

Internet Public Policies to Drive Societal Development

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Introduction

“We cannot understand, analyze or make public policy without understanding the technological, social and economic shifts associated with the Internet.” ([Margetts 2009](#))



Contents

- **Development:**
 - **cultural and linguistic diversity/local content**
 - the use of **social media** to influence **societal change**
- **Internet rights**
- **Mapping a national internet public policy**

Local Content

- **Cultural diversity:** International law instruments, important of Cultural Relativism in human rights law
- **Multilinguism**
- **Bridging the “content divide”**
- **Mediums for digital content creators:** news updates, Youtube, blogs, memes – just people generally expressing themselves on social media
- The internet must support the dissemination and distribution of local content.

Social media

- User-generated/driven content
- **Examples:** News media, PTI, ISPR, accounts monitoring traffic in major cities, transportation (Daewoo), K-Electric
- **However:**
 - Internet access remains largely concentrated in urban centers, which constitute only 36% of the total population
 - Political instability
 - Power crises
 - State policy, monitoring and regulation of the internet
- PTA controlling internet and social media content
- Section 34 of the proposed PECEB (September version) – “power to manage online information etc.”
- Transparency and accountability should also be ensured in the working of official bodies involved with internet policy and regulation: the Ministry of Information Technology, IMCEW, Pakistan Telecommunication Authority, and the Cybercrime Wing of FIA.

Policy and institutional aspects

- Telecommunication policy issues are closely linked in many respects with overcoming the **digital divide**.
- Both private investors and public donors are not ready to invest in countries without a proper institutional and legal environment for internet development.
- Development of national ICT sectors also depends on the creation of necessary regulatory frameworks.
- Telecommunication policy should facilitate establishment of an efficient telecommunication market with more competition, lower cost, and a wider range of services provided.
- The introduction of Internet-related laws, and the granting of access to information to all citizens without political, religious, or other restrictions.
- Establish independent and professional telecommunication regulatory authorities.



Internet Rights

- Internet access for all
- Freedom of expression and association
- Shared learning and creation – free and open source software and tech development
- Privacy and surveillance
- Governance of the internet
- Awareness and protection of internet rights



How to map an effective and holistic national internet public policy

1. Existing mapping frameworks: Diplo's baskets, WGIG, IGF framework of issues
2. Approaches to mapping
3. Mapping issues in detail
4. Stakeholder communities

