

Summary of MobileActive08
Johannesburg, South Africa
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<http://mobileactive08.org/>

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Main Points of the Conference

- Unlocking the Potential of Mobile Technology for Social Impact
- Main questions:
 - Where do mobiles make a difference?
 - What conditions best support the use of mobiles in social change work? What gets in the way?
 - What concrete steps can be taken to enable conditions for mobile use in social change work?
- Attendance: NGOs, government, universities, companies
- Mobiles in education, health, human rights, environment, economic development, advocacy, citizen journalism, democratic participation, marketing etc...
- *Healthcare applications of mobiles were predominant*
- *SMS based applications were most common*
- *Solutions are not just technical – need of multi-disciplinarity*
- *Projects are mainly pilots that need more evaluation and have difficulties to sustain and scale*



Projects in Healthcare – Providing Information to Youth

- MYMsta <http://www.MYMsta.mobi> by LoveLife is a mobile-based social network dedicated at empowering young people in South Africa and preventing HIV by informing, educating and entertaining them.
- Game4life <http://game4life.org> designs games for preventing HIV and AIDS in Kenya.

Projects in Healthcare – Monitoring Patients

- X out TB is an approach that uses mobile phones to monitor patients treated for tuberculosis (TB) and provides them with incentives (e.g., free mobile phone minutes) to report regularly via SMS.
- Cell-Life created a program called Aftercare permitting health workers to provide home-based care for HIV/AIDS patients treated with anti-retroviral treatment. Data (e.g., drug adherence) is captured via a mobile phone and sent via SMS to a central database.

MESSAGING AND DATA COLLECTION PLATFORMS



RapidSMS

- Open source platform for data collection (including audio messages) and bulk SMS messaging for group communications (e.g., important information and emergency)
- Conceived with the needs of NGOs in mind
- Sponsored by Unicef
- Columbia University, NY, USA
- Written in Python
- Difficult to install
- Used to monitor hepatitis E outbreaks in North Uganda
- Links
 - <http://mobileactive.org/rapidsms-review>
 - http://mobileactive.org/wiki/RapidSMS_Review
 - Code <http://sourceforge.net/projects/rapidsms/>

RapidSMS - Dashboard

The screenshot shows the RapidSMS Dashboard in a web browser. The browser address bar displays <http://rapidsms.mepemepe.com/>. The dashboard has a yellow header with the 'RapidSMS' logo and a 'Logout' link. Below the header is a navigation menu with tabs for 'Dashboard', 'Recipients & Groups', 'Received Messages', 'Sent Messages', 'Forms', 'View Data', 'Graph Data', and 'Unparseable Data'. The 'Dashboard' tab is active.

The main content area features a 'Select groups:' section with checkboxes for 'Chris', 'Everyone', and 'Mark'. Below this is a text input field containing the message 'How many cows do you have in your village?'. To the right of the input field is a 'Transmit' button and a character count '99 characters left'. Below the input field are links for 'Add Group' and 'Manage Recipients'.

The dashboard is divided into two main sections: 'Recent Activity' and 'Received Messages'. The 'Recent Activity' section lists several messages:

- SMS sent to Chris: How many cows do you have in your village? (February 12, 2008 4:46 PM)
- Audio from: LISTEN (February 12, 2008 2:51 PM)
- SMS from 1: Hey (February 12, 2008 2:50 PM)
- SMS from 16072066710: Yo yo yo (February 12, 2008 2:50 PM)
- SMS from 3731: Thank you. You have opted out of marketing messages. Please allow 10 days for your preferences to be updated. (February 12, 2008 2:50 PM)
- SMS sent to Mark: hey there! (February 12, 2008 2:49 PM)
- SMS sent to Mark: hey mark! (February 12, 2008 2:48 PM)

