



# CASE 2015 REPORT

CONTENT AGGREGATION SYSTEM FOR ELECTIONS

Observing Nigeria's elections in real time

SHEHU MUSA YAR'ADUA FOUNDATION  
MAY 2015



# THE YAR'ADUA FOUNDATION



The Shehu Musa Yar'Adua Foundation was established by the friends, family and associates of Shehu Yar'Adua to honour the legacy of one of Nigeria's foremost contemporary leaders.

Through its facilities and programmes, the Foundation endeavors to further the ideals of Shehu Yar'Adua; his commitment to national unity, good governance and to building a just and democratic society for all Nigerians.

The Foundation's Public Policy Initiative encourages the formulation and implementation of sustainable public policy through investment in the use of new media as a tool for driving good governance.

## CONTENTS

Executive Summary	3
Background	4
The CASE 2015 Team	5
Partner Organizations	6
Social Media Tracking Center	9
Outcomes and Impact	
■ Federal Elections	12
■ State Elections	19
The CASE 2015 Platform	22
Coordination and Training	24
Social Media Promotion	25
Feasibility Study	26
Ekiti Pilot Test	27
Conclusions and Recommendations	28

Content Aggregation  
System for Elections

Improving transparency  
and openness

in Nigerian Elections

through collaborative technology

New Media Tracking Centre  
Abuja, Nigeria

National Elections  
March 28, 2015

State Elections  
April 1, 2015



MacArthur  
Foundation



DFID





Improving transparency and openness  
in Nigerian elections through the  
collaborative use of technology

2015 Election Reports	Federal	State
Aggie	2,009,655	658,634
Twitter	1,995,682	648,010
Facebook	13,066	10,387
RSS Feeds	634	234
Peak Report Rate	14,000 per minute	10,000 per minute

# EXECUTIVE SUMMARY

**The Content Aggregation System for Elections (CASE 2015) is a technology-enabled, multi-stakeholder election observation system designed to improve the scope and detail of information available to civil society and citizen stakeholders during and beyond elections.**

CASE 2015 was envisioned to provide election stakeholders with relevant and meaningful information about the progress of elections in real time.

CASE is comprised of a social media aggregation software (Aggie), a platform for aggregating and analyzing traditional observer reports (ELMO) and a mobile app for sending reports. The incident management process created an important connection between unverified social media reports and trusted observers deployed in the field.

The Foundation brought together thirteen civil society organizations and two technology partners who worked over a period of sixteen months to improve the quality, scope and effectiveness of election observation.

During the 2015 election period, the platform retrieved more than 2.6 million micro reports from social media and received over 11,000 reports from registered observers in the field. These reports enabled volunteers to identify 1,542 critical incidents that were escalated to INEC and relevant security agencies in a timely manner.

The impact of CASE 2015 on the 2015 elections has demonstrated that

beyond the mere adoption of technology for reporting, its collaborative use by a community of election observation stakeholders to aggregate and analyze reports holds even greater promise in improving the scope and quality of election observation information available to stakeholders during and after elections.

Challenges faced and lessons learned during the elections are included in this report as recommendations for future technology based election observation.

Support for CASE 2015 was generously provided by the John D. and Catherine T. MacArthur Foundation, Open Society Initiative for West Africa (OSIWA), the UK Department for International Development (DFID) and the Canadian Fund for Local Initiatives (CFLI).



# BACKGROUND

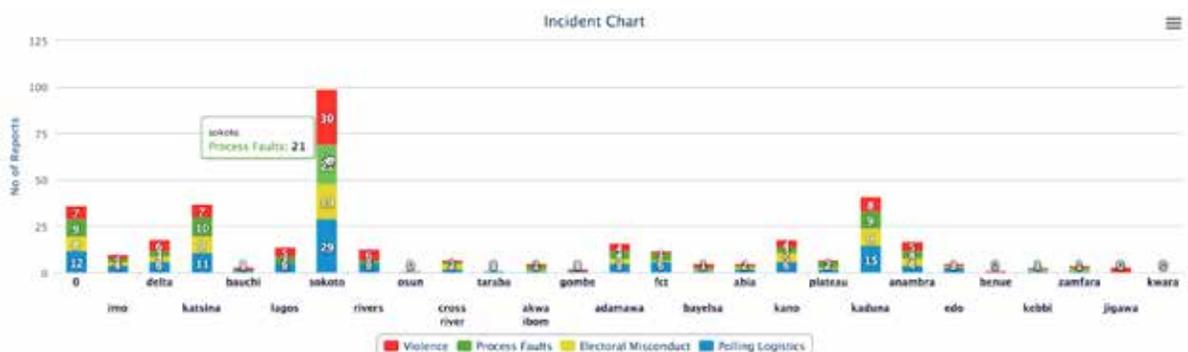
Elections are a critical pillar of democracy and good governance the world over. When free, fair and transparent, they confer legitimacy and acceptance. In Nigeria, elections have too often been a sour point of our democracy. Incidences of fraud, rigging, vote buying and blatant results manipulation have undermined the credibility of this important process, resulting in low public confidence in the outcome. If Nigeria's young democracy is to be sustained, openness, transparency and credibility must be institutionalized as part of the culture of electoral processes.

