

**AWARENESS FOR POLITICS AND
POLITICIANS**

**INTERACTION DESIGN PROJECT II
IN II-69**

**BY
SOURABH PATERIYA
126330001**

**GUIDE
PROF. RAVI POOVAIAH**



**INDUSTRIAL DESIGN CENTRE
INDIAN INSTITUTE OF TECHNOLOGY BOMBAY
2014**

AWARENESS FOR POLITICS AND POLITICIANS

Sourabh Pateriya
126330001
M.Des in Interaction Design

Guided by
Prof. Ravi Poovaiah



INDUSTRIAL DESIGN CENTRE
INDIAN INSTITUTE OF TECHNOLOGY
2013

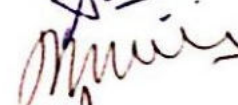
Approval Sheet

The Interaction Design Project II entitled "Awareness for Politics and Politicians" by Sourabh Pateriya, Roll Number 126330001 is approved, in partial fulfilment of the Master in Design Degree in Interaction Design at the Industrial Design Centre, Indian Institute of Technology Bombay

Chairperson :



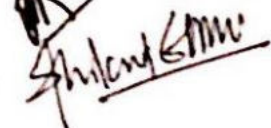
Project Guide :



Internal Examiner :



External Examiner :



Date: 31ST DECEMBER, 2013

Place: IDC, IIT BOMBAY

Industrial Design Centre, IIT Bombay

Declaration

I declare that this written submission represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/ source in my submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.



Sourabh Pateriya
126330001

Date: 31ST December, 2013

Industrial Design Centre, IIT Bombay

Acknowledgment

Firstly I would like to thank the Indian Institute of Technology Bombay, and IDC for giving me an opportunity to do this project as a part of our course curriculum. Secondly I would like to thank my honourable teachers, Prof. Ravi Poovaiah, Prof. Anirudha Joshi and Prof. Pramod Khambete for having guided and prepared us prior to this project which helped us a lot during this tenure.

Finally, I am very grateful to my guide Prof. Ravi Poovaiah for giving me invaluable feedback on the project whenever required, I learned a lot and gained a lot of knowledge it was a unique experience of working on a project on my own. I however all the short comings are due to my own limitations.

Awareness for Politics and Politicians

This project is dedicated to those who have been directly or indirectly devastated by the “leaders” who have challenged the power of Democracy.

But not to forget,

***“A NATION OF SHEEP WILL SOON HAVE A GOVERNMENT
OF WOLVES”***

-Edward R. Murrow

Abstract

There is a gap between the reach of people and politicians in this country. Very few people know about politicians who are surrounding them and about the political issues happening around.

In a democratic nation like India, everybody gets the opportunity to vote and elect their leaders. When elected politicians come into power, many of them misuse it and huge scams, corruption are the result of such irresponsibility towards the faith of people. Some people when try to get information about their acts feel helpless because information sources are very unapproachable. Lack of accountability and transparency in the system is making it difficult for people to get answers. There is strong need of awakening and making citizens of this country realize that their unity and attentiveness can result into a new clean political era.

This project aims to make people aware about political happenings, bring them together to talk about it resulting in transparent political system.

There is very less technological and design intervention in this domain, this project looks for the possibilities of it. Introduction of new media can add another dimension facilitating people to stay connected and alert about the political happenings. By understanding how people get information of politicians, discuss using different communication channels, raise an issue, a better modal can be thought of.

Index

1. Introduction	...1
2. Data Collection	...3
a. Understanding political Structure of India	...3
b. Data Collection	...4
c. Observations	...5
d. Making sense out of Data	...7
e. Inferences	...8
f. Principles of Accountability	...9
g. Existing Solutions	...10
3. Project Brief	...13
a. Initial Design Ideas	...14
b. Profiles and Scenarios	...15
4. Social Network for Politics	...17
a. How it works	...18
b. Final Concept	...20
c. Challenges	...37
5. Prototype	...37
6. User Testing	...39
7. Bibliography	...40

Introduction

"It all started with the news of "Coal Scam" (Citation) coming in every possible news channel, newspaper, websites, social media. My jaw was dropped after seeing the amount of loss due to this scam and it was ₹1060000 Crore. I tried to gather as much information as I could about this scam, people linked and documents. But I couldn't do much because like most of the other people I was busy with my own personal life, academics. And this ₹1060000 Crore vanished from my mind in a day. I never cared after that, until I got an idea to work for it!"

Coal Scam was 6 times bigger than the 2g spectrum scam (₹ 176000 Crore), and from the loss, 24 golden quadrilateral projects can be finished, 66 crore buffaloes can be bought benefiting farmers, 38 crore ambulances or 3024 Fighter Jets can be bought [1] [2]. This number is too massive to calculate, but these kind of scams affect the lives of millions of people directly or indirectly. This affects the nation and trust of people.

These are the problem which India is facing right now along with Corruption,

- **Criminal Charges over election candidates –**
 - 40% of Lok Sabha candidates have criminal charges that range from assault, extortion, rioting, attempt to murder and defamation
 - Bigger the criminal charge, fatter the politician's wallet: Study [3]

"Do you expect from people who itself have criminal charges to handle money transfers and handling budgets of crores without scams and corruption?"

- **Biased news media** – Lot of documents surfacing on internet points to the direction that existing media is influenced by political parties/individuals. [4]
- **Lack of Information** – To gather information about politicians who are around you and in order to come to a conclusion of voting somebody, touch-points available are very less.
- **Accountability and Transparency** – If a person wants to get information about a particular step taken by politician, or expenses made by him/her; it's a nightmare for that person to accomplish this task. It can be done through RTI, but it has got its own drawbacks. Very less politicians and parties keep their every move, expenses, funding transparent in a easily accessible place, so that anybody can take fetch out information whenever required. Also, India lacks in transparency of donations [5] which comes to political parties (Except Aam Aadmi Party which has kept everything online [6]).
- **Scams and Corruption** – As per reports, the amount of loss due to scams is going dramatically up. Started with Bofors scam of ₹ 89 Crores and the most recent scam is worth ₹ 1060000 Crores

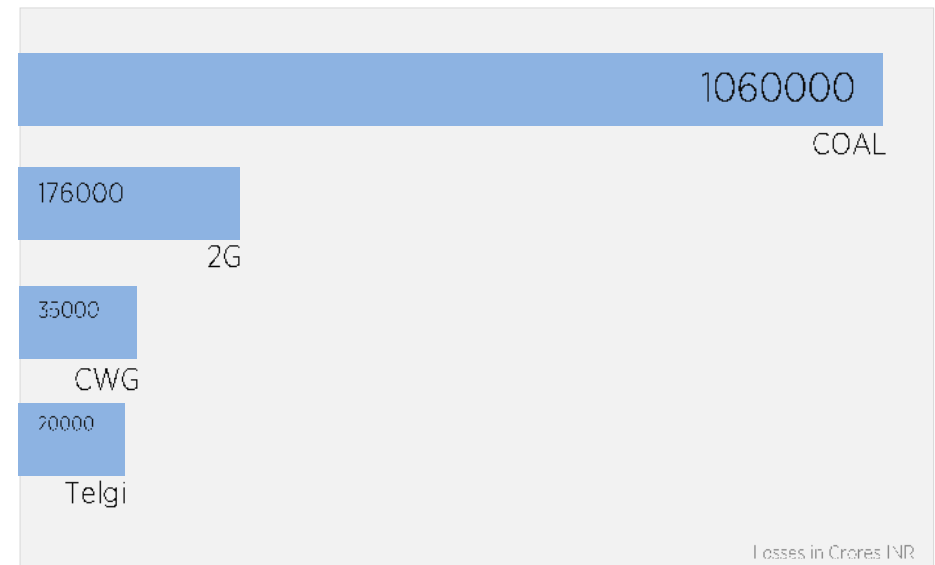


Fig 1 : Biggest scams of India and amount lost in them

After coming across these problems, the points which rose up was “Why can’t we involve new media and technology in these areas?” “What if we use innovative ways to make citizens of this country aware about political issues around them?” “Can these problems get solved, or improve using technologies?” “What are the existing solutions which were tried for it?” “Can we manage whole information related to politics in a better way?” “Is there any way bringing transparency and accountability in the existing system?” If yes, then what are the “Challenges”?

Data Collection

Understanding Political structure of India

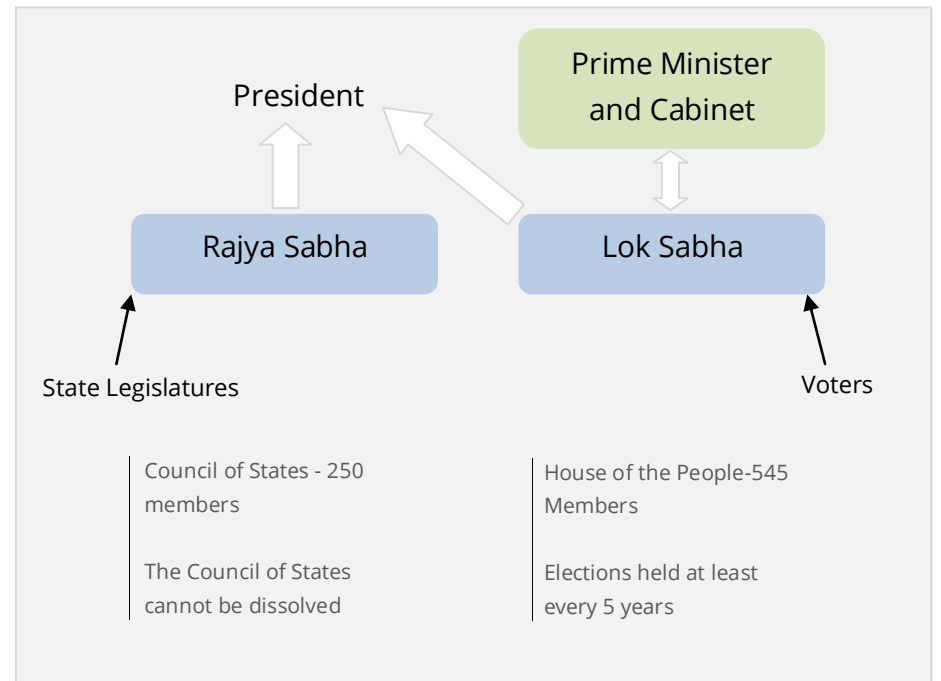


Figure 2: Showing Political Structure of India

As seen above, there are three very important functioning blocks of Indian political system, they are; Rajya Sabha, Lok Sabha and Cabinet.

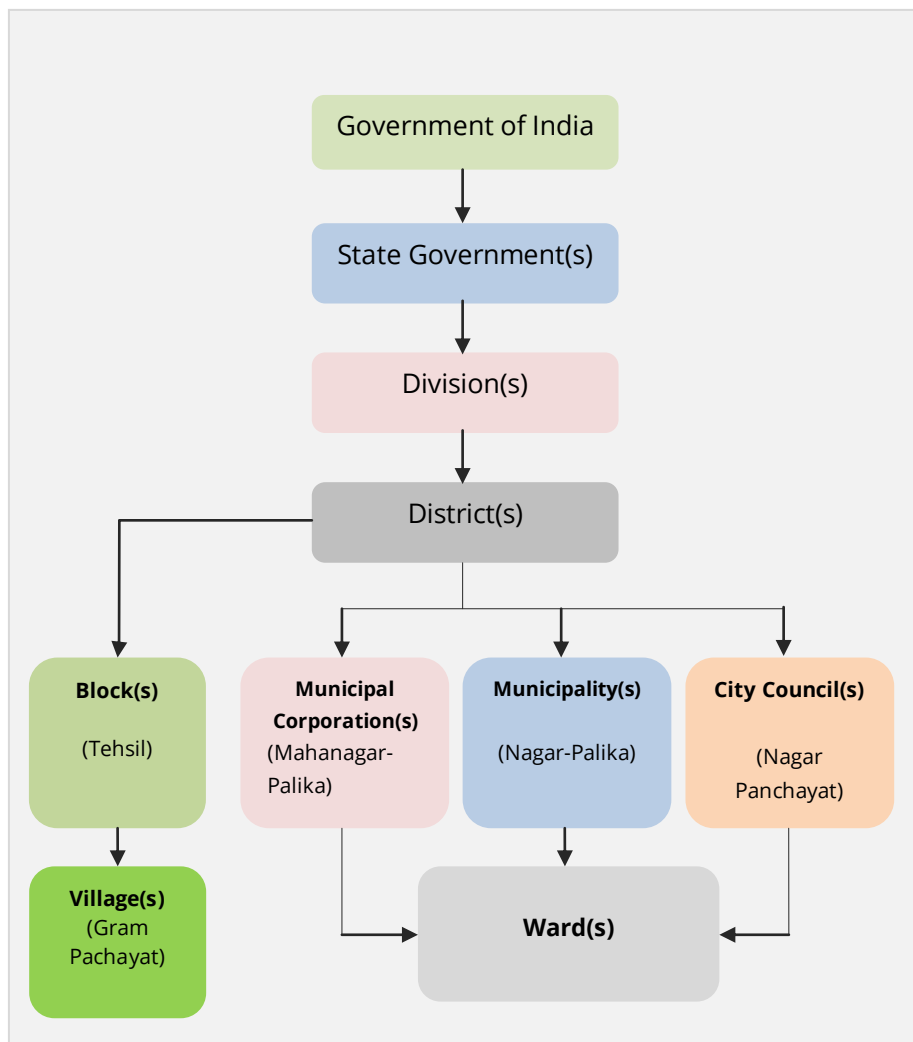


Figure 3: Showing how local administrative bodies work in India

Local Government of India which includes government of 28 States and 7 Union Territories are a total of 6,45,000 in number. [7] In rural areas it's called as Gram-Panchayat and in urban areas it's called as Nagar Panchayat(s) and the municipalities.

