

SOCIAL MEDIA FOR SOCIAL ACCOUNTABILITY IN JORDAN

why and how?



WHY?

a. Why not?

b. It's already happening!

c. Relevance

a. why not?

b. It is already happening!

مدونة عبير أبو طوق



LumaQ
@LumaQ

Follow

follow the **#findshaheen** hashtag **#JO...** its quite funny/entertaining/sad



Khaled Gharaibeh
@kgaraibeh

Follow

خايف يمسوني بالمطار تشابه أسماء مع خالد شاهين
#findshahin

Reply Retweet Favorite

8:25 AM - 15 Apr 11 via Twitter for BlackBerry® · Embed this Tweet



Abeer Abu Touq @AbeerAbuTouq

26 May 11

ارسل لي صديق مصري تعليمة مع استقالة وزير الصحة والعدل: يا دي شاهين اللي قلب دماغ
الإرنيين وحكومتها **#findshahin** **#JO** **#ReformJO** **#MaroufalBakheit**



أخبار الأردن خيرتي @khaberni

17 Aug

khaberni.com/more.asp?Thisi... شاهين في طريقه إلى الأردن: برقة ضباط مخابرات
#fb **#news** **#jo** **#amman** **#findshahin** **#KhalidShaheen** **#khaberni**

عربي للأفكار الريادية من ابتكار



البيدة عبير هشام أبو طوق في سطور

شهادت عن كتب منوعة من التراب

صيانة الواجهة الحجرية للمركز الثقافي الملكي بعد نشر صورة لها في مدونتي

findshahin "هاش تاغ" على تويتر تطالب بمعرفة مكان إقامة خالد شاهين

Posted on 04/12/2011

عبير هشام أبو طوق

بعد أن انفردت صحيفة العرب اليوم نهاية الاسبوع الماضي بنشر خبر "العرب اليوم: شهود عيان: خالد شاهين في لندن"، والذي تداولته بكثافة العديد من المواقع الاخبارية المحلية والعربية، تداعى مجموعة من النشطاء على موقع التواصل الاجتماعي تويتر للحديث عن الموضوع بطريقتهم الخاصة.

b. It is already happening!

A screenshot of the Facebook search interface. The search bar at the top contains the text "مكافحة الفساد الاردن". Below the search bar, a list of search results is displayed. The results include various pages and groups related to anti-corruption in Jordan. The first result is "مكافحة الفساد والاستبداد في الاردن" (Anti-Corruption and Abuse in Jordan) with 5,017 likes. Other results include "شباب لمكافحة الفساد في الاردن" (Youth for Anti-Corruption in Jordan) with 440 likes, "مكافحة الفساد في الاردن" (Anti-Corruption in Jordan) with 26 members, "النضياء على الفساد في الاردن" (Solidarity against corruption in Jordan) with 7 likes, "النضياء على الفساد في الاردن" (Business) with 2 members, "مكافحة الفساد في الاردن" (25 members), "مكافحة الفساد في الاردن" (12 members), "النضياء على الفساد في الاردن" (2 members), "عمقاً ايها الفساد حان وقت التغيير في الاردن" (431 likes), "من اجل الاردن والمملك والنسحب متحاربة الفساد اولاً" (114 likes), and "الفساد النقيوي في الاردن (للذين مستجوبون في الفساد)".