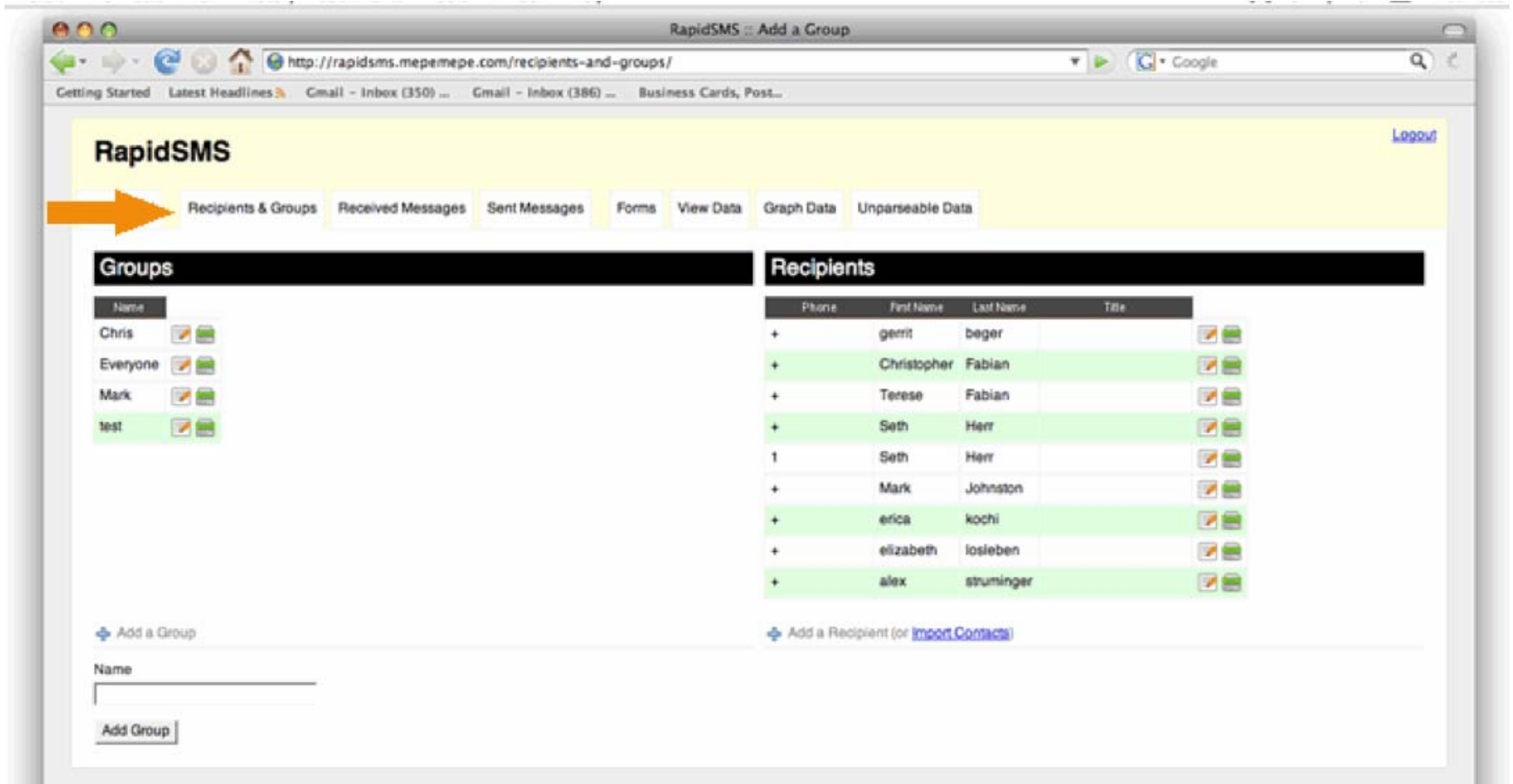
The 'Received Messages' section shows a list of 3 messages:

- From: 1: Hey (February 12, 2008 2:50 PM)
- From: 1: Yo yo yo (February 12, 2008 2:50 PM)
- From: LISTEN (February 12, 2008 4:35 PM)

At the bottom of the dashboard, there is a copyright notice: 'Copyright © 2008 UNICEF. All Rights Reserved. This [Free Software](#) is available under the [AGPL v3](#) (or later).'