Functions which are taken care by municipal corporations, municipalities and nagar panchayats includes planning for economic and social development, Preventive Health Care, Parking lots, bus stops and public conveniences etc.

Initial primary research was conducted by interviewing existing a) politicians; b) candidates who stood for elections and c) students of IIT Bombay.

Data Collection

As understanding politics and going into the verticals of it is a challenging job, taking feedbacks from people and interviewing them was one of the important stepping stone.

One of the challenges during data collection was to build a relationship with people and keep them hearing until the talk comes to something useful. Most of the observations were made while taking feedback from the people about the current political system. The more you talk, the more you'd dig into the deepness of politics.

To start with somewhere, 6 people from varied political background (1 elected politician, 3 candidates, 2 activists) were interviewed in the process

and asked about how do they interact with people, how much they know about politicians around them and other unofficial facts¹.

To get feedbacks and insights from lot of other people and students, a session was organized along with the debate club "Samwaad" of IIT Bombay on "Can we have good politics in India". More than 20 students from varied backgrounds and streams joined it.



Photo Courtesy: Tushar Naringrekar

To understand how, why and what citizen of this country wants to know about their politicians, and what are the factors which affect their thinking to vote a particular politician, it was important to understand the psychology of citizen. Research has already been done to understand those traits.

¹ When it comes to politics, there are some unofficial facts which never come to the surface. Due to legal reasons, not putting those facts and hiding identity of people is important.

All the observations from primary and secondary research are explained in the next page.

Observations

- **It's tough to change existing policies** – In recent times, a lot of movements are happening in an attempt to pass bills which can bring transparency in the system and reduce corruption. One of the movement was done by Anna Hazare at Aazad Maidan, Delhi to pass "Jan Lokpal Bill". Millions of supporters gathered and supported Anna Hazare in his movement to bring a positive change in this country. This movement became quite popular involving common man and urged to put corrupt officers, politicians behind the bar. In spite of gaining popularity and getting support by people, this movement failed because government refused to pass that bill without any clarification. Anna Hazare's movement was finished with the promise of passing the bill as soon as possible, but was never passed because of internal benefits of government, political parties and politicians linked to it. Similar movements have happened for reservation removal, changing some policies; but hardly resulted in any positive effect. This signifies that opting for a route of changing policies by doing movements may be harder seeing the examples in past. This observation gives a hint that designing existing policies and changing what's already there in the Actual system for years is really tough.
- **Image of MLA, MP, CM etc is too high** – People treat politicians as celebrities in India despite of the fact that they are in power to serve services and help people of their constituency, area. "Arey, wo to laal batti wali car me chalte hai, bade aadmi hai", was the statement of one of the person during data collection. Similar statements were made by other people too accepting that

the image of politicians in their area is too high, resulting in communication gap with them. Very few politicians interact with people of their area, most of them prefer sitting in their offices.

- **Vote-bank and Dynasty Politics** - In India, it's evident that parties and individuals have won elections by the help of vote banks (targeting communities and promising them benefits). Parties still believe in dynasty based politics, and their probable upcoming candidates are usually from the same family which is in power no matter whether upcoming candidate is expert in that field or not. [8] [9]
- **Many parties challenged INC Monopoly, when they came into power scams still happened** – In early 70s, a party came into existence which was BJP. It was formed to challenge the monopoly done by Indian National Congress. But it's evident when BJP also came into existence, scams still happened. [10]
- **Lack of Accountability + Transparency + Responsibility** – If a person wants to get information about a particular step taken by politician, or expenses made by him/her; it's a nightmare for that person to accomplish this task. It can be done through RTI, but it has got it's own drawbacks. Very less politicians and parties keep their every move, expenses, funding transparent in a easily accessible place, so that anybody can take fetch out information whenever required.
- **No proper Checks-ins and Balances** – In the whole hierarchy of politicians and parties, a person sitting at the supreme position is not answerable to a person working under him. Similarly there is no particular modal which facilitates checks-ins and balances of them.
- **News Channel, Newspaper driven decisions** – In order to come to a conclusion of whom to be voted, the data source which usually affects the decision of people is news media.
- **More un-official insights on corruption, politics to get election ticket** – An election candidate during interview session admitted that some of the tickets are sold at varying prices by the parties; one who bids the most gets the election ticket. According to him, it's happening in a lot of areas.
- **Tough to get authentic information of Politicians** – If you want to get authentic information of politicians around you, or want to take a decision of whom to vote, touch points to gather such information are very less. Most of the direct information can be found on Parliament of India website, but since this project started most of the links were found to be broken resulting in failure of information gathering for politicians. Most of the publicity or manifesto distribution is done by the candidates during the election times, but for the rest of the times, there is no single source to get information about them.
- **Unquestioning obedience to leaders may lead to trouble [11]** – One of the reasons how a leader like Hitler maintained his power in Nazi Germany was on the basis of such unquestioning obedience. Majority of people never questioned the steps taken by him and followed his path leading to destruction which is still known in Human History.
- **Research has found that people are lacking in information about political issues and unable to identify their leaders [12]** – This was done a long time back, but the as per result, people are unfamiliar with issues and people linked to politics. It will be interesting to see whether in today's context it's true or not.

- Degree of candidate exposure, cognitive consistency², personality factors affect voter preference – These are some of the explanations out of a plethora of voter preferences, but nobody who has tried to override this theory has been found satisfactory as of now.
- Voter choice depends on interpersonal influence, political ideology and personality characteristics [11] –Even though people may be unaware of their inclination, but these factors affect a person’s choice to vote a particular candidate.
- More you expose a person to different Medias while a campaign progresses, the more decision changes he’ll make during the process – Katz and Feldman’s analysis of the Kennedy-Nixon debate shows that the people with less exposure to medias and campaigns came to decisions faster as compared to people who were exposed to different medias while the campaigning process was proceeding. *“The judgments of the committed voters apparently were more strongly grounded in their pre-debate beliefs than in what they saw on the TV Screen.”* [13]

² Cognitive Consistency : A condition of conflict or anxiety resulting from inconsistency between one's beliefs and one's actions, such as opposing the slaughter of animals and eating meat.

Making sense out of Data Collection

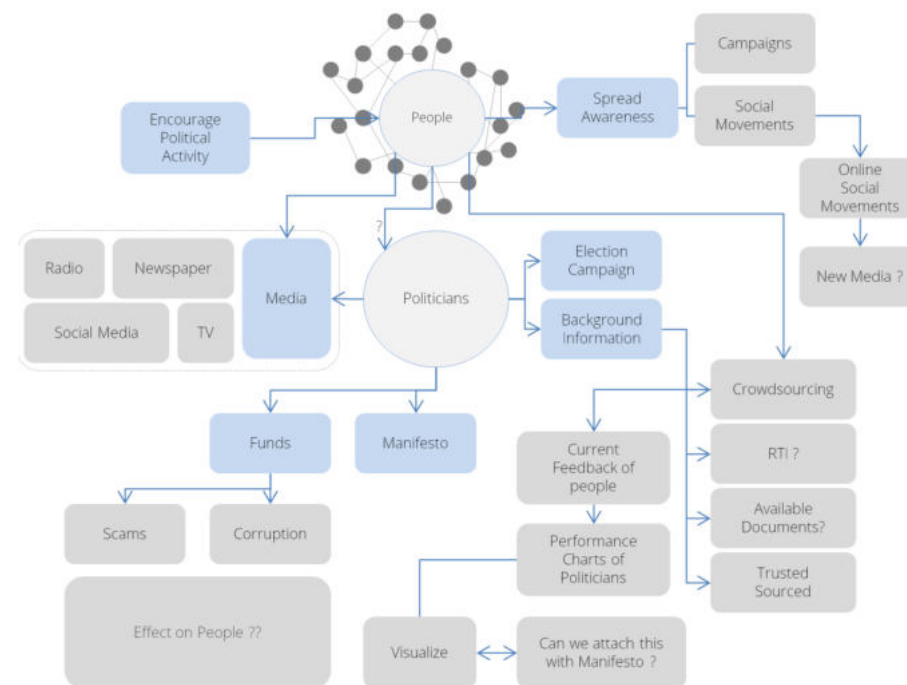


Fig 4: How people generally interact with and know their politicians and finding opportunities for this project

This is how people are exposed to politicians and politics. As can be seen in above figure, people get to know about politicians through various communication/ media channels like radio, newspaper, social media, television, internet etc. Politicians do have their campaigning to get votes, and they also have background information, who's who and details of them.

Politicians or candidates make their stand by showing and proving that their manifesto is best. Once they come into power they get the opportunities to handle funds, pass bills, tenders etc. In some of the cases, corruption happens while passing tenders, getting black money to pass tender, giving illegal advantage to people who are near to them or their family.

An interesting opportunity which came up was, can we “Crowdsource” the information which is relevant to them. Can we form an open community, gather information, and put them publically for social use? Millions of people together can form a highly reliable network. There are other ways to gather information, which is through RTI (Right to Information act), available documents which are publically available for the general purpose and through trusted sources including Parliament of India website.

Through crowdsourcing, feedback about the works of politician can also be taken. People can rate their constituencies and this information will be attached with the Manifesto of a politician. There is also need to encourage political activity in people so that they can actively take part in political discussions happening in country or in area nearby.

Inferences

- **Corruption is irrespective of parties** – As mentioned earlier, BJP emerged as the game changer standing in opposition with Indian National Congress. But during their ruling period, scams keep on happening. Similarly, in recent times a new party is coming into the existence which is “Aam Aadmi Party”. As of now they are taking very transparent steps, but if the main leader of a party is clean, that doesn’t mean whole party is clean and won’t do such acts. There is a constant need of accountability. [10]
- **People are not enough aware about politicians and political issues** - It was very evident from user studies and feedbacks, also from secondary research that people are not aware of political information because of various factors.
- **Lack of Accountability, and nobody to ask!** – If a person wants to get information related to a particular event, or is looking for some questions related to a particular question, there are very less touch points. Also, enquiring about where exactly the money is going or to track expenses is again a painful job. To go through the process of Right to Information, it takes a lot of time and involves depositing fees from your own pocket; hence people often keep themselves away from RTI. There were cases in which people were threatened to make use of RTI against some politicians and people in power. Here, also comes a design opportunity of gathering whatever information is taken out via RTI and make it easily accessible by some means.

"A popular Government without popular information or the means of acquiring it, is but a Prologue to a Farce or a Tragedy or perhaps both. Knowledge will forever govern ignorance, and a people who mean to be their own Governors must arm themselves with the power knowledge gives."

James Madison, Letter to W. T. Barry, August 4, 1822

Principles of Accountability:

In order to make a system more transparent and accountable, it is really important to understand the principles of accountability. The Global Accountability Project (GAP) Framework [14] gives an idea about important points if a system or organization wants to improve their accountability to stakeholders.

According to GAP Framework, the four dimensions of accountability are;

1. Transparency
2. Participation
3. Evaluation
4. Complaint and Response Mechanism

These enable an organisation to give an account to, take account of, and be held to account by, stakeholders. An organisation needs to integrate all four dimensions of accountability into its policies, procedures and practice, at all levels and stages of decision-making and implementation and in relation to all key stakeholders. [14]

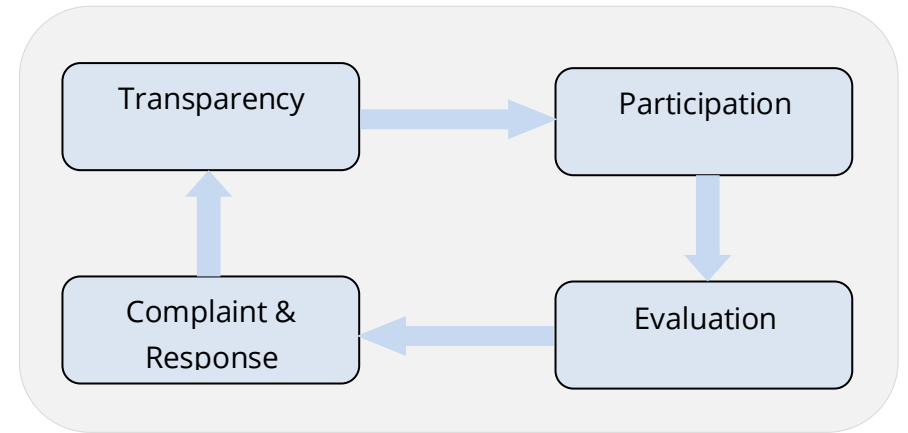
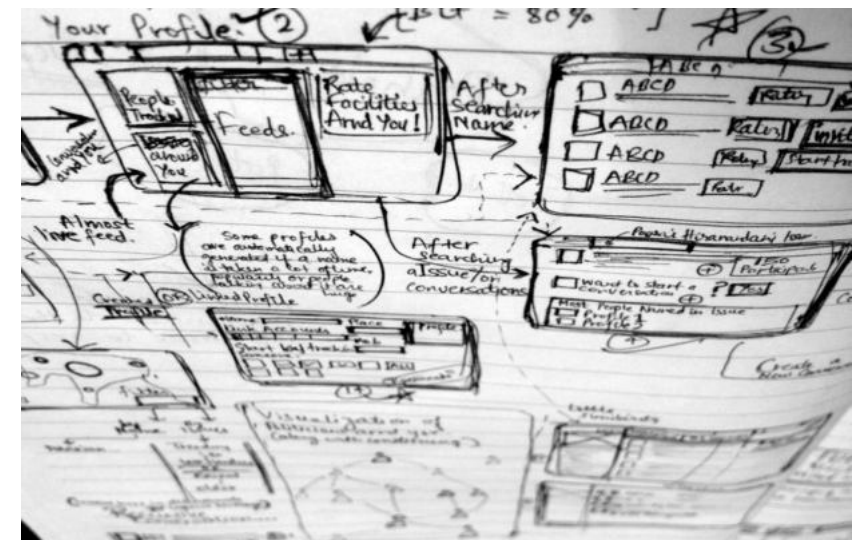


Fig 5: Principles of Accountability

Taking care of these dimensions makes a system or organization more accountable, trustable and transparent.



