



**WORLD WIDE WEB
FOUNDATION**

**Advance the Web to
Empower People**



Understanding the Web as a Tool for Transformation

**Karin Alexander
Durban, 18 July 2013**

About the Web Foundation



- 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



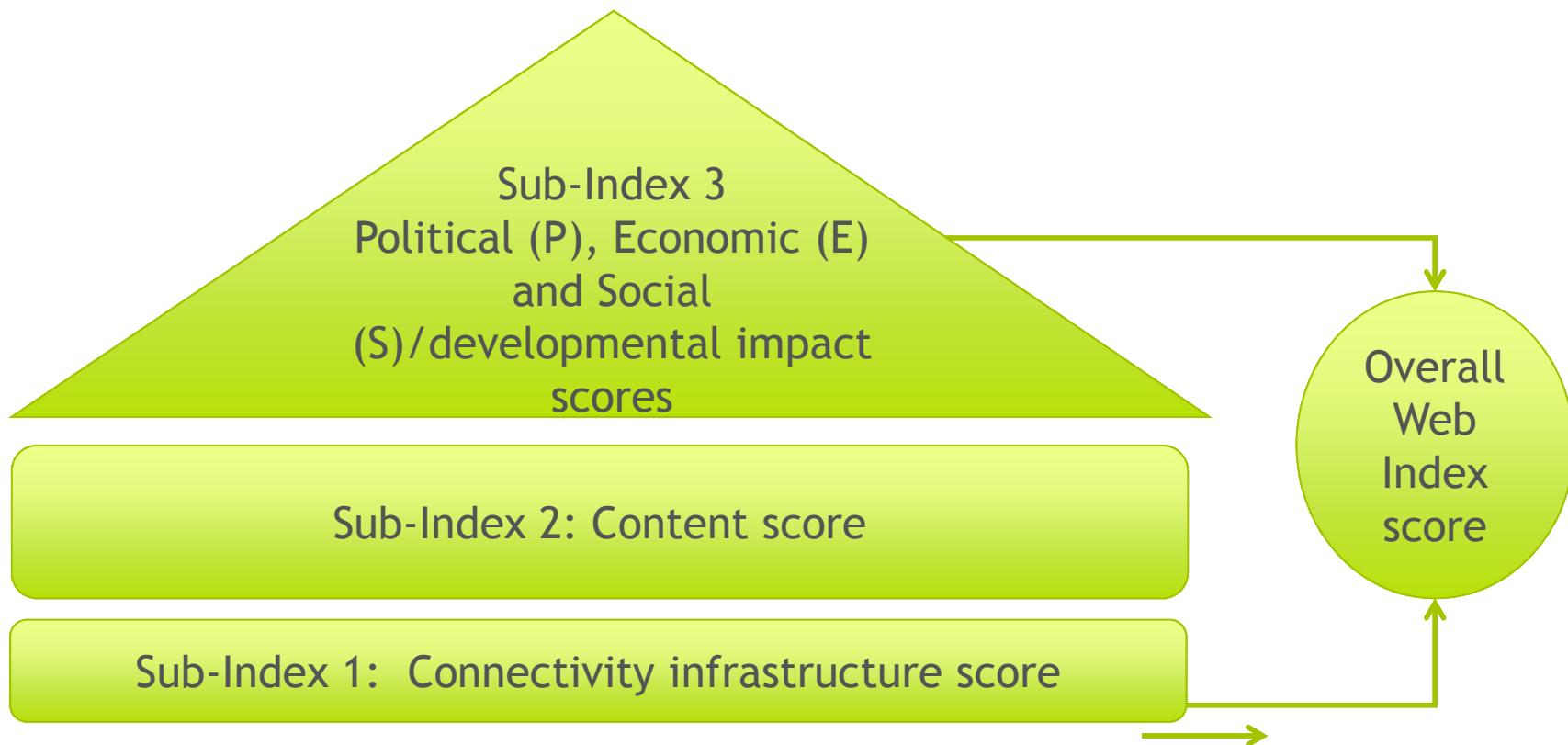
About the Web Index



- 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...

Political impact score:
e.g. Participation, electoral politics, transparency, accountability, access to gov. data, legal and human rights issues, govt. use of the Web as a tool for repression, etc.

Economic impact score:
e.g. Macro-effects, commerce, Industry, Agriculture, financial services, etc.

Social & developmental impact score:
e.g. Education, health, innovation, socialisation (blogs, access to, generation & consumption of social websites), etc.

Web Index: Overall score
(the overall value of the Web to people, or the overall impact of the Web on people & communities)

Content score:
e.g. Locally generated pages, content type, local language pages, censorship, standards, skill levels required for access, accessibility, cybercrime, content policy, privacy policy, etc.

Infrastructure score:
e.g. Computers per 100, mobiles per 100, broadband & speed, cost, policies, regulations, regional domain registries, etc.

