Amnesty International in India

A presentation for Centre for Internet & Society (CIS)
Leveraging Internet for Activism

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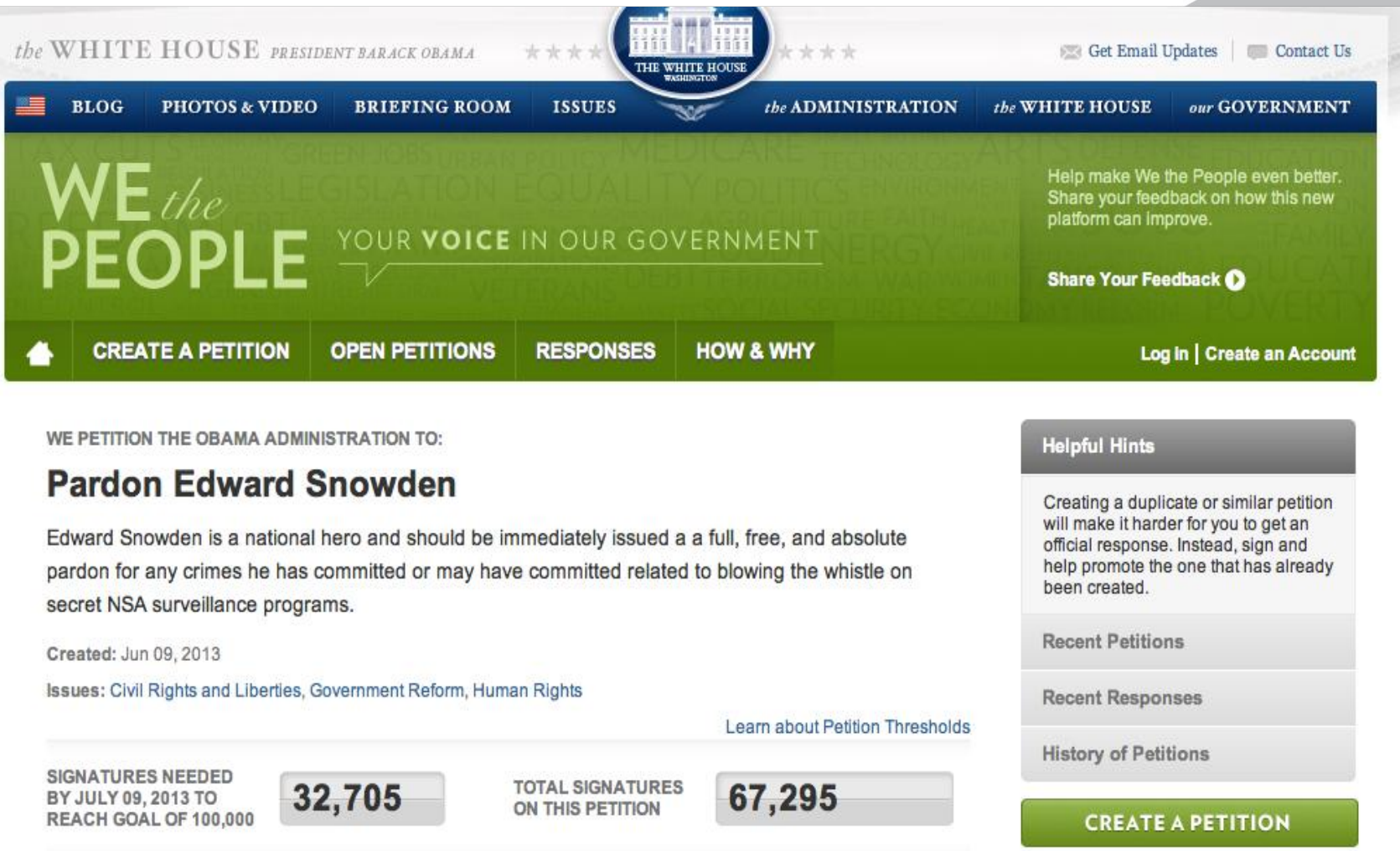
June 2013

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Amnesty India



Petitions to the Whitehouse



SWOT

OF DIGITAL ACTIVISM

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Strengths

- Wide reach.
- Freedom Of Speech.
- Data Collection is made very easy.
- Issues can be tackled swiftly.
- Global communities, single identity lot more power.
- Not only local issues are addressed, global issues are too.
- Collecting funds becomes much easier.

