A FUTURE without **CORRUPTION**

th M SYMPOSIUM

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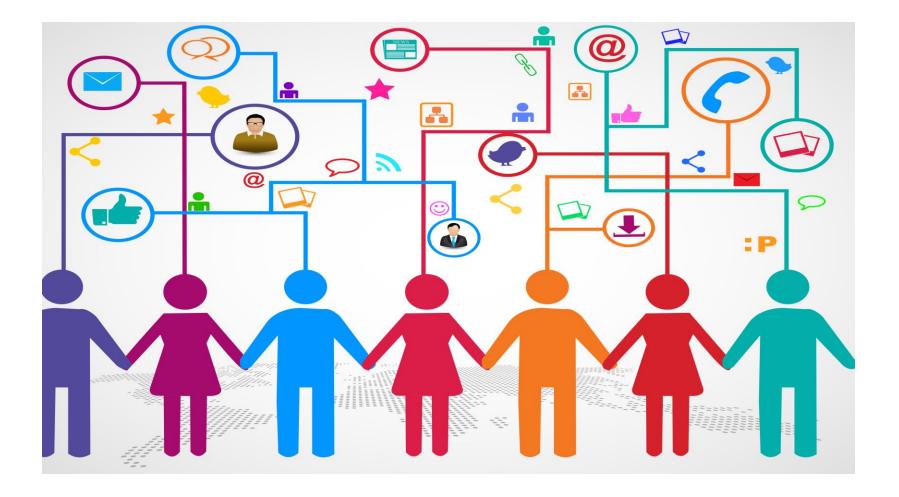
同心 匯智

Communicating with social media to make corruption obsolete

Bob Pickard

Independent Commission Against Corruption

Social connection is a human need



Psychology Today

Find a Therapist -

Topics -

866

f Like

Connect To Thrive

Social Connection Improves Health, Well-Being & Longevity

Post published by Emma M. Seppälä Ph.D. on Aug 26, 2012 in Feeling It

We all know the basics of health 101: eat your veggies, go to the gym and get proper rest. But how many of us know that social connection is as important? Social connection improves physical health and psychological well-being. One telling study a showed that lack of social connection is a greater detriment to health than obesity, smoking and high blood pressure. On the the flip side, strong social connection leads to a 50% increased and a social connection leads to a 50% increased and a social connection leads to a social connection chance of longevity. Social connection strengthens our immune system of (research by Steve Cole shows that genes impacted by social connection also code for immune function and inflammation), helps us recover from disease faster, and may even lengthen our life . People who feel more connected to others have lower rates of anxiety and depression a. Moreover, studies as show they also have higher self-esteem, are more empathic to others, more trusting and cooperative and, as a consequence, others are more open to trusting and cooperating with them. Social connectedness therefore generates a positive feedback loop of social, emotional and physical well-being. Unfotunately, the opposite is also true for those who lack social connectedness. Low social connection has been generally associated with declines in physical and psychological health as well as a higher propensity to antisocial behavior that leads to further isolation.

Corruption is <u>anti</u>-social behaviour



So, then how has corruption flourished?

Lurking in the shadows

It is difficult for the community to confront what people cannot really 'see'

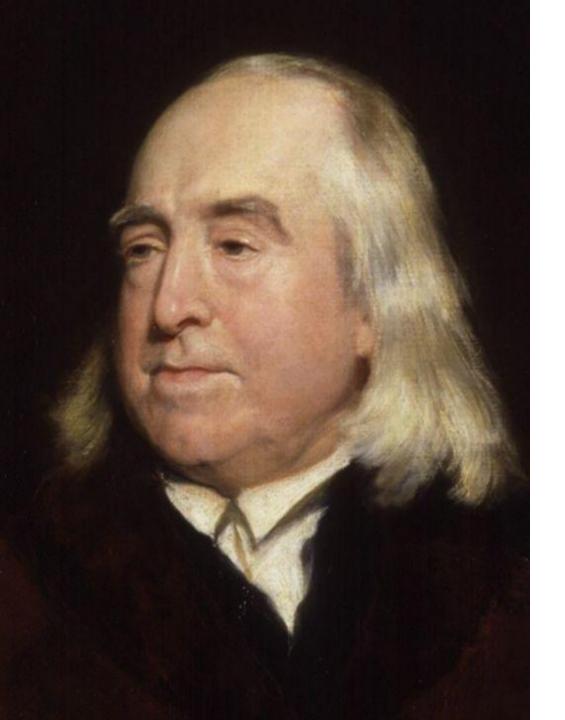
Lit-up by the mainstream media



EXPRESS NEWS SERVICE

Bangalore, May 25: The struggle against corruption has started from the least IAS officer's wife plans to expose corrupt practices in bureaucracy

CORRUPTION CHARGES Timipre Sylva's Re-arraignment Fails



Publicity is the very soul of justice. It is the keenest spur to exertion, and the surest of all guards against *improbity*.

- Jeremy Bentham

Social Media, Internet and Corruption^{*}

Chandan K. Jha¹ and Sudipta Sarangi²

Department of Economics, Louisiana State University, Baton Rouge, LA 70803.

¹e-mail: cjha1@lsu.edu, ²e-mail: sarangi@lsu.edu

March 2014

"We investigate how digital media that provides for the possibility of two-way communication impacts corruption using data for over 150 countries.

We find that the internet penetration has a significant and negative impact on corruption which is consistent with the findings of the previous studies (Andersen et al., 2011).

We also find a sizable and statistically significant impact of social media (proxied by Facebook penetration) on corruption."

Flourishing in media 'blind spots'

- Corruption has always been exposed by publicity in the past, but the illumination has been limited by the finite reach of the mainstream media
- There are only so many cameras and microphones, and only so many reporters with eyes and ears
- That is now changing fast driven by social technology
- We are transitioning away from an old era of dry text and recorded visuals published/broadcast from a small number of





LONDON, SATURDAY, AUGUST 13, 1859.

CRYSTAL PALACE.-LAST APPEARANCE of Mile, ARTOT and Madame ANNA BISHOP, THE DAY

RYSTAL PALACE.-To Visitors.-The park and RYSITAL PALACE.—To VISION.—The park and grounds are now in a higher state of perfection thas at any or period. The nowers on the Upper and Lower Termaes the ry, and the Ormanental Guideus are to brilliant bloom, generating up d'oill of extreme beauty, greatly enhanced by the recent ret.