Diplo's baskets



Infrastructure &
standardisation
basket

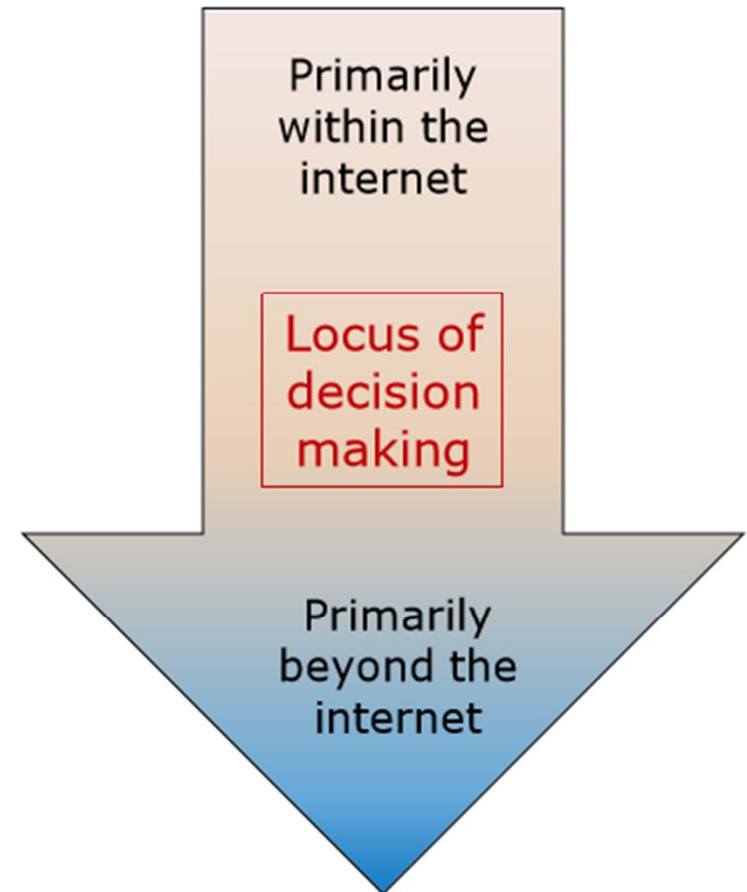
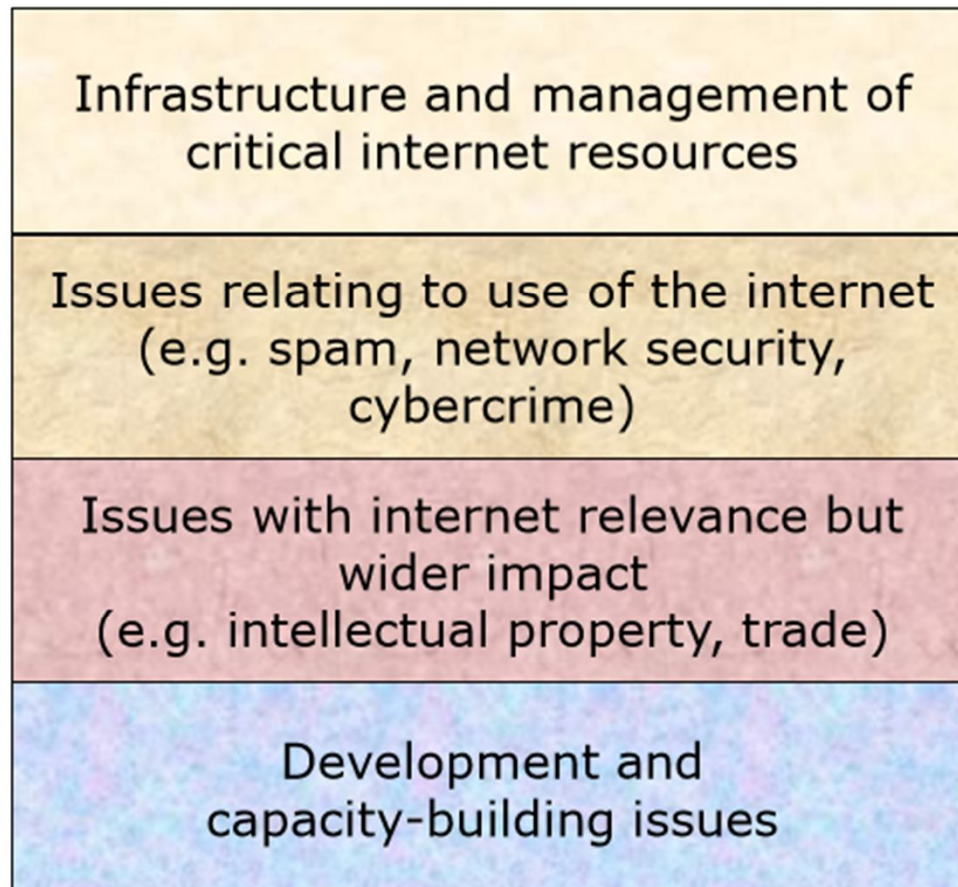
Legal basket