Existing solutions in Market

Netapedia.in



Netapedia gives information about the Indian Politics. It allows you to search for “Neta” and check information related to them. The available features are voting statistics, biographical info, Qualification and legal records etc. Some shortcomings of netapedia.in are it doesn’t provide any historical data of a politician, there is no info about the contribution to society. Netapedia.in is very crisp about giving information (probably it was intended just to give crisp information). But involving users in this process makes it more interesting. In user-studies, some of the people agreed that they had used this website, but they never returned again.

Mumbaivotes.com



Mumbaivotes works on the similar lines of netapedia giving information of politicians categorized into Parliamentary Constituencies (MP), Assembly Constituencies (MLA) and Ward Map (Corporator). This portal is available only for Mumbai hence, people who stay outside can't really benefit from this. Because Mumbaivotes constantly needs Volunteers to work for them, it's now short of articles and volunteers too. There is no new update since January 2012.

Myneta.info

Myneta.info is an initiative by Association of Democratic Reforms. This platform gives information about the politicians of different parties. Information has been classified by name of states, Lok Sabha, Rajya Sabha, Political parties etc. It gives election summary in different ways. Total candidates, constituencies and facts in percentages in also given. Detailed information of candidates is also given with their background information like education, criminal cases, education, age, Total assets, Liabilities. When profile of a politician is opened, it gives facts and figures about that person. One of the shortcomings here is, it's lagging in terms of recent information. All these pages are static and user's contribution is zero. If somebody wants to talk about a politician, or add/edit more information about him, there is nothing to upload.

It's very evident from every existing projects/products that they are giving information in a very direct way without really involving users. These services also lag in creating a better ecosystem of providing political information and reaching the wider audience. With the increasing use of mobiles and tablets, it's really important to target mobile/table users as potential users.

Municipal Corporation of Greater Mumbai (BMC)

www.mcgm.gov.in is the official website of Municipal Corporation of Greater Mumbai. This website has a lot of text at homepage, also the intention of this website can't be found out easily as lot of things are highlighted. In order to make a complaint, link is not at all visible in the homepage. Googling "Register Complaint at BMC" gave a direct link to register a complaint. Now the problem is, if a user doesn't know the name of local civic body or thing responsible for a particular issue, it gets really difficult to register a

complaint. Municipal corporations, city bodies etc in different cities, states are called with different names.

Even if a person manages to land on “Lodge a Complaint” page, required fields are too much. Information like location of the complaint can be taken out automatically. There is no mean to authenticate a complaint from BMC’s end as a user can’t attach documents, images, other type of content to it.

Application to Lodge a Complaint

Note: Fields marked with * are Mandatory

Define Nature Of Your Complaint

Select complaint type: *

Select complaint subtype: *

PPO NO: EC NO.: *

Description in brief: *

Specify Location Of Your Complaint

House No. House Name

Street 1 * Street 2

Area 1 * Area 2

City Pincode *

Landmark

Select ward: *

Connection Code Binder Code Folio Code

Select Name of Council:

Name of Complainant

First Name Middle Name Last Name

Address of Complainant

House No. House Name

Street 1 Street 2

Area 1 Area 2

City Pincode

State: Country:

Telephone (Off.) Telephone (Res.)

Project Brief

“Building a platform to engage people in political discussions and create awareness about politics and politicians.”

As stated earlier, this is not to bring changes and interfere with the actual system. Project should focus on building a parallel support system which directly or indirectly will affect the way politics is done in this country bringing accountability and transparency in the system. Another dimension which will be taken care of is to make use of new ideas.. If we take an analogy of chessboard, playing politics is similar to moving pieces by Politicians (Player) and People (Second player). Instead of understanding what and which moves to play, if created a chessboard it'll facilitate people to play the game, in other words be part of political system actively.

Initial design Ideas

Initial design ideas concentrated on communicating with politicians and other citizens to create awareness and to create a platform which facilitates in communicating and asking politicians relevant questions.

The most important key to create a responsible society is by including people and allowing them to communicate. Below are some of the initial design ideas which are scattered in no order.

- **Participatory Model**
 - Freedom to Add/Modify/Share
 - Give Citations
 - Taking Care of Section 66A of the IT Act
 - Protecting Identity if Required
 - Liberty to upload Documents, Pictures and Multimedia Content
- Peer to Peer Communication
- Group Communication
- Use Different Crowdsourcing Channels
- Creating Awareness using Expert-Novice
- Rating Facilities or Complaining for your area
- Campaign for people who can't access internet
- Search Engine
- Creating virtual network for replacing existing communication channel
- Crowdsourcing Location

Crowdsourcing Channels

- Mobile Application, Website, SMS, E-Mail, Twitter etc.



Profile

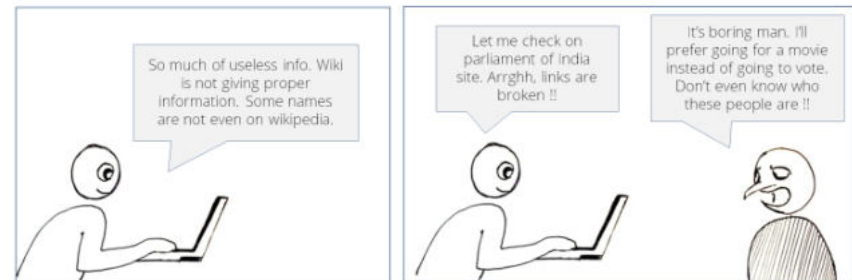


- Name : Tanmay Mathur
- Age : 24
- Student at an Engg College
- Staying at college's hostel in Powai, Mumbai (Last 1 Year)
- Tech Savvy
- Spends most of his time with friends

Tanmay and Rahul are roommates and they start wondering that elections are coming, and they hardly know about politicians and political happenings around them. Most of the information they get to know is from television only. Tanmay starts searching online but faces a lot of problem due to broken links, junk information, lack of information availability. Most of the information is not even authenticated. Tanmay starts wondering, "What to do !!"

Scenarios

Scenario 1 :



Profiles



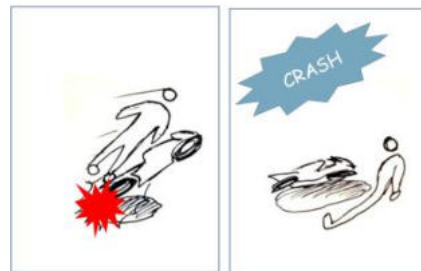
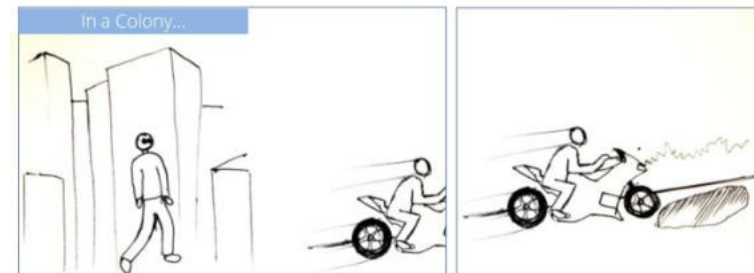
- Name : Rajesh Arora
- Age : 40
- Works in an IT Company
- Staying in Powai, Mumbai (Last 7 Years)
- Usually occupied with lot of office work
- Goes out with family once in a month



- Name : Suresh Singh
- Age : 52
- Corporator of Powai Lake area
- Stays in Powai (Since 20+ years)
- Image related to politics is not so good

Rajesh Arora goes out for evening walk. Suddenly a bike comes and due to a deep pothole, accident happens. The person riding the bike gets injured. Rajesh immediately help him and takes him to hospital. He starts wondering who is responsible for this whole event and accident and this should be raised as an issue in their community

Scenario 2 :



Social Network for Politics

Involvement of people in politics is really important and this is where most of the existing solutions are lagging. Giving straight information of politicians is not working out in the field of politics. There is need of raising issues related to constituency, let this issue reach to people responsible or who are interested to talk about it. As lot of people ignore talking about “dirty” politics and find it boring, what if awareness is created by providing them information, when they really need it. Information is scattered across various platforms, and centralizing it to a dedicated social network can make it less complicated reducing the cognitive load of a user.

Politics in itself is very huge domain to get its dedicated social network because opportunities are really good. People can initiate issues, talk about them, modify information, crowdsource bundles of quality information and make it publically available.

Why Social Media : In India, there are 100 million+ online users who have their online presence through different social networks. As compared to last year, almost 23% increase in number of online users is there. There are more than 20million daily online users [15]. These gigantic figures give an idea about the opportunity of a social network targeting “politics”.

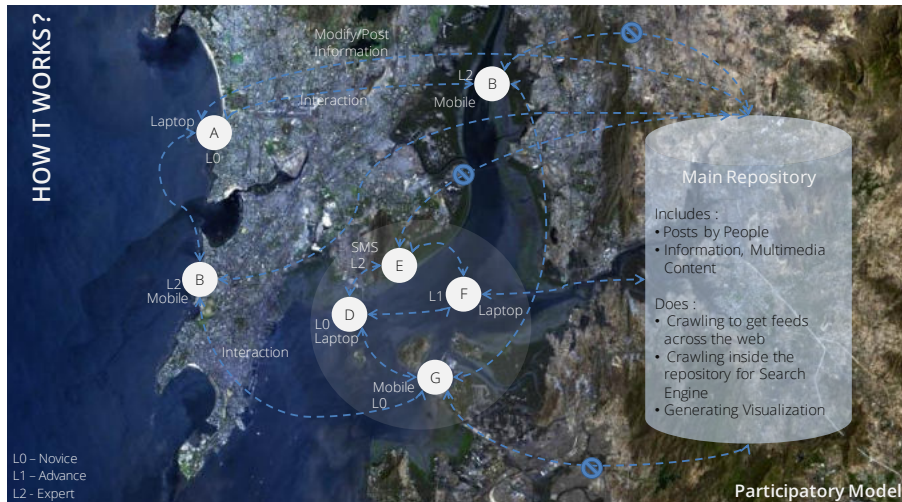


Figure 6: Explaining how users connect using different devices at different geographical locations

It's a participatory modal where everyone is equal stakeholder. As seen above, people are denoted by circles. Every user may use different device to crowdsource information. LO, L1 and L2 denotes their degree of activeness from low to high respectively. To create awareness you really need to have experts in the community because without them information flow and reviewing is not going to happen resulting in everyone staying at the same level of political exposure. All this information goes to a "Main Repository" which stores information exchanged by the users.

Repository also crawls for information across the web to get recent information of profiles (Politicians in this case). It crawls in its own database to create a search-log, which facilitates to make search quicker. Generating visualizations for issues and communications happening is also done by main repository.

How this Political Social Network works:

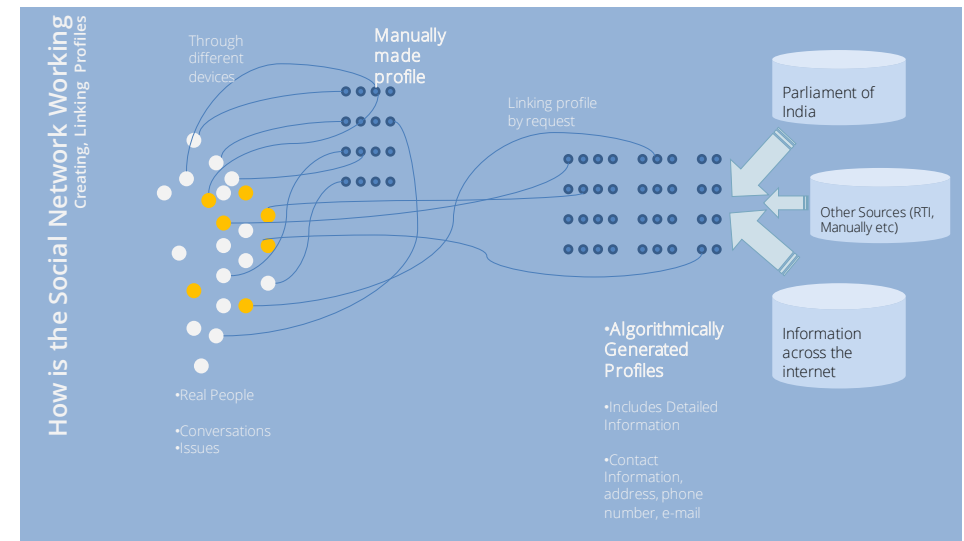
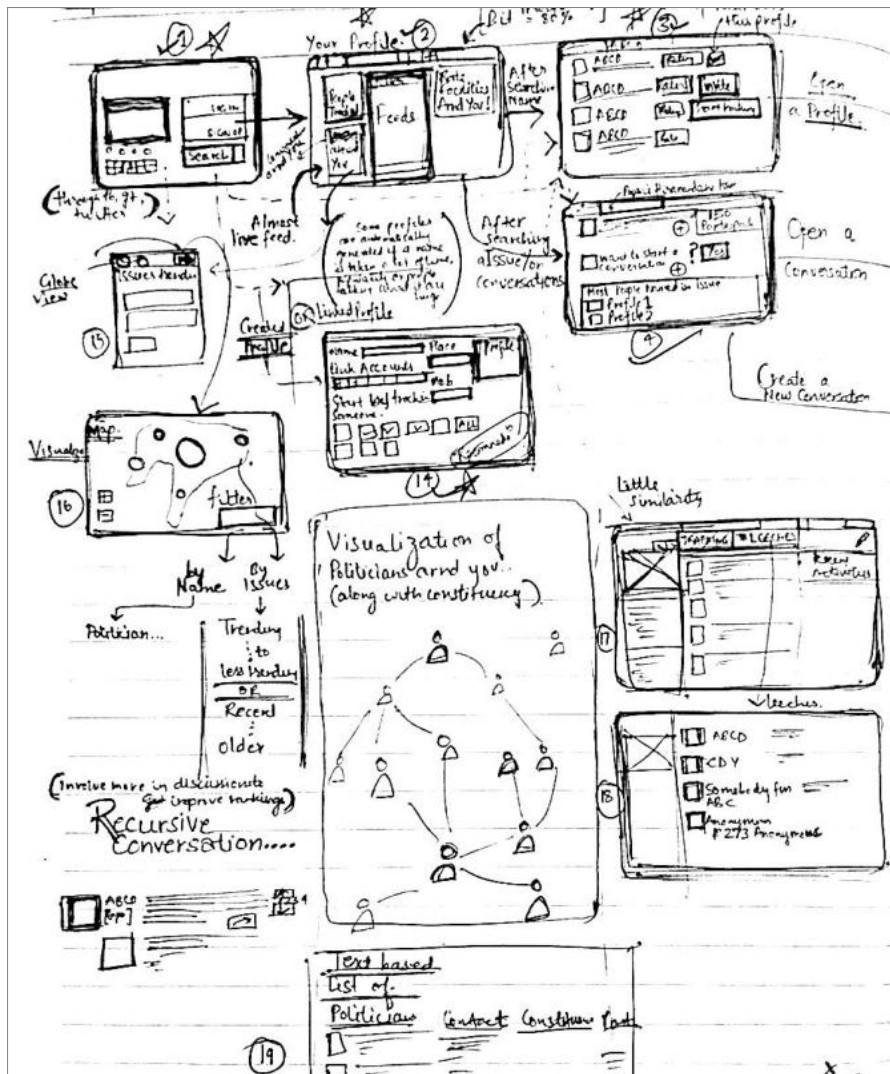
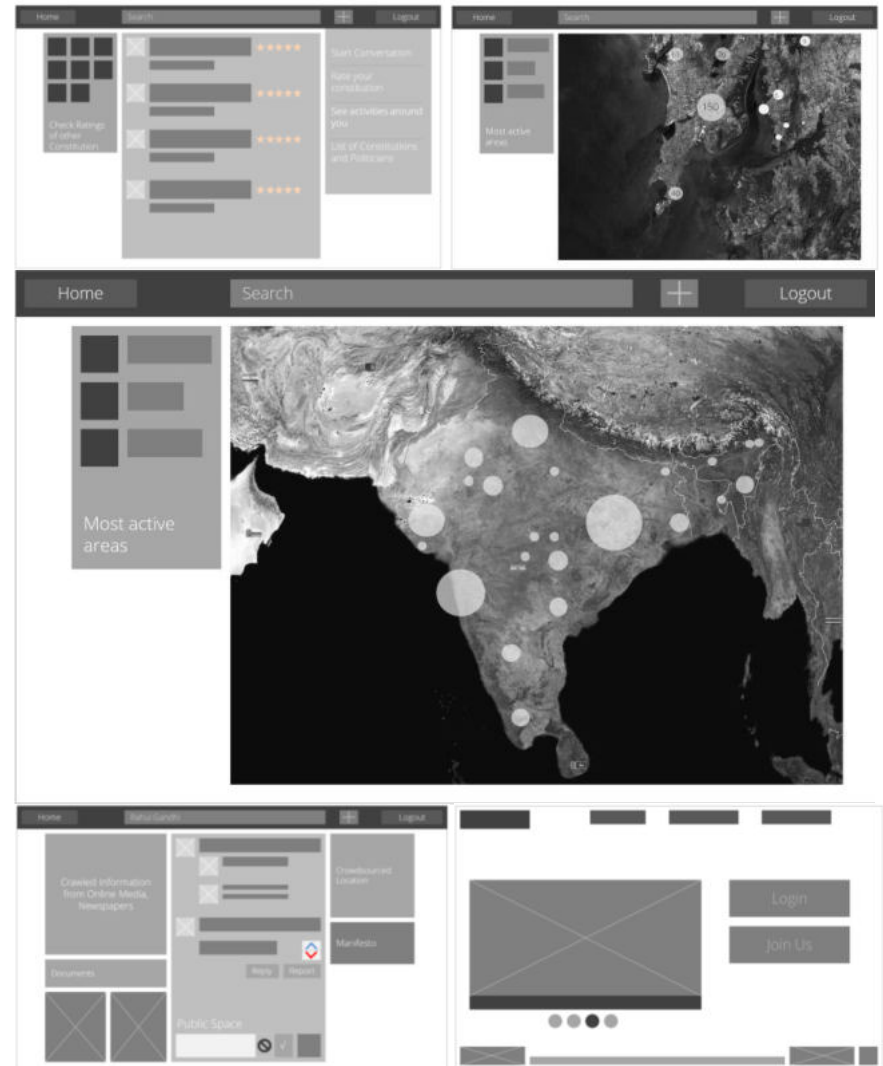


Figure 7: Giving the bigger picture of how this social network is working

- **Profile Generation** - Profiles are manually made + algorithmically generated (Repository crawls information of politicians or probable candidates from different data sources like Parliament of India website, information floating across the internet etc).
- **Accessing Profile** - If a profile is manually made, user can access his/her online profile using personal credentials. For politicians /candidates, profiles are already algorithmically generated with their background, election manifesto, and their other statistics. Politician can request to map a particular profile with them after giving credentials which they will use to access their profiles. Once it is successfully mapped, it will show that the profile is *authenticated*.



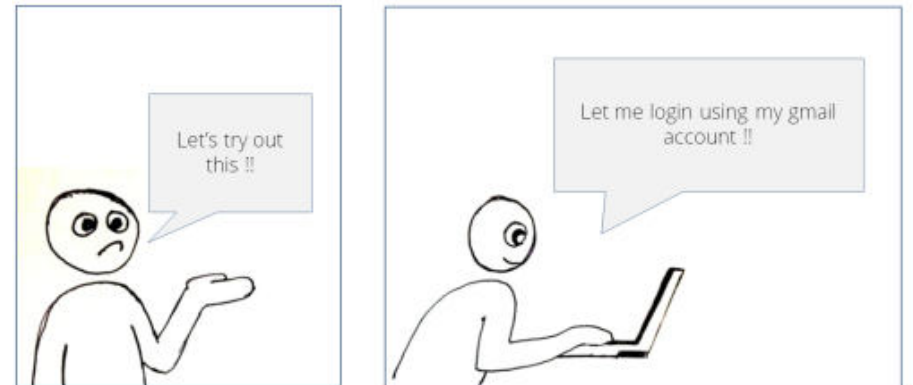
Initial sketches to decide entire flow of this Political Social Network



Initial Wireframes to finalize Information Architecture and get earlier user feedbacks

Final Concept

Scenario 1 Continues...



Tanmay gets to know about a new political social network which can help him get information of political happenings around him.

Concept is explained along with scenarios.



TrackYou.in is a political social network which helps him take out information of politician(s), party(s) and current political happenings. Not only taking out information, a person can also initiate a conversation using it.

Conversation can be of following types;

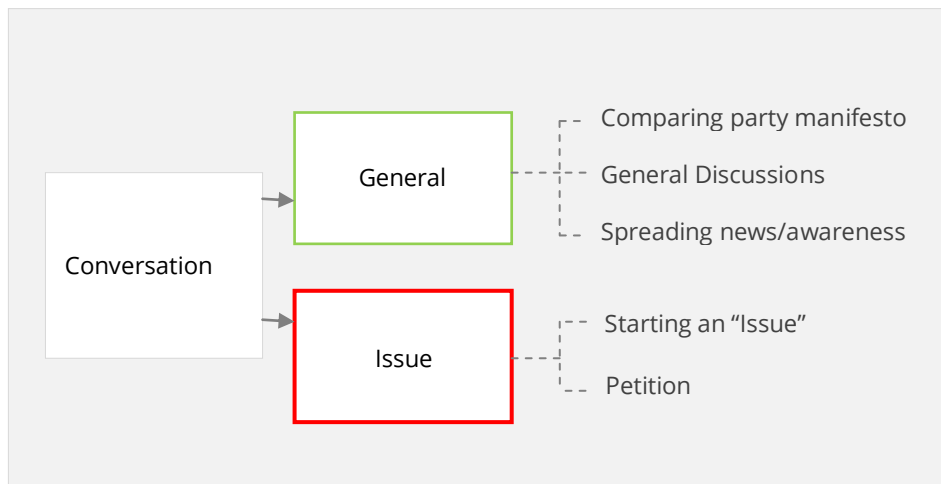


Figure 8: Explaining Conversation and its types

“Starting an Issue” is classified into following types,

1. Certificates :
 - a. Birth death marriage
 - b. Others
2. Crime and Safety :
 - a. Threats and other crimes
 - b. Public nuisance
 - c. Murders
 - d. Robbery
 - e. Eve teasing
 - f. Others
3. Defacement of Buildings and public properties
 - a. Poor maintenance of building
 - b. Posters on walls
 - c. Defacement of building
 - d. Others
4. Electricity and Power
5. Fire safety
6. Garbage and Sanitary
 - a. Disposal problem
 - b. Epidemics, diseases
 - c. Garbage not collected
 - d. Government hospitals
 - e. Open defecation
7. Lakes
 - a. Maintenance
 - b. Cleaning
 - c. Others
8. LPG gas service
 - a. Gas supply and delivery
9. Parking
10. Pollution
 - a. Noise
 - b. Air
 - c. Water
 - d. Land
 - e. Other
11. Property and land related
 - a. Land and property encroachment
 - b. Property tax
 - c. Building usage violation

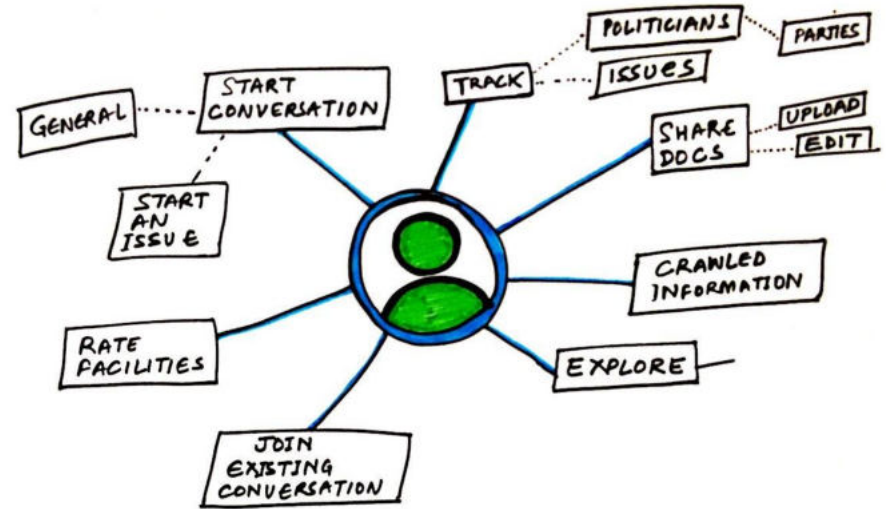
- a. Khaata related
- b. Building sanction
- c. Unauthorized Construction
- 12. Public amenities and Sanitation
- 13. Ration Card
- 14. Roads, footpaths and Streetlights
 - a. Hoardings on roads
 - b. Maintenance of streetlights
 - c. Maintenance of footpaths
 - d. Potholes
 - e. Flooding of roads and footpaths
 - f. Hawkers and Vendors
 - g. Garbage and mud on road
 - h. No streetlights
 - i. Road cutting and maintenance
 - j. Bus stand's maintenance
 - k. Need of new bus stand
 - l. Manholes
 - m. Others
- 15. Services
 - a. Education, Govt schools
 - b. Public library
 - c. Voter ID, Aadhar card
 - d. Others
- 16. Sewage Drains
 - a. Blocked sewage drains
 - b. No sewage
- 17. Storm water drains
 - a. Overflow of storm water drains
 - b. Broken storm water drains
- 18. Stray animal, insects
 - a. Dogs
 - b. Others
 - c. Mosquitoes
 - d. Dead animal
- 19. Telephone and internet services
- 20. Traffic and Public transport
 - a. Public bus
 - b. Autorickshaws, Taxies etc
 - c. Local trains
 - d. Traffic related issue
- 21. Water
- 22. Others

User is not always asked to select category of an issue, by detecting keywords from the issue raised category is automatically chosen.