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Weaknesses

- More Popular, more attention is received.
- Traditional/Real protest become rare or don't even happen.
- No real action done beyond the internet.
- Threat of movement is lower.
- No real commitment as it takes only one click to "feel good".

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Opportunities

- Recruitment of protestors for real protests and live movements.
- Direct reach to celebrities and officials who can make change happen.

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Threats

- Total removal of privacy barriers.
- Government intervention in private issues.
- There could be misinterpretation of peoples thoughts by certain people. Which could lead to severe consequences.

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Traditional vs. Digital Activism

- Physical/Actual Activity vs. Communication Activity.
- Posting Flyers vs. Spreading Messages.
- Speeches vs. Consciousness Raising.
- Stones & Sit-Ins vs. Communication.

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Traditional vs. Digital Activism

- Traditional Activism fails to provide results.
- Clicking a like button is just as easy as wearing a badge on your shirt.
- Therefore is Traditional activism Slacktivist, as we call digital activism Slacktivist.

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Facebook

Strengths:

Wide reach.

Freedom of speech.

Global communities.

Common identity, more power.

Tackle issues across the globe.

Weaknesses:

More popular, higher priority/attention.

Real protests do not happen.

Could be no real commitment.

Threat of movement is less.



Potential:

Recruitment of protestors for real protests or marches.

Threats:

Total removal of privacy barriers. Either by the government or by certain people and organizations.

India Against Corruption: Facebook



Twitter

Strengths:
Wide reach.

Freedom of speech.

Data collection is easy.

Global communities.

Much easier to collect funds.

Tackle global issues.

Weaknesses:
More popular, higher priority/attention.

Real protests do not happen.

Threat of movement is less.

There could be no real commitment.



Potential:
Recruitment of protestors.

Direct contact with celebrities, officials or organizations that can make change happen.

Threats:
Govt intervention in personal issues and opinions.

Foursquare

Strengths:
Wide reach.

Issues can be tackled swiftly.

Awareness of real protests in people increases.

Threat of movement is high.

Weaknesses:
More popular, more attention.

Data collection is hard.

It is hard to influence people by just giving a location.



Potential:
Recruitment of protestors.

Direct contact to celebrities who can make change happen.

Threats:
Tip officials of happening protests and their location.

Government intervention.



Petitioning Mr. N Shravan Kumar

DM, Patna: Ensure justice for Chanchal Paswan #chanchalacidattack



Petition by
Shailesh Paswan
Patna, India

Sign this petition

with 70,174 supporters

4,826 NEEDED

First Name

Last Name

Email

India

Postal Code

Phone Number

Why is this important to you? (Optional)

Sign ›

Display my signature on Change.org

By signing, you accept Change.org's terms of service and privacy policy.

YouTube

Strengths:
Wide reach.

Data collection is easy.

Issues can be tackled swiftly.

Common identity, more power.

Weaknesses:
More popular, more attention.

Could be no real commitment.

No action beyond the internet.

Real protests might not happen.



Potential:
Recruitment of protestors.

Direct contact with officials, celebs and organizations.

Viral nature videos.

Threats:
Government intervention/Unwanted intervention into people's personal thoughts and opinions which could have severe effects.

AMNESTY INDIA CAMPAIGNS: GOING MOBILE

- Everyone uses a mobile



- Reaches a wide and diverse cross section of society – from cities to smaller towns and villages.
- Is cost effective, immediate and fast. The cost of engaging 1 supporter through mobiles is roughly 40 cents.
- ***Diverse means of engagement for action*** *is possible using mobiles* – Call to Actions, Missed calls, SMS engagement, Voice enabled activism etc..
- **Range of Amnesty Actions possible –** Urgent Actions, Signing a petition, Human Rights information etc..



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Using Mobile Phones to Organize and COORDINATE PROTESTS

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Pakistan '07 - "Flash Protests"

- Martial law was established in **November** 2007 by then President Musharraf

- Established Emergency Rule
- Media Blackout – Even TV stations **were ordered off air**
- Only way to receive information was through SMS
- **70 millions** mobile phone users in Pakistan
- Activists used **SMS2Blog** technology to post live updates on what was happening on the ground to their blogs and websites - keep themselves and the rest of the world informed of developments.
- **Organized phone trees and Used SMS** messages to organize quick, **flash protests** all around the country, **take pictures and disperse** in order to evade police which would arrest them or use violence.

