



**WORLD WIDE WEB
FOUNDATION**

**Advance the Web to
Empower People**



Understanding the Web as a Tool for Transformation

**Karin Alexander
Durban, 18 July 2013**

- Seeks to establish the open Web as a global public good and a basic right
- Works in two main pillars: Open Web and Open Democracy
- Noteworthy current/recent projects:
 - Partnering with UN on global MyWorld survey, using voice-based web technology in one of the world's largest ever-surveys
 - Leading first-ever in-depth study into Open Data in Developing Countries
 - Informing debates on major Web freedom issues: Prism, Marco Civil
 - Alliance for Affordable Internet

Why Create an Index?



Why Create an Index?

- The Web has undoubtedly had a profound impact on humanity
- YET - the nature and extent of the Web's impact is relatively poorly understood
- In order for the Web to attain its full potential as a transformative tool that could improve living standards, reduce conflict and improve governance and well-being, it is important to understand how the Web impacts social, developmental, economic and political dimensions.

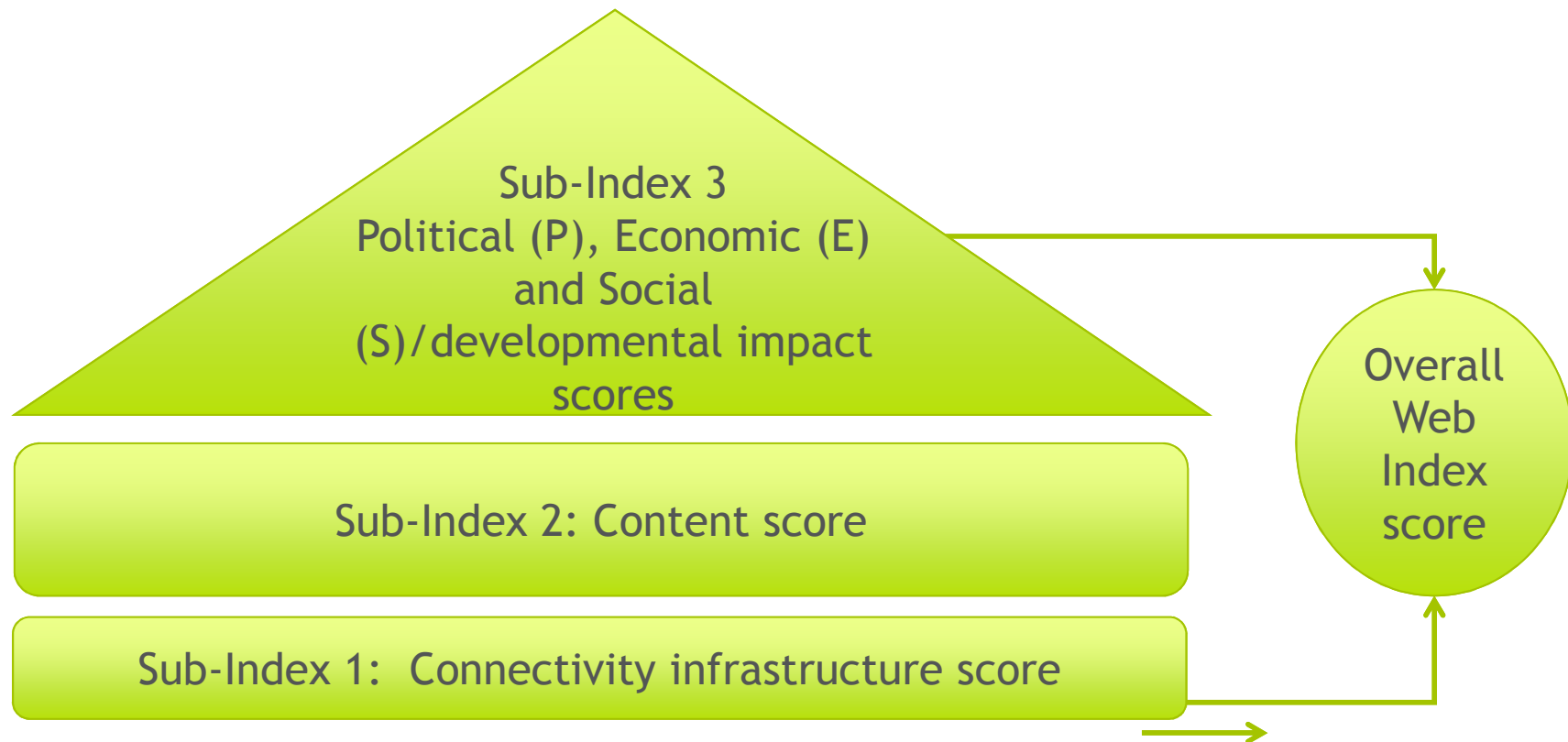
About the Web Index



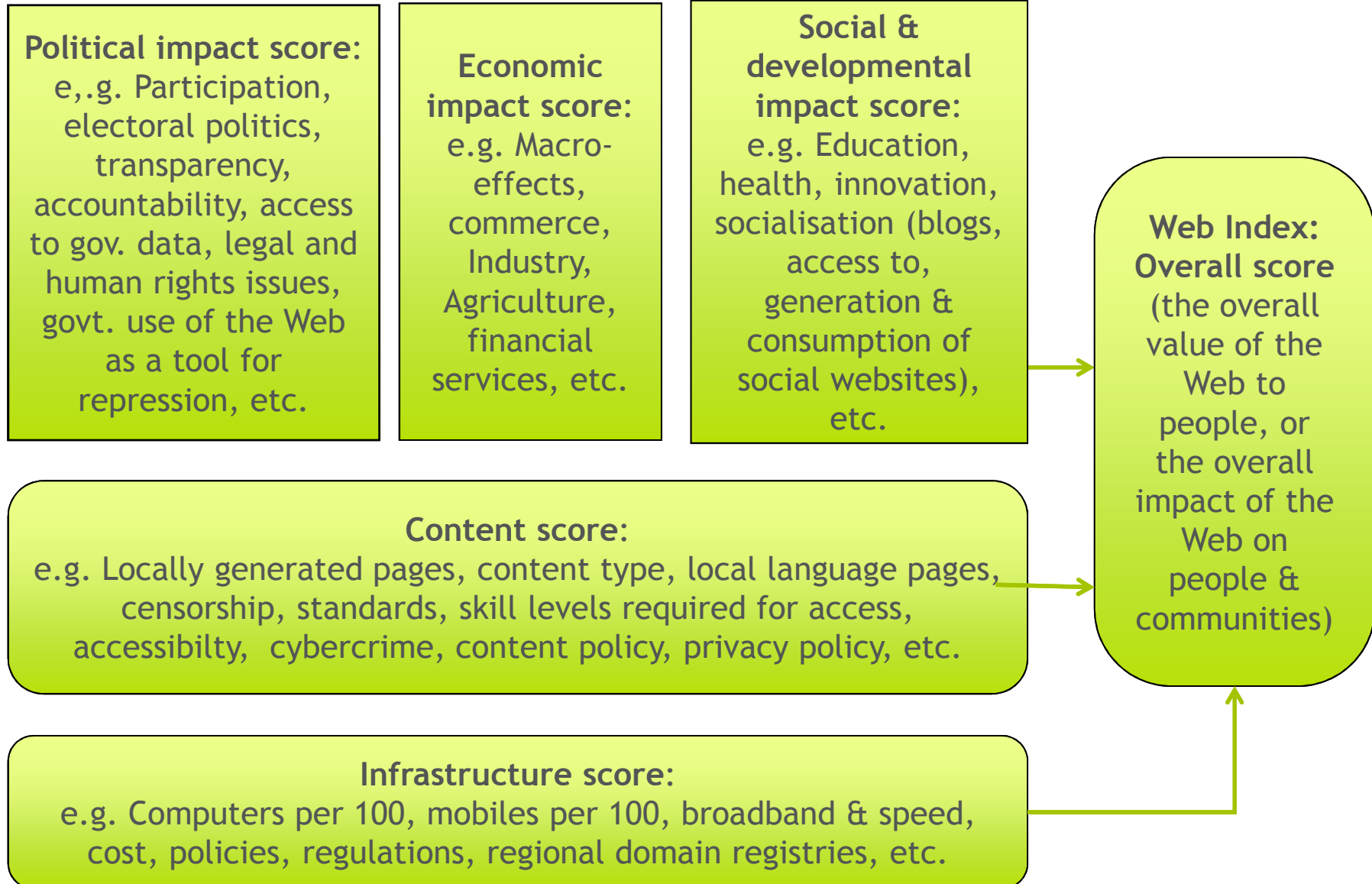
About the Web Index

- Launched 2012, 2013 research underway
- The Index measures how the Web empowers people through free and open access to platforms where they connect, communicate and innovate
- A powerful analytical tool that produces evidence which can highlight areas of weakness and improvement in national IT strategies and thinking
- In 2012: 61 Countries
- 2013 edition: 80 countries, 75 primary indicators, expanded and enhanced data set (particularly in the areas of gender, Open Data, surveillance and security)

Basic Structure



A closer look...