For eg.
"Pothole problem in Powai Lake"

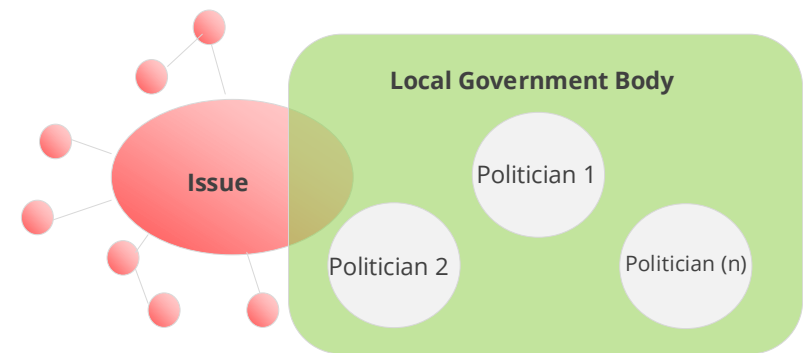
Here, Pothole is a keyword and it comes under category 14, Roads, footpaths and streetlights. If keyword isn't found, then user is manually asked to enter category.

If type of conversation is not "Issue", complaint number won't be generated. Although, if a user tags a politician to respond and politician doesn't respond within some time range, their webutation(explained on next page) score will go down/



Above diagram shows what a user can do in this political social network.

This network also joins the hand of local government bodies to resolve particular issue/petition. Every issue is ultimately linked to a politician.



Every individual has a score called webutation score. "Webutation" is Web + Reputation and shows how much a person is dedicated to issues/conversations. This score is generated out of 10.

Webutation is dependant on following factors;



If webutation score goes down, this means a person is not performing well. This score directly hampers politician's image too, because people can clearly see how a politician performed earlier and how are they performing currently.

When a problem is resolved, or a person is actively taking part in other conversations, initiates conversation, rate facilities etc, score will be updated immediately.

How TrackYou.in works



Create an account or start browsing



Check existing conversations/issues



Share or post new conversation/raise an issue



Wait for it to get resolved



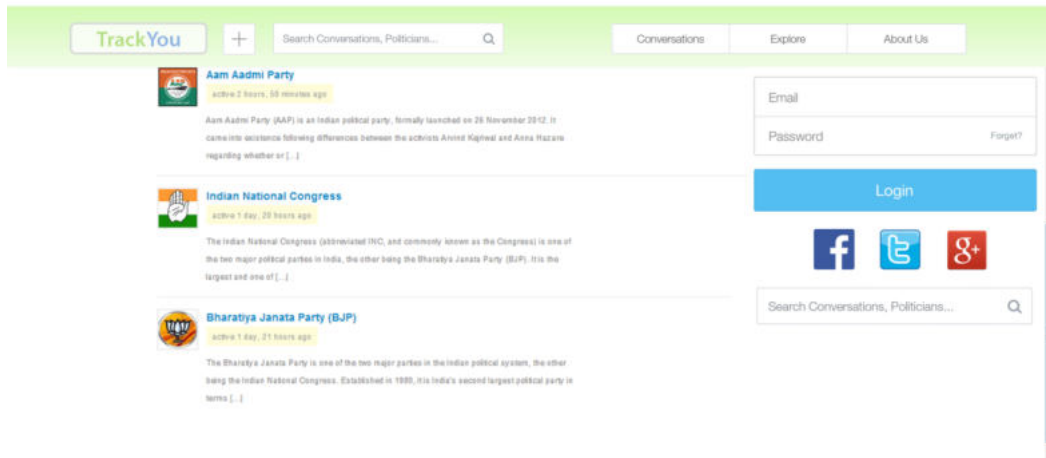
Rate facilities around you



Browse through profiles of politicians and see how are they performing

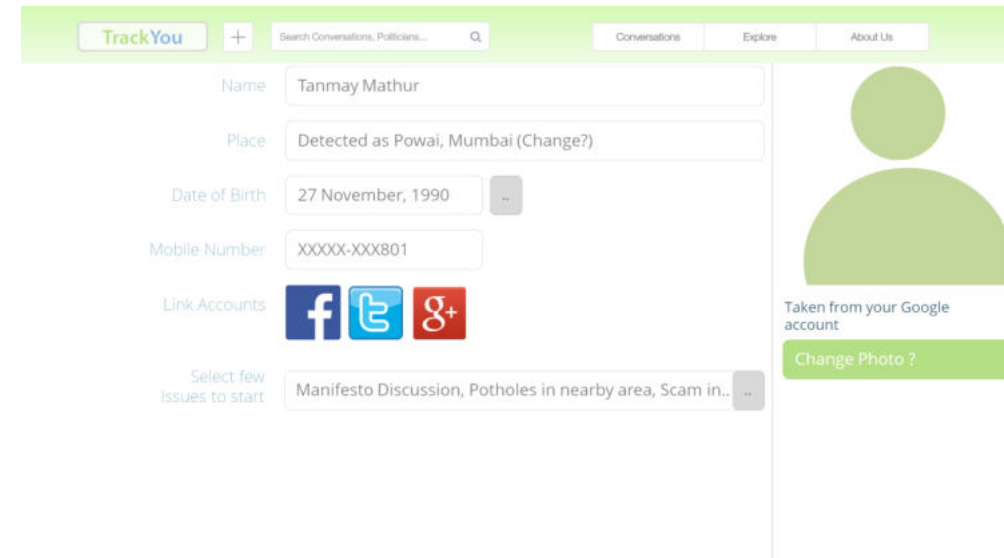


See visualizations



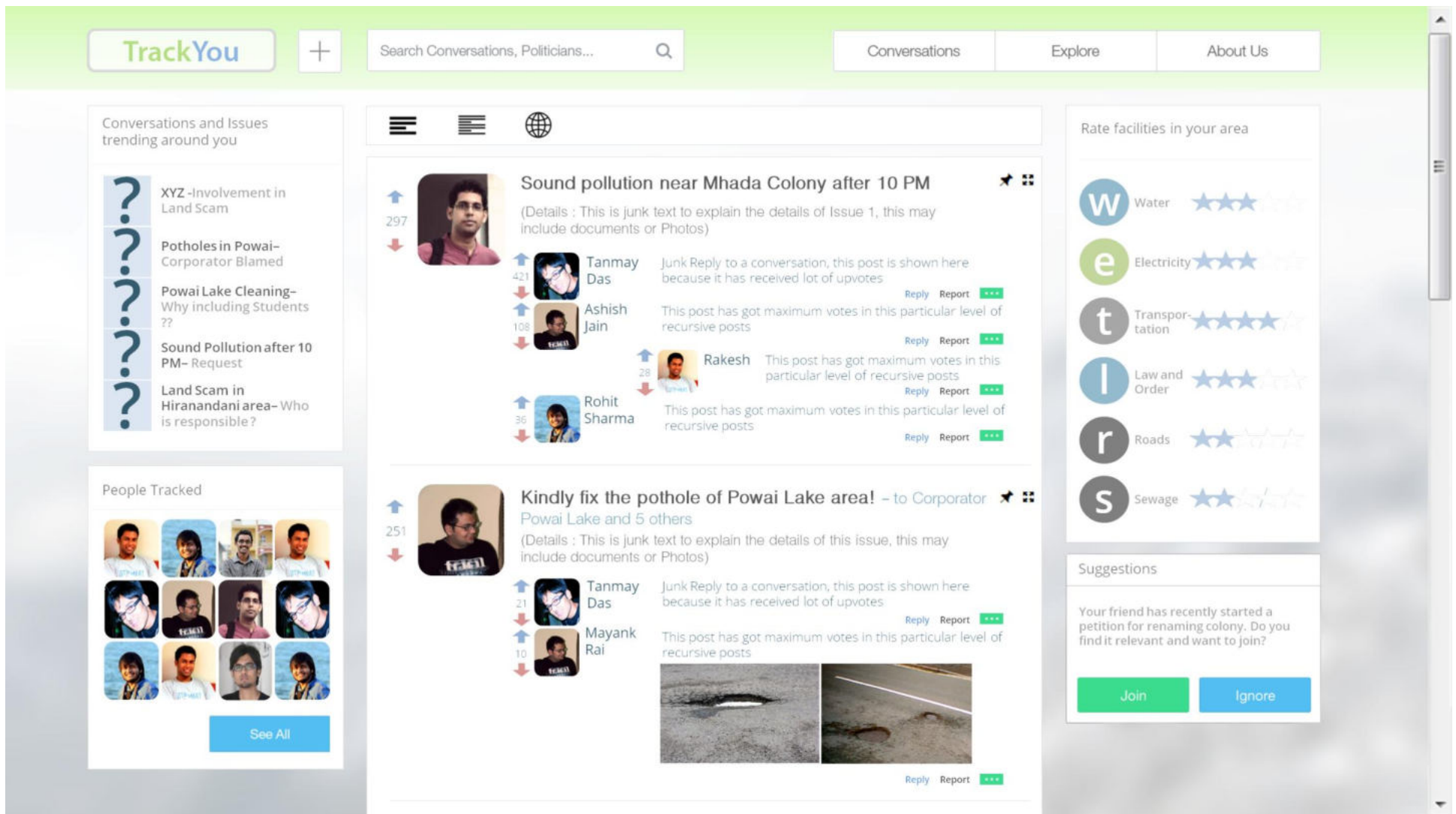
Tanmay logs into this social network using his Google account.³

³ If required, user can continue browsing without logging in. It gives a feature to search for conversations, people directly. But, in order to post something or upload documents (even anonymous posts), they'll need to login to maintain authenticity.

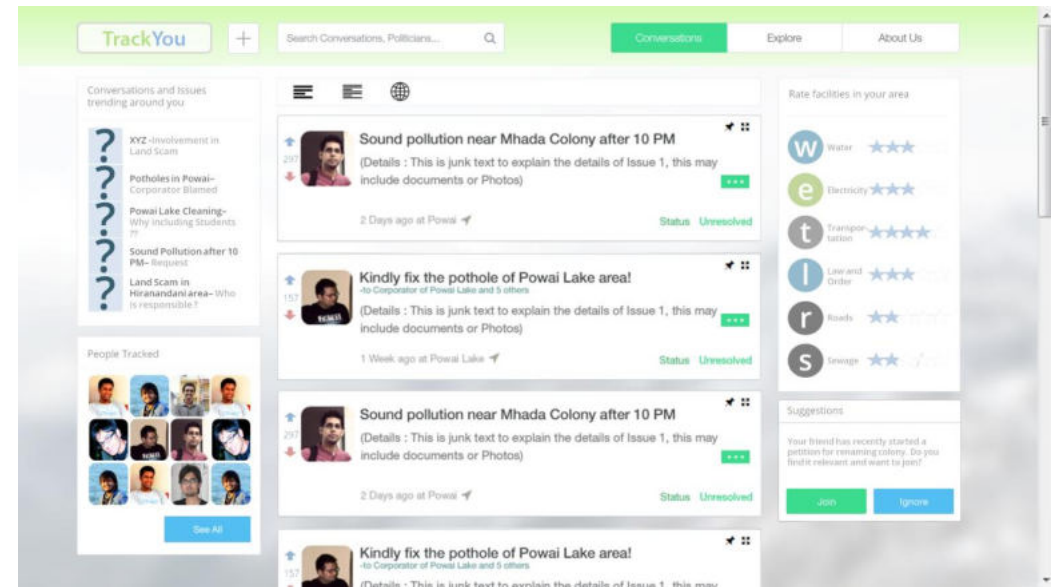
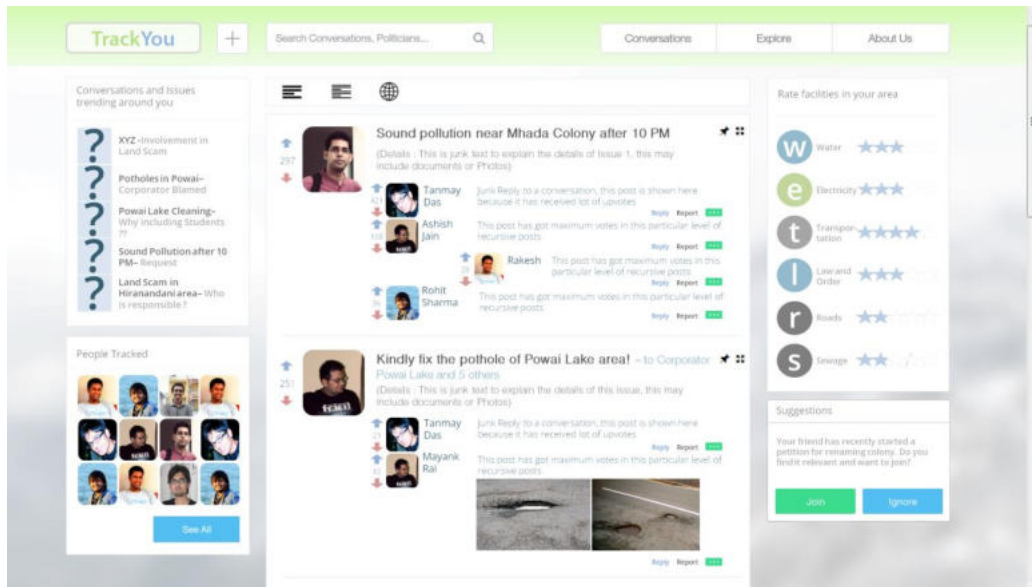


It detects geo-location, and imports all the relevant information from Google.Network also gives some suggestions to select “people” and “issues” which are near his location. This network focuses more on “issues” which are initiated by people in this network. (How to create an issue is explained later.)

⁴ All display pictures which are used in this first version of prototype are put after taking permissions from respective people. All the existing company logos used here belong to respective companies. (Facebook, Twitter and Google+ logos are used here).

