



# MAKING CROWDMAPS EFFECTUAL FOR MAPPING VIOLENCE AGAINST WOMEN

Connect Your Rights  
EroTICs India

Mumbai, November 11, 2013

**Rohini Lakshané**  
rohini@pointofview.org  
Point of View, Mumbai  
CC-BY-SA 3.0

# Tech Tools You Could Use

- **Ushahidi:** Free and open source (GNU LGPL) platform for information collection, visualization and interactive mapping
- **Crowdmap:** Set up your Ushahidi deployment without installing it on your own web server
- Location aware services

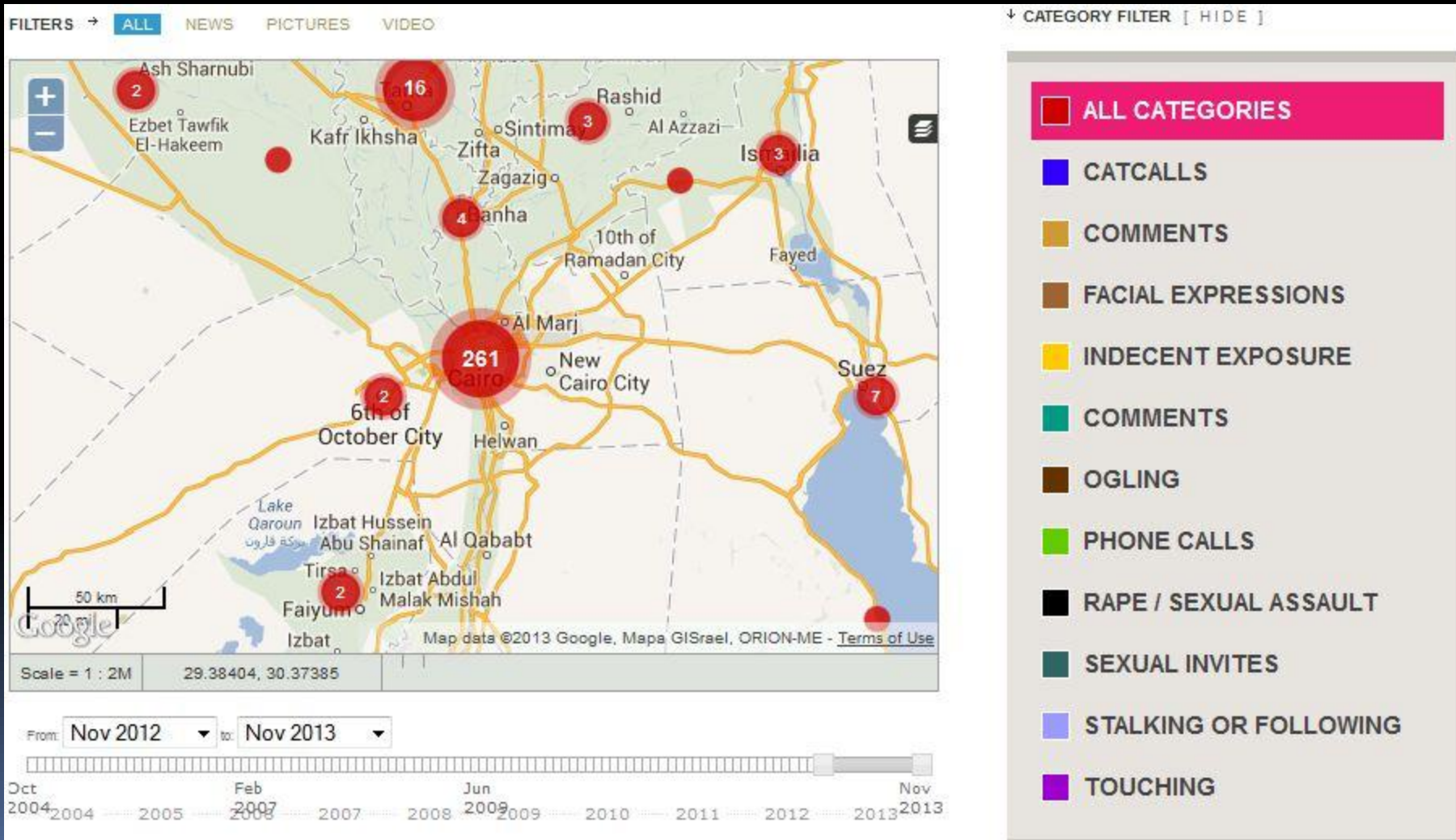
# Who Could Use This Data?

- Researchers
- Law enforcement, police, security agencies
- Governments
- NGOs

# Modes of Reporting

- SMS
- Email
- Web form
- Twitter hashtag (E.g. #harassmap, #takebackthetech)
- Ushahidi apps (iPhone and Android)

# Visualisation (Harassmap Egypt)



# Graph of Reports



# User Reports – News Reports

## Reports

TITLE	LOCATION	DATE
we do not need help..all we need is ur support...	Dombivli	Dec 19 2011
Mumbai Police! Very Dangerous Sexual Harassment...	kasturba kunj,plot 125,wadala sewri Rd. wadala (W)Scheme 57,Rd no.10,Mumbai-31	Dec 18 2011
I am 14 yr old girl from mumbai and a victim...	Dadar	Dec 18 2011
Respected Mumbai Police, Pls take urgent...	wadala-mumbai	Dec 15 2011
Harrasment of women at CST station during...	CST station	Dec 12 2011
Sanpada-Vashi Stn road : People passing...	Samna Press, Sector 30 A,	Dec 12 2011

