A **yfrog** search bar at the top left.
- A Facebook post from **@teleraby** featuring a graphic of a candle with a world map inside, titled **Amn Dawla Leaks**.
- A Flickr page for **Amn El Dawla (Misc sources)** displaying a collection of scanned documents.
- A background image of a fire with flags, symbolizing protest or conflict.

<http://www.flickr.com/photos/58247883@N07/> & <http://www.facebook.com/AmnDawlaLeaks>

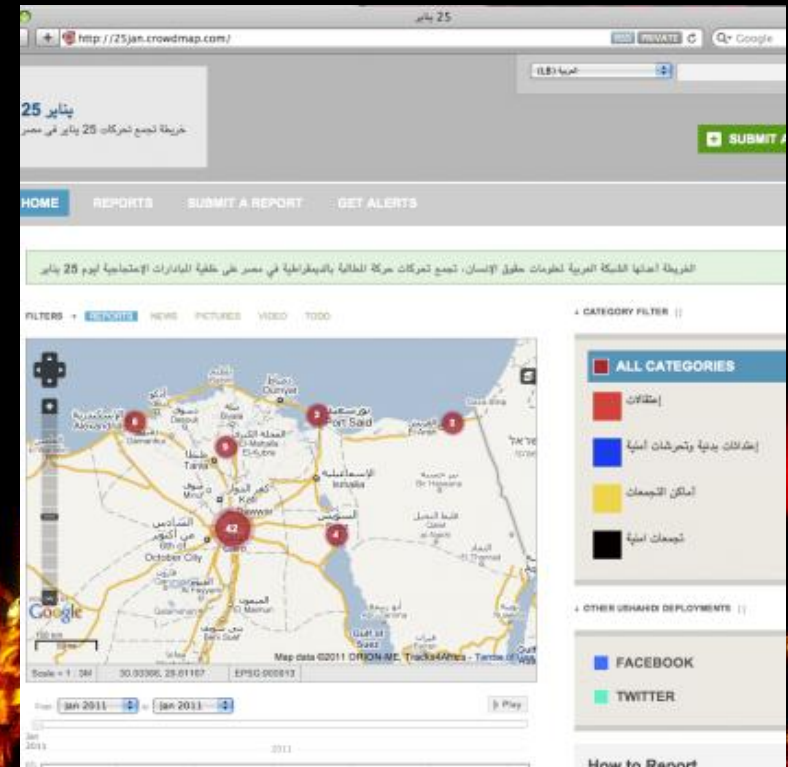
The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up

U-Shahid Map (Development and Institutionalization Support Center, Cairo)



Jan 25th CrowdMap (Arabic Network for Human Rights Information, Cairo)



<http://irevolution.net/2011/02/03/egypt-jan25-ushahidi/>

The 7 Activist Uses of Digital Technology

6. Synthesize: aggregation & mash-up



go to site

<http://www.youtube.com/watch?v=ThvBJMzmSZ>

The 7 Activist Uses of Digital Technology

7. Transfer Resources: \$\$\$



Make a Donation



The 7 Activist Uses of Digital Technology

7. Transfer Resources: \$\$\$

(none)



The 7 Activist Uses of Digital Technology

7. Transfer Resources: \$\$\$

"I was kidnapped ... inside State Security prison.... They were all 100% certain that we were traitors, working for others, either brainwashed, or funded by some entity directing us. Telling us where to go, what to do, what to post online."

- Wael Ghonim, February 7th, 2011

The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate

twitter

#jan25



Home

Profile

Messages

Who To Follow



Mary_Joyce

← Back to Home

+ Save this search

Results for #jan25

Tip: use [operators](#) for [advanced search](#).

Tweets

Tweets with links

Tweets near you

People



monaeltahawy Mona Eltahawy

Demo in front of [#Israeli](#) Embassy in Cairo <http://twitpic.com/4ibsf7>
via [@NadiaE](#) [#Palestine](#) [#Egypt](#) [#Jan25](#) [#Apr8](#)

5 hours ago

Top Tweet



sharifkouddous Sharif Kouddous

wish I could be in [#Tahrir](#) today. Inspiring to see so many carrying
the revolution forward [#Egypt](#) [#Jan25](#)

5 hours ago

Top Tweet



AlMasryAlYoun_E Al-Masry Al-Youm

Trial of 14 accused of killing protesters in Suez opens Saturday
<http://ow.ly/4w6x5> [#Egypt](#) [#Jan25](#)

