

Digital Rights

Employee Digital Rights NGO

You are a 29-year-old female employee at a well-established national digital rights organization that is working towards an open, free and inclusive Internet. While there have been improvements in access and infrastructure lately, you are worried that the government is not supporting Internet freedom. Instead, criminalization and increased control of online activities and content has become the norm. Your activities at the digital rights organization include capacity building workshops for citizens, journalists and legislators covering digital rights issues.

Your goal is seek out public interest and reporting on topics regarding digital rights issues. However, all your activities are watched by the government.



Digital Rights

Digital Rights

President

You are the president of the country. You are 80 years old, have been in office for 20 years and are serving your fifth term. Recently, growing mistrust against you among the population led to protests in the capital, which were primarily organized with the use of social media. Because the next election is taking place in five months, you are working towards fulfilling major election promises, which include the security of citizens both offline and online.

Your goal is to work on new laws that ensure the online-security of citizens. However, you struggle to keep up with the latest developments in digital media.



Digital Rights



Digital Rights

Lawyer

You are a female, 42-year-old leading human rights lawyer and founder of a human rights organization in your country. You are well-connected internationally and you have worked tirelessly since 2005 to defend civil liberties and freedom of speech in your country. You work often for free and on behalf of society's most vulnerable and marginalized people — including journalists. You have broad litigation experience and you know what it means to work under difficult circumstances.

Your goal is to take your human rights restriction and freedom of speech cases public in order to hold the government and police accountable. However, you struggle to find journalists who will report about your cases.



Digital Rights

Digital Rights

Head of Domestic Intelligence Service

You are a 47-year-old male and the head of the domestic intelligence service where you are responsible for fighting unlawful propaganda, hate speech and cyberterrorism on behalf of the government. Your agency has recently bought the so-called “springboard” software that allows you to take control of target computers and to capture even encrypted data and communications. Your goal is to use this new technology at your commission to ensure your citizens' security — both offline and online.

Your biggest challenge is losing control over surveillance of social media because that will anger your president, who wants to control all communication.



Digital Rights

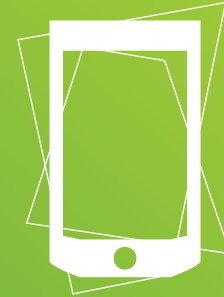


Media and Journalism

Citizen Journalist

You are a 27-year-old female citizen journalist living in the rural north of the country. You make a living by working as a tailor. In your free time, you regularly contribute to a local community radio station. While you consider radio as still being an important medium for your local community, you also recognize the growing influence of the Internet. Mobile phones, in particular, give people more possibilities to access information.

Your goal is to educate more people in your community on how to use the Internet to research issues such as farming or health. However, you know it is a big challenge for many people to afford data packages for their mobile phones.



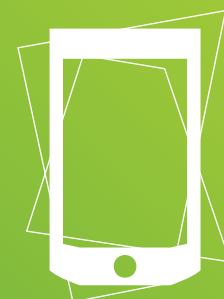
Media and Journalism

Media and Journalism

Journalist

You are a 45-year-old male journalist working for a well-established daily newspaper. You have worked in print journalism your entire career, but recently switched to the online desk of your newspaper. While you are excited by all of the new opportunities that go along with digital media, you are concerned that instead of quality news content, readers favor short and easily consumable content that generates clicks on social media. You also notice that a lot of content is shared on Facebook and WhatsApp without verification.

Your goal is to convince your colleagues to invest more time in quality online news reporting and ensure that the quality of online reporting at your paper maintains a high standard. However, you are struggling to come up with new ways of reaching your audience online that are both innovative and attractive for young audience and maintain a high quality standard at the same time.



Media and Journalism

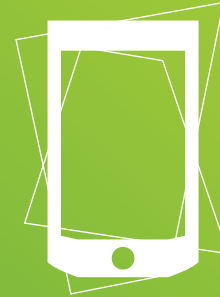


Media and Journalism

Blogger

You are a 19-year-old female blogger. On your blog you publish regularly about political and social issues — mostly with a critical attitude against the ruling party and the president. Your blog is one of the few political blogs in your country, but it is well-known, even internationally.

