

Using Technology to Fight Corruption in the Developing World



James D. Long


**Department of Political Science, University of Washington
Harvard Academy for International and Area Studies &
Center for Effective Global Action (CEGA)**

jdlong@uw.edu

VIP:Voice



- national multi-channel platform to engage South Africans in the electoral process during May 2014 election to encourage participation and reporting
- channels:
 - mobile phone USSD
 - SMS
 - MXIT (feature phone social media)
 - Mobi (smart phone social media)
 - Gtalk
 - Twitter
- Largest *free-standing* ICT platform ever built to engage citizens around elections in a developing democracy



VOTING IS POWER

DID YOU KNOW...
VIP:VOICE IS EXPECTED TO BE THE **LARGEST ELECTION ENGAGEMENT PLATFORM EVER!**


It is designed to empower and engage South African citizens during the election process right up through Election Day. The plan is to use the knowledge gained from VIP:VOICE to create future platforms for election campaigns based in South Africa and in other countries, so that peeps can connect on a broader scale when it comes to their local elections.

Citizen monitoring is an exciting opportunity for us to get involved, report what's happening in our communities and keep our elections free and fair.

NEW-SCHOOL = COOL

The old-school way of monitoring election processes has rarely engaged with South Africans like us. VIP:VOICE is the new-school way of sourcing information, by creating citizen reporters who will help observe the election process on the ground by placing the power in the hands of the voters.

Technology is taking over; let's unite it with the power of people to improve elections!



11



Become a citizen reporter with and light on SA election 2014.

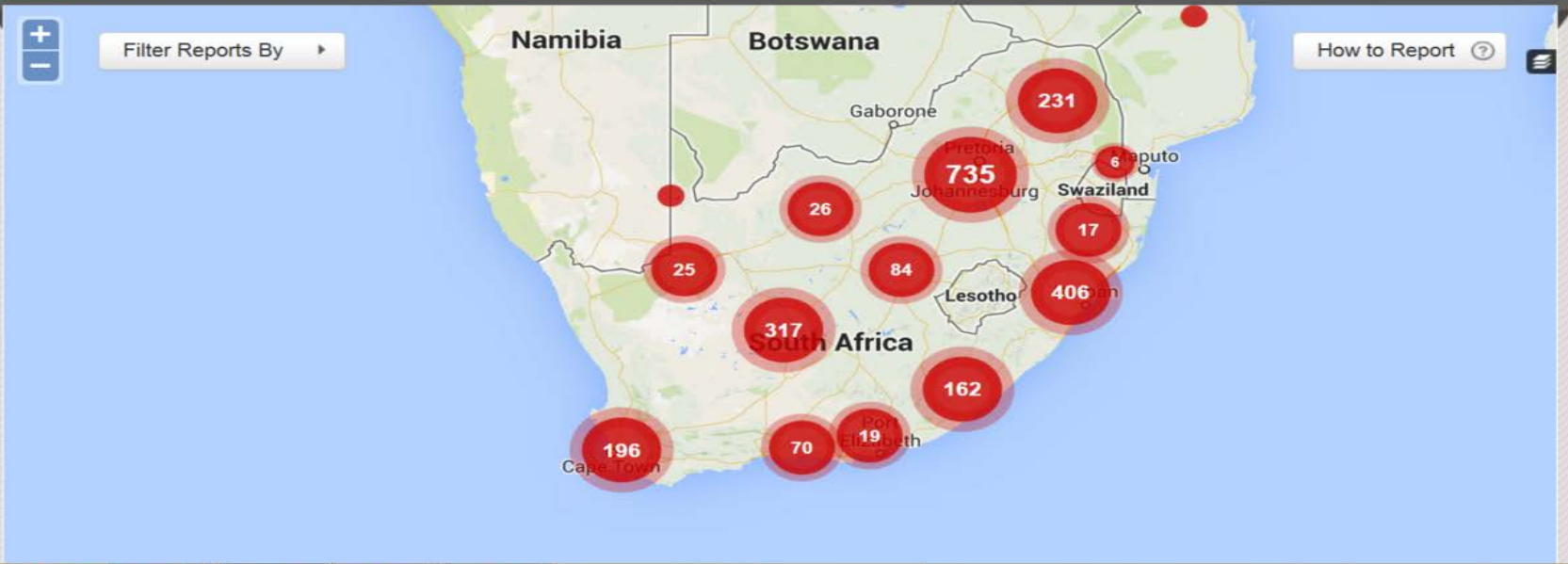
[SUBMIT A REPORT](#)

YAL.COM/VOICE



Filter Reports By

[How to Report](#)

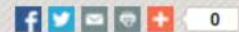




Become a citizen reporter with and bring light on SA election 2014.

