Digital Literacy for the Bottom of the Pyramid

NANOG 92, 23rd October 2024, Toronto, Canada

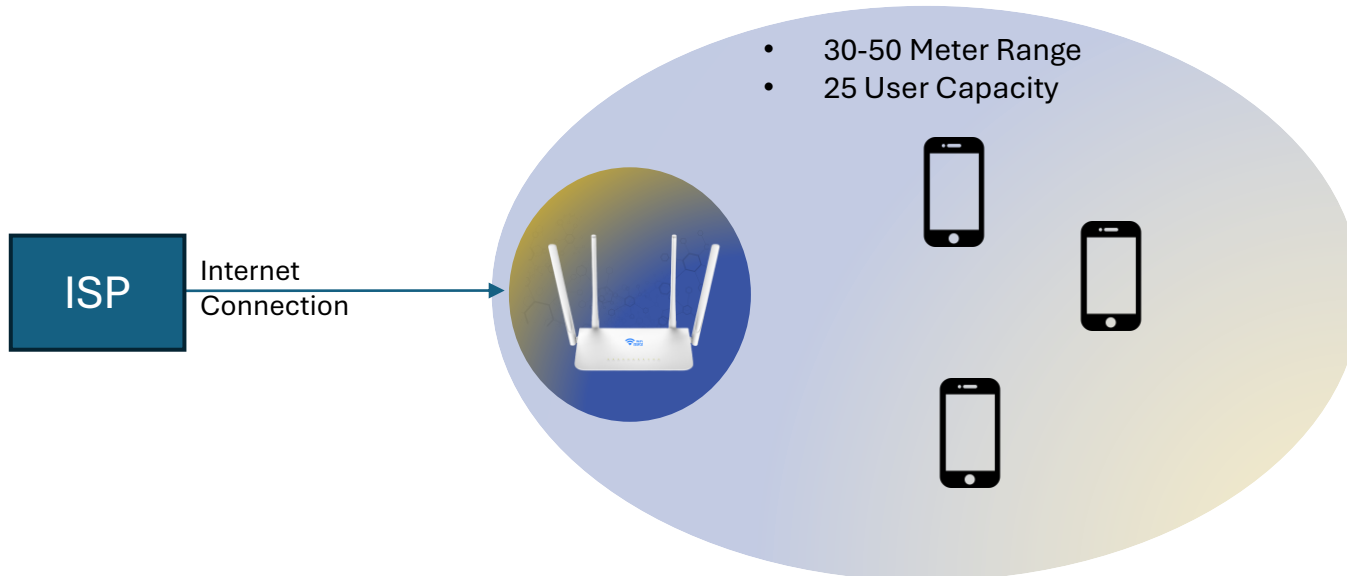By **Nazib Chowdhury, Strategic Partnership Lead**, Janata Wifi, Contributor: Mainul Hasan Alin, CEO, Janata Wifi

Public Wifi Experiments (2018 Onwards)

- Started with the goal of providing high quality low cost affordable internet to the masses

- Mixture of Tea Stall, Mom & Pops & DFS Shops in Bottom 80% income group population in Bangladesh.

- Device is typically hosted within the shop

- Some of the nodes have very high concurrent usage

- Mobile App based device activation

- Power Backup to Get Best Uptime in the Locality

- Backhaul operation cost borne by ISP in return of advertisement on Captive Portal