Economic
basket

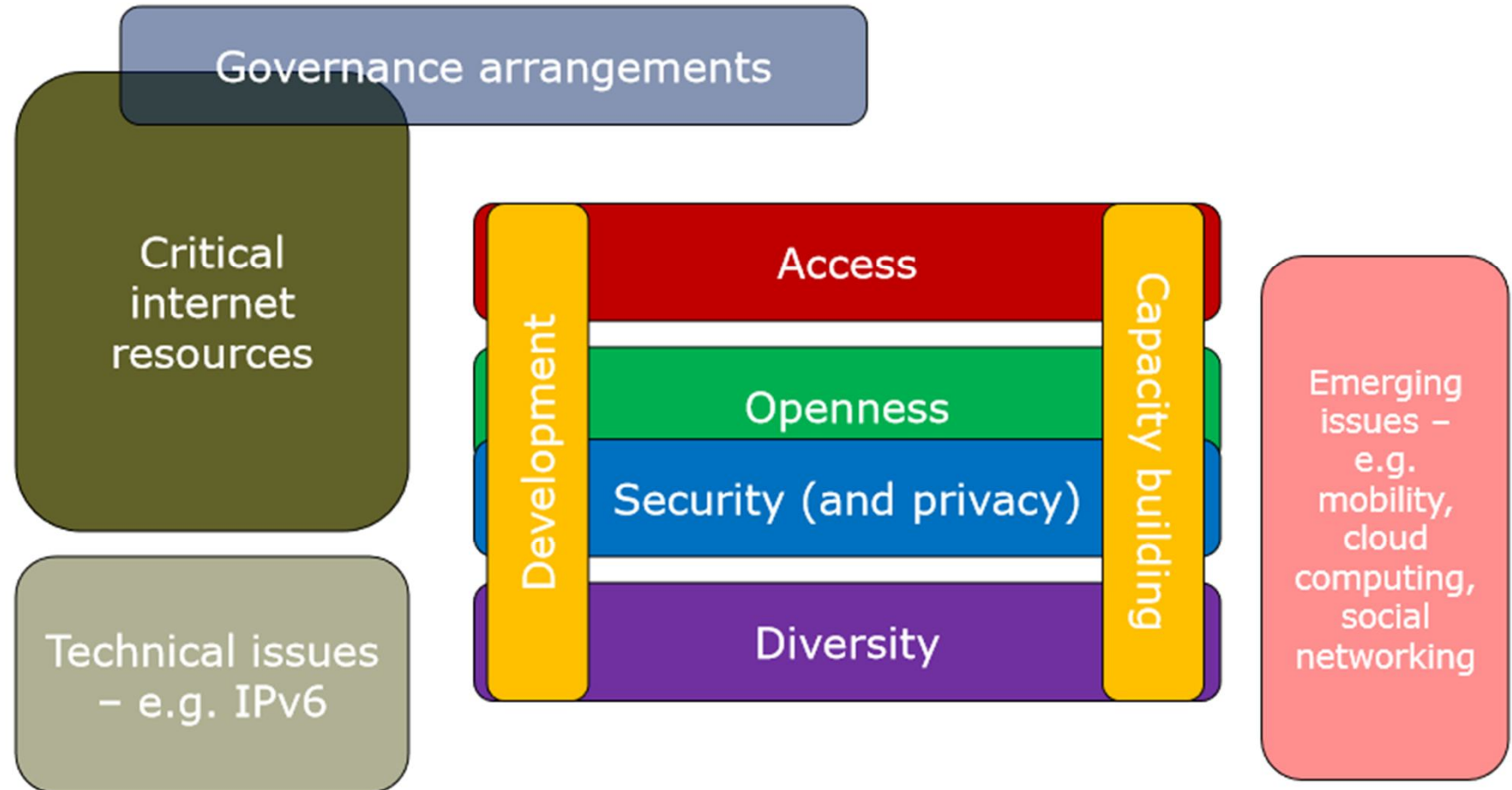
Development
basket

Socio-cultural
basket

WGIG's taxonomy of internet governance



IGF framework of issues



Approaches to mapping

Mapping framework



Colour codes*

Internet community

Intergovernmental agency

National government

Commercial business