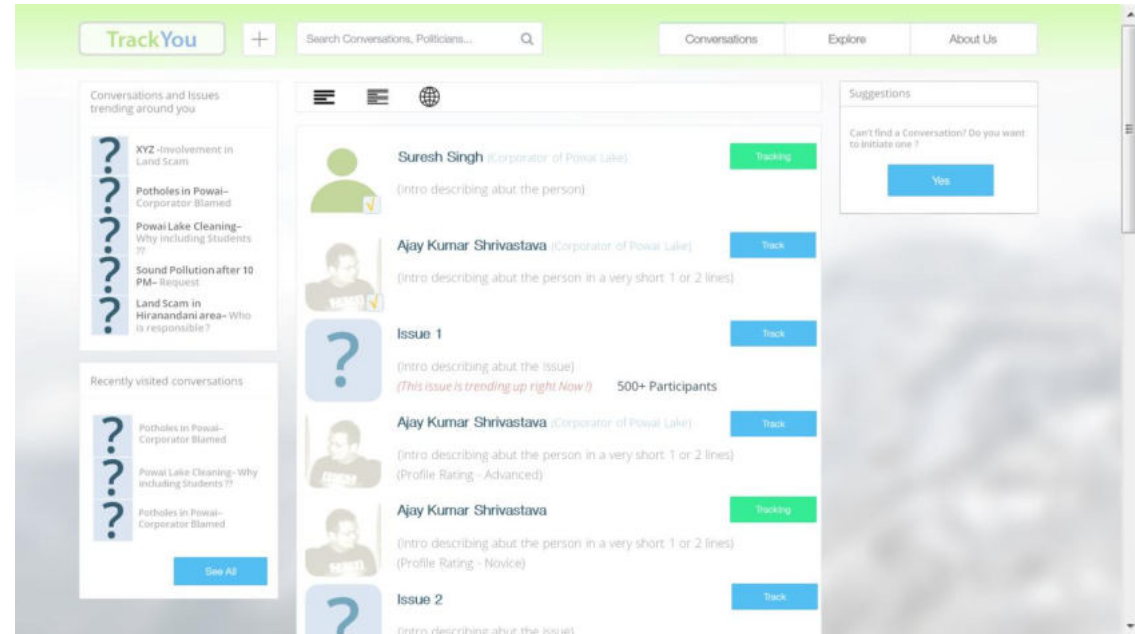
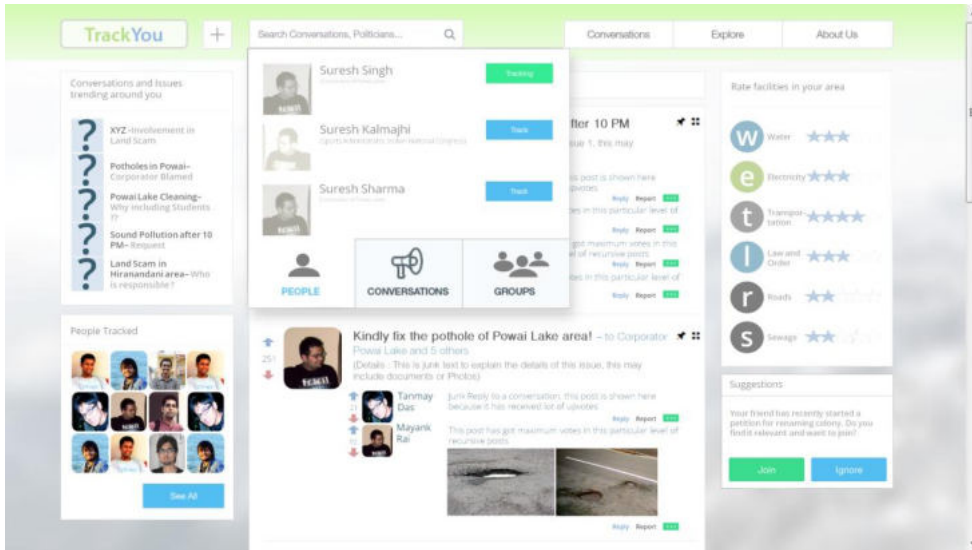


It has a top bar which allows user to search for politician, constituency, issue, information linked with politician etc. It has a 3 grid layout which contains 2 left and right sidebars and main feed area which shows most active/recent conversations. It works on upvote/ downvote mechanism to bring certain posts to the surface.



Feed area can be set to compact mode to get headlines of rising issues or conversations.

Left sidebar gives an idea of the most trending issues in constituency. Feed area is automatically customized to get feeds of your area/constituency by default. Right side bar gives you option to rate facilities of your area. This information will attach to manifesto of politicians of your area so that people can keep a track of how a politician is performing. In upcoming election, people can also check how a politician performed in his earlier time of power.



User can search for politicians and issues. This network gives a feature of tracking activities of politicians so that you can always get recent information related to them. Also if somebody asks a question to politicians, it'll come to your feed alerting you.

Tanmay searches for "Politicians of Powai area" and gets a list of Politicians and issues linked with them.

User can always track an issue or conversation and put their point of view actively.

Inviting more people from different same platform or different social media is also possible.

If a particular issue user searched for is not initiated, it gives an option to create it immediately.

He opens the profile of Suresh Singh, corporator of Powai Lake Ward.

User can link him with issues and demand for answers.

User can also check his manifesto and open a detailed profile view with all the necessary background information. Right side bar shows crawled information from web which is most recent and active.

The screenshot displays the TrackYou web application interface. At the top, there is a navigation bar with the 'TrackYou' logo, a search bar for 'Conversations, Politicians...', and buttons for 'Conversations', 'Explore', and 'About Us'. The main content area is divided into three columns:

- Left Column (User Profile):** Features a profile card for Suresh Singh, identified as a 'Corporator, Powai Lake Lives in Powai, Mumbai' and a member of the 'Party : ABC National Party'. It includes a 'Manifesto' button and a section for 'Conversations he is part of', listing three issues: 'Potholes in Powai-Corporator Blamed', 'Powai Lake Cleaning-Why including Students??', and 'Potholes in Powai-Corporator Blamed'. A 'See All' button is located at the bottom of this section.
- Middle Column (User Activity):** Shows a header for 'SURESH SINGH' with a score of '7.2/10' and a 'Tracking' button. Below this, a list of tweets is displayed. The first tweet, titled 'Kindly fix the pothole of Powai Lake area! - to Corporator', has 251 upvotes and includes two photos of potholes. The second tweet, titled 'Not found in office during office timings!', has 297 upvotes. Each tweet includes the user's name, a brief description, and options to 'Reply' or 'Report'.
- Right Column (Crawled Information):** A section titled 'Crawled Information' showing a list of recent tweets from various users, including mentions of 'Cath Kidson' and 'Deborah Meaden'. Below this is a 'Location' map showing several pins on a map of Powai, with an 'Add a Location' button at the bottom.

Clicking profile picture or over the name of person opens up more details.

Current webutation score

Crawled Information from internet

Media which is linked with Suresh Singh is displayed here. It can be images, video, pdf, text files etc.

This graph shows the score of webutation over the time.

TrackYou + Search Conversations, Politicians... Q Conversations Explore About Us

SURESH SINGH 7.2/10 ✓

Corporator, Powai Lake Lives in Powai, Mumbai
Party : ABC National Party
Manifesto

Conversations he is part of,
Part of : 15, Issues : 6, Answered : 3
See All

Crawled Information

Location
Add a Location

Education
B.Tech in Mechanical Engineering
Alma mater : IIT Kharagpur

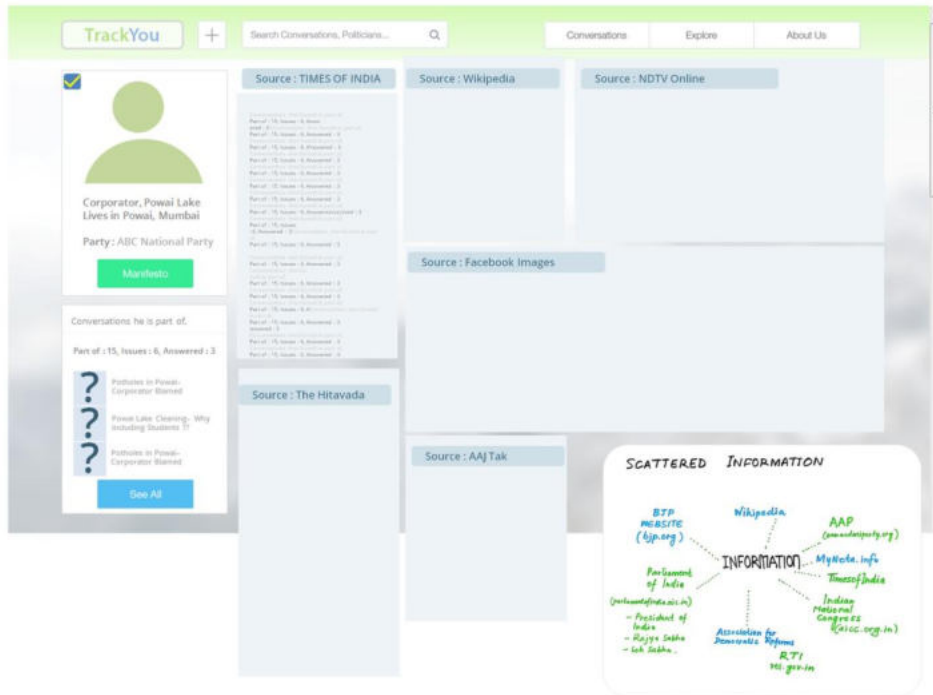
Contact Information
E-Mail : parivartanindia@gmail.com
Mobile Number : 9868069953

Political Info
Political Views : We Are Not Wedded to Any ideology
Political Party : Aam Aadmi Party
Affidavit : /profiles/52/arvind-kejriwal-affidavit.pdf

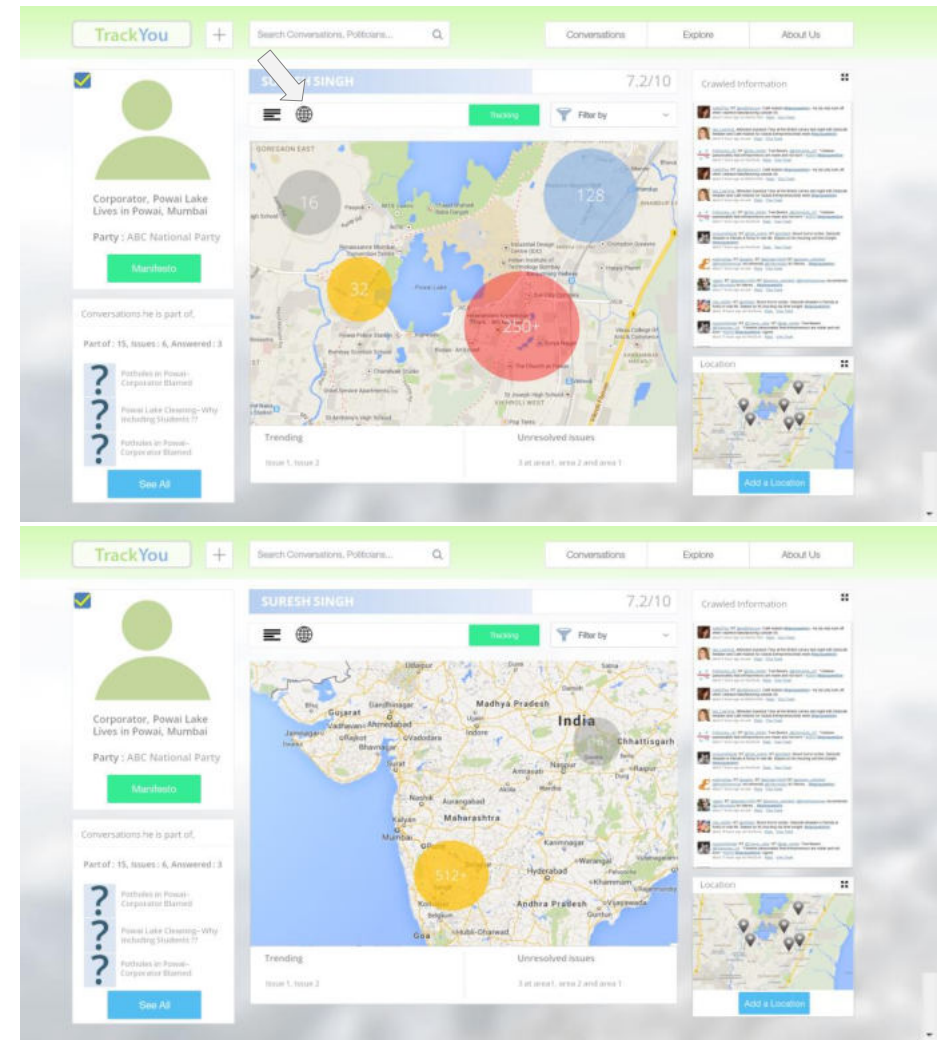
Media
More Media

Webutation Graph
Avg Webutation 5.2
AUG SEP OCT NOV DEC JAN

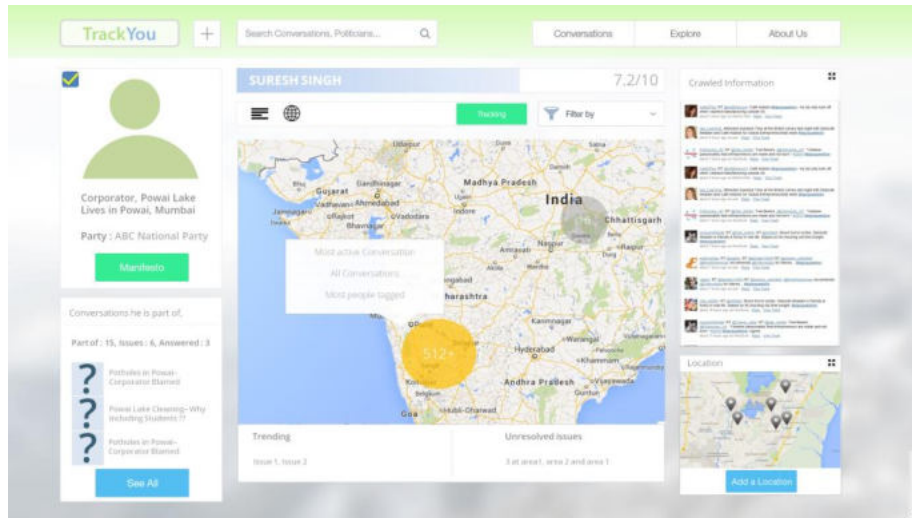
Clicking on top right tab which shows crawled information opens up detailed view of most recent information floating over internet related to a particular person. User can directly initiate conversation or issue by clicking on them or just read them.