ISP — Internet Connection
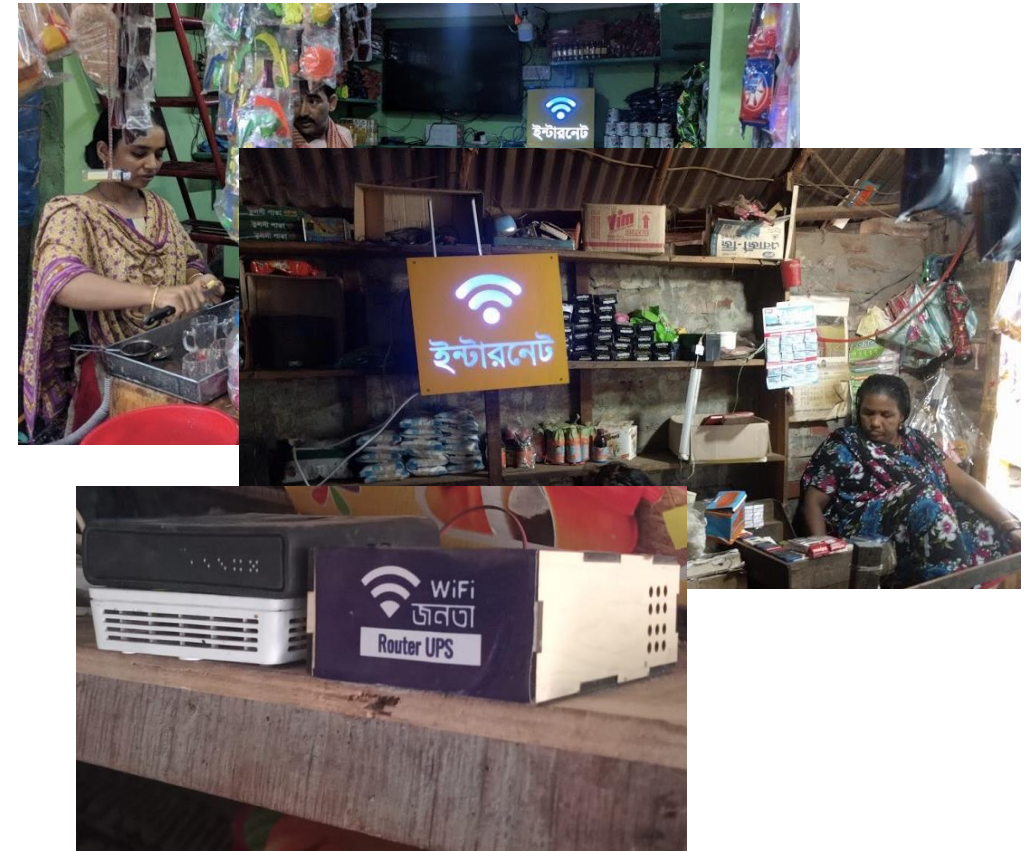
- 30-50 Meter Range
- 25 User Capacity

CASE STUDY:

PERFORMANCE IN RAINKHOLA MIRPUR

- Operates 10 hours a day on average.
- Monthly 1000+ Ad views.
- Monthly 100+ Voucher Sold.
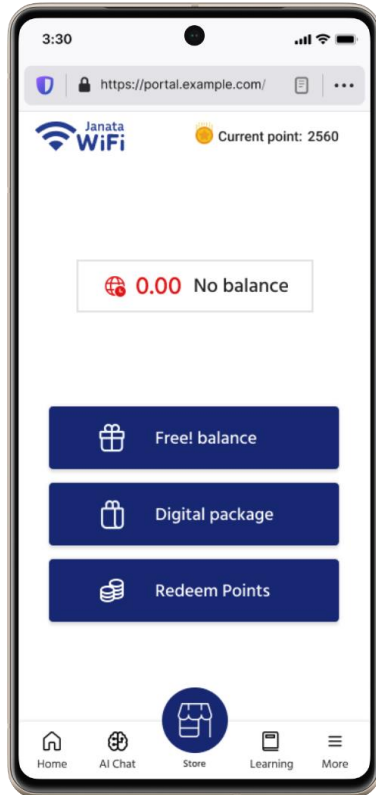- Merchant gets USD .0025 per Ad view and USD .01 per voucher.