One must intuities given an anticipation of the second sec

Address Magneson, muscain neural, in Longanness, THE COLUNEED OFERA TROUPE, Proprietor M. ALBAIN-CONVERTS of REFINID NERGE MUSIC, for all Oaut O summer, "HIS EVENING, but lab, at Uvershoo; Mondhy, the J5h, at Ambiende ; Twender, at Hvershook, Address M. Wa, Albain, 21, Marward, W. WERD, Land, College

Mr. Wim, Albain, 21, Newinghou-rescent, London, 3. M. R. and Mrs. GERMAN REED.—Royal Gallery International Conference on Control of Conference on Control of Conference on Control and Scassife Studies, every overing (coreo):63turday), at 8, Saturday interacon at 3, Admission, in 2.2, and 3, Stalls converted, without extra charge, at the Gallery,

In the lattice Statistics with without ortra charge so the Gallery, and at Cramer. Books, and Co. 5, 201, Regent-Intert. M R. SEGESSER'S PANORAMA of SWITZER-INT LAND.-This splendid PANORAMA is now OPEN daily from 12 to 6.-Strand Drawing Room, 301, Strand. Admission 14.

("APTAIN DEAWNING NOUL, ST., STRATE, SOUNDENDI L. ("APTAIN, D'ORELLI'S ENTRERAIN MENT ON SWITZERLAND, with panoranio views, and munical illustrations of Miss Routes Niebuh, over sevening as 4: Werbreadys and Satur-ary as 3. -Straud Drawing Room, 391, Straud. Administon 1s, resorred as 2.2.

V ENDITE of the control of this open. So produced for the me in this country (the remarking two acts being in counter sensal), is some nightly at the CANTENEDUS in IALL CONSOS and receasing the country of the CANTENEDUS in the CONSON one counter family of Infant following and George Hodgson. The J fore family of Infant following appear before way of other.

THE HEART of the ANDES, by Frederic E. Church, painter of the Great Fall, Niagara, is being EXHIBITED daily by Mesers, Day and Son, Lithographers to the Queen, at the German Gallery, 168, Now Bond-street. Admission is.

HENRIETTA BROWN'S GREAT PICTURE of the SISTERS of MERGY, together with her often works, and now on VIEW at the FRENCH GALLERY, 120, Pall-mail. Admir-

tion in. RAFFAELLE DRAWINGS, belonging to the Uni-duction of the state of the state of the state of the state duction of the state based of the state of the state of the state of the state of the based of the state of the state of the state of the state of the based of the state based of the state of the state of the state of the state of the based of the state state of the state state of the state state of the state state of the state state of the state state of the state of th

howers. The shrubberles and plantations are charact igorous and luxuriant growth, affording numerou

Times.

Nº. 23.384.

BIRTHS. 7th May, at Inverteigh, near Geelong, the wife of John F. Esq., Bombay Army, of a daughter.

to of her mother, Oholderton Lodge, On the 25th July, at the reside

On the 5th inst., the wife of Christopher Musgrave, Esq., the 6th inst, at Malta, the wife of Mr. John Sullivan, of I Dockyard, of a daughter.

oyal Dockyard, of a daughter. On the 8th inst., the wife of A. T. Eustace Malp On the 9th inst., at Tunbridge-wells, the wife of the Hev. George Johards, D.D., of Streatham, Burrey, of a son.

On the 10th inst, at the Orecosci, Camberrell-grove, Mrs. C. Dishnolfager, of a son, in the son the son of the son of the son of the son of the son (behavioyee, the wife of Charles Hanbor, Sec., of a daughter. On the 12th loss, at Derching Down, Glifton, Bristol, the wife of Miller d. Direc of a son.

On the 11th inst., Lady Norreys, of a daughter

On the 11th inst, and No. 20, Royal-circus, Edinbu T. L. F. Livingstone, of a son. On Thursday, the 11th inst, at Daw's More House, the Her. W. G. Patchall, of a son. the 11th inst., at Pombury-road, Lower Clapte

Schements of a daughter. On the 11th Inst, as the residence of hur mother, 15, Halsey-size Onlines, the will of E. W. J. Temple, Kar, of a daughter. On the 11th Inst, as Littlebon, near Guildford, she will of Richard Omneb, Rei, of a son.

tember Sec. of a son. On the lift has, as Rochester, the wife of William Warburton, Key, R. W. H. M.S. Wellasiry of a daughter. Barddan, Ed. of a barburnen Kosta Brompton, the wife of John Barddan, Ed. Guid (ford-street, Eused)-square, the wife of Bannel H. Power, East, of a daughter.

MARRIAGES.

50th Jan, at St: Paule Gourch, Geolong, by the Yen, Arch-izvest, Willam Charles, second son of William Daniels, Esc., hall-izvest and Canden-source, to Emma Frances, roungest of the late Shirtly Ourgurs, Leslie, Esq., and granddaughter s Hon. Thill Leslie.

10th Feb. last, at Portland-bay, Victoria, Charles William, It the late Oharies Adams Dyor, Ezd., of Oanewdon Hall, Harriet Mary, daughter of A. de Camp, Ezd., of Port-

June, at the Ohurch of S. John, Moks, Maurilins, the bill, H.A., Chaplain to the Forces, and son of the late Euc, barristerst-isw, one of the Hon. Commonstoners grandson of the late Right Hon. Lieut.-Ool. Oddl. rows, county Limerick, to Frances Henrichts, dauphes muss Ediward Disker, Sec., surgeon, of Castor, North-

Sth July last, at St. Mary's Northgato Church, Gauterbury, adlier, Lieutenant Royal Marines fight Infantry, to Amelia at daughter of the late William Wallace, Keq., of Canter-

the 2d inst., at St. Luke's, Chelses, by the Roy, D. Pirkla, Frederic, a son of Heury Parsoy, Eq., of Great Cheynerow, Chelses, to Obsriotts, only daughter of Thomas Edward Dwelly, Esq., of

iston-road, Brompton. On the 6th just., at St. Paneras Church, by the Rov. James Knight

the with lines, as 195, Francess Church, toy the Key, James Kolger, Dielens, Zoo, Lo Berah Mark, addead dangker of James A. Solet, of Stanhopestreen, Regents-park, the 9th Inst., Robert Partiel Bryan, Esq., of Merton College, Ox-onig ono of James Beilingfeld Bryan, Bei, M.D., of Kennoston-rantin, to Fanany, out philid of the last George Markell, Kei, of

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unded, Deron. lay, the 9th inst, at Watford Church, Herts, from the house ells, Seq., by the father of the brins assisted by the Rev. J. a, M.A., rector of Brock, Isle of Wights, Charles Neere, amban, youngest and Charles Neere, Esq. of Guildonia Martines, eldest danghter of the Rev.