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

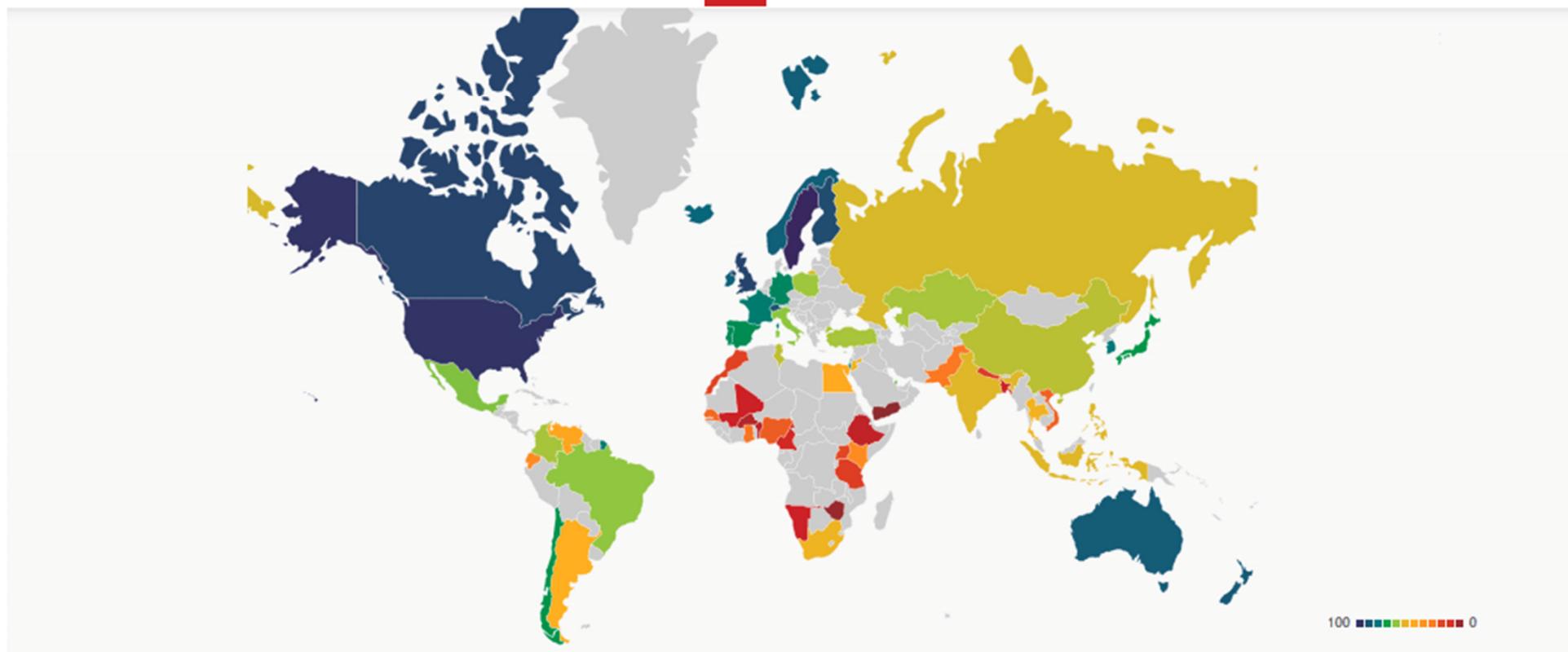
2012 Results



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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

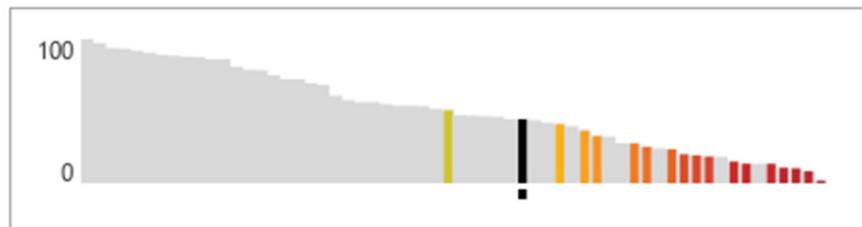
Source: World Bank 2010

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

2012 Results

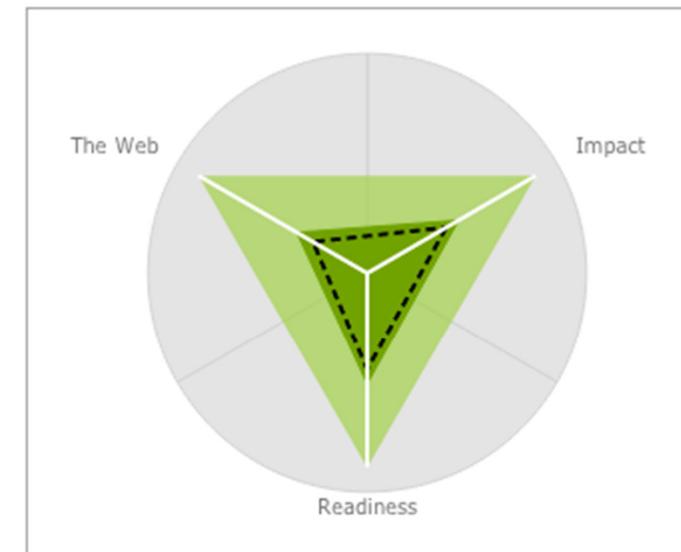


Regional ranking



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



Using the data



- 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.



Multi-lateral organisations/donors



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



Businesses

- 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?

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