What were the 2012 results?



2012 Results

GLOBAL:

TOP 10 OVERALL

- 1 – Sweden
- 2 – United States
- 3 – UK
- 4 – Canada
- 5 – Finland
- 6 – Switzerland
- 7 – New Zealand
- 8 – Australia
- 9 – Norway
- 10 – Ireland

BOTTOM 10 OVERALL

- 52 – Nepal
- 53 – Cameroon
- 54 – Mali
- 55 – Bangladesh
- 56 – Namibia
- 57 – Ethiopia
- 58 – Benin
- 59 – Burkina Faso
- 60 – Zimbabwe
- 61 – Yemen

REGIONAL OVERALL

AFRICA

- Leads – Tunisia
Lags – Zimbabwe

EUROPE

- Leads – Sweden
Lags – Russia

AMERICAS

- Leads – US
Lags – Ecuador

MIDDLE EAST/C ASIA

- Leads – Israel
Lags – Yemen

ASIA-PACIFIC

- Leads – New Zealand
Lags – Bangladesh

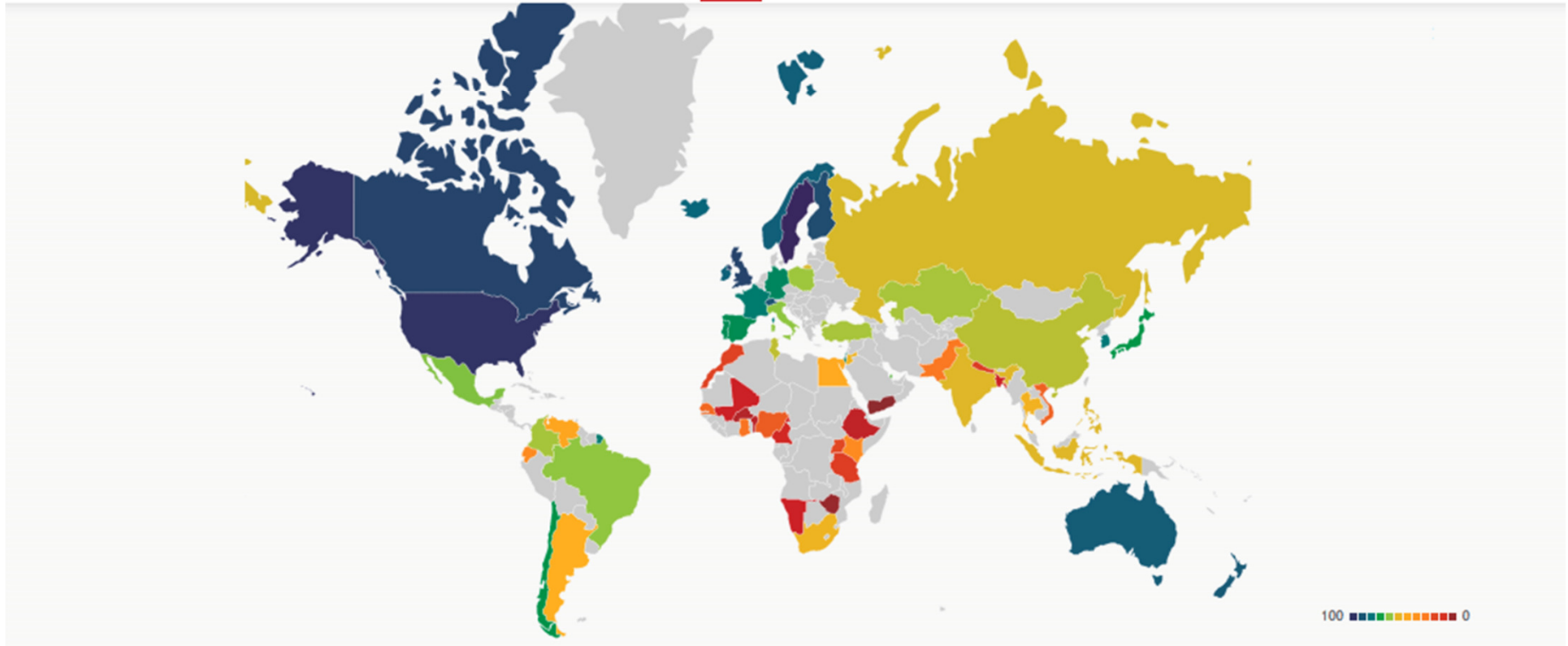
2012 Results



[Donate Now](#)



[Home](#) [About](#) [Index](#) [Visualisations](#) [News & Media](#) [Contact](#)