Your goal is that more people start blogs and you want the government to respect the right to freedom of expression. You also live in fear of repression and you are confronted with hate speech and slander in the comments section of your blog.



Media and Journalism

Media and Journalism

Director Public Service Broadcaster

You are a 64-year-old male and the director of the state-owned public service broadcaster. You are the only broadcaster in the country that can be received nationwide on two TV channels and 14 radio stations. You are also broadcasting in six regional languages. However, your number of listeners and viewers has declined in recent years. You have also increased your activity both online and on social media channels, but without much success.

Your goal is to restructure your organization to better embrace the potential of digital media – to reach more people in rural areas and to give a younger audience more options to access your content. Your challenge is to convince other board members to embrace the changes that digitalization involves.



Media and Journalism



Innovation

Founder Innovation Hub

You are a 30-year-old man living in the county's capital. After obtaining your university degree in IT and business administration, you worked for a major marketing company. After a while you became bored with your job and founded the Innovation Hub, an incubator that attracts forward-thinkers and creatives from various sectors including education, lifestyle and public health. You believe in the power of innovation and its impact on the country's economy and development.

Your goal is to write a business plan for your hub that will convince more investors to fund your projects. However, you struggle to find qualified employees and investors that share your passion for innovation.



Innovation

Innovation

Open Source Coder

You are a 28-year-old female and a trained web developer. In recent years, you have been very active in the open source community both locally and internationally and you share your code and work on projects together with other developers. You believe in open and shared knowledge and in the importance of making software accessible. Your recent projects include the development of an easy-to-use censorship circumvention tool.

Your goal is to have more women become coders. However, you see that women are often not encouraged to use digital technology or acquire professional training in this field. You also struggle to find enough hardware on which your projects can be installed.



Innovation



Innovation

University Professor

You are a 44-year-old female professor working at the Journalism and Communication Department at one of your country's most reputable universities. You are the first female to head a department and have extensive experience in media. You started off as a journalist in 1980 before moving on in 1992 to conducting trainings and workshops.

Your challenge is to develop a "state of the art" curriculum for teaching digital journalism, which includes an open online course on digital media and information literacy. Your biggest challenge is addressing people's declining ability to access, understand, analyze and produce information and media.



Innovation

Innovation

Founder of a Startup

You are a male, 27-year-old founder of the media-startup "NetImpuls"— a social media news agency. You have six years of working experience in journalism and in computer networks and systems administration. You have a strong interest in business development and analysis and you are also a fellow at a continent-wide founders' network.

Your goal is to cooperate with media organizations, bloggers and citizen journalists in order to integrate their work into your platform. However, you have problems implementing your projects because you aren't sure how to find financial support, for example, through grants and fellowships. As well, you are struggling to find people that want to publish their content on your platform.



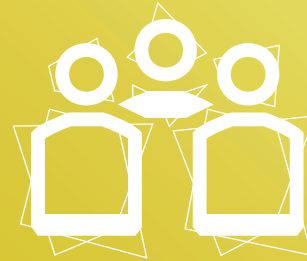
Innovation



Society

Self-Employed Woman

You are a 45-year-old woman. You live in a rural village together with your husband and your three children, aged seven, nine and 12. You run a small grocery store in town and would love to expand your knowledge on food, nutrition and the economy. While you think the Internet would be a great tool to start your research, you have problems accessing it. Your husband owns your family's mobile phone, but he does not like you to use it because it distracts you from taking care of the children.