Gardar Weil, or Unikided. Gardar Weil, or Unikided. By Status S

hime. On Wolcowiew, here the like it was savery assorting the mitlen Like it fork to Wolcowiew, his I bill inter, at his how how the dy high Think Hardweeks, Yrris, by das Eor, Chaon, Loy, and high year, ber, and anonextress, and dimension the dynamic structure in the same anonextress, and dimension the dynamic structure in the same dimension that and the dynamic structure in the same dynamic structure in the Berry Bound and the same dynamic structure in the same structure in the same dynamic structure in the same structure in the same dynamic structure in the same structure in the same minimum Daved in Cashada Lawar.

owell, of Goafield, Essex. h inst., at the parish church, Leeds, by the Rev. J. H., brother of the bride, George Edmond Laifour, Esq., of o Marianna, younger daughter of John Jowith, Esq., of

the 11th inst., at Hunstanton, Norfolk, by the Bey, W. O. Fearon. ames Morshead, eldost son of the late Mr. James Barnes, of I-street, to Margaret Ann, eldost daughter of the late Mr. uon, of Hunstantos

ohn Haun, of Hunstanton. On the lith inst., at Addington Ohurch, Furrey, by the Roy. Robert inch, M.A., rector of Pangbvarne, Berks, Hugh, eddet son of the late berander Oowie. Ecq., M.A., to Septima, daughter of Thomas fariters, of Leathfuld, Addington, Eq.

faritors, of Lichtheid, Addington, Esq. On Thursday, tien 11th inst, as S. Bartholomew's Church, Syden-an, by the Roy, Chu-he English, M.A., Sydrey Joney, Eq., F.B.C.S., LB, of St. Thomas/sestered, Southwark; to Mary Myric, elder daughter Hammel Morria, Esq., of Shorwool Lodge, Sydenham.

ast, as Trinity Church, Paddington, by the Rev. J. H. ing. Common Bergent of the sity of Loudou, to Adelaide ingent daughter of the Los John Henry Gates, Esc., of i-the-hill, in the courts of Obster.

and the second secon



oert.

August 1. OST, about a week ago, a PURPLE LEATHER POCKET-BOOK. of a large size, It contained onthing of any value, hui papers and momenzation such it but he owner. Whowever will bring it to Mr. Grey, 48, Lincoin sina-fields, shall receive a SOVE-RKIGN for their bruths.

NE POUND REWARD.-LOST, on Wedhosday I last, between the Post-office and Queen-street, Cheapside, a small LACK and TAN ENGLISH TEERIEE BITCH; just had pups pply at 58. Aldengate-street. No further reward will be offered, and or person keeping the dog after this notice will be prosecuted.

any perior neeping ine one are it this notice will be presented. ONE POUND REWARD.—LOST, about a forth-mental state of the second state of the second state of the second on the second state of the second state of the second state of the intervention of the second state state second state of the second state state second state of the second state of the second state of the second state state second state of the second state of the second state of the second state state second state second state of the second state of the second state state second state second state of the second state sta The inhabitants of the metropolis, with the members of rations clubs and accides now oracitizing holysay conventions—the threamds of provincial and continential excursionita now in London, will do well to visit the Crystal Palaces in the present take of performan-open such day incorp Saturday). Admirston is only, On Saturdays abla-acrowy.

Co., at the instret shafters, while receive the above terms. ONE FOUND REWARD.-LOST, near the Re-evitaghones in Hyderark, about 2 µm, on Thurday, the 4th instruction of UffARMS on path ing; consulting of a model s gold diash (the while currelian scal of which is expraved links) and thood stone sugred a put dog 1, ared and so it consults and in-graved a sociation, and a deark tooth nonined with silver. Infor-mation to Harry Kinsund, Court jerelies, 5 Hanores quare.

matorial of Barry Emission, Cours parentless, b. Habitow square. TEN POUNDS REWARD, -LUST, a brass-bound, Goern's axes and "Tompoor's Patent" in large letters, at the key-brie; contailing three 25 notes, Nos. 2(5), 2(3), and 2(45), dated 15th 1094, 1853, and imply papers and accounts. Where the Univer Holics Jucen's arms has hole; ontaki ing three 25 notes, hos, every July, 1859, and sundry papers and accounts same and will bring them to Mr. Cylleushi way, shall receive £10, or in proportion for notes are stopped at the B tok. MISTAKE, at Mi

htt maal, Guosri and Fromanade, vilk Millary Rand, Adminiou, [HYSTAL PLAIACE—Great (Drors) Performance Ruft All Stat. A Stat. A Stat. St AKEN by MISTAKE, at Miss Coutts' Concert, on the fifth of July, a BLAOK NET SHAWL, worked in a pattern, with a small velvet how at the back. The sharl is an old one, but much valued by the owner. It has not been previously advertised in the sope that it would have been found and returned already. The party who sociedness in young may been found and returned already. The part who sociednessily look it is requested to return it to No. 1, Stratton street, to the ear of Mins Onits, if sens by the Parcel Delivery Com part is will be willingly paid for? BANK of ENGLAND, Unclaired Stock. Appli cation having been made to the forement of the Architecture courses. Adures to Noteris. Angleson, 15, Haymathy. M LLE, PICOCIO-MIN, MAO. Borchardt, Signor Schart, Signor Althebriet, &c. Conductor Signor Ensameles Bietta, ensameles and the solution of the solution of inform-ing the nobling, sector, and thepshilo that he has helf torm with the homore constrained, Iritand, and Rochard, for oper and constrat. Address Margineso, number 3, Boshind, for oper and constrat. Address Margineso, number 4, Boshind, for oper and constrat. Address Margineso, number 4, Busymarkes, PUILE COLUMPTER DI DUBLA SIGNATION.