Source: http://mobileactive.org/wiki/RapidSMS_Review

RapidSMS – Groups and Recipients



Source: http://mobileactive.org/wiki/RapidSMS_Review

RapidSMS – Survey Creation

Dashboard Recipients & Groups Received Messages Sent Messages Forms View Data Graph Data Unparseable Data

Edit a Form

Latrine #'s & Condition

Title	Data Type	Description	Actions
Location	Word	Village Name	Edit Delete
Unfinish	Number	Latrines under construction	Edit Delete
Standard	Number	Latrines in Good Working Shape (Clean)	Edit Delete
Poor	Number	Latrine Exists, but not Usable	Edit Delete

+ Reorder Questions

+ Add a Field

SMS response to this form: LatCond Kitgum1 5 10 20

RapidSMS – Data Visualization

View Form Data

Livestock Market Monitoring

Select a Form:

Livestock Market Monitoring

Village	Goats	Cattle	Camels	Date created	Created by	Actions
Dertu	20	45	10	September 18, 2008 1:14 AM	mvp	Delete
Garissa	54	10	5	September 18, 2008 1:14 AM	mvp	Delete
Alisar	73	24	21	September 18, 2008 1:15 AM	mvp	Delete
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="button" value="Save"/> Cancel		



FrontlineSMS

- Free (not open source)
- Send and receive SMS from large groups of people
- No data collection
- Includes an SMS cost estimator
- Easy to install
- Multi-languages
- Automated response based on keywords
- Conceived with the needs of NGOs in mind
- Used to monitor elections in Nigeria
- Links
 - Project <http://www.frontlinesms.com/>

JavaRosa

- Open source platform for data collection on mobile devices

- Support for a wide range of devices

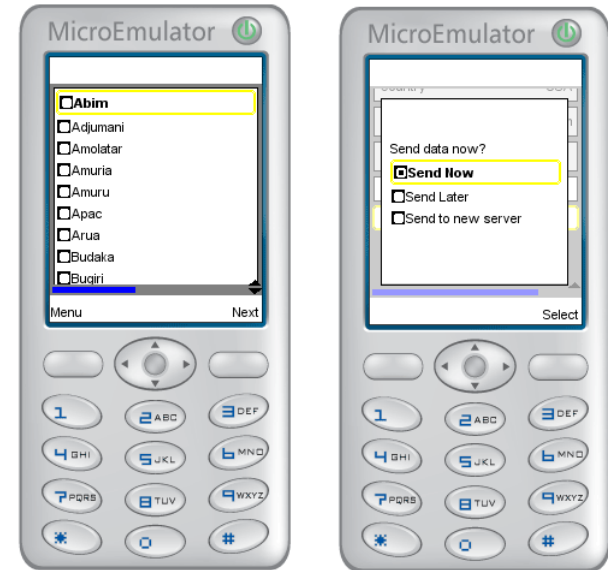
- Java ME and XForms

- Community

- Part of the openrosa consortium

- Links

- Project <http://code.javarosa.org/>
- Code <http://code.dimagi.com/svn/JavaRosa>
- Interactive demo <http://m.gt4d.net/demo/>
- Video <http://www.youtube.com/watch?v=hvgF428ZwaA>



Other Platforms and Systems

- Bulksms - Web/Email/IM to group SMS (commercial)
 - <http://www.bulksms.com>
- Zygohub – Group SMS from mobile phones (commercial)
 - <http://www.zygocommunications.com>
- **Social networking systems**
 - Mxit - Send and receive text messages to and from mobile phones and PCs via the Internet using GPRS or 3G rather than by using standard SMS technology
 - <http://www.mxit.co.za>
 - Mibli – System to chat, play and get rewards that is based on the GSM data layers rather than standard SMS technology
 - <http://www.mibli.com>

Open Source Consortia

- Openrosa consortium
 - To foster open-source, standards-based tools for mobile data collection, aggregation, analysis and reporting.
 - <http://www.openrosa.org/>
- The Open Mobile consortium
 - To provide excellent open source mobile technical tools, together with training and support to allow implementation and innovation.
 - Created at MobileActive08.