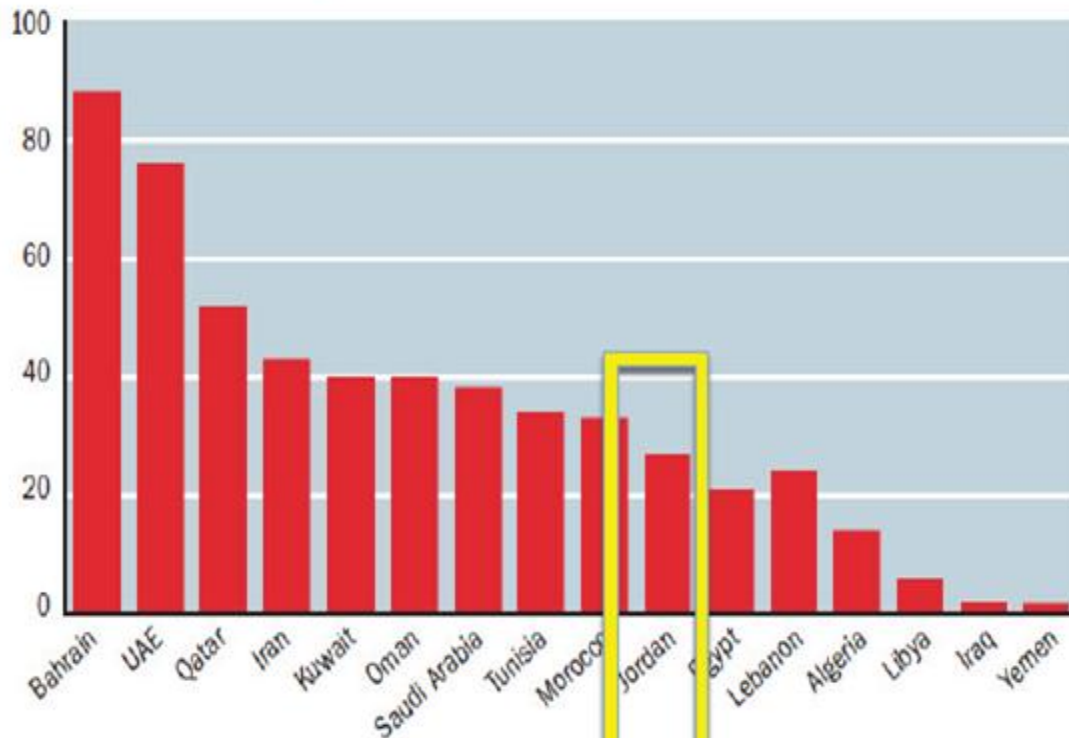
A screenshot of the Facebook search interface, showing a list of search results for "مكافحة الفساد الاردن". The search filters on the left include "All Results", "People", "Pages", "Places", "Groups", "Apps", "Events", "Web Results", "Posts by Friends", and "Public Posts". The search results list includes several pages and groups. A red circle highlights the first result: "هيئة مكافحة الفساد - الاردن" (Government Organisation - 5,491 likes). Other results include "مكافحة الفساد في الاردن" (1,088 likes), "تحت "الاردن بلدي و بدنا نطفون من الفساد" (Public Figure - 754 likes), "الفساد في الاردن" (Community - 34 likes), "الفساد في الاردن" (Community - 2 likes), "الفساد في الاردن" (Community Organisation - 2 likes), "ضد الفساد في الاردن" (Caucus - 19 likes), "مكافحة الفساد والاستبداد في الاردن" (Community - 8,857 likes), "عمقاً ايها الفساد حان وقت التغيير في الاردن" (Community - 4,538 likes), "مسلسل الفساد الاردني" (Community - 89 likes), "ملفات الفساد في الاردن: ومن هم اصحابها ؟؟" (Community - 1,157 likes), "وزارة الفساد الاردنية" (Organisation - 1 like), "شباب لمكافحة الفساد في الاردن" (Community - 878 likes), "التورة الاردنية ضد الفساد" (Political Organisation - 100 likes), "ملفات الفساد في الاردن - من محطات نزاهة" (Media/News/Publishing - 405 likes), "أبو هينته "هيئة الفساد الأردنية" م.ع.م" (Movie - 111 likes), and "تورة الشعب الاردني ضد الفساد في الاردن" (Political Party - 122 likes).

C. RELEVANCE

INTERNET & SOCIAL MEDIA USE IN JORDAN

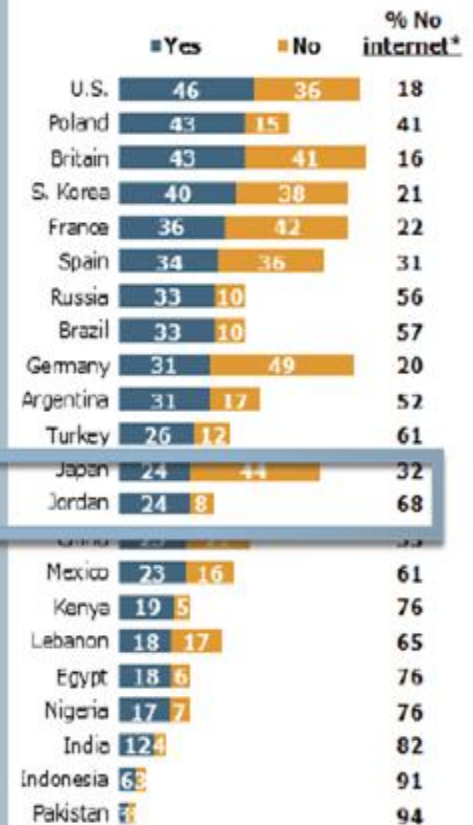
INTERNET PENETRATION RATES 2010

(COUNTRY PERCENTAGE)



Source: International Telecommunication Union

Social Networking Usage



* Respondents who do not use the internet or email.