Cation having been made to the Governors of the Bank of Eng-l to direct the re-transfer from the Commissioners for the Re-tion of the National Debt of the sum of £25 Consolidated 3 per 8. Annuities, hereitofore standing in the name of EL/ZABETH Cest. Adamultes, horstofree standing in the name of EJ/2.4.Bt/FH BROWN, of Caudent-torn, primiter, decourde, and which was trans-title and the standard of the standard standard standard standard 1987 --Notice is hereby given, links on the expiration of three months increme having remained unclutured on and from the fold source 1987 --Notice hereby given, links on the expiration of three months from the hereby results and the standard standard standard from the hereby results and the standard standard standard from the hereby Field to Heary Thomas Dolveon and John Geory Takets, the frequencies with standard calume the standard standard standard from the hereby field standard standard standard standard standard standard from the hereby field standard standard standard standard standard from the hereby the standard standard standard standard standard standard from the standard from the standard standa

PANK of ENGLAND .- Unclaimed Stock .- Appli Doation having been made to the Governors of the to direct the re-transfer from the Commissioners for the National Debt of the sum of £21 8s. 4d. R

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This section to: Froperty recorrect. Cannot proceeding. THE Scorretary of State for India in Council hereby gives noise, that stears of tunpid gives of domain bakes [2] due to petty officers and seames of the align Fire Queen, Direc-rule, Philogenetic, Proserving, Taussenin, Nemeski, Tata, Mai-nudor, Damodah, Nerbudah, Lord Willam Bentlede, Blogsensty, and Loba have been received, at the office, and tabas shill align the direct seames of the state of the state of the state state of the state bd, one by performers and scalma of the anily a provinee, Julies price, Philegreen, Freeguine, Zar within Screen, and Scharman and Indus have been received, at this office, and that those SHARE will be FAID to the reversal parties calified, on their application a the Marine and Transport. Department of this office after the hit August, 1830.

Augus, 1829. TO the MEDICAL PROFESSION and others... TO Any person poweries the VISITING BOOKS or ACCOUNT TOORS of ADDION'S THYSICIANS, Accoundense, or Melical Man-result requested to COMMUNICATE with Mr. Edward Walmisley, policitor, 83, Abiggioal-street, weakingther, SW.

solitors 3, Abington-strong, Workminster, 1997. Sources Vacuum 1997. A STLEYN, ROYAL, ANPHITTELEATRE-Closed Forto Course, Mr. WOYAC, ANPHITTELEATRE-Closed Colosal and great-conversel. Proviselal Establishment respectivily constant and great-conversel. Proviselal Establishment respectivily colosal and great-conversel. Proviselal Establishment respectivily colosal and great-conversel. Proviselal Establishment respectivily colored and provide the state of the state of the state colored and provide the state of the state of the state provide the provide the state of the state of the state provide state of the state of the state of the state of the provide state of the state of the state of the state of the provide state of the state of the state of the state of the provide state of the state of the state of the state of the provide state of the state of the state of the state of the provide state of the state of the state of the state of the provide state of the stat Managers-The Brothers River, W. H. Conke and Wan. Docket, pint. — COLLAN'S GUSAN ALLANDRR PALACE. Mr. MMOOD-Mark Collaboration and the Collaboration of Basic Inter-Collaboration of the Collaboration of Inter-Collaboration of Inter-Collaboration of Inter-Collaboration of Inter-Inte

BOMBAYdirect, with immediate despatch, the magni-fount, fint-chas, British-bull, dipper ably 18TANBOUL, A1 10 rears, 1310 loss repiter, ALEXANDER BEUCHAR, Com-tangeter, iplog in the East India Doche. This well-known vessal, the magnitude of the State India Doche. This well-known vessal, CRYSTAL PALACE. --GRAND CONCERT THIS DAY (Saturday), Accut 13. --Frogramma :-Part L.-L, 8m-phony in D major, Haydo, 2. Grand arts. Come 6 Goldo, Donizati, Madame Anna Ethopo, 3. Aria from Martha Flotow, Signor Oliva Irown, the Thesatre Rouge Morenzo, his first annewanou, 4. Solo for ame Anna: Biahop. 3, Aris from Marka, Flotov, Signor Gius, in Thessies Rock, Jonesco, Mi fran Ropertono, J. Subo for with Thessies Rock, J. Steven, Mi fran Ropertono, J. Subo for manual and the state of the state of the state of the state manual state of the state state of the state of the state of the state of the state state of the state of the state of the state of the state state of the state of the state of the state of the state state of the state of the state of the state of the state state of the state of the state of the state of the state state of the state of the state of the state of the state state of the state of the state of the state of the state state of the state state of the sta Il poop, has splendid accommodation for passengers. Fo passage apply to George Duncan and Co., 147, Leadenhall

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Molling, 116, Biahopigato-street wilden, E.G. FOR MADRAS direct, T. and W. Smith's fine fast-salling ship GOSPORTH, 1,100 ton, HENRY TOYNEEE REALS, Commander; to sail September 7, For freight or phasage publics, Mr. Southern, str. and W. Smith's, 3, Royal Exchasge-build

results. FUR MADRAS direct (a regular trader, to be de-repatched Aug. 28, and has room for a few tons of light measure nensionity), the reicadid clipper ship HUNTER, A 19 years, 459 tom registerer, EOMUND SEARLES, Commander; is adding in the Sast India. register, EDMUND SEARLS, Control Docks, This fine ressel is noted for he freight apply to Gosman and Smith, 5, or to JJ, and R. Graut, 124, Feuchurch-str set E.O.

TOR MADRAS direct.—The following fast-sailing Au1 SHIPS, built by and belonging to Messra. T. and W. SMITH will be deepatched as undermetioned :-

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cv. organization schlauge beildings, E.C. CALLEOUTA, wich immediate despatch, the splern relate inthe interaction of the second scheme and the relative is into the schlauback. Has unperior pops account datons for passengers. For freight or passage apply to Labiand an Macrosof, 90, Cornall.