Non-governmental public policy

Civil society

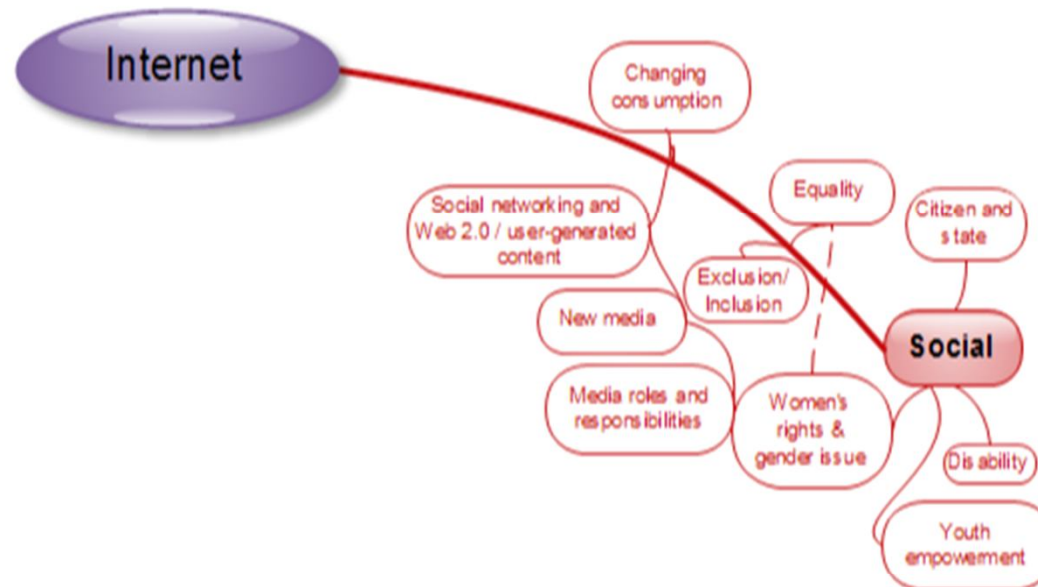
Users



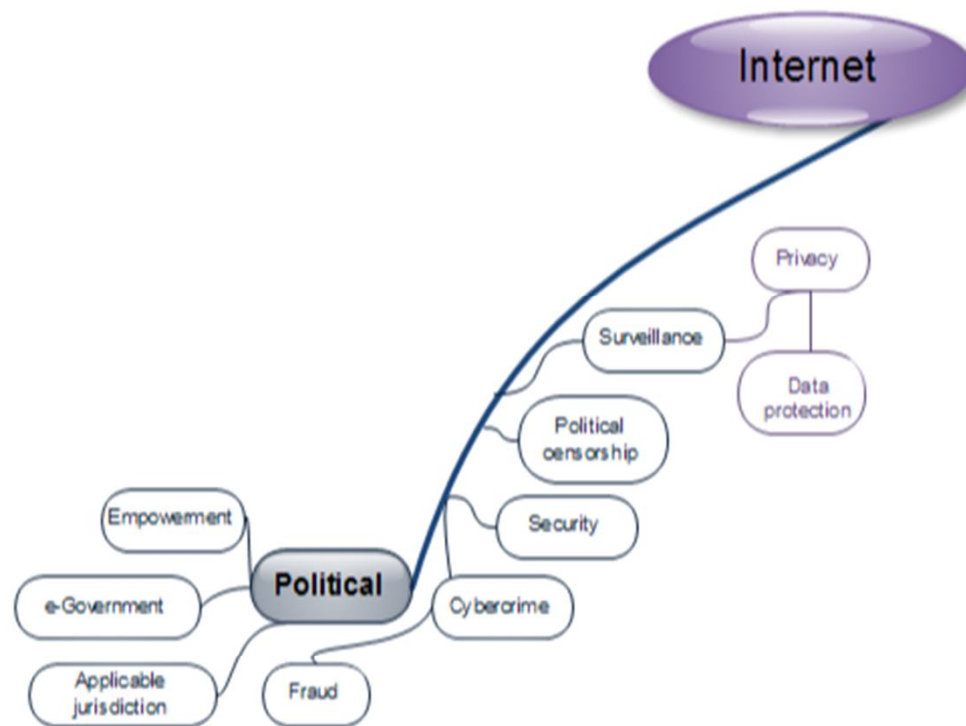
Mapping Internet Issues: Headers

- Access, economic, developmental, technology change, environmental, standards, political, cultural, social, rights-based, administration and coordination

