

VozMob

Open-source storytelling platform for recent immigrants in Los Angeles to create and publish stories about their community, directly from mobile phones

- ✓ cheap
- ✓ intuitive
- ✓ any phone
- ✓ any network
- ✓ private
- ✓ our way
- ✓ multi-lingual
- ✓ multi-country



<http://vozmob.net>

Partnership



Reading Reality to Write History



Instituto de Educacion Popular
del Sur de California

Institute of Popular Education
of Southern California

No one educates anyone, and nobody is self educated; all of us learn from each other, mediated by the world we live in."

Paulo Freire

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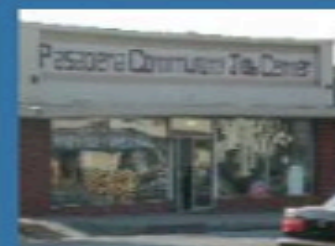
[Press](#)

IDEPSCA first began organizing day laborers in the city of Pasadena in 1994. Literacy classes in Pasadena introduced the opportunity for IDEPSCA to get to know day laborers given our methodology. Through the popular education methodology, day laborers who participated in literacy classes began sharing their stories and all the struggles they endured when it came to looking for work on the streets. The more we learned about their situation, the clearer it became that IDEPSCA had to begin fighting for day laborers' rights.

Three years later, in 1997, the city contracted IDEPSCA to operate day laborer centers in the greater Los Angeles area. IDEPSCA's Day Laborer Program began in 1997 with the opening of the Hollywood Community Job Center. Today, IDEPSCA manages six day laborer centers and organizes three centers. Throughout this time IDEPSCA successfully raised the visibility and minimum standards of the day labor sector. The day laborer centers constitute a safer, more humane alternative for day laborers to look for employment. Each job center has different dynamics, but workers' rights remain a standard at all facilities. Minimum wage (higher than the current state and federal minimum) and safe working conditions are demanded at every center thus reducing the rate of exploitation dramatically.



[Cypress Park Day Laborer Project](#)



[Pasadena Community Job Center](#)



[West Los Angeles Community Job Center](#)



[Hollywood Community Job Center](#)



[Downtown Community Job Center](#)

Google results for “day laborer”



day laborers

Search

[Advanced Search](#)
[Preferences](#)

Web [Show options...](#)

Results 1 - 10 of about 40,500,000 for **day laborers**. (0.17 seconds)

[Day Laborers](#)

Some of the most violent murderers, rapists, and child molesters, are illegal aliens who work as **day laborers**.

www.daylaborers.org/ - [Cached](#) - [Similar](#)

[Day labor - Wikipedia, the free encyclopedia](#)

Day labor is work done where the worker is hired and paid one **day** at a time, with no promise that more work will be available in the future. ...

en.wikipedia.org/wiki/Day_labor - [Cached](#) - [Similar](#)

[Day Labor/General Help | HireAHelper.com](#)

Day Labor from local **day laborers**. ... Local **Day Laborers/General Laborers** Provide Quality Work At A Cheap Price. These General Helpers can assist in your ...

www.hireahelper.com/day-labor/ - [Cached](#) - [Similar](#)

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[Day Laborers](#)

Check Out Local.com To Find **Day Laborers** In Your Area!

[Local.com](#)

Detroit, MI

[Day Laborers](#)

Need Quality Help?

Get Customer Rated, Affordable Help

[HireAHelper.com](#)

[Day Laborers](#)

Search for **Day Laborers**

Find **Day laborers**

[Ask.com](#)

[Day Laborers at Amazon](#)

Save up to 35% on top sellers.

Qualified orders over \$25 ship free

[Amazon.com/dvd](#)