Ban and Lion, 65, Michael varuue, 85, Michael varuue, 75, Micha FORE CALCUTTA direct, the following fast-sai

AUGUESTUS WATTENBACH, 1,300 tons, J. C. CLARE,

AUGUSTUS WITTENEDACH, 1,500 Kung, 0. 0, OLARIS, CH MATHIGDA WATTENBACH, 1,000 kung, T. DENKIN, Gor mander, thick of low. For freinght or pressage apply to Mr. Southern, at T. and W. Smith No. 3, Rojogai Exchange-buildings, E.O.

No.3. Isotopial Ecohomogical Milling, E.O. Over KBELAND IRO (TEE-Communication by Stoar Over KBELAND IRO (TEE-Communication by Stoar Control and Control and Control and Control Control and Control and Control and Control Control and Control and Control and Control and Control Control and Control and Control and Control and Control Control and Control and Control and Control and Control Control and Control and Control and Control and Control Control and Control and Control and Control and Control Control and Control and Control and Control and Control Control and Control and Control and Control and Control Control and Control and Control and Control and Control Control and Control Control and Control and Control and Control and Control Control and Control and Control and Control and Control Control and Control and Control and Control and Control Control and Control and Control and Control and Control Control and Co

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prover samp or intare roldinist appear isoloevery working. **CREAT NATIONAL STANDARD THEATRE.** original Clinity & distortis, consisting of one performers and singres, are engaged for one month, and will appear on Monday next in the process Tertormance on Wondsking, at 0 clock, No advance

INDIA A and AUSTRALIA.-The following splend firstingt-class SHIPS will be dospatched as under :-Shiming. | Destination. | To Sail. | Dock

Grand Morning Performance on Wednesday, at 2 o'clock. No advance in the prices.	B. Shipa pa.	Destination.	To Sail.	Docks.
VIOTORIA CROSS GALLERY will CLOEB on Baturdy, the 20th last: Admission is. Julie, forei 010 6; ereolar, 75 ull 0. Boldiers in uniform free. JAS, BOVE, Sec. M. Charles and the state work of AFT of the kind ever een, at further model staborate WORK of AFT of the kind ever een, at further applications of 0. Oxford energy. Admission on pre- served and applications of 0. Oxford energy.		Colombo Calcutta Rangnon Rangnon Sydney	8cpt. 1 Sept. 7 . 31, Great St. H	
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GRANINTON, for COLOMBO.-First Ship.-Noi ba goon for for a for the relative passengers at a moderate rate for w

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FOR ELMINA, Cape Coast Castle, Accra, and Logos direct, a regular trader, having the greater part of her carge sugased, the Yarmouth-Julk clipper brig LOUISA, A 1, 165 tona re greater, J. C. PUNOHARD, Compander : loading in the St. Sathering

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Now we're looking at realtime content shared between hundreds of millions of people – across media platforms – peer-to-peer



10 MAY 2015 - 10:28AM

YouTube marks 10th anniversary



IMAGE

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May 2015

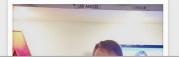
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April 2015







Meerkat Live Stream Video.



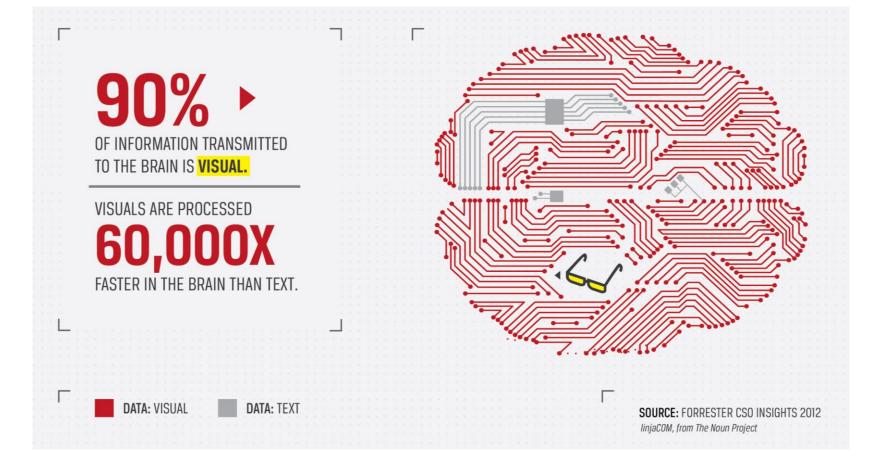


Now we can really 'see' corruption as never before



80% of the brain is dedicated to visual processing University of Rochester, 2004

People are wired to think visually



Social media is visual media

63% of social media is made up of images

Source: Citrix, 2014

Making media capture ubiquitous

- Social media is like a new 'social operating system' – the nervous system of the whole community
- Social allows us to see and to experience corruption in a way that' s never before been possible
- Across geography, indoors and outdoors, audio, video, instant messaging, etc.
- Social media can be summoned to record millions of 'micro-moments' of

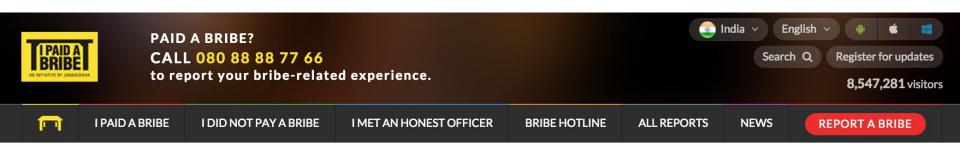
Time is spent in 'micromoments'

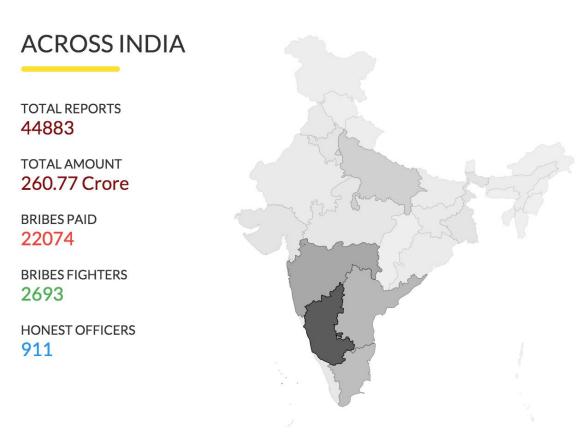
Micro-moments occur when people reflexively turn to a device -increasingly a smartphone-to act on a need to learn something, do something, discover something, watch something, or buy something. They are intent-rich moments when decisions are made and preferences shaped. In these moments, consumers' expectations are higher than ever. The powerful computers we carry in our pockets have trained us to expect brands to immediately deliver exactly what we are looking for when we are looking. We want things right, and we want things right away.