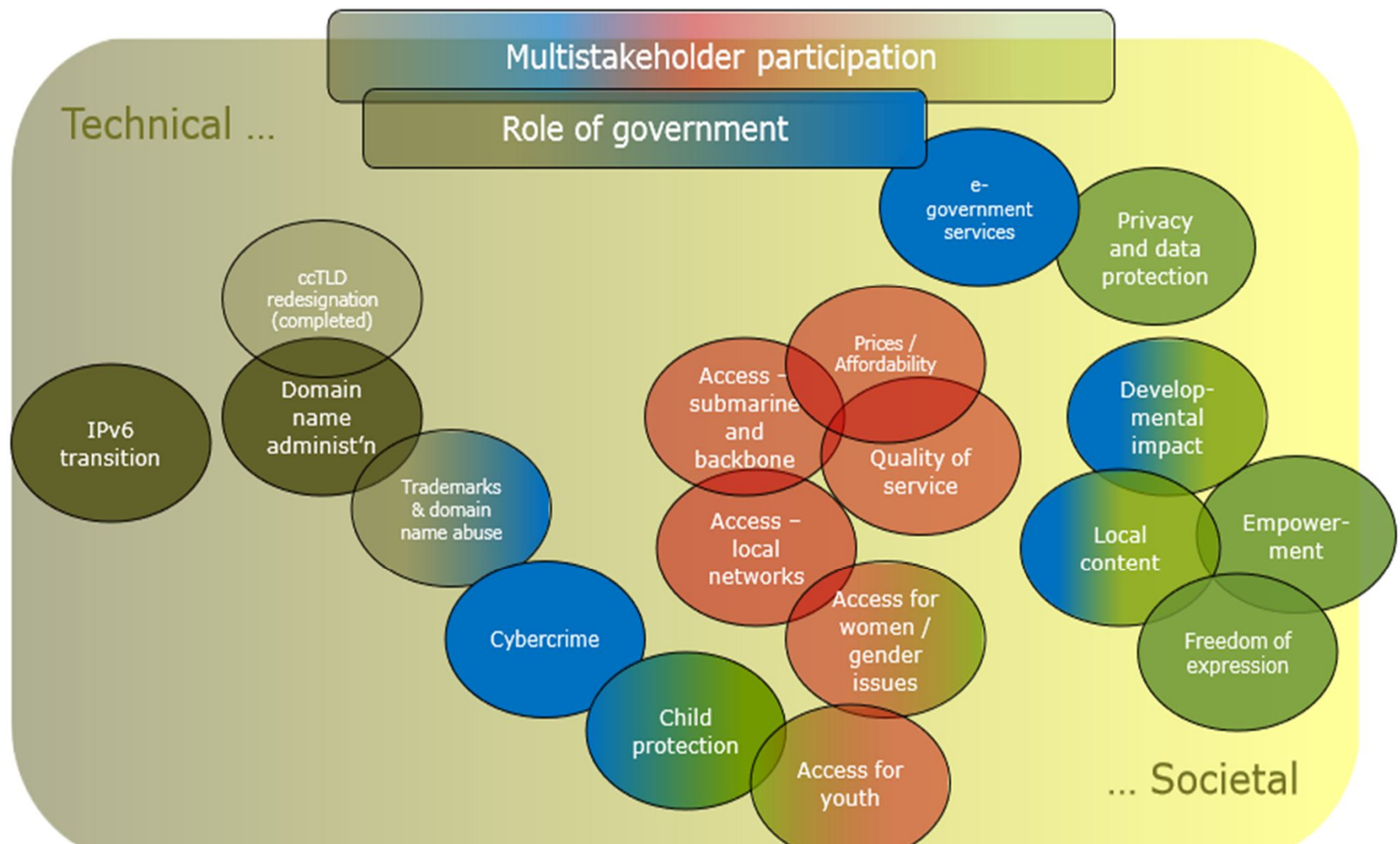
Mapping internet issues : social



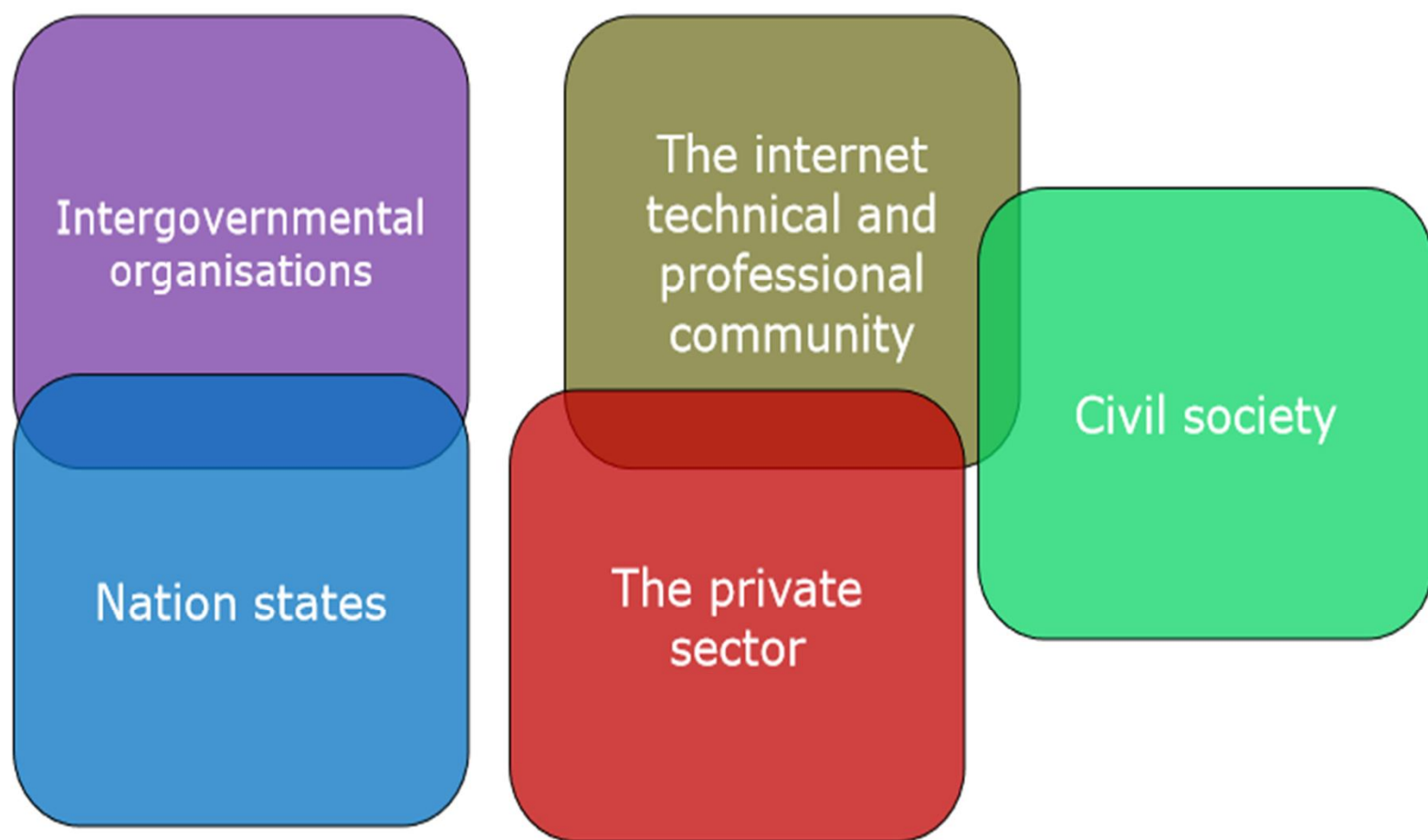