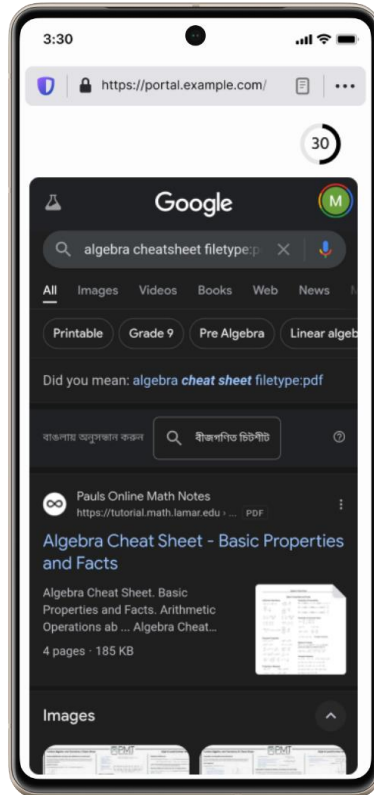# What We Learnt: Digital Literacy Needs in Community Networks

- Most Users Getting First Time Access to High Speed Broadband
- Community has little idea about Productive Usage of the Internet
- Highest usage is in TikTok/Instagram Reels/Youtube Shorts
- Known issues of Cyber Harassment & Scam of Young Females
- Development of ADHD symptoms
- Porn Addiction
- First world problems being introduced to third world without any remedy
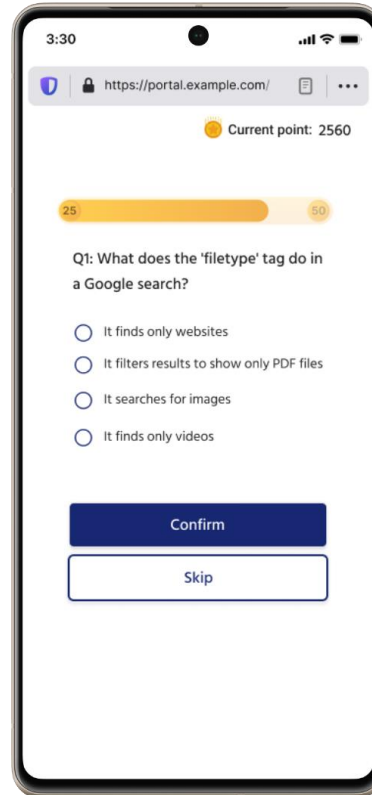
Incentivized Digital Literacy – Courses & Quizzes in Captive Portal (2023 Onwards)
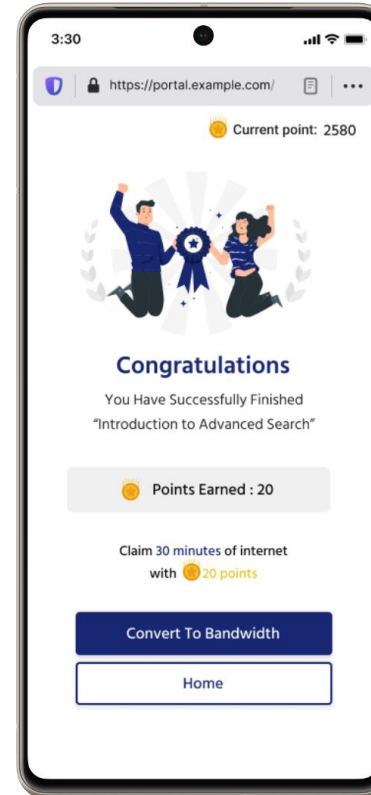

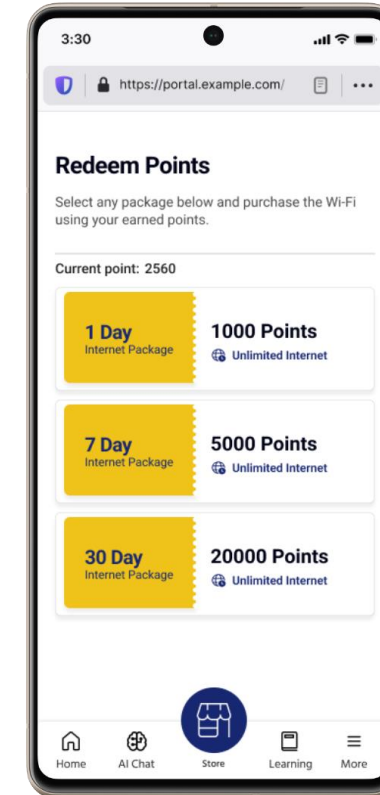Option of content and voucher is presented after signing into the portal