Source: Google, 2015

How does that manifest itself?

- Through the video of the guy accepting the payoff
- The photo of the car or house the public official cannot possibly afford
- The texted testimony of thousands who have heard about wrongdoing with their own ears or seen it with their own eyes





121.02 CRORE

62.37 CRORE

58.65 CRORE FEMALE

77.85 CRORE

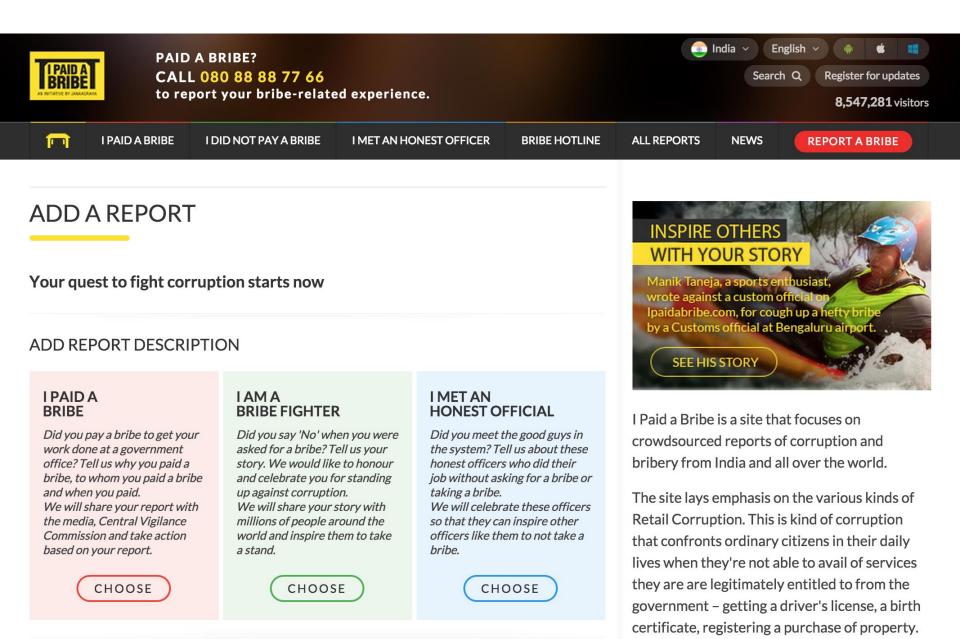
44.42 CRORE

FEMALE 33.43 CRORE

'Whistleblowers' more powerful

The media no longer has the capability to be sole watchdog and whistleblower, so now the people are basically doing that themselves...





So what?

- Now the 'line-of-sight' on the sordid frontiers of corruption is incredible
- People aren' t just hoping for more transparency –and they aren' t just demanding it
- Now they also have mobile devices to ensure it



Saturday May 09, 2015 中文

Society



Social media encouraging corruption whistleblowing

Control C

China's use of social media to encourage public tip-offs about corrupt or unprofessional official practice is gaining steam.

In Qinhangdao City of north China's Hebei Province, more than 20,000 citizens have used an app launched in August which enables them to report officials' "undesirable work styles" such as bureaucracy and extravagance to the city's discipline watchdog.

Discipline staff have received more than 300 complaints via the app, said an official with the Qinhuangdao Municipal Discipline Inspection Commission of the Communist Party of China (CPC).

Authorities have handled over 200 of the cases, punishing 30 officials for offences ranging from driving government cars for personal affairs to organizing extravagant banquets for family weddings or funerals.

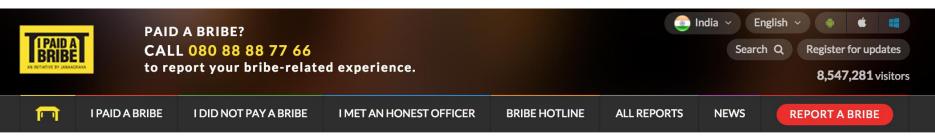
"A small mobile phone can help solve a big problem. Every mobile phone is a tool for inquiry and everyone is a supervisor," said Hao Zhanmin, secretary of the commission.

Since late 2012, the new Chinese leadership has launched campaigns against corruption and misconduct among officials. More than 100,000 officials have been punished.

"A small mobile phone can help solve a big problem."

Every mobile phone is a tool for inquiry and...

...everyone is a supervisor"



Home >

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You can now report a bribe you've paid or if someone asks you for a bribe. We've got answers to all your questions about how-to get your driving license or marriage certificate. Download Now!

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The thing is...

- The media has always been feared by those engaging in corrupt practices — so such people sometimes actually try to control the media
- Indeed, in many places, the media itself is suspected of being corrupt!
- Yet, ironically, people are arguably controlling the media as much as they are being controlled by it
- Even with controls and firewalls, it is the mass public who now decide which stories are trending and who is going to be a star — not

Riepl's Law

Riepl's law is a hypothesis formulated by Wolfgang Riepl in 1913. It is frequently cited in discussions about newly emerging forms of media in the scientific community in German-speaking countries.^[citation needed]

Riepl, the chief editor of Nuremberg's biggest newspaper at the time, stated in his dissertation about ancient modes of news communications (original title: "Das Nachrichtenwesen des Altertums mit besonderer Rücksicht auf die Römer") that new, further developed types of media never replace the existing modes of media and their usage patterns. Instead, a convergence takes place in their field, leading to a different way and field of use for these older forms.

This hypothesis is still considered to be relevant, explaining the fact that new media never make the "old" media disappear.