Based on total sample. "Don't know/Refused" not shown.

Samples in China, India and Pakistan are disproportionately urban. See the Methods section for more information.

C. RELEVANCE

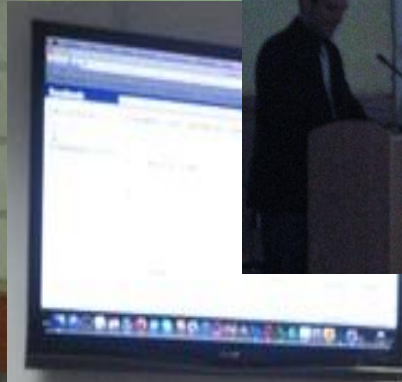
INTERNET & FACEBOOK USE IN JORDAN

Country	Internet Users (as of June/10)	Internet Penetration/ ITU	Facebook Users(as of August 31/10)	Facebook penetration rate
Bahrain	649,300	88.0%	235,100	31.9%
Iran	33,200,000	43.2%	250,000	0.3%
Iraq	325,000	1.1%	270,560	0.9%
Israel	5,555,000	73.5%	6,222,000	100.0%
Jordan	1,741,900	27.2%	1,061,080	16.6%
Kuwait	1,100,000	39.4%	547,620	19.6%
Lebanon	1,000,000	24.2%	1,024,140	24.8%
Oman	1,236,700	41.7%	172,540	5.8%
Palestine	356,000	14.25%	356,000	3.2%
Qatar	436,000	51.8%	412,220	49.0%
Saudi Arabia	9,800,000	38.1%	2,575,740	10.0%
Syria	3,935,000	17.7%	30,000	0.1%
United Arab Emirates	3,777,900	75.9%	1,709,620	34.4%
Yemen	420,000	1.8%	119,840	0.5%

HOW?








- Building national capacities
 - Awareness
 - Access
-

SOCIAL MEDIA WEEK



KARAMA HR FILM FESTIVAL: AC PANEL



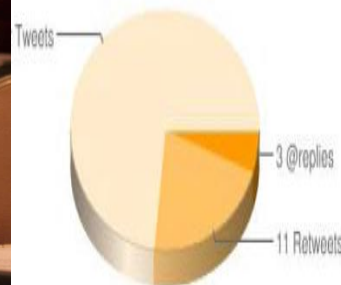
- 
KaramaFestival: Ms. Abeer Musleh is a research & development unit director at AMAN, joining us today @ #KaramaAC discussion panel #JO #KaramaFestival
Tue, 06 Dec 2011 08:55:03 +0000
- 
NoorTarawneh: RT @KARAMAFestival: www.nadafa.org is a website that promotes the fight against #corruption #KaramaAC #KaramaFestival
Tue, 06 Dec 2011 08:52:13 +0000
- 
MarionBataineh: @Priapus_D @KaramaFestival will ask her as soon as I get the chance! #KaramaAC #Jo #egypt
Tue, 06 Dec 2011 09:07:43 +0000
- 
ReemQuttineh: Abeer Mosleh @KaramaFestival says use of "wasta" to trump qualifications in workplace slowly but surely changing #KaramaAC #anicorruption
- 
nsoor_zaid: RT @NoorTarawneh: Ram allah will celebrate the fight against corruption tom #palestine #KaramaFestival #KaramaAC #jo #KaramaFestival
Tue, 06 Dec 2011 10:12:05 +0000
- 
KaramaFestival: Ms.Musleh is a lecturer in dept. of history & political sc. in Brazil & Al-Quds Uni,hence the deep insights into this panel #JO #KaramaAC
Tue, 06 Dec 2011 10:09:07 +0000
- 
UrdunMubdi3: RT @KARAMAFestival: #Filmmaking as a medium to raise

TweetReach for #KaramaAC

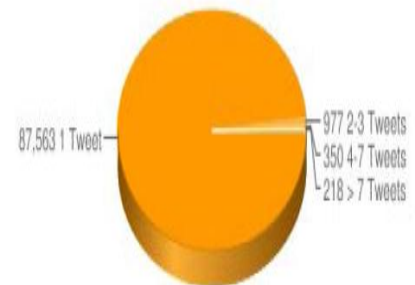
Reached 89,108 people via 52 tweets

Searching maximum tweets permitted by Twitter as of December 08, 2011 at 03:25PM UTC