## Official & mainstream news

TITLE	SOURCE	DATE
Widow's body found stuffed in bag	maps4aid	Jan 23 2013
Horror in Mumbai: 3-year-old raped in Dharavi	maps4aid	Jan 23 2013
Andhra Pradesh: Man axes wife, daughter...	maps4aid	Jan 22 2013
Policeman arrested for allegedly molesting...	maps4aid	Jan 22 2013
Pune: Don Bosco Vice Principal arrested...	maps4aid	Jan 22 2013
Three-year-old allegedly raped by neighbour...	maps4aid	Jan 22 2013
Ahmedabad: Wife raped after man fails to...	maps4aid	Jan 22 2013
Bangalore: Stranger molests 9-year-old girl...	maps4aid	Jan 20 2013
Chandigarh: 5 year old student sexually...	maps4aid	Jan 20 2013
Dowry: 26 year old Rahina strangled to death...	maps4aid	Jan 20 2013

[View More](#)

# Mapping Violence Against Women (VAW) in India

- Safecity.in (A very active deployment)
- Maps4Aid.com (unavailable since Feb '13)
- VAWMumbai.crowdmap.com (Part of Maps4Aid. Inactive for ~ a year)
- Vawhelp.org (Part of Maps4Aid. Map of helplines)
- Harassmap Mumbai (Akshara.crowdmap.com)
- Govdelhi.crowdmap.com (9 reports ~ 1 year)
- Fightback app (fightbackmobile.com)
- Jagaran Mumbai Safety Survey 2013  
[bit.ly/173HRHn](http://bit.ly/173HRHn)
- Hollaback [www.ihollaback.org](http://www.ihollaback.org) (Delhi, Mumbai, Chennai, Pathankot, Chandigarh; start your own)





Too many maps

Too little reporting

# When There Are Many Maps

- Fractures and diffuses data, makes it difficult to collate, difficult to use
- Demotivates 'reporters' when campaigns fail

# Reasons For Lack Of Reporting

- Lack of awareness/ outreach efforts
- Personal reasons (Lack of motivation/ passive attitude, previous disappointment over not receiving direct or indirect results or feedback, monitoring of electronic communication, etc.)
- Demographic reasons (Illiteracy, lack of access to technology or ability to use it, lack of familiarity with language of Internet use, etc.)
- Cost of sending a text, email, etc.
- And more...

# Make Crowdmaps Effectual

- **Feedback loop; take follow up action**
- How will you monitor and assess your map?
- Gather more information about potential and actual users. Factor in the least common denominator
- Create awareness about the map
  - Guide and encourage good reporting
- Approve reports fast (no outdated data; reports beget reports)
- Do more with data
  - License it
  - Make it easy to access
  - Verify reports (makes data credible, removes vandalism)

# A Verifiable Report

**Mumbai Police! Very Dangerous Sexual Harassment group at wadala sewri Rd.**

no.10,Mumbai-31



Molestation and Physical Harassment





Street Harassment Gangs



Verbal Abuse

## Description

My lady friends & other girls was teased & harassed by locals in this area as I am student & she is student of S.I.W.S college,there would had been serious fight to protect her .I am giving the area & building address-kasturba kunj,plot 125,wadala sewri Rd. wadala (W)Scheme 57,Rd no.10,Mumbai-31 opposite relax fast food,near Bhuva garden & Sai Baba mandir,The grp most dangerous & active .

Credibility:   **0**

## Comments

**Maps4Aid** (Dec 18 2011)

Hi. This is definitely something serious. Please do call Mumbai 24 Hour Helpline 4 Women by Women Cops #103 | #7738133133 and #7738144144 | and register your complaint immediately.

# Successful crowdmapping campaigns

3 pronged, integrated approach – Map, Community action, Research

- Harassmap (Egypt),
- Women Under Siege (Syria),
- Hollaback (20 countries)

Harassmap: “... an integrated approach that combines online and mobile technology and mass media and communications campaigns can help support on-the-ground community action to mobilize the public to be watchful against sexual harassment and to take action by speaking up against it.”

# Further Reading

- Crowdsourcing Tools to Combat Violence Against Women  
<http://ow.ly/qKlCA>
- Crowdsourcing Tools to Combat Violence Against Women – II  
<http://ow.ly/qFTm2>
- Crowdmapping the world we want:  
<http://blog.brac.net/2013/02/crowdmapping-the-world-we-want/>

A word cloud centered on the white background, featuring the word "THANK YOU" in the largest, bold, black font. Surrounding it are numerous other phrases in various languages and scripts, including: "GRACIAS", "ARIGATO", "SHUKURIA", "JUSPAXAR", "DANKSCHEEN", "TASHAKKUR ATU", "YAQHANYELAY", "BİYAN SHUKRIA", "TINGKI", "SUKSAMA", "EKHMET", "MAA'KE", "GRAZIE", "MEHRBANI", "PALDIES", "YU'PAGARATAM", "HUI", "UNALCHEESH", "HATUR GU", "EKOJU", "SIKOMO", "MERASTAWHY", "SAHCO", "KOMAPSUNNIDA", "LAH", "GAEJTIO", "TAHTAPUCH", "MEDAWAGSE", "BANKA", "GOZAIMASHITA", "EFCHARISTO", "AGUYJE", "FAKALAE", "ATTO", "WADEEJA", "MAITEKA", "DHAANYAADA", "AMIRA", "MERSI", "SPASIBO", "DENKAUJA", "NEMACHALHYA", "UNALCHESH", "HATUR GU", "EKOJU", "SIKOMO", "MAHETAI", "MINMONCHAR", "BOLZIN", and "MERCII". The words are arranged in a circular pattern around the central "THANK YOU".

Flickr/ [www.works](http://www.works) (CC-BY)