People results for #jan25



Jan25voices · Follow

Jan25 Voices



Ghonim · Follow

Wael Ghonim



SultanAlQassemi · Follow

Sultan Al Qassemi



bencnn · Follow

benwedeman

More people results →

Trends

Worldwide · [change](#)

[#ChipotleGold](#) [Promoted](#)

[#atablackpersonfuneral](#)

[#unanoviaqueteama](#)

[Maldito Chavez](#)

[Rory McIlroy](#)

[#iwasthinkin](#)

[Manny Ramirez](#)

[Tom & Jerry](#)

[Posada Carriles](#)

[Monte Carlo](#)

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The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate

twitter Home Profile Messages Who To Follow

← Back to Home [+ Save this search](#)

Results for #jan25

Tip: use operators for advanced search.

Tweets Tweets with links Tweets near you People

monaeltahawy Mona Eltahawy
Demo in front of [#Israeli](#) Embassy in Cairo <http://twitpic.com/4ibsf7>
via [@NadiaE](#) [#Palestine](#) [#Egypt](#) [#Jan25](#) [#Apr8](#)
5 hours ago
[Top Tweet](#)

sharifkouddous Sharif Kouddous
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[Top Tweet](#)

AlMasryAlYoum_E Al-Masry Al-Youm
Trial of 14 accused of killing protesters in Suez opens Saturday
<http://ow.ly/4w6x5> [#Egypt](#) [#Jan25](#)

People results for #jan25

Jan25voices · Follow
Jan25 Voices

Ghonim · Follow
Wael Ghonim ✓

SultanAlQassemi · Follow
Sultan Al Qassemi ✓

bencnn · Follow
benwedeman

[More people results →](#)

Trends

Worldwide · [change](#)

[#ChipotleGold](#) Promoted

[#atablackpersonfuneral](#)

[#unanoviaqueteama](#)

[Maldito Chavez](#)

[Rory McIlroy](#)

[#iwasthinkin](#)

[Manny Ramirez](#)

[Tom & Jerry](#)

[Posada Carriles](#)

[Monte Carlo](#)

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The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate

The image shows a screenshot of the Twitter search results for the hashtag #jan25. The interface includes a search bar at the top with the text "#jan25" and a magnifying glass icon. Below the search bar, there are navigation links: Home, Profile, Messages, and Who To Follow. The main content area is divided into two columns. The left column shows the search results for #jan25, with a "Back to Home" link and a "Save this search" button. The right column shows "People results for #jan25" and "Trends".

Results for #jan25
Tip: use operators for advanced search

Tweets | Tweets with links | Tweets near you | People

monaeltahawy Mona Eltahawy
Demo in front of #Israeli Embassy in Cairo <http://twitpic.com/4ibsf7>
via @NadiaE #Palestine #Egypt #Jan25 #Apr8
5 hours ago
Top Tweet

sharifkouddous Sharif Kouddous
wish I could be in #Tahrir today. Inspiring to see so many carrying the revolution forward #Egypt #Jan25
5 hours ago
Top Tweet

AlMasryAlYoum_E Al-Masry Al-Youm
Trial of 14 accused of killing protesters in Suez opens Saturday
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People results for #jan25

Jan25voices · Follow Jan25 Voices	Ghonim · Follow Wael Ghonim ✓
SultanAlQassemi · Follow Sultan Al Qassemi ✓	bencnn · Follow benwedeman

More people results →

Trends

Worldwide · change	
#ChipotleGold Promoted	#iwasthinkin
#atablackpersonfuneral	Manny Ramirez
#unanoviaqueteama	Tom & Jerry
Maldito Chavez	Posada Carriles
Rory McIlroy	Monte Carlo





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Three orange arrows originate from the top of the page and point to specific tweets: one points to the tweet by monaeltahawy, one points to the tweet by sharifkouddous, and one points to the tweet by AlMasryAlYoum_E.

The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate


twitter  #jan25  Home Profile Messages Who To Follow   Mary_Joyce

← Back to Home 


Results for #jan25

Tip: use [operators](#) for [advanced search](#).