Tweet Types



Exposure: 97,442 Impressions



YFrog

KARAMA Film
Live from #Kar
Against Corrup



JACC LONG-TERM SUPPORT

- **Technical expertise and mentoring**
 - **Core social media team**
 - **Capacities:**
 1. **Concepts and tools: platforms, managing presence, new media**
 2. **Strategies and plans: planning, organization, implementation**
 3. **On-job training**
-

YOUTH WEB-PORTAL

- **Title:** Youth Participation in Local Governance in Jordan
 - **Strategy:** from access to information to access to conversation
 - **Outputs:** national youth portal , local governance serious game
 - **Funding:** 200,000 USD - DGTTF
 - **Ownership:** Higher Council for Youth, Princess Sumaya University
for Technology
-

SOCIAL ACCOUNTABILITY IN HEALTH SECTOR

- **Title:** fostering social accountability in the health sector
 - **Strategy:** piloting AC in sectors
 - **Outputs:** web-portal for social accountability in service deliver
 - **Funding:** 40,000 USD - PACDE
 - **Ownership:** JACC, Higher Health Council
-

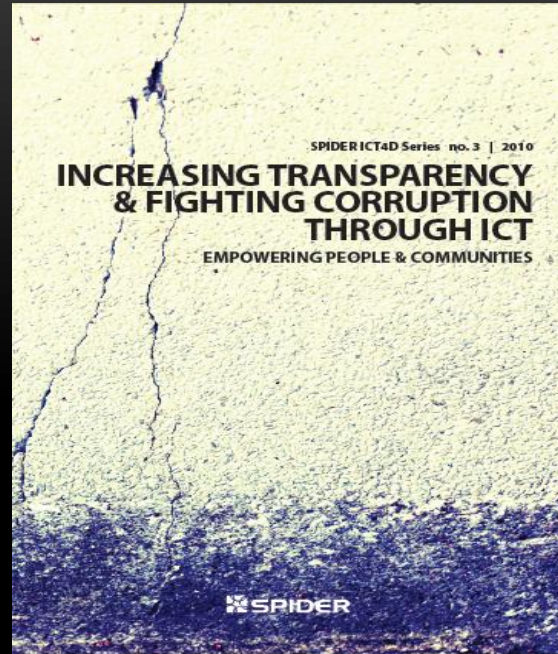
LESSONS LEARNED

1. **PREPARATION IS KEY:** capacities, relevance
 2. **SUPPLY vs. DEMAND:** channeling participation, capacities
 3. **SUSTAINABILITY**
-



Technology for Transparency

The role of technology and citizen media in promoting transparency, accountability and civic participation



RESOURCES



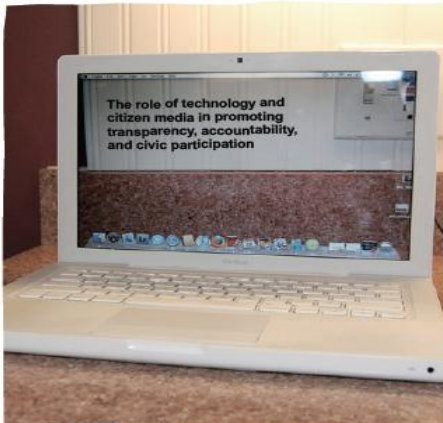
United Nations Development Programme

DEMOCRATIC GOVERNANCE

MOBILE TECHNOLOGIES AND EMPOWERMENT:

Enhancing human development through participation and innovation

Technology for Transparency



Edited by David Sasaki

Authors: Ranata Avila, Sophaap Chak, Jakub Górnicki, Rebekah Harcourt, Victor Kacanga, Sylvia Prestley, Manuelita Mata Ribelco, Namita Singh, Carrie Yang



SOCIAL BY SOCIAL

A practical guide to using new technologies to deliver social impact

by Andy Gibson, Nigel Courtnay, Amy Sample Ward, David Wilcox and Professor Cive Holtham



THE LAB Innovating public services

RESOURCES

- **Arab Social Media Reports:** Dubai School of Government
 - **Technology for Transparency Network:** tracking civic engagement technology
 - **ANSA:** Affiliated Networks for Social Accountability
-

THANK YOU