Society

Society

Farmer

You are a 32-year-old male farmer living in the southern part of the country in a very remote area together with you wife and five children. Although you had to quit school after just three years, you managed to establish a successful farming business, growing local vegetable varieties and selling them on the local market. Because your products are high quality, you would like to expand your business and sell your products in other regions. You have heard about other farmers who have used the Internet and some apps to market their products and also to get continually updated weather forecasts. Your goal is to use your phone to employ these technologies when you expand your business. You also want to meet other farmers and learn from their experiences. However, you have yet to find any opportunities to help you understand these technologies and you aren't aware of any (social media) platforms that allow you to meet others.



Society

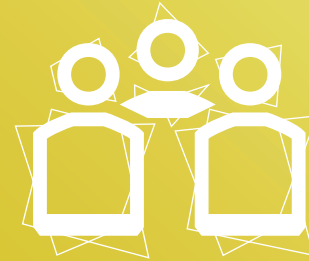


Society

Refugee

You are a 16-year-old male refugee and you live alone and separated from your family in a refugee camp near the border of your home country. You are desperate to find information about your conflict-torn country and your friends and family whom you had to leave behind. However, at the moment you have nearly no possibility to communicate with people outside the camp. It is also very hard to access information and news on what is happening in your region. There is very low-quality Internet network coverage in the region around your camp and power blackouts are also common. Even if the network was more stable, you wouldn't be able afford the Internet network packages.

Your aim is to convince refugee aid organizations to work together with local municipalities to help refugees to access the Internet. However, it is difficult to convince them to prioritize Internet access because the camp also struggles with health and nutrition issues.



Society

Society

Young Girl

You are a 16-year-old girl living in the district capital of the country. You worked hard at your part-time job and recently bought your first smartphone. Your favorite apps are WhatsApp and Instagram. You love taking pictures and sharing them with your classmates. Recently, you heard stories about friends who have been harassed because of pictures taken of them. You've started being more careful and suspicious. You want to know how to protect yourself online, but you don't know how because media and the Internet is not part of the school's curriculum. You are also struggling to convince your classmates to recognize potential risks of online media.



Society



Access

Employee Internet Service Provider

You are a 55-year-old male and employed at the biggest Internet service provider in the country. Since cost is the biggest obstacle to Internet access, you want to make the Internet more affordable. However, business in rural parts of the country that have weak infrastructure is not profitable for your company. Therefore, it invests in more services for urban populations. Your goal is to improve the situation for people living in the countryside and you want to convince other investors to fund Internet access in rural areas.

Your challenge is to convince your boss to not only focus on cities.



Access

Access

Employee International Social Media Network

You are a 50-year-old female who works for a major international social media network that has millions of members worldwide. In the rural part of the country, data is still too expensive for people to use your services. In order to increase your reach, you want to offer people in the country free access to your own services and up to five other websites. You do not understand why there is heated discussion over this idea among certain activists, because you think some Internet access is better than none. You would love to promote your free access services to more citizens and especially people from rural areas.

Your challenge is to convince activists that you are both pursuing the same goal: ensuring people have better Internet access.



Access



Access

Open Net Activist

You are a 21-year-old female computer science student in your country's capital. The Internet is your life and you see the freedoms and opportunities it offers have deteriorated in recent years. You are also a digital activist who is engaged in discussions over net neutrality and are also loosely connected with a group called FFON (fighting for an open net). Their goal is to work on infrastructure in your country for a free and open Internet that is accessible to everyone, independent from Internet service providers and free of state control. You already have several other networks and digital rights NGOs to support your project. Your goal is to further arouse public opinion on this matter and to look for more supporters to bring in fresh ideas.

Your challenge is to find investors for your projects and put this topic on the agenda of media and journalists in your country.



Access

Access

Employee of Ministry of Digitalization

You are a 36-year-old male who works for the ministry of digitalization in the department of infrastructure. Your current project focuses on Internet infrastructure in rural areas. You think a stable Internet infrastructure is important for regional development. You want to persuade local government, ISPs and other institutions to develop a long-term infrastructure plan and get the support of other stakeholders to make your issue public.

Your biggest challenge is to convince stakeholders, like the government or private companies, to invest in Internet infrastructure when there are competing issues like health care, unemployment and education.



Access