Tweets Tweets with links Tweets near you People



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via [@NadiaE](#) [#Palestine](#) [#Egypt](#) [#Jan25](#) [#Apr8](#)
5 hours ago
[Top Tweet](#)




sharifkouddous Sharif Kouddous
wish I could be in [#Tahrir](#) today. Inspiring to see so many carrying
the revolution forward [#Egypt](#) [#Jan25](#)
5 hours ago
[Top Tweet](#)




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Trial of 14 accused of killing protesters in Suez opens Saturday
<http://ow.ly/4w6x5> [#Egypt](#) [#Jan25](#)


People results for #jan25




Jan25voices · Follow
Jan25 Voices



Ghonim · Follow
Wael Ghonim ✓



SultanAlQassemi · Follow
Sultan Al Qassemi ✓



bencnn · Follow
benwedeman

[More people results →](#)

Trends

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The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate

twitter Home Profile Messages Who To Follow

← Back to Home [+ Save this search](#)

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Tip: use [operators](#) for [advanced search](#).

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SultanAlQassemi · Follow
Sultan Al Qassemi ✓

bencnn · Follow
benwedeman

[More people results →](#)

Trends

Worldwide · [change](#)

[#ChipotleGold](#) [Promoted](#)

[#atablackpersonfuneral](#)

[#unanoviaqueteama](#)

[Maldito Chavez](#)

[Rory McIlroy](#)

[#iwasthinkin](#)

[Manny Ramirez](#)

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The True Complexity

Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate


twitter  #jan25  Home Profile Messages Who To Follow   Mary_Joyce

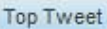
← Back to Home 


Results for #jan25


Tip: use [operators](#) for [advanced search](#).


Tweets Tweets with links Tweets near you People



monaeltahawy Mona Eltahawy
Demo in front of [#Israeli](#) Embassy in Cairo <http://twitpic.com/4ibsf7>
via [@NadiaE](#) [#Palestine](#) [#Egypt](#) [#Jan25](#) [#Apr8](#)
5 hours ago





sharifkouddous Sharif Kouddous
wish I could be in [#Tahrir](#) today. Inspiring to see so many carrying
the revolution forward [#Egypt](#) [#Jan25](#)
5 hours ago






AlMasryAlYoun_E Al-Masry Al-Youm
Trial of 14 accused of killing protesters in Suez opens Saturday
<http://ow.ly/4w6x5> [#Egypt](#) [#Jan25](#)


People results for [#jan25](#)





Jan25voices - Follow
Jan25 Voices



Ghonim - Follow
Wael Ghonim 



SultanAlQassemi - Follow
Sultan Al Qassemi 




bencnn - Follow
benwedeman

[More people results →](#)

Trends

Worldwide · [change](#)

[#ChipotleGold](#) 

[#iwasthinkin](#)

[#atablackpersonfuneral](#)

[Manny Ramirez](#)

[#unanoviaqueteama](#)

[Tom & Jerry](#)

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Tool Example: Twitter

Mobilize + Broadcast + Document + Bypass + Aggregate

The image shows a screenshot of a Twitter search results page for the hashtag #jan25. Five orange arrows point from the header text to specific features on the page:

- Mobilize**: Points to the search bar at the top containing the text #jan25.
- Broadcast**: Points to the tweet by monaeltahawy, which includes a link to a video and mentions other users and locations.
- Document**: Points to the tweet by sharifkouddous, which is a text-based tweet about the revolution in Egypt.
- Bypass**: Points to the 'People results for #jan25' section, which lists users like Jan25voices, SultanAlQassemi, Ghonim, and bencnn.
- Aggregate**: Points to the 'Trends' section, which lists popular topics like #ChipotleGold, #atablackpersonfuneral, and #unanoviaqueteama.