Done

3 zoter

Top result: anti-immigrant hate site

daylaborers.org

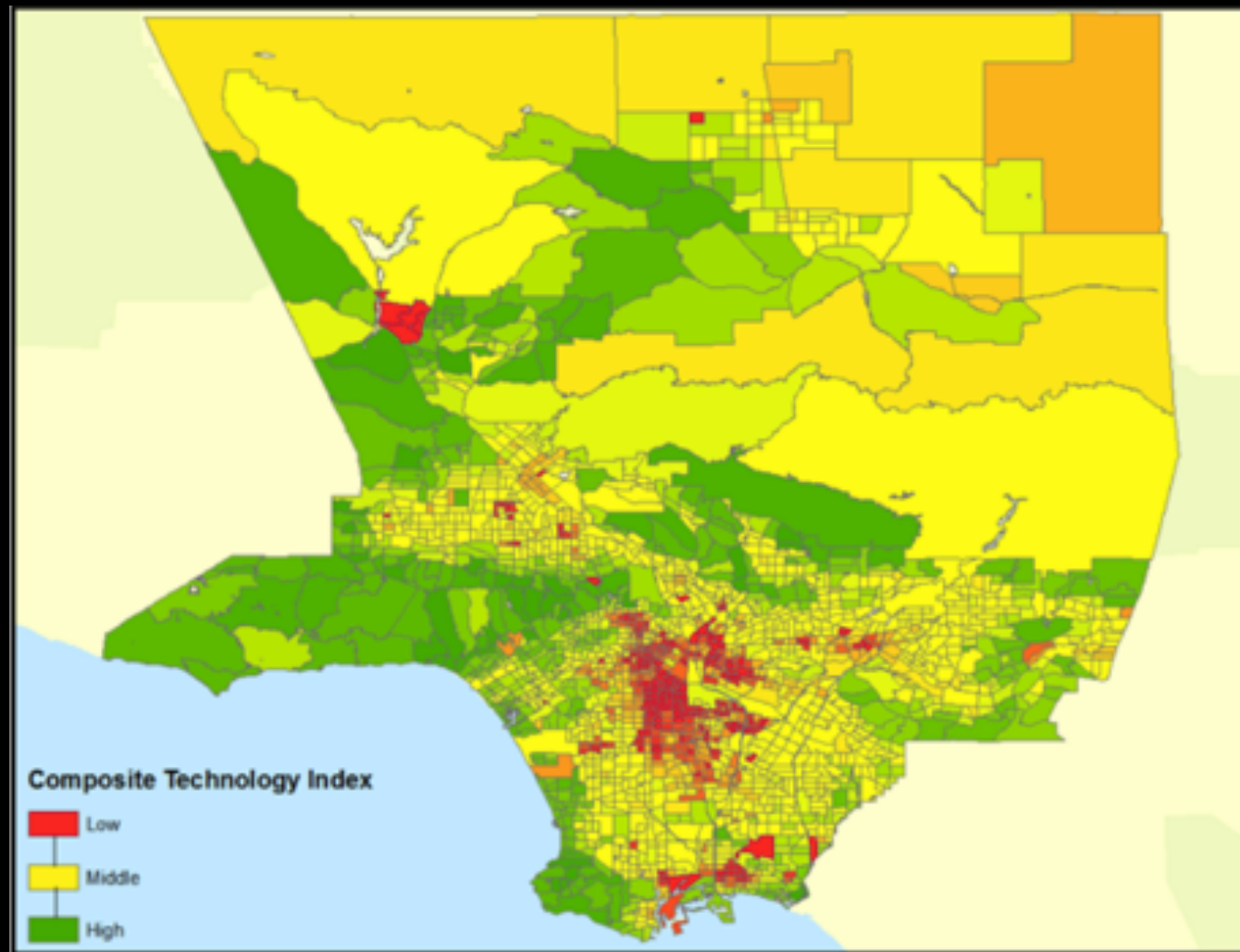


“Do you really want this in your neighborhood?”
Day Laborers site in Farmingville, Long Island, NY
Photograph courtesy of Dave Drew

Who are day laborers?



Problem: Digital Access Inequality



Composite Technology Index (Modarres and Pitkin, 2006)