+ SUBMIT A REPORT

YAL.COM/VOICE




Thank you!



VIP:Voice



- national multi-channel platform to engage South Africans in the electoral process during May 2014 election to encourage participation and reporting
- channels:
 - mobile phone USSD
 - SMS
 - MXIT (feature phone social media)
 - Mobi (smart phone social media)
 - Gtalk
 - Twitter
- Largest *free-standing* ICT platform ever built to engage citizens around elections in a developing democracy



VOTING IS POWER

DID YOU KNOW...
VIP:VOICE IS EXPECTED TO BE THE **LARGEST ELECTION ENGAGEMENT PLATFORM EVER!**

It is designed to empower and engage South African citizens during the election process right up through Election Day. The plan is to use the knowledge gained from VIP:VOICE to create future platforms for election campaigns based in South Africa and in other countries, so that peeps can connect on a broader scale when it comes to their local elections.

Citizen monitoring is an exciting opportunity for us to get involved, report what's happening in our communities and keep our elections free and fair.

NEW-SCHOOL = COOL

The old-school way of monitoring election processes has rarely engaged with South Africans like us. VIP:VOICE is the new-school way of sourcing information, by creating citizen reporters who will help observe the election process on the ground by placing the power in the hands of the voters.

Technology is taking over; let's unite it with the power of people to improve elections!

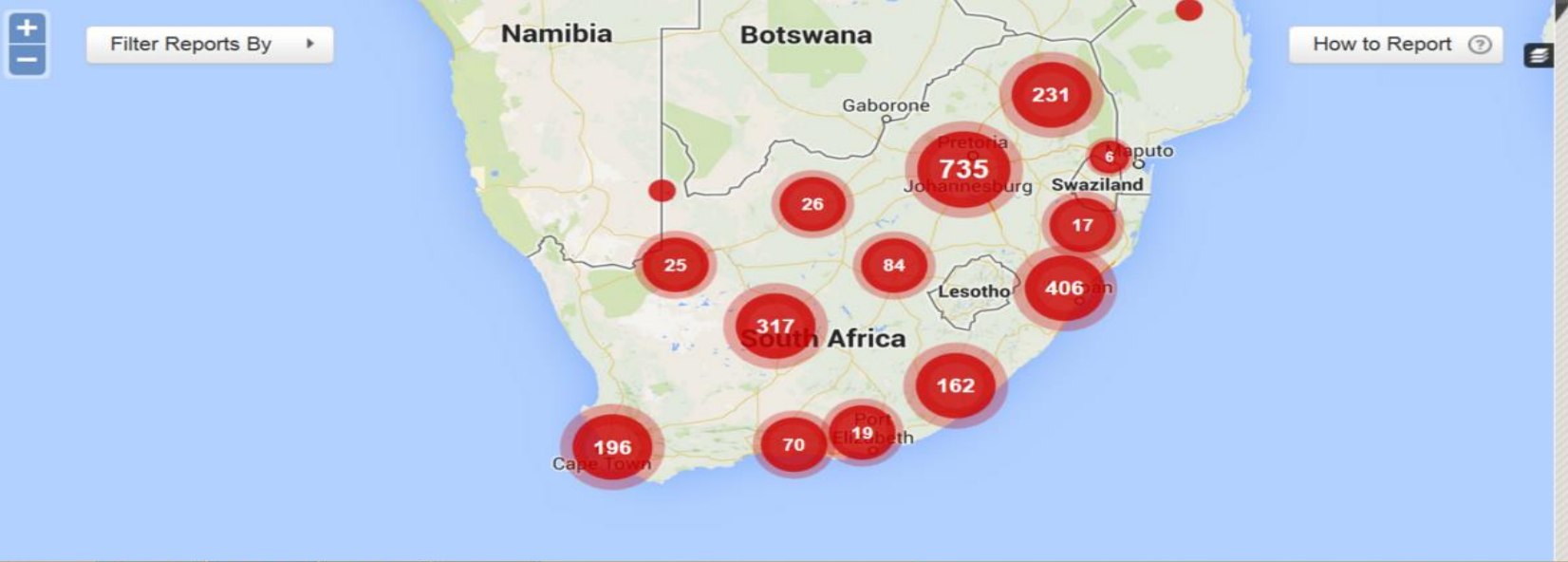
11



Become a citizen reporter with and light on SA election 2014.

[SUBMIT A REPORT](#)

YAL.COM/VOICE



Thank you!