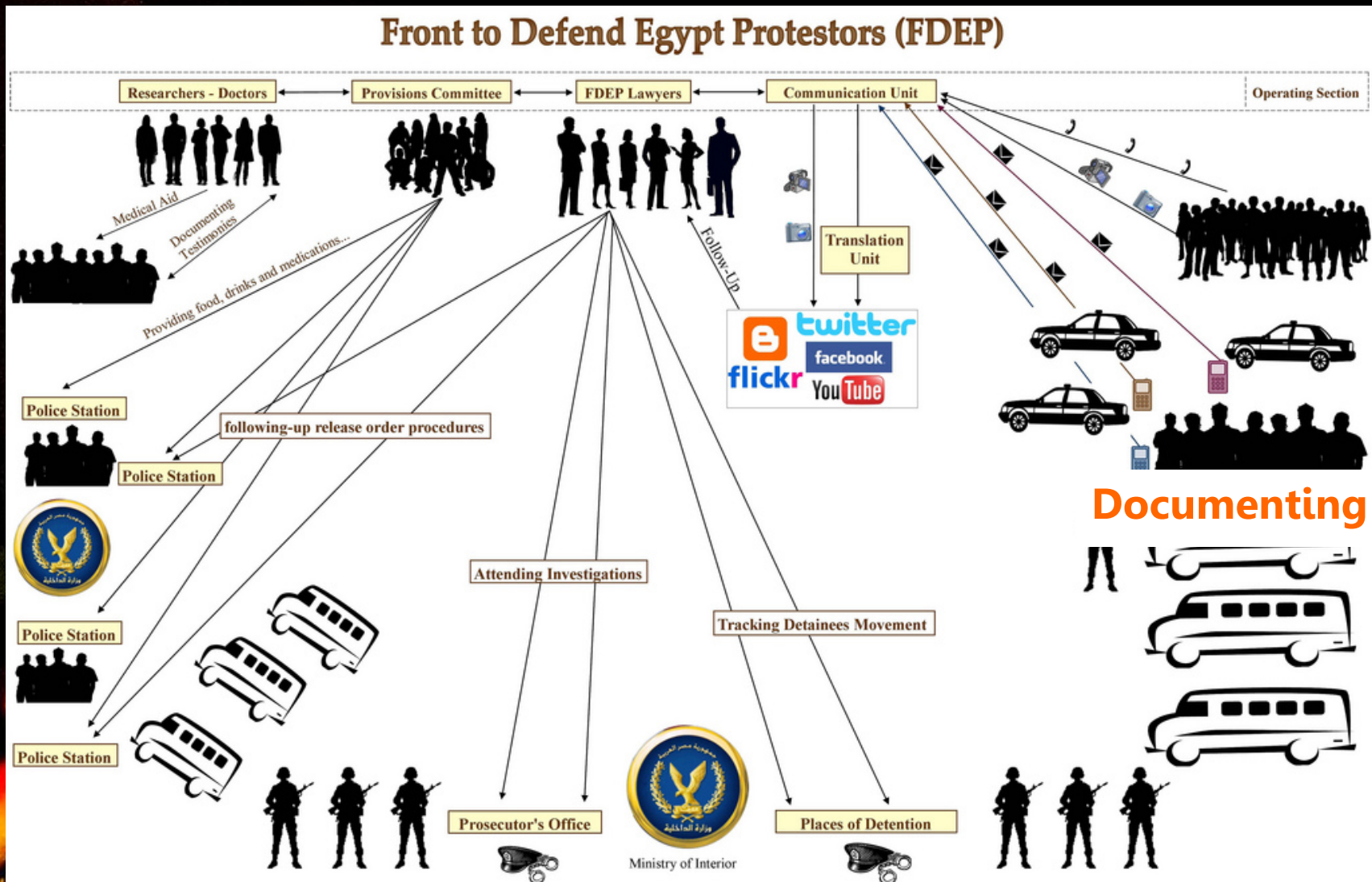
The page layout includes a top navigation bar with links like Home, Profile, Messages, and Who To Follow. The main content area is divided into sections for search results, people results, and trends. The bottom of the page has a footer with links for About, Help, Blog, Mobile, Status, Jobs, Terms, Privacy, Shortcuts, Advertisers, Businesses, Media, Developers, Resources, and a copyright notice for 2011 Twitter.