Cross-pollination

- Traditional media business is declining, but social media feeds mainstream media coverage with story fodder and public barometer information
- As a direct result, reporters have never had more stuff inside their 'bag of tricks'
- The traditional mainstream media reports citizen media angles and amplifies the story-sharing online

LATEST NEWS - I PAID A BRIBE

Cabinet approves amendments to whistleblowers act

Posted on May 06, 2015 from Delhi, National

New Delhi, May 6 (IANS) The union cabinet on Wednesday approved amendments to the Whistlebowers Protection Act, 2011 aimed at strengthening...Read more

India, Immigration/Law/Rights, Politics

25 arrested as anti-graft helpline gets 1.25 lakh calls

Posted on May 06, 2015 from Delhi, National

New Delhi, May 6 (IANS) The Delhi government's anti-corruption helpline has received over 1.25 lakh calls within a month of its launch and 25...Read more







I Paid A Bribe

@IPaidABribe

http://ipaidabribe.com is your space to share corruption-related experiences and uncover the market price of corruption. An initiative by Janaagraha.

India · http://ipaidabribe.com

FOLLOWING 194











Following

Good things social media can do

- crowd-source ideas
- tip-off the authorities
- share experiences
- sign-up volunteers
- channel opinion
- motivate activists
- induce direct action

Educate the people and inspire positive change!

Bad things social media can do

- deny the honest truth
- spread rumours
- traffic vicious gossip
- deflect attention
- smear opponents
- 'rabble rouse'

Play to the gallery and whip up an angry mob!

The seven deadly social media sins

- 1. Lust
- 2. Greed
- 3. Gluttony
- **4. Sloth** *it ′*
- 5. Wrath
- 6. Envy I' m worth it'
- 7. Pride

'I want this' 'I need this' 'I must have more' 'I haven' t thought about

'I am angry about this' 'I want what s/he' s got;

'I am better; I deserve this'

Communication caters to egos

"You are important to us"

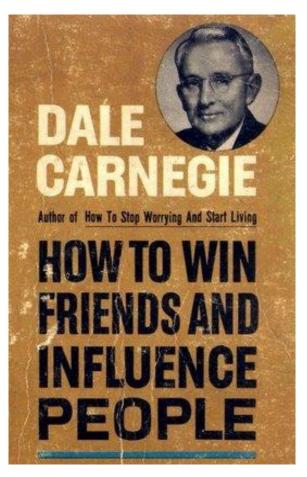
"We need your opinions to help inform our actions"

- there are many emotions in play which we have to deal with today as never before
- clicking 'like' generates 'likes'
- know-it-all-ism online; the RT = true expertise?
- 'sharing' can be selfish ('what makes you look good')

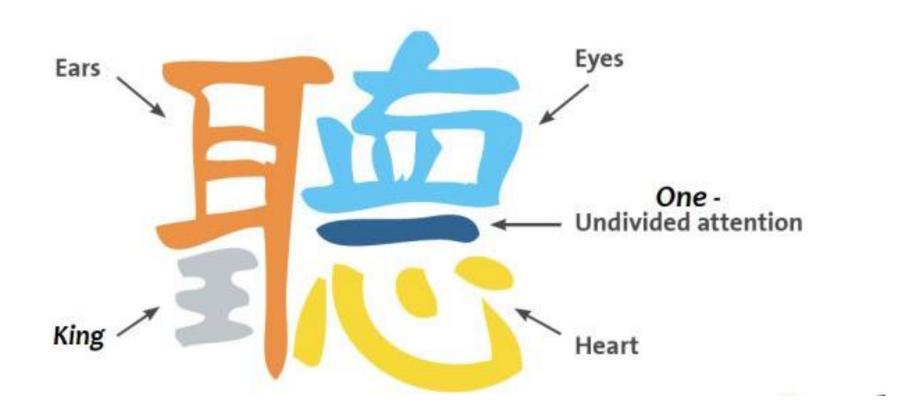
'Listening' can be sincere or artifice

"Talk to someone about themselves and they' Il listen

- keep in mind that 'listen' and 'silent' are made from the same letters
- start with talking, and you tune people out and often annoy them
- social media creates new
 "Make the other person feel
 important and do it



Written in 1936



Listening must be sincere...

Or else..!



Psychology is critically important

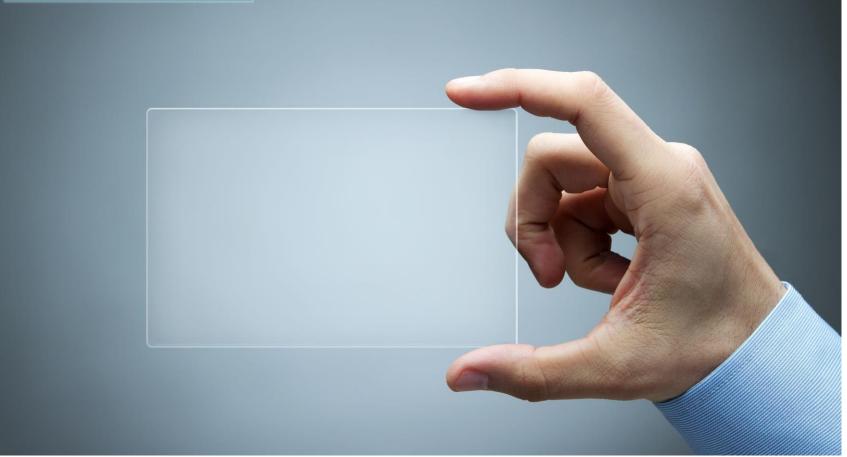


Key questions for decisionmakers

- How to harvest and channel social media engagement on corruption into tangible outcomes?
- How to connect social inputs with systemic actions?
- What to make visible online and private offline?
- Resourcing and reporting responsibility
- Evidencing the progress being made...