2012 Results



2012 Rank **36**

South Africa



	Score	Rank
Overall Index	44.49	36
Readiness	49.61	31
Communications Infrastructure	50.9	35
Institutional Infrastructure	50.98	31
The Web	32.1	37
Web Use	18.51	45
Web Content	43.83	33
Impact	46.86	35
Social Impact	57.76	27
Economic Impact	45.3	31
Political Impact	34.17	36
Regional rank *		2

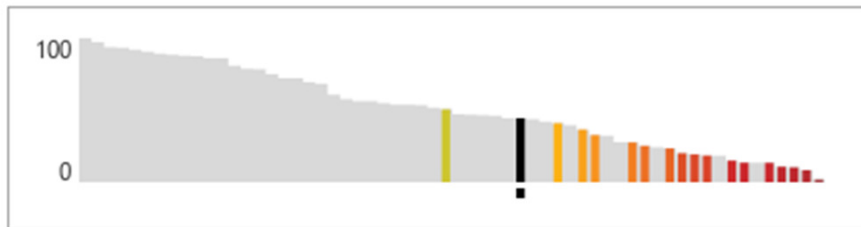
Population	49991000.0
Internet Users (per 100)	12.33
Life Expectancy At Birth (total, in years)	52.08
Mortality Rate (under 5, per 1,000 live births)	56.6
GDP per capita (USD)	7279.52

Source: World Bank 2010

* Region: Africa (Benin, Burkina Faso, Cameroon, Egypt, Ethiopia, Ghana, Kenya, Mali, Mauritius, Morocco, Namibia, Nigeria, Senegal, South Africa, Tanzania, Tunisia, Uganda, Zimbabwe)

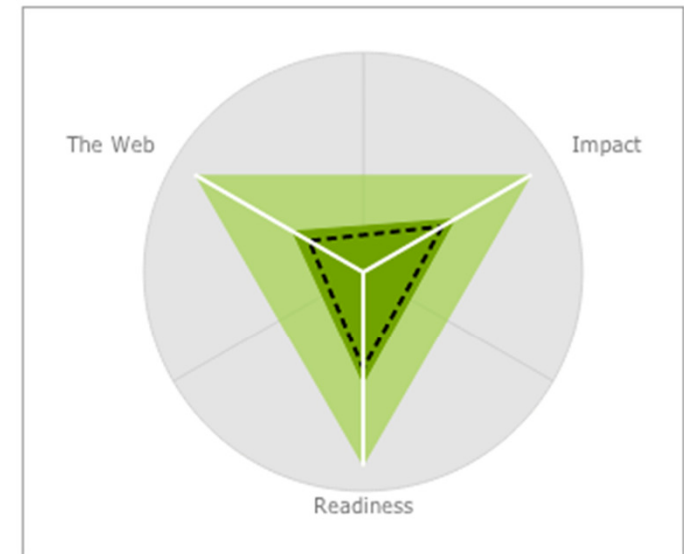
2012 Results

Regional ranking



1. Tunisia
2. South Africa
3. Egypt
4. Mauritius
5. Kenya
6. Ghana
7. Senegal
8. Nigeria
9. Uganda
10. Morocco
11. Tanzania
12. Cameroon
13. Mali
14. Namibia
15. Ethiopia
16. Benin
17. Burkina Faso
18. Zimbabwe

Spider graph



Measuring impact, creating impact



- The Index is a powerful analytical tool to inform the decision-making process of various stakeholders, allowing for better-informed decisions and more targeted interventions and strategies.
- Allows policy interventions to be formulated and targeted more directly to improve specific indicators.

- The Web Index enables national policymakers to assess and track their performance in comparison with other countries, thereby targeting the specific indicators that allow other countries to rank higher.



- Empowers multilateral organisations to identify investment areas more efficiently and design program interventions to deliver benefits more effectively.



- Also an important analytical tool for corporations and private businesses looking to harness the Web's potential.
- Companies can analyse indicators in the Index relevant to their field, and target countries where they see demand and the necessary infrastructure for delivery.



NGOs and advocacy groups

- NGOs use the Index and its rankings in their discussions with policymakers to make a stronger case for government support for a particular project in that field.
- Also used to assess progress and hold stakeholders to account.



Continuous improvement...



Questions

- Engaging with:
 - Governments
 - CSOs
 - Businesses
- Suggestions for future research areas?

Contact Details



Karin Alexander
Web Index Manager
karin@webfoundation.org
+27 72 208 9794 (ZA)
Skype: karinjanealexander
www.thewebindex.org



WORLD WIDE WEB
FOUNDATION