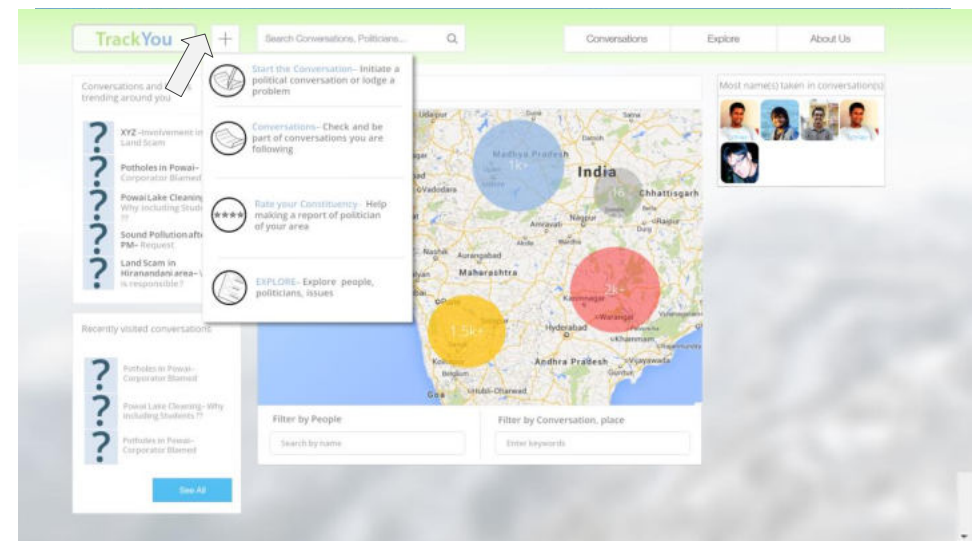
Clicking on visualization icon will show activities happening related to a person. User can zoom in/out to get broader picture.



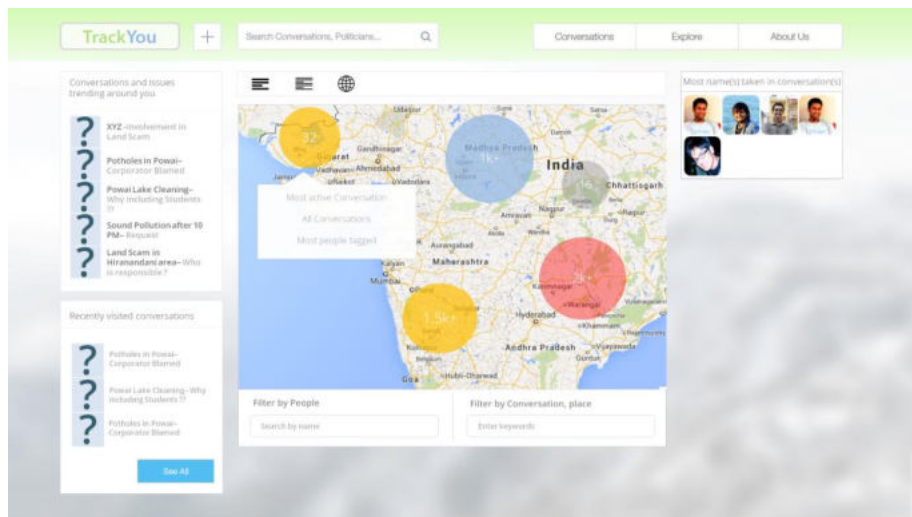
Click over a circle gives more options so that you can be part of that discussion.

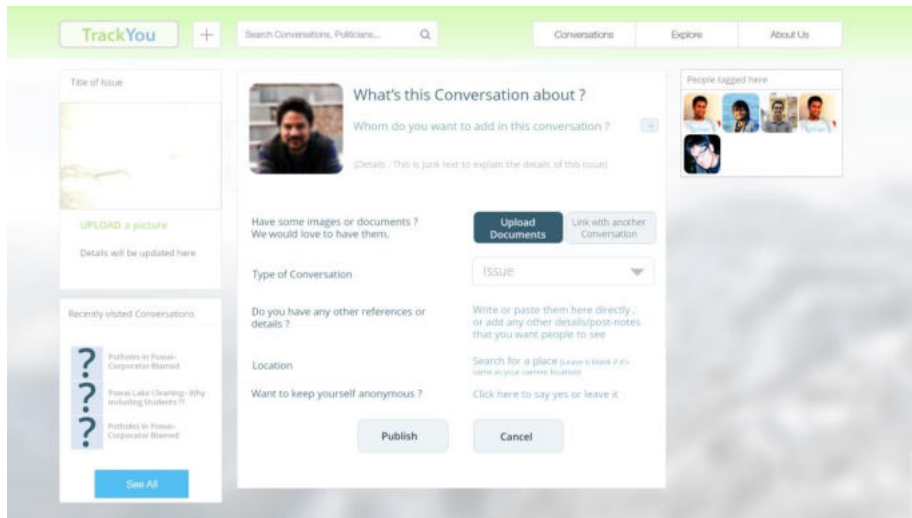


Clicking on menu gives user lot of more options like starting a conversation; check existing conversations or issues, rating your constituency or just "Exploring" politicians of your constituency. Rating constituency directly affects the manifesto of politician and give scores to the profile of politician.



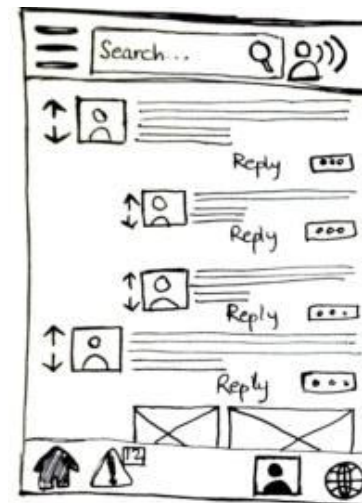
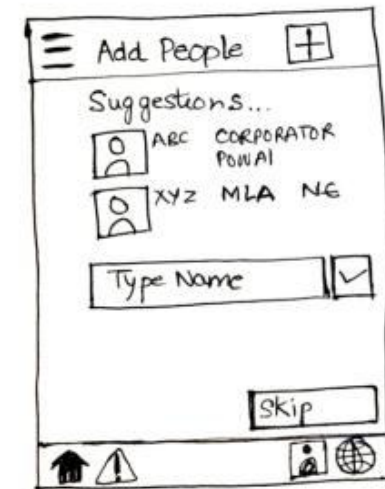
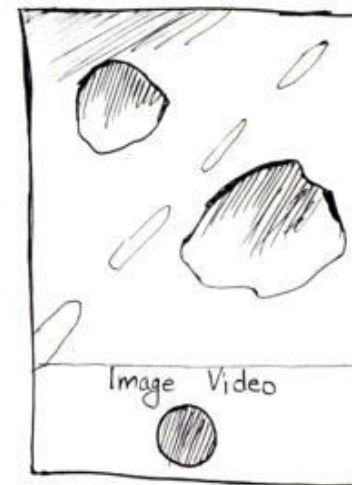
As above visualization was for a particular politician, a broader visualization showing happenings all over India can also be seen.



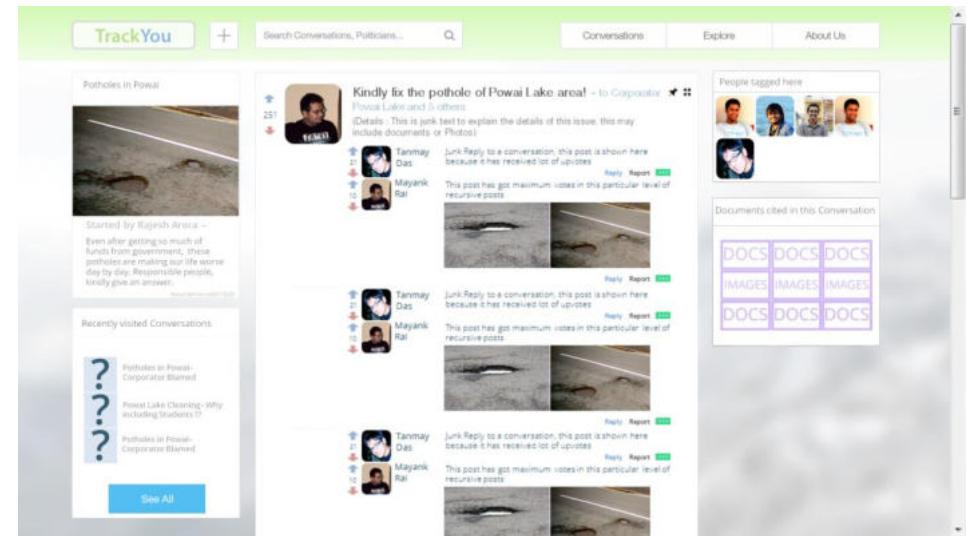


To start a conversation or to raise an “issue”, user needs to fill details and upload necessary documents to make a valid discussion or issue. Posting pictures, multimedia content, readable document is possible. In order to hide identity, being anonymous is also possible. User can also add people of their area to make it more active and make a conversation participatory in true sense. If the type of conversation is an issue, then user gets a complaint number which they can use later to check the status.

Scenario 2 Continues...



Mr. Rajesh Arora creates an issue using his mobile app. He takes the picture of Potholes and adds people as per the suggestions given by app (Who are actually Corporator, MLA of that area). He receives a complaint number which can be used later to track whether an issue is resolved or not.



Politician Suresh, open his account and realizes that a lot of people are asking him a lot of questions. Journalists from different new media have also an eye over this hot topic. In case he doesn't answer this question, it'll affect his profile rating and people will be able to see that he left such a topic unanswered.



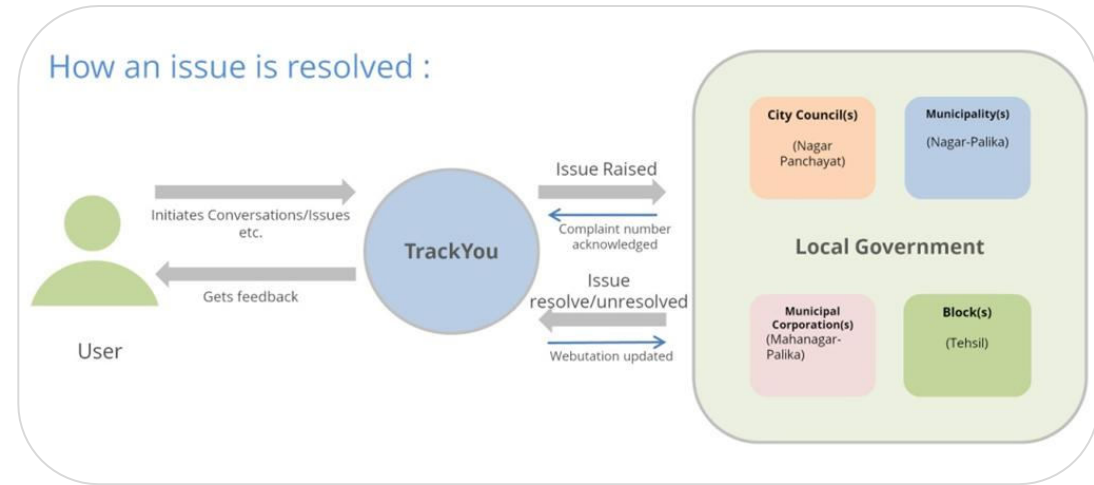
Mr. Suresh Singh gets bound to answer that question and tries to keep his webutation⁵ clean by doing good work in his real life too.

Scenario 3 :

Mr. Suresh Singh, the Corporator of Powai Lake area checks his TrackYou updates, and realizes that there are lot of updates. His webutation score is also going down because he didn't solve those problems.