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Free Faizan: Overview

- In February 2011, 14-year-old Faizan Rafiq Hakeem was arrested in Jammu and Kashmir for throwing stones. Police held him for over a month without trial—and could have been held for up to two years under the under the controversial. Jammu and Kashmir Public Safety Act
- Even though he was a minor, authorities claimed medical tests proved he was old enough to be treated as an adult.
- Amnesty called for Faizan's release, issued an urgent action, and then took to Twitter.

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Free Faizan: Tweeting For Freedom

- On April 1, launched #freefaizan Twitter campaign and Amnesty activists directed tweets to the Jammu and Kashmir Chief Minister Omar Abdullah @abdullah_omar,
- Being an active Twitter use, Omar replied to the tweets, saying “We are looking at his case sympathetically & will decide in the next couple of days” and eventually reconsidered the case.

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Free Faizan: Tweeting For Freedom

@abdullah_omar
Omar Abdullah

@Raheelk medical tests show him 2 B above 17, Law in J&K a minor is under 16. However in light of circumstances am looking sympathetically

1 Apr via SimplyTweet ☆ Favorite ↻ Retweet ↩ Reply

@abdullah_omar
Omar Abdullah

@Raheelk it's too border line a case to allow only a legal perspective to prevail. I'll take a few days to consider all aspects & decide.

1 Apr via SimplyTweet ☆ Favorite ↻ Retweet ↩ Reply

HUMAN RIGHTS

THE AMNESTY INTERNATIONAL USA WEB LOG. VISIT US @ AMNESTYUSA.ORG.

When A Tweet Can Change The World

Asia and the Pacific, Prisoners and People at Risk | Posted by: The Editors, April 12, 2011 at 1:22 PM

Fifty years ago, Amnesty activists fought to free prisoners of conscience by putting pen to paper. In 2011, our goal is still the same, but things have gotten a little more high-tech. The pen is still a powerful tool, but now we've also got email and online actions in our arsenal. And now we can add another medium to that list: Twitter.

1923

Share



Rafiq Hakeem 14 years old was set free after Twitter campaign

In early February, **14-year-old** Faizan Rafiq Hakeem was arrested in Jammu and Kashmir for throwing stones. The police detained him under the controversial Jammu and Kashmir Public Safety Act (PSA). Under this act, he was held for over a month without trial—and could have been held for up to two years. Despite the fact that he was a minor, authorities claimed that medical tests proved he was old enough to be treated as an adult.

Amnesty called for Faizan's release, and this call was answered by activists on Twitter. On April 1, Alaphia

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« People ignore 'calm call' in Kashmir Police disrupt Pak-India match screening at KU »

Amnesty Takes Up Faizan's Case, Demands his Freedom

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Join Free!

Srinagar, March 30: International human rights watchdog, the Amnesty International today demanded that the state authorities immediately end the detention without charge or trial of Anantnag boy Faizan Rafiq Hakeem

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GREENPEACE

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START AND WIN LOCAL CAMPAIGNS

START A CAMPAIGN

We'll connect you to help and tools every step of the way.



START YOUR PETITION

What change do you want?

Petition Title: e.g. Clean up Cook's Creek!

Who can make this happen?

Petition Target(s): e.g. Boris Johnson, Mayor of London

Why is the petition important?

Petition 'Call To Action': Briefly explain the problem and how building and growing this petition will help bring about change. Then feel free to let people know a little bit about you and why you care about this, e.g.: "I'm a mother of two living next to Cook's Creek Park, hoping for a healthy place for my children to play in."

change.org

Start a petition

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Login or Sign Up

The world's petition platform.
What will you change?

Start a petition



Happening now

196 countries · 182,274,863 signatures · Thousands of victories

Social Media: Your Strategy

- Set out a clear goal that your social media campaign will help you achieve. Think about:

  -Who is your audience?

  -What do you want them to do?

  -How will your media campaign help your overall goals and objectives?

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Social Media: Measuring Success

- How will you measure your success?

  -Reach: Number of people you are speaking with.

  -Engagement: How compelling is your content? (Likes, Retweets, Comments)

  -Influence: Are you converting people to take some action?

  -Attrition Score: Are your followers sticking around?

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Social Media: Measuring Success

- Recommended tools to help you manage social media profiles and success:

  -Tweetdeck.

  -Facebook Insights.

  -HootSuite.

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Conclusion

- The internet has become an indispensable tool to reach out to the influential Indian middle-class. Yet, given India's socio-economic reality, it does not reach all the people. So a combination of offline and online activities are vital to bring about change.
- Alone neither digital nor traditional activism has proven to be faultless, but together they are an unstoppable force.

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