Mapping internet issues : political



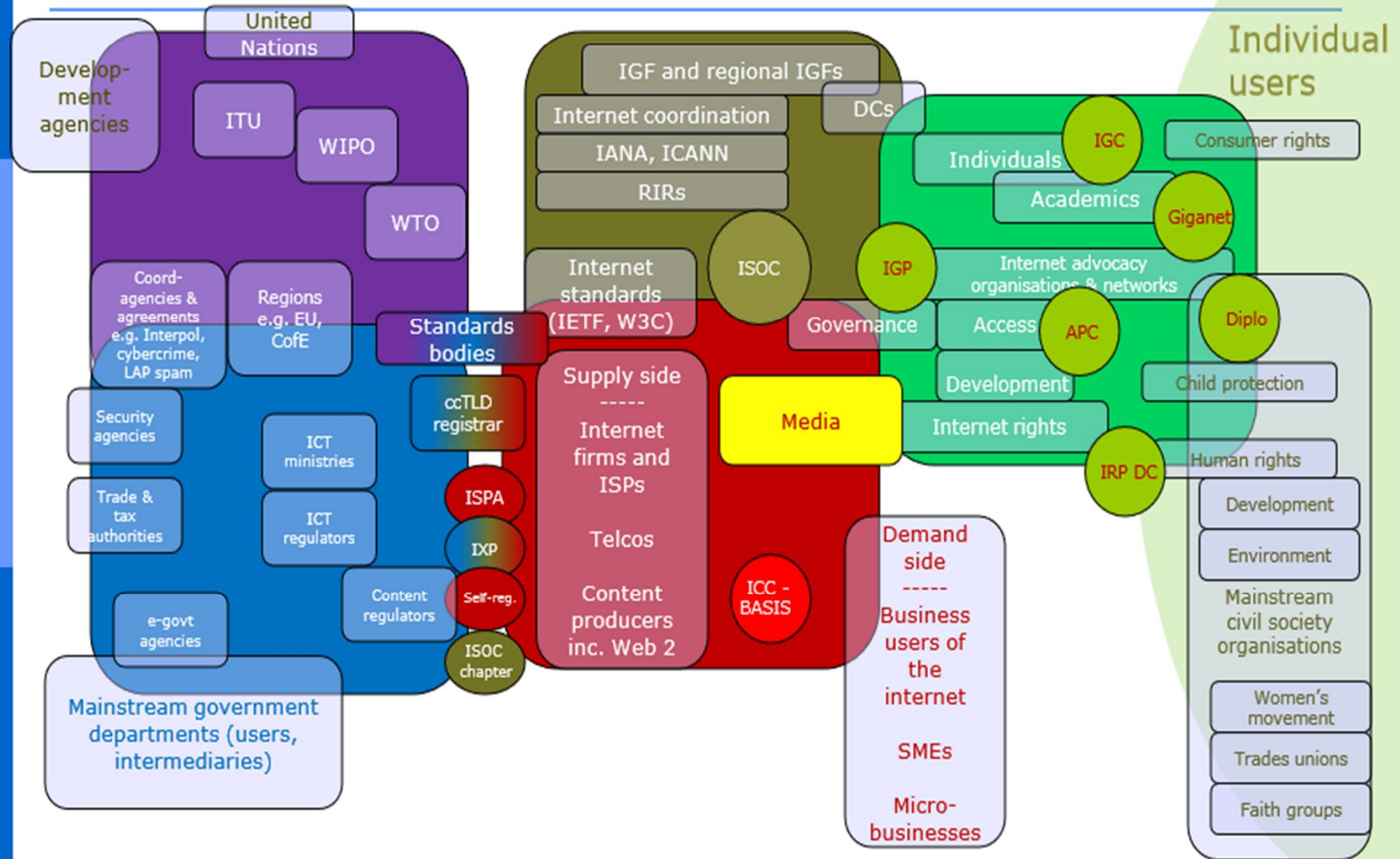
Mapping national environments : Kenya : issues



Mapping stakeholder communities: the basic picture



Mapping stakeholder communities: making things complex





Thank you.