Org Example: Front to Defend Egypt Protestors



The True Complexity

Org Example: Front to Defend Egypt Protestors



The True Complexity

Org Example: Front to Defend Egypt Protestors

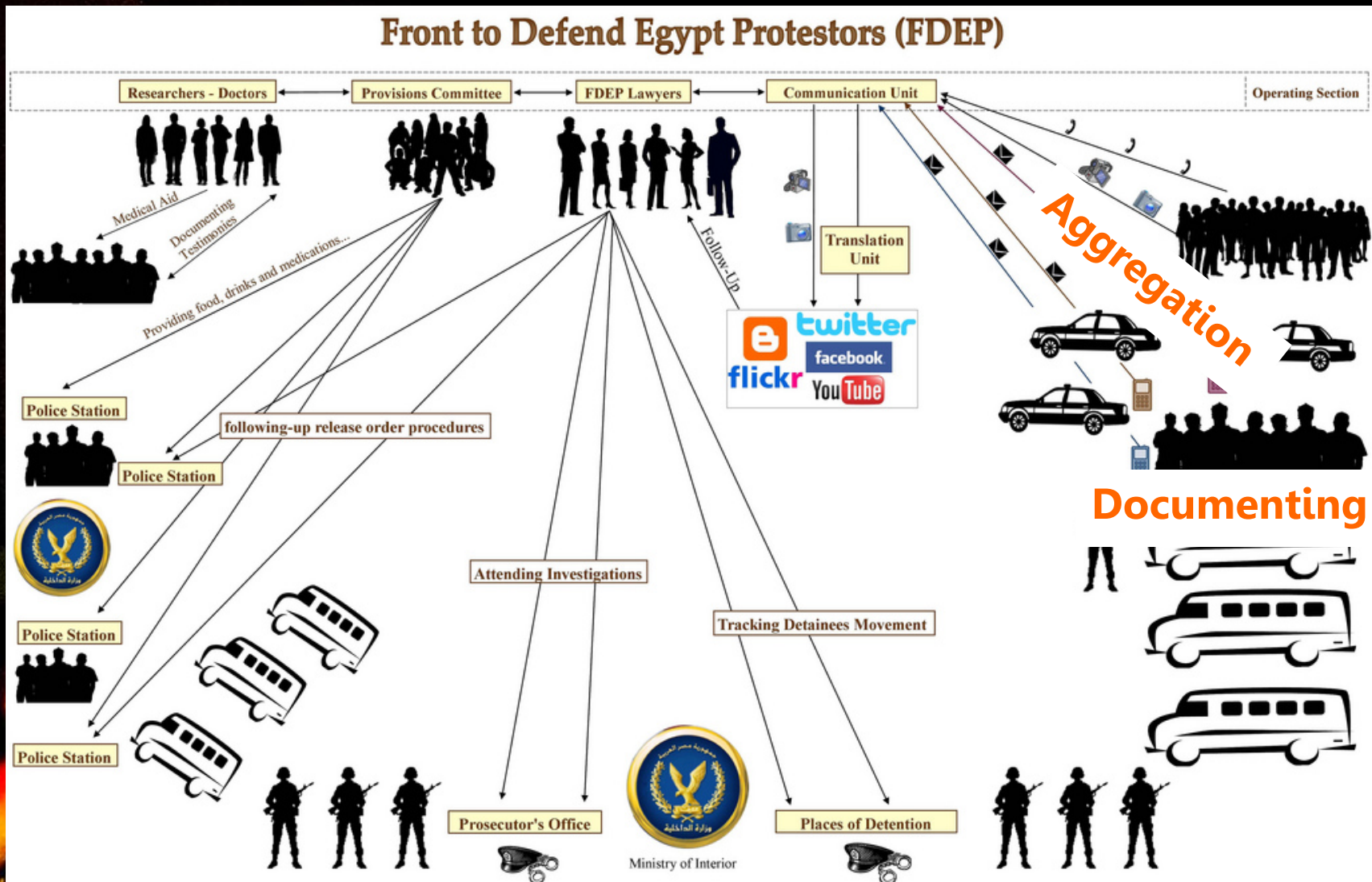


Illustration for using Online Tools & Digital Devices to Communicate and Circulate Information between the Detainees & FDEP, and among FDEP members on 6 April 2010