User Watches a Video Content, Video is thrown based on user profile, gets free internet balance
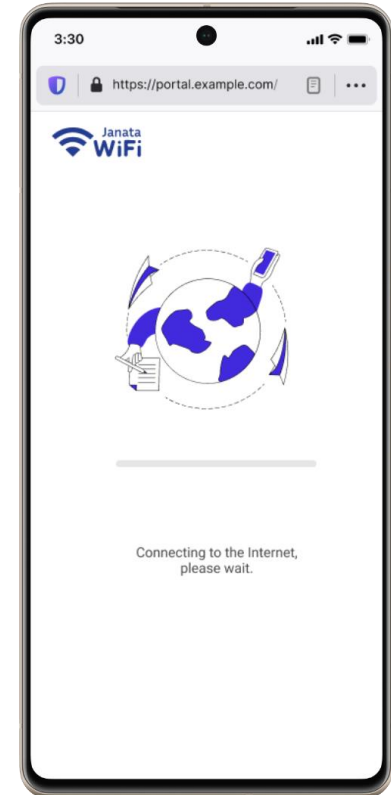
User answers a related quiz

User Gets Reward when the answer is correct

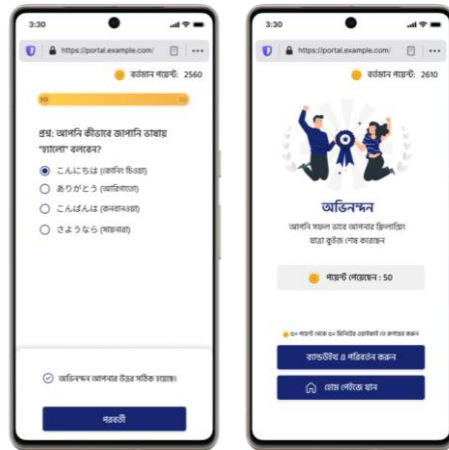User can use the reward to purchase balance & connect to internet

*Actual Interfaces in Production are in Bengali Language

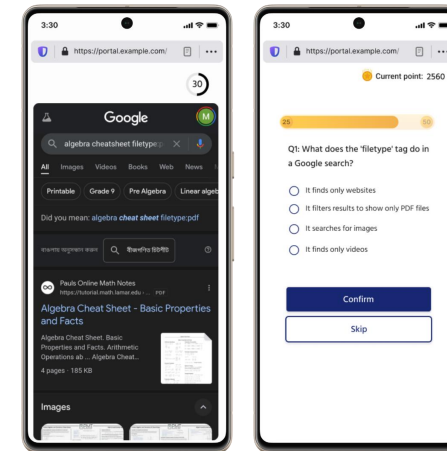# Hypotheses: Dopamine Driven Digital Literacy

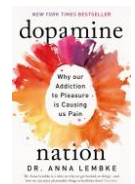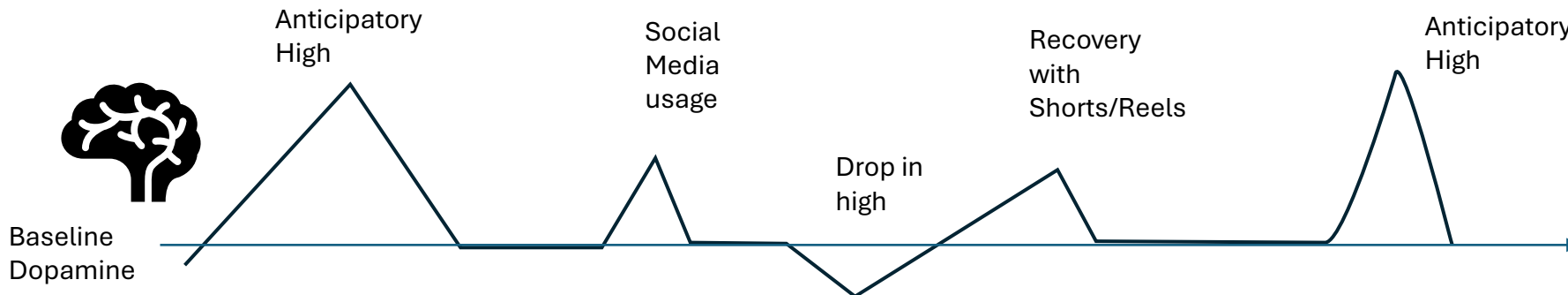Run Tutorial and Quiz During Anticipatory Dopamine