⁵ Webutation = Web + Reputation; signifying somebody's reputation over the internet



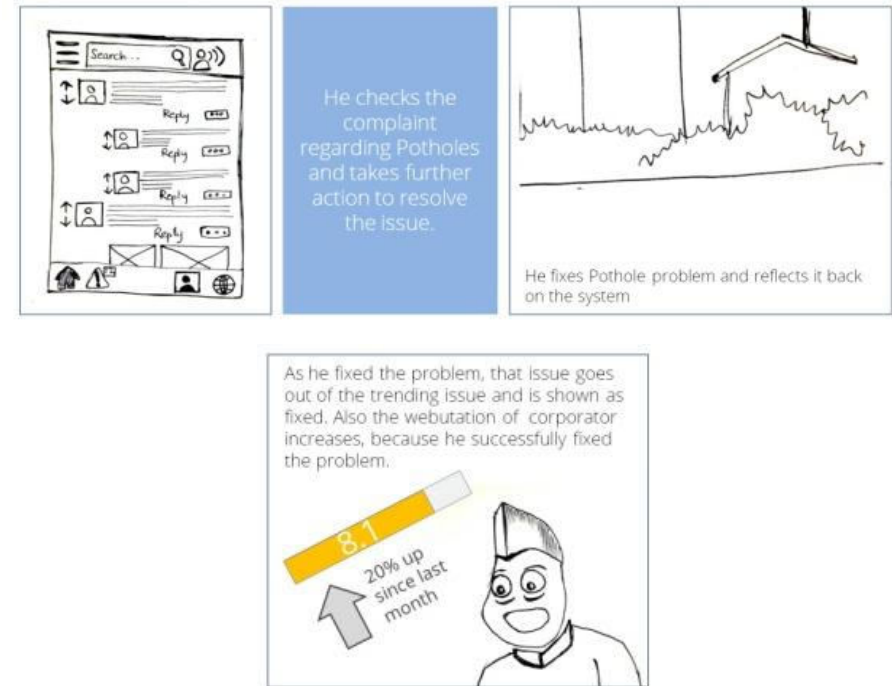
As can be seen in above figure, TrackYou is facilitating user to connect with different local government bodies. Right now, the number of local bodies and their names are hard to find out and takes lot of extra time to figure out how things work and how to report an issue. TrackYou connects with these local bodies, and with reference of a unique complaint ID, it tracks the whole process and keep user notified about it.



While Corporator Suresh Singh is busy resolving the issue, this is what Mr. Rajesh Arora sees when he checks the status using his complaint number.



Once the issue get resolved, it'll be tagged as "Resolved". This will immediately increase the the webutation score of people who were linked with complaint in some way including Corporator Suresh Singh.



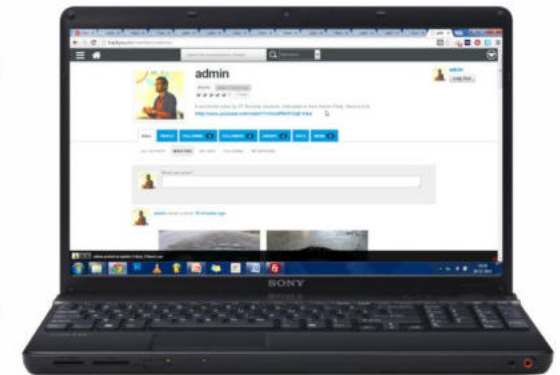
Challenges

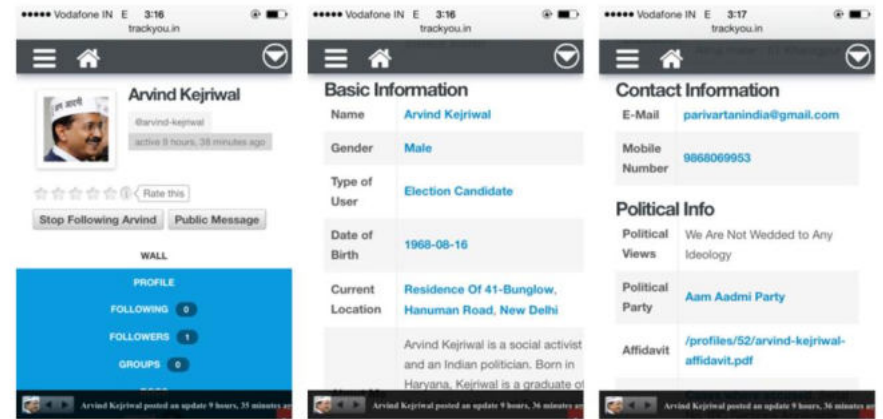
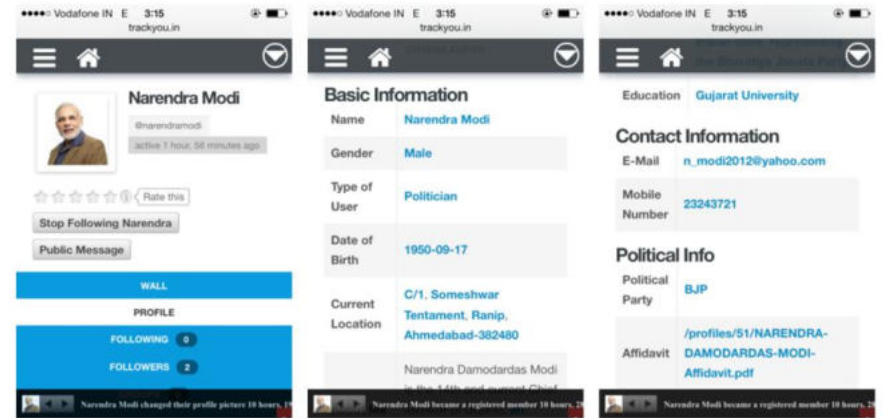
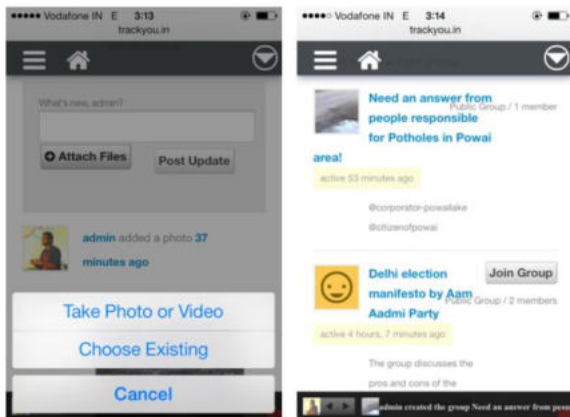
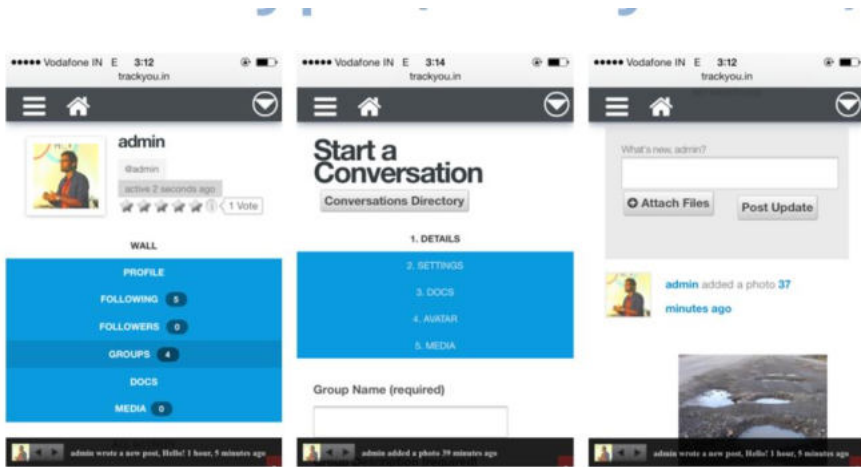
- Getting Crisp and Authentic information of Politicians
- User Engagement in early stages
- Powerful Back-end capabilities for a lot of computing
- Sending messages to politicians through different channels
- Ensuring the authenticity of Profiles and Posts
- Law and Order

Prototype

Prototype for this concept is available at www.TrackYou.in which implements some of the major functions of the idea. This prototype works on various devices, and is responsive. One of the primary concern was to make this prototype available for mobile because most of the problems are usually found on-the-go. Coming back to desktop and transferring images, multimedia content and then initiating issue is a long process. Instead, if a user finds a problem, he/she can upload picture on the spot and lodge a problem very easily.

This prototype doesn't look similar to the wireframes which were planned, and some of the functions (webutation, visualization) in itself are very heavy to be executed in short duration of time, hence it supports basic functions like creating profiles, interacting with other people/politicians, starting conversation, tracking a user, upvote/ downvote etc.

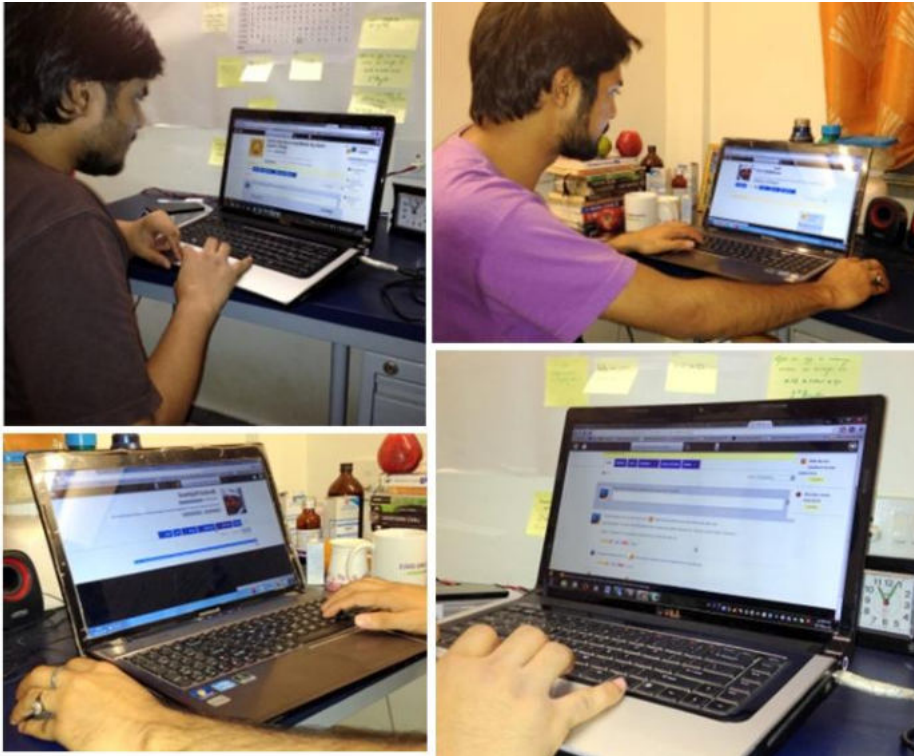




How to start a conversation, add media and upload using mobile device,

Screenshots taken from mobile showing the information about the politicians. Every politician has basic information, contact information and political information in their profiles. This information is crowdsourced, and people can also modify, add new content or report existing content if it's not authentic.

Testing



- Think Aloud with 5 users (Tasks were given both for Awareness and Communication)
 - (Tasks included Starting conversation, looking for existing information, searching for politicians, joining existing conversation etc)
- People were able to start conversations, find existing ones very easily.
- Finding information about politician was easy, though information is less in this prototype.
- Creating connections, tracking information was very similar to existing social networks.
- “Daily e-mail alert is annoying and looks spammy”
 - (This feature was asked while starting a conversation)

Bibliography

- [1] “greenpeace.org,” [Online]. Available: <http://www.greenpeace.org/india/en/Blog/everything-about-the-coal-scam/blog/41832/>.
- [2] “List of scandals in India,” [Online]. Available: http://en.wikipedia.org/wiki/List_of_scandals_in_India.
- [3] Times of India, [Online]. Available: <http://timesofindia.indiatimes.com/india/Bigger-the-criminal-charge-fatter-the-politicians-wallet-Study/articleshow/21469219.cms>.
- [4] “Indian media in bed with politicians,” pgtimes.in, [Online]. Available: <http://www.pgtimes.in/2013/04/indian-media-in-bed-with-politicians.html#.UhX3OZJgcrV>.
- [5] “India lacks transparency in political donations,” Times of India, [Online]. Available: <http://timesofindia.indiatimes.com/india/India-lacks-transparency-in-political-donations/articleshow/22056900.cms?>
- [6] “Donation List - AAP,” Aam Aadmi Party, [Online]. Available: <http://www.aamaadmiparty.org/donation-list>.
- [7] “Local Government of India,” mapsofindia.com, 1 October 2012. [Online]. Available: <http://www.mapsofindia.com/government-of-india/local/>. [Accessed 2013 December 10].

- [8] A. Wadhwa, "Dynasty Politics in India," *Criticaltwenties.in*, 30 September 2010. [Online]. Available: <http://www.criticaltwenties.in/nationalpolitics/dynastic-politics-in-india>. [Accessed 2013].
- [9] A. Sethi, "Dynasty is glue of S Asian politics," *timesofindia*, 28 3 2010. [Online]. Available: http://articles.timesofindia.indiatimes.com/2010-03-28/special-report/28116883_1_gandhis-politics-asif-ali-zardari. [Accessed 2013].
- [10] "Corruption during power of BJP," *iamc*, [Online]. Available: http://iamc.com/news-digest/bjp_corruption/.
- [11] J. D. F. J. E. S. Andrew Baum, "Identifying Political Figures," in *Social Psychology*, Random House, Inc., p. 393.
- [12] J. D. F. J. E. S. Andrew Baum, "Identifying Political Figures," Random House, Inc., *Social Psychology*, p. 378.
- [13] J. D. F. J. E. S. Andrew Baum, "Social Psychology and Voting," in *Social Psychology*, Random House, New York, p. 390.
- [14] "Principal Accountability," in *Oneworldtrust.org*, <http://www.oneworldtrust.org/globalaccountability/principles-accountability>.
- [15] "techonzo.com," 2013. [Online]. Available: <http://www.pinterest.com/pin/190910471676963272/>.
- [16] "Everything about the coal scam," *greenpeace.org*, [Online]. Available: <http://www.greenpeace.org/india/en/Blog/everything-about-the-coal-scam/blog/41832/>.
- [17] *Times of India*, [Online]. Available: <http://timesofindia.indiatimes.com/india/CAG-Govt-lost-Rs-10-7-lakh-crore-by-not-auctioning-coal-blocks/articleshow/12360183.cms>.

THANK YOU