The True Complexity

Org Example: Front to Defend Egypt Protestors

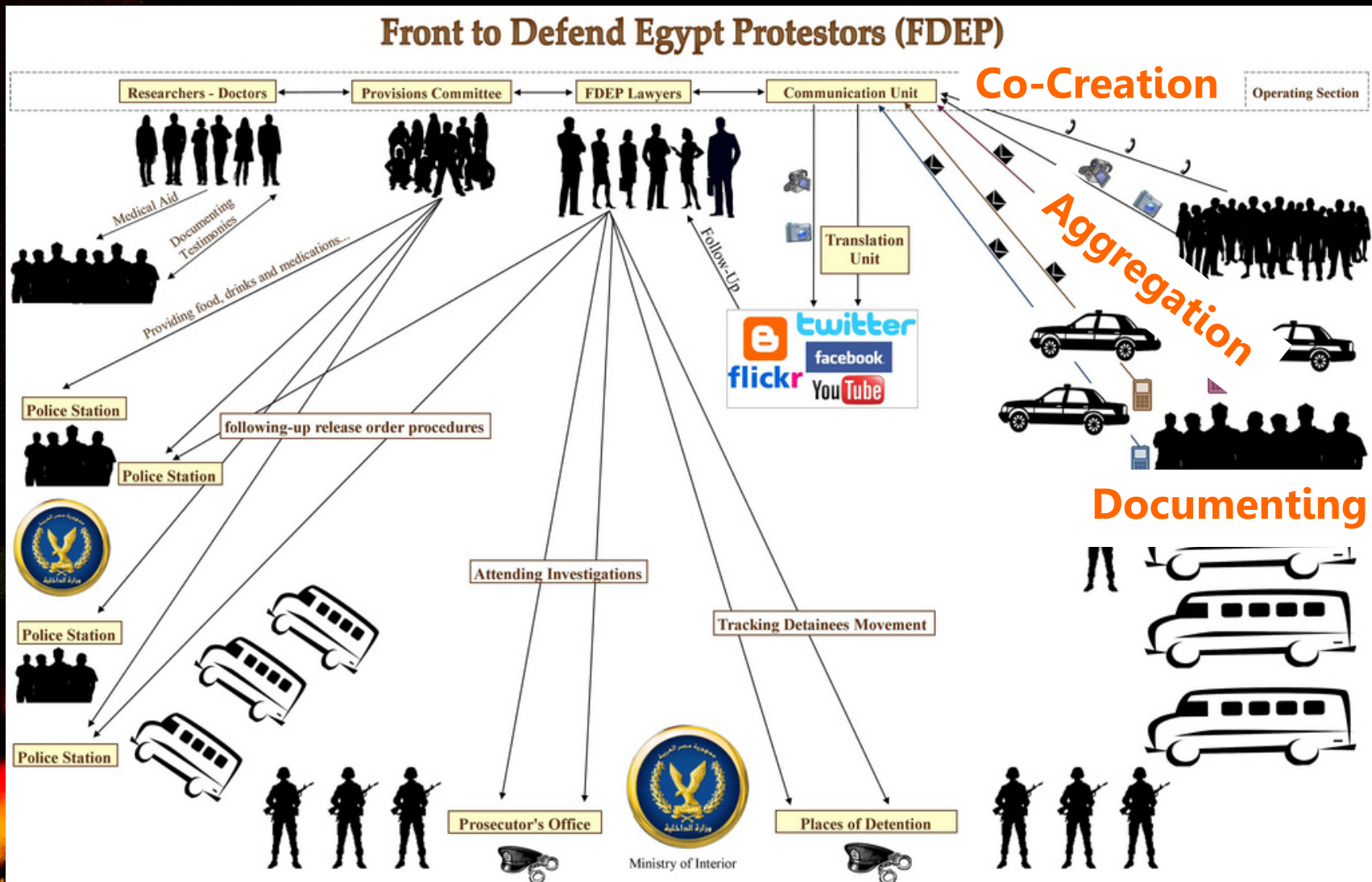


Illustration for using Online Tools & Digital Devices to Communicate and Circulate Information between the Detainees & FDEP, and among FDEP members on 6 April 2010

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Org Example: Front to Defend Egypt Protestors