User is likely going to use social media and burn through the internet balance

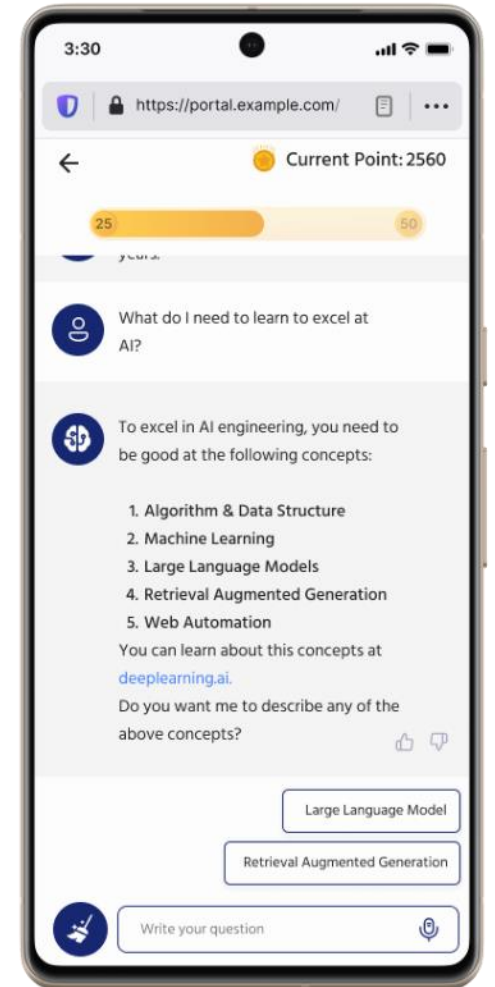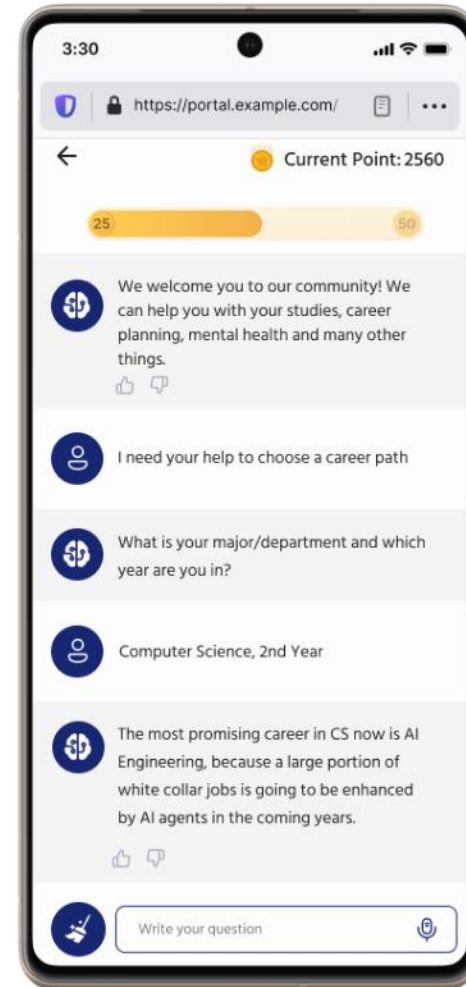User watches lesson again to get internet balance

- Introduced 2023 Onwards at a Small Scale

- Contents included Search Literacy, Covid19 Precautions and Ads by Brands

- Will run a scaled version on 2025 with ISIF Asia Grant, 50 video topics and 500 locations.

- Primary Goal is to teach basics of digital literacy also create a long term motivation for learning, creating a higher predilection for learning compared to maladaptive usage of the internet.