Research: mobile phone survey at day laborer centers

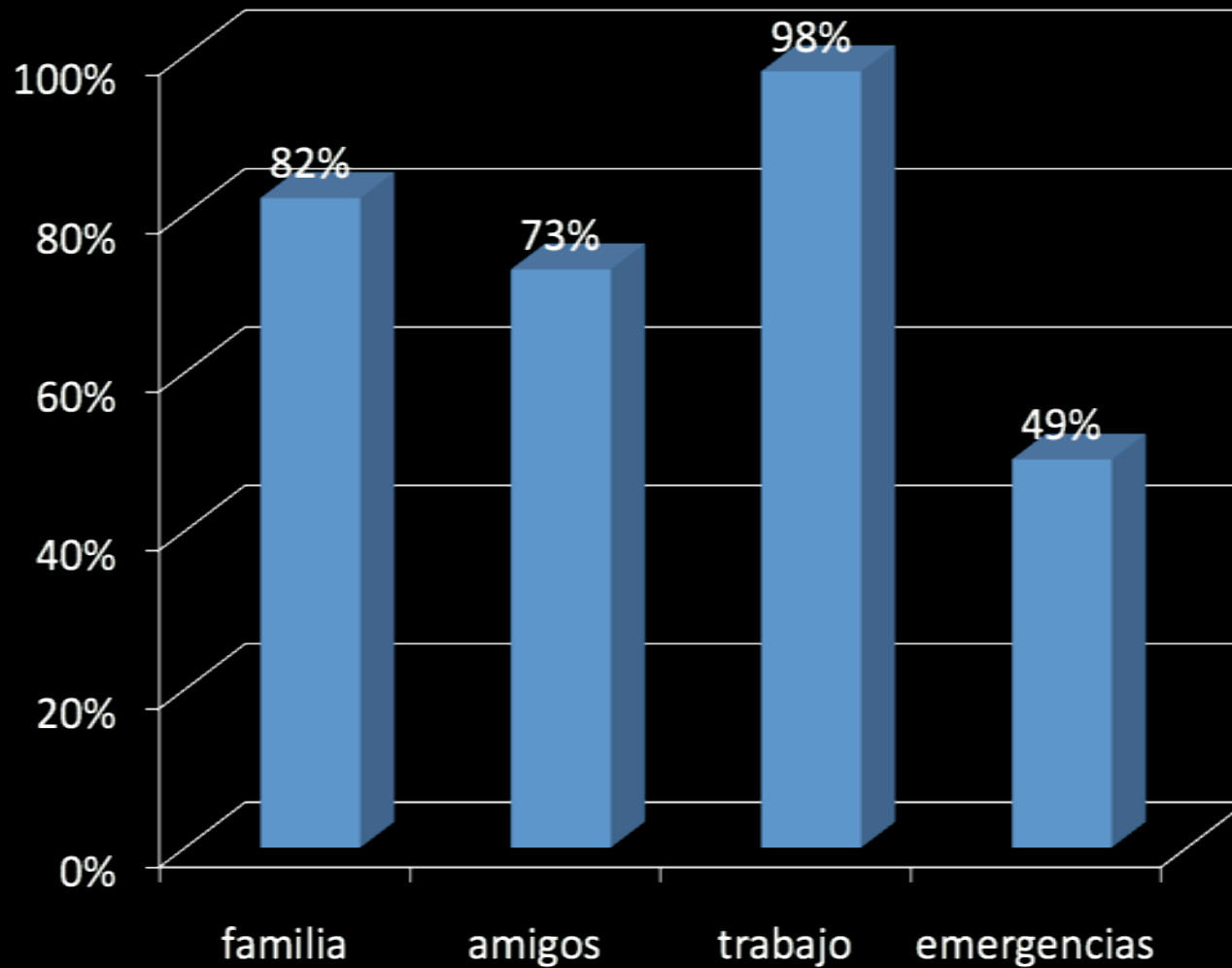


We found:

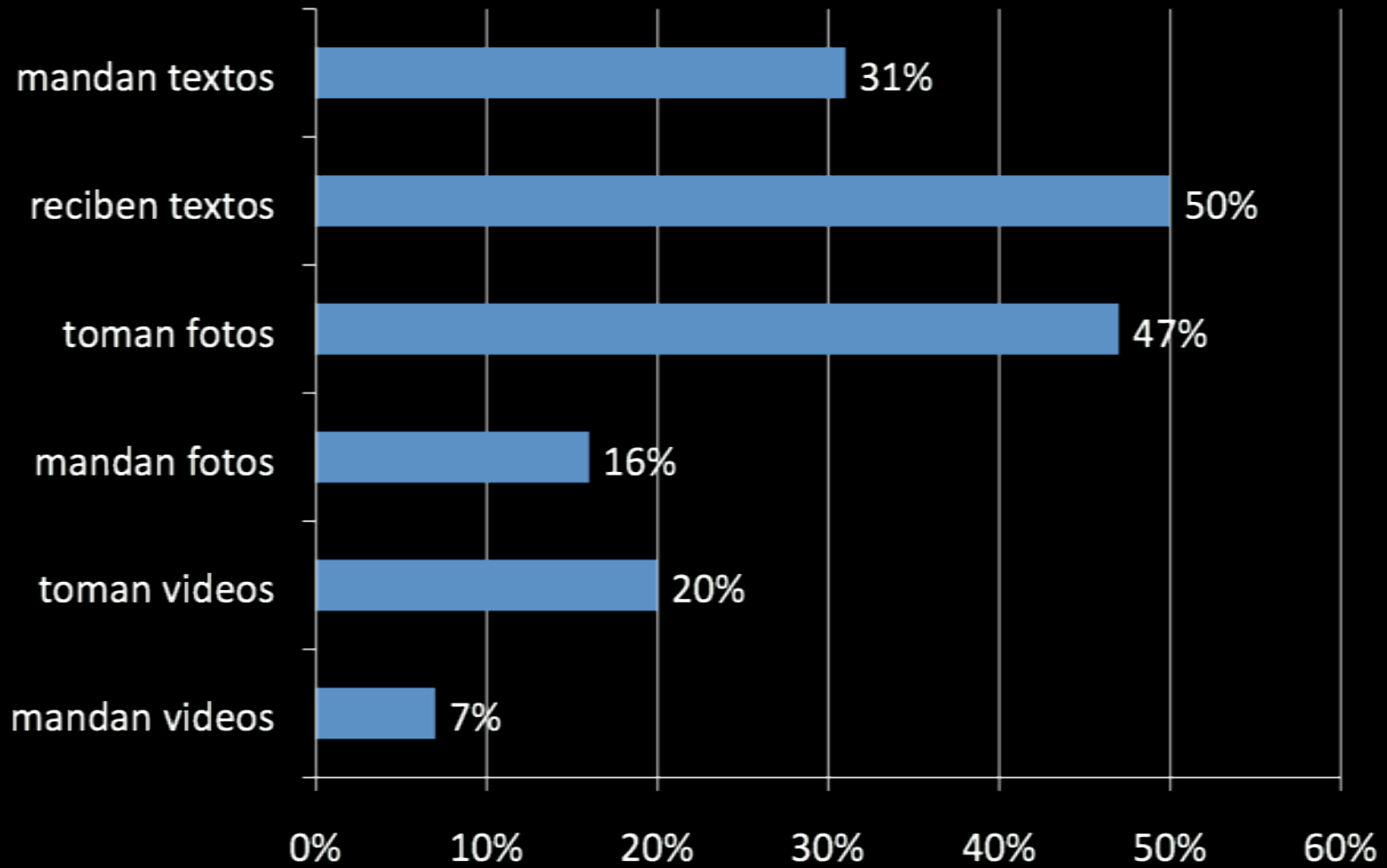
We surveyed 58 day laborers in 5 worker centers

- 78% have a cell phone
- 29% use a pre-paid plan
- Phone expenses vary between \$20-\$180 /month – with 50% paying less than \$50/month

What do they use their phones for?



What features do they use?



Mobile Voices was created to
“give voice to the voiceless”



JORNADA

XXII

La Nueva Generación - The New Generation

Otoño 2007

Instituto de educación Popular del Sur de California

Año 1 Numero 1

¡Feliz día de gracias!

A nuestros lectores

Los jóvenes, la clase trabajadora, especialmente las/os jornaleras/os, han sido olvidados en infinidad de proyectos de desarrollo y crecimiento personal. A través de las décadas sus voces de una u otra manera han sido silenciadas.

Siempre ha sido esencial hacer resurgir esas voces, un grupo de jornaleras/os y voluntarias/os en conjunto con trabajadoras/es de IDEPSCA, tuvieron la idea de recrear este periódico un proyecto participativo donde las/os sin voz podrán expresar libremente su opinión acerca de sus vidas, problemas, necesidades y en general de la sociedad, que a veces se torna dura y opresora con los más pobres.

Es así como se fue forjando la visión de un periódico de intercambio, que permita y haga resurgir la expresión de

Happy Thanksgiving!

To our readers

The youth, the working class, and specially day-laborers and domestic workers, have been forgotten in an infinity of personal growth and developmental a programs. Across decades their voices in one form or another have ultimately been silenced.

It is always essential to make sure these voices are revived. A group of day-laborers and volunteers as well as workers from IDEPSCA, had the idea of recreating this newspaper **JORNADA XXII "The New Generation"**, a participative project where those who have been silenced can speak their mind openly about their lives, problems, necessities, and society in general that most of the time turns into a hostile and oppressing reality for the poor.

