Learning and ICT4D

1. Increasing opportunities to apply technology in development

2. Need for development practitioners to be able to identify and manage tech-enabled solutions

3. ICTs facilitate greater innovation and effectiveness at the project level

Today's Objectives

1 Participants have increased understanding of how digital tools can be used to improve communication with beneficiaries

2 Participants know how to think critically about their communication objectives and their target audiences

What is digital-enabled engagement?

What is digital-enabled engagement?

Digital-enabled engagement uses the technologies, that are increasingly prevalent, to communicate with the project's target audience in ways that support development objectives.

Guiding Thoughts

The people we work with are *already* communicating using digital – these technologies offer our projects new means of sharing and soliciting information.

Digital tools don't have to replace other means of communication. They can add to them!

Digital-enabled engagement

~~TOOLS~~

Don't jump to tools before you:

1 Know your audience

2 Define your communication objective

DAI's approach to using digital tools

1 Determine the goal

2 Identify the communication objective

3 Understand the audience

4 Select tools

5 Focus on the whole

DAI's approach to using digital tools

1	2	3	4	5
Determine the goal	Identify the communication objective	Understand the audience	Select tools	Focus on the whole

What's your goal?

Be development-focused

Not technology-focused

"Improve farmer livelihoods through ongoing provision of agricultural information" ✓

"Use SMS to....." ✗

DAI's approach to using digital tools

1 Determine the goal

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And what kind of digital tools does it take to achieve?

Inform Listen Engage Activate
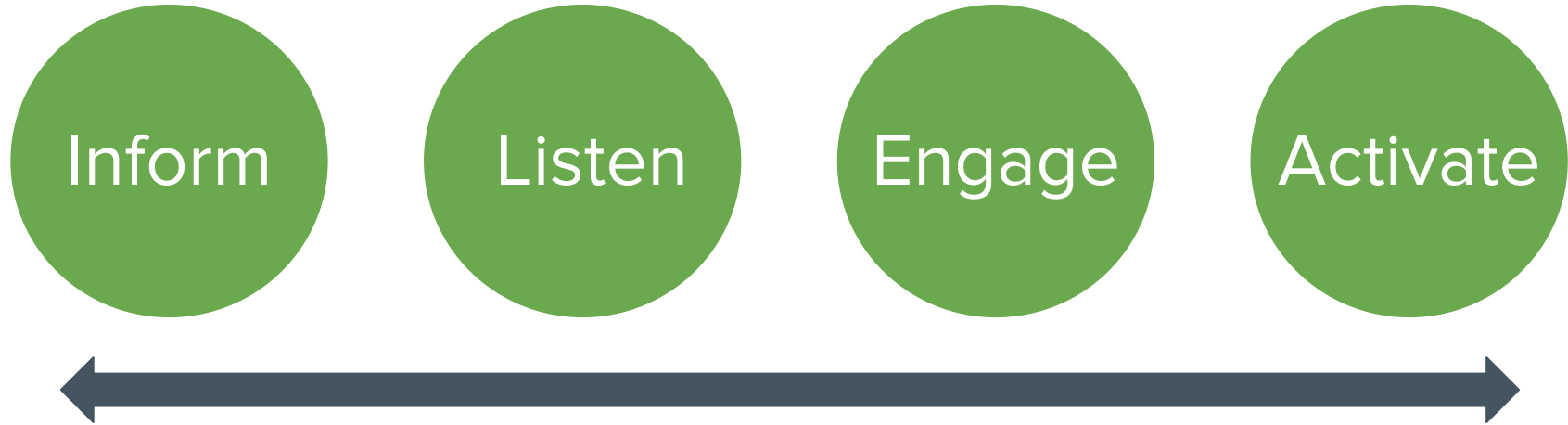
Different tech enables different types of communication

1-to-many
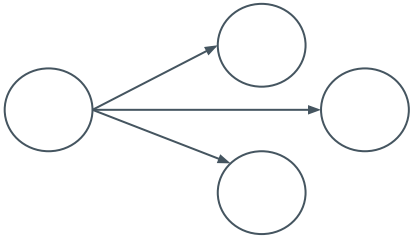
2-way

Many-to-many

EXAMPLES:
Newspapers
Radio
Television
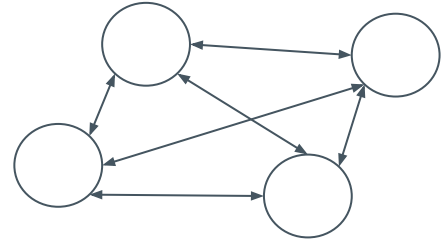Websites
Newsletters
SMS
Robo-call

GOOD FOR:
Informing
Activating

EXAMPLES:
SMS
Hotlines
Phone call
Blogs

GOOD FOR:
Listening
Engaging
Activating

EXAMPLES:
Facebook
Twitter
YouTube
Discussion
  boards
Community
  boards

GOOD FOR:
Listening
Informing
Engaging
Activating

DAI's approach to using digital tools

1 Determine the goal

2 Identify the communication objective

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Who is your audience?

Mary

○ Broken mobile phone

○ Listens to radio from 8pm-10pm

○ Husband controls radio station

○ Belongs to a women's health group

○ No private time

○ Goes to the market on Wednesdays

○ Spends all extra money on food

○ Trusts her sister

○ Illiterate

How can they access information?

How **do** they access information?

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