- Secondary Goal is to make it a sustainable business operation by sponsoring from Brands, with a 80/20 ads/education ratio.

- According to Anna Lembke's **Book Dopamine** Nation Anticipatory highs eventually becomes addictive

Anticipatory High

Social Media usage

Recovery with Shorts/Reels

Anticipatory High

Drop in high

Baseline Dopamine

Incentivized Digital Literacy – ChatGPT in Captive Portal - Planned

- AI Agent Usage knowledge will be key differentiator, just like knowing how to google

- Career Advisor/Academic Tutor Bots for University/School Areas.

- Female Reproductive Health, Mental health, and Cyber Security Advisor Chatbot for Female Dormitories.

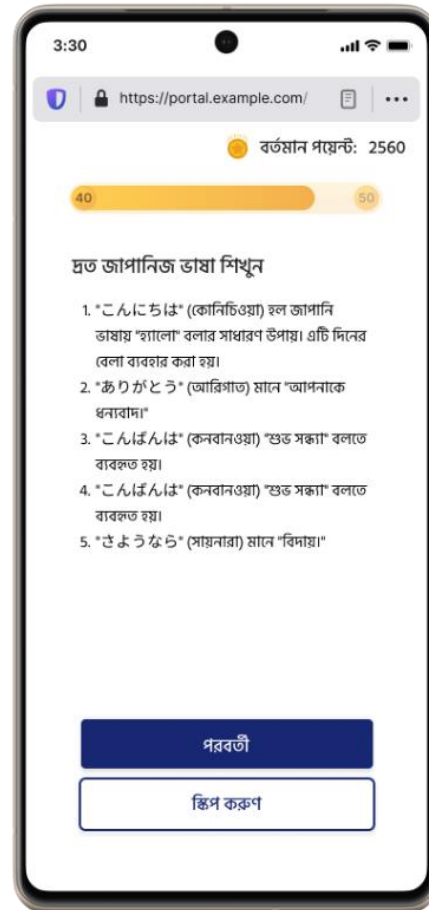- Goal is to train users on how to command AI Agents to get results.

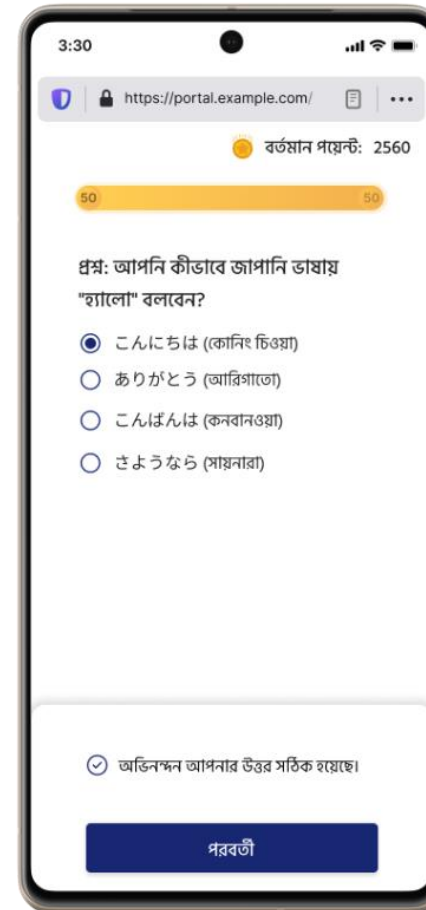*Actual Interfaces in Production will be in Bengali Language

Incentivized Digital Literacy – **Language Courses** & Quizzes in Captive Portal - Planned

Choosing a Language Course

User Watches a Video Content, or Reads a Text Content

User answers a related quiz

User Gets Reward when the answer is correct

To Know More

- Technical Details on APNIC Blog
- RIPE Presentation on AI Driven Operation Automation
- APNIC Technical Report of the Small Grant
- Walk Through of Project by Founding Team
- Project Story Videos
- Anna Lembke's book "Dopamine Nation"
- Anna Lembke's Presentation with Graphics of Rat Experiment
- Send email at nazib@janatawifi.com, mainul@janatawifi.com

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apnic.foundation