Rurden of proof rather than concation of

Transparency isn't optional; it's becoming mandatory whether or not we want it to be



Social leadership communication

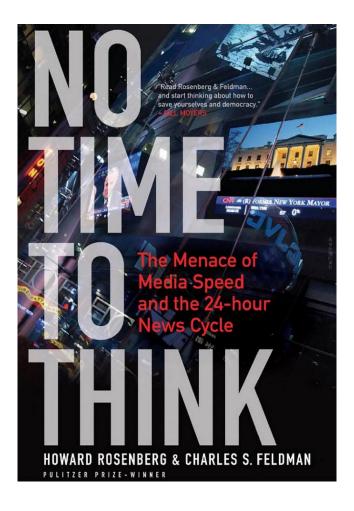
- Chiefs need to be savvy about social and show the way, managing emotions & sharing information in a resonant way
- Their ignorance needs to be addressed so they can make wise decisions about how to use social media for communication – not just marketing to sell things
- Leaders decide who is in charge and how much money will be invested in social, so they need to be much more savvy

There are many social media communication concepts

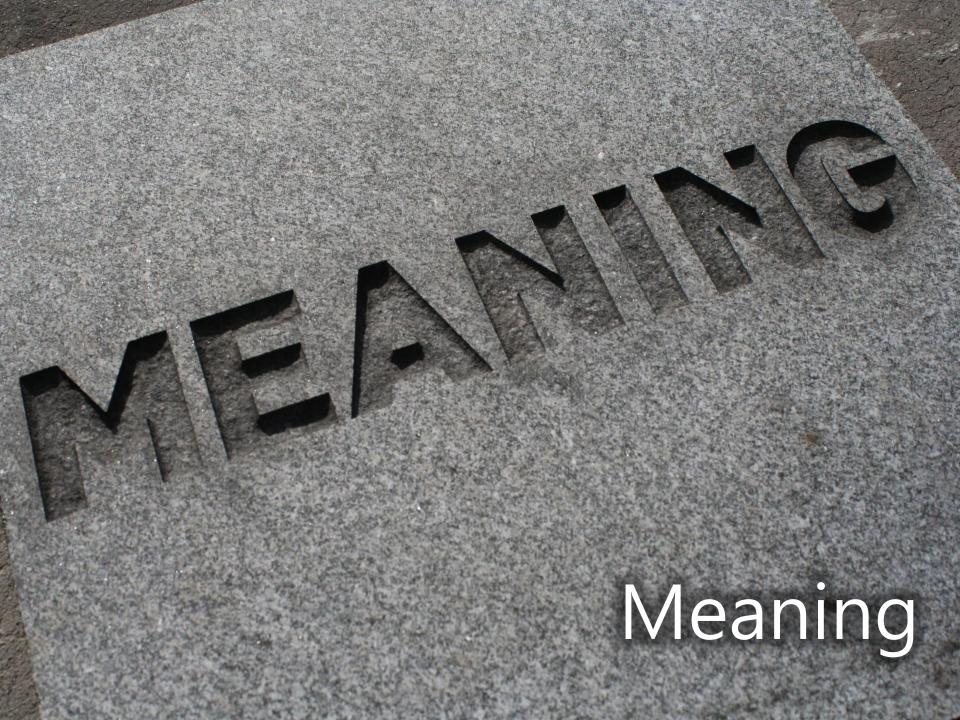
Storytelling Speed Visualization Chaos Content Complexity HyperconnectivityPsychology Data Asymmetry Design Transparency Listening Apology Meaning **Co-creation**



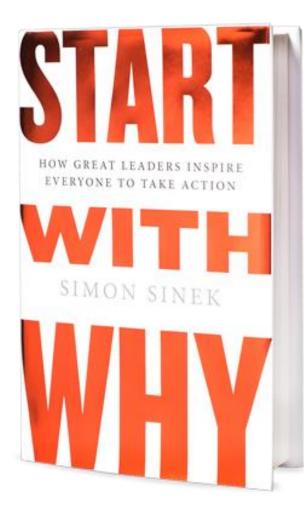
Staying on top of things

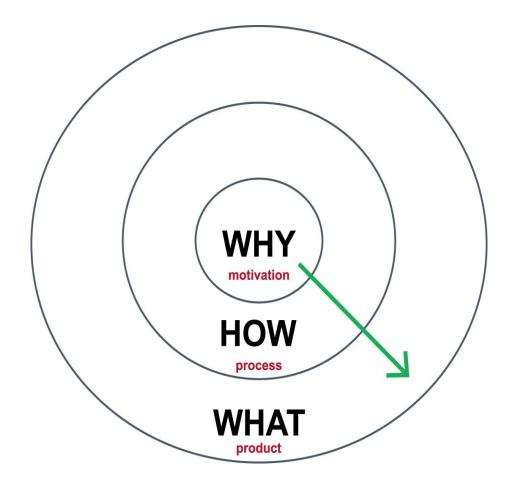


- early tech adoption
- early warning systems
- issues interception
- rapid response regime
- real-time progress reporting
- integration with public relations
- executive training &



Communicate 'the golden circle'





NBCNEWS HOME TOP VIDEOS ONGOING: GERMAN PLANE CRASH EUROPE'S BORDER CRISIS

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Clinton Praises Social Media as Way to Fight Corruption

BY ALEX MOE

NEW YORK – Former Secretary of State Hillary Clinton on Thursday praised social media as a way to hold government accountable, fight corruption and promote economic opportunity around the globe.

"Using social media to motivate them [young people] to connect them up, to stand up for you know those bones - good governance, good accountability, strong anticorruption measures - will open up possibilities for jobs to be created, for entrepreneurs to flourish," Clinton said at an event hosted by the U.S. Agency for International Development.



Social media and anti-corruption efforts may sound like strange bedfellows, but as communication technology continues to evolve and as mobile devices are increasingly dominant platforms for accessing information, social media is ever more connected to attempts to thwart corruption.

"Voice of Corruption Hunters in Social Media", a panel discussion at the International Corruption Hunters Alliance (ICHA) Conference hosted by The World Bank Group, provided a nice summary of the importance of social media for communicating on anti-corruption. Jeremy Hillman, Christine Montgomery, Jessica Tillipman, Matthew



Stephenson, and Julie Dimauro filled out the panel and provided an interesting break-down of the role of social media and some stories to back up their claims.

"...while social media is helpful, it is should be viewed as just one ingredient in an anti-corruption effort. Communication via social media is most effective when it is integrated within a broader strategy of reporting and reform. This requires coalition building and wider support from those in government and the private sector. Social media can support how these actors coalesce around an issue but cannot singlehandedly champion anti-corruption legislation or compliance procedures."

— Roxanne Bauer, World Bank consultant

A FUTURE without **CORRUPTION**

th SYMPOSIUM

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同心 匯智

Thank you! www.bobpickard.com @BobPickard

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Independent Commission Against Corruption