That's how the idea or the vision of making this newspaper was born. This is a newspaper that allows the silenced voices, considered not valuable, an opportunity to gain the strength that was taken from them, and produce valuable information and works.



Popular Education + Participatory Design



Storytelling – with mobiles



- tell the story
voice-mail radio
- show it.
photo-reporting
- pictures and sound
slide shows
- movies

Storytelling: say it.

Voicemail – to –blog

Gcast -> RSS



call 1-888-65-GCAST (888-654-2278); a voice will ask you for the number of the phone you registered with; enter 888-8-VOZMOB (888-886-9662); it will ask you for a 4 digit pin; enter 8888 and something. then press # [all in english].



Gizmo -> email -> drupal

one number, message in Spanish, post to blog

Next step: [voipdrupal](http://voipdrupal.com)

Storytelling: narrated pictures, slide shows, videos



**Free / Open Source Software
+ Creative Commons Content**



System Features

Post from (almost) any phone

- **Cheap:** any phone or provider, no data plan needed, pre-paid ok, MMS bundles
- **Easy:** voice calls, sms, or mms





vozmob.net

CMS:

edit

remix

tag

translate

share

geo-locate

etc.

Send to phones

registration
alerts
groups
msg of the day
how-to
etc...



Cross-platform

export
print
open APIs



Maps + GIS



research

suppliers
roll-out technology

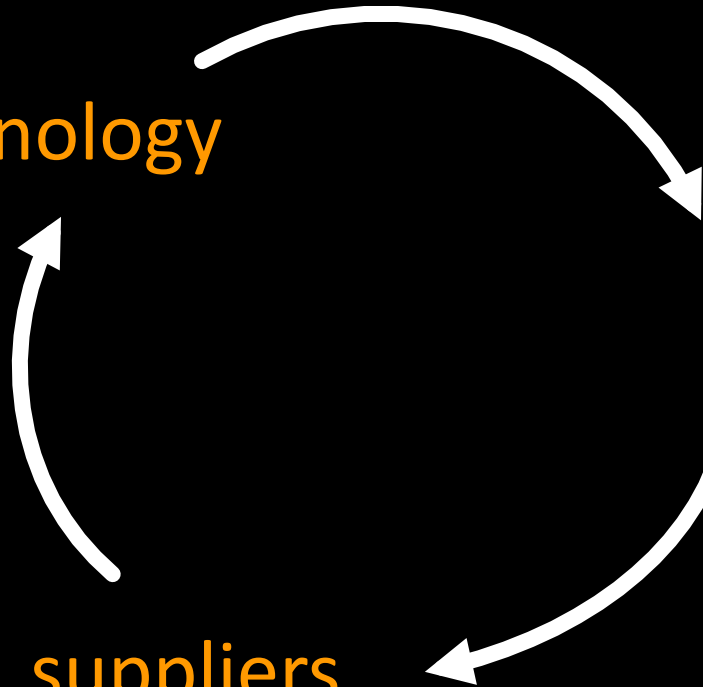
users adopt
 reject

users
appropriate

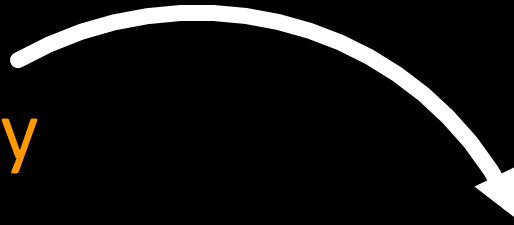
users baroquize
 creolize
 cannibalize

suppliers
re-claim

suppliers co-opt
 adapt
 block

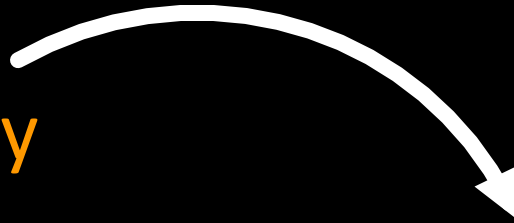


suppliers
roll-out technology



users
appropriate

suppliers
roll-out technology



users
appropriate

- what is possible with cheap technology
- phones as gateway technology
- evaluate participatory design process
- storytelling's role in community building
- assess impact (individual, IDEPSCA, beyond)
- examine surprises