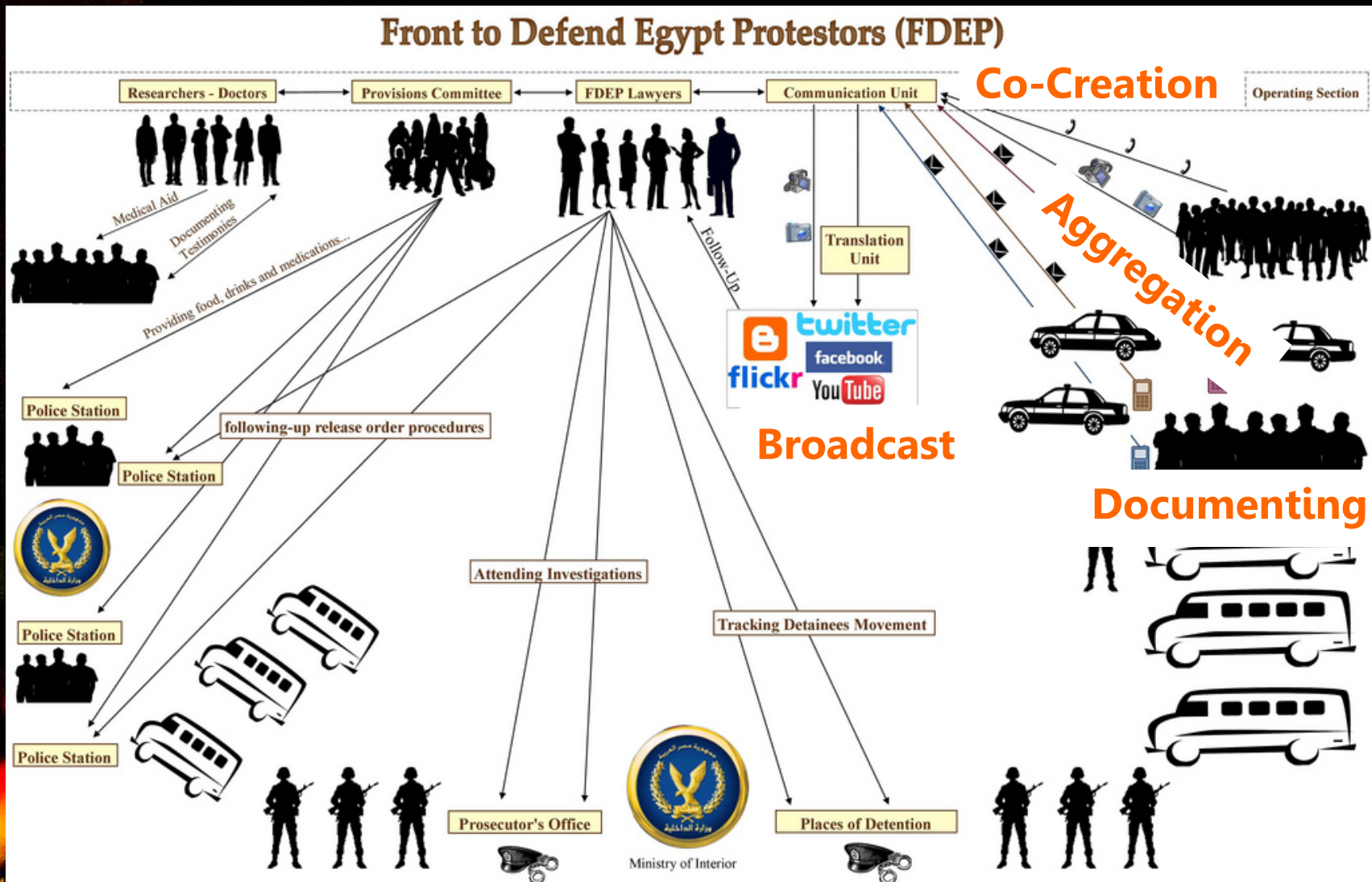


Illustration for using Online Tools & Digital Devices to Communicate and Circulate Information between the Detainees & FDEP, and among FDEP members on 6 April 2010

Org Example: Front to Defend Egypt Protestors

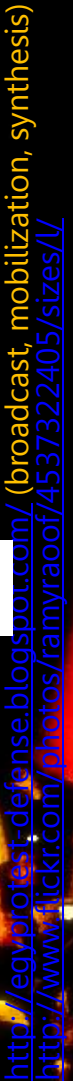


Illustration for using Online Tools & Digital Devices to Communicate and Circulate Information between the Detainees & FDEP, and among FDEP members on 6 April 2010

Applying the Framework

Finding New Trends

Document
Synthesize
Broadcast
Bypass

Document
Synthesize
Broadcast

Mobilize
Co-Create
Bypass

Document
Synthesize
Broadcast
Mobilize

Document
Synthesize
Broadcast
Mobilize

Transfer \$
Mobilize

Document
Broadcast

(all of the above)

The 7 Activist Uses of Digital Technology

Merging of Online and Offline Tactics

“The revolution belonged to the Internet youth. Then it belonged to the Egyptian youth. Then the revolution belonged to all the people of Egypt”

-Wael Ghonim

http://www.youtube.com/watch?v=yW59LZsjE_g



The 7 Activist Uses of Digital Technology

Thanks! Any Questions?

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+ thanks to Alix Dunn
for her Egypt expertise
(www.engineerroom.no)