MMS as closed technology

Using one's own phone (not provided by carrier)

- Unlock
 - Settings:
 - Download from carrier – not always possible
 - Download from device maker – few offer that
 - User entered – some phones don't allow that
-
- MMS-to-email gateways – non standard

Media as attachments

Send pointer to storage space

Gateways non symmetrical

► Missed innovation potential

MMS as transitional technology, building block to others

Compare with SMS: twitter, frontlineSMS, ushahidi

open research

<http://vozmob.net> – main project site

Research/coordination:

<http://blog.vozmob.net> - research blog

<http://wiki.vozmob.net> - project wiki

<http://class.vozmob.net> - USC class wiki

<http://tags.vozmob.net> - del.icio.us tags for 'vozmob'

<http://list.vozmob.net> - project mailing list

<http://devlist.vozmob.net> - development mailing list

Technology development:

<http://dev.vozmob.net> - bugs, features requests (redmine)

<http://code.vozmob.net> - code repository (gitorious)

<irc://chat.freenode.net/vozmob> - weekly chats

<http://sandbox.vozmob.net> - test site

¡Gracias!



Just a few of many stories



ADOLFO



“Jornaleros”

<http://vozmob.net/en/node/2837>

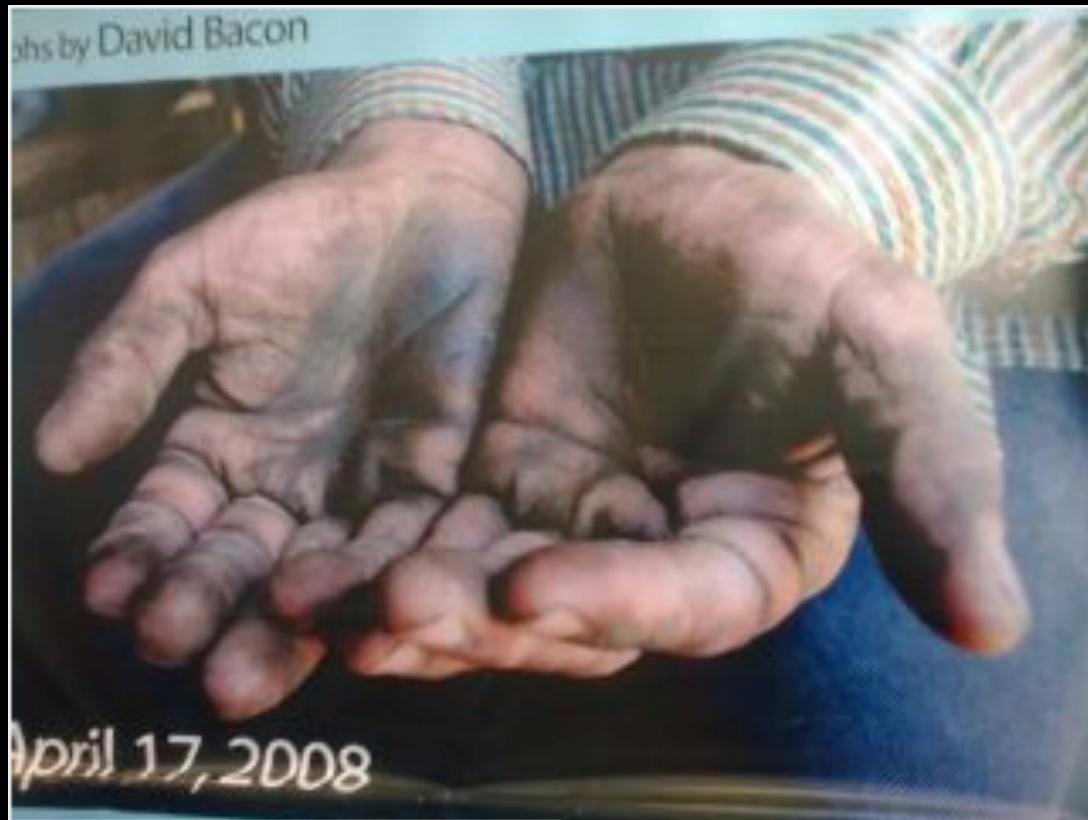
RANFERI



“Green Gardeners in Action”

<http://vozmob.net/en/node/6132>

MANUEL



“Hands”

<http://vozmob.net/en/node/6840>