One of the many highlights of the Nigerian 2011 elections was the role that technology played in empowering civil society organizations to organize, collaborate and mobilize around the elections. The Foundation's Social Media Tracking Center (SMTC) aggregated 500,000 micro election reports from 70,000 new media users, providing a richer, more insightful perspective on the conduct of elections than any single election monitoring attempt.

Since 2011, Nigeria has experienced a population explosion on social media. Nigerians above the age of 18 on Facebook grew from less than 3 million to over 14 million in 2015. As a result, social media has become a significant contributor of information to election observation.

The Yar'Adua Foundation has been at the forefront of promoting transparency and accountability in Nigeria's election process through the adoption of new media technologies to address some of the unique challenges of Nigeria's election process. Our experience in 2011 pointed to the feasibility of developing an innovative technology-driven approach to address and overcome challenges encountered by civil society organizations.

The Content Aggregation System for Elections (CASE 2015) was envisioned as a pioneering technology platform to facilitate nationwide civil society collaboration in election observation.



# THE CASE 2015

## TEAM

### Project Coordinator Jacqueline Farris



Jackie was responsible for overall management of the project, including reporting, facilitation of meetings and managing relationships with CASE 2015 partners.

### Content Developer Sayo Samuel



Sayo created training content and manuals. She was also responsible for project-related research and report writing.

### Software Architect Amara Nwankpa



Amara was responsible for concept development and system design. He managed platform development activities implemented by CASE 2015 technology partners.

### Training Officer Anyalewa Ejila



Lewa conducted training sessions for lead trainers and provided assistance to CSOs during step-down observer training.

### Admin & Documentation Ekate Williams



Kiki was responsible for day to day project administration and interaction with CSO observer groups.

### Coordination Officer Marianne Ejiofor



Marianne was responsible for collating and processing information required for coordination and deployment planning.

# PARTNER ORGANIZATIONS

7,087 useful reports were submitted during federal elections and 4,319 reports during state elections.

CASE 2015 was a maiden attempt to implement a standardized, technology-driven election observation system in Nigeria. CSOs were surveyed to determine what features were required in order to adopt CASE as their primary reporting tool for elections.

A centralized observer deployment plan allowed groups to indicate where they planned to deploy observers and the number to be deployed in each state, enabling CASE 2015 and its partners to identify gaps and overlaps in geographic coverage. Partner groups registered 9,619 field observers on the CASE platform, though a number of organizations experienced operational challenges that resulted in their inability to deploy at full strength.

## PARTNER ORGANIZATIONS

- Centre for Information Technology and Development (CITAD) ■ CLEEN Foundation ■ Election Monitor
- Nigeria Federation of Muslim Women Associations of Nigeria (FOMWAN) ■ Human Rights Monitor (HRM)
  - Justice, Peace and Development Commission (JPDC) ■ Nigerian Women Situation Room
- Nigerian Women's Trust Fund ■ ReclaimNaija ■ Stakeholder Democracy Network (SDN)
  - The African Centre for Leadership, Strategy and Development (Centre LSD)
- Transition Monitoring Group (TMG) ■ Youth Initiative for Advocacy, Growth and Advancement (YIAGA)





***“CASE 2015 has paved the way towards integrating technology at the heart of election observation and analysis, not just here but in other countries.”***

*Clara Barnett | Governance Adviser | Governance, Security and Social Development Team | DFID*

The Social Media Tracking Center was co-located with the Nigerian Civil Society Situation Room to maximize collaboration and information sharing with key CSO stakeholders. The CASE team provided quantitative data to inform and support public statements issued throughout the election period.

The Situation Room is a coordinating platform of over 60 civil society organizations that vary in composition and core values but have in common an ideology of promoting good democratic governance and ensuring its sustainability. It was established in 2010 ahead of the 2011 general elections in response to the need to enhance civil society coordination and ensure constructive and proactive engagement of the election process.



***“This strategic technology enabled real time data collection and monitoring, leading to innovative forms of information sharing. CASE helped to foster public trust by assuring voters of INEC’s resolve to handle issues arising during the electoral process.”*** *Fatu Ogwuche, ICCC Manager*



The INEC Citizens Contact Center created an interface between the Commission and voters on election day. Real time information and reports were constantly exchanged between the INEC Situation Room and the CASE Social Media Tracking

Center. The Contact Center relied on the CASE team to verify reports received from voters across the country. Access was also granted to the Aggie interface which projected reports from accredited observers, making it easy to cull verified and false reports that were subsequently shared with the public on INEC’s social media pages.

#### INEC Twitter Statistics @inecnigeria

<b>22.6 million impressions</b> <b>91,065 mentions</b> <b>1.66 million profile visits</b>	<b>Federal Elections</b>
---	--------------------------

<b>45.3 million impressions</b> <b>58,000 mentions</b> <b>1.71 million profile visits</b>	<b>State Elections</b>
---	------------------------

**237,871 new followers**

**132,000 new ‘likes’**



The Yar’Adua Foundation was instrumental in the concept and design of the ICCC, which provides information channels for direct incident reporting by the general public.

INEC hashtag **#NigeriaDecides** received 134,736 contributions and generated 825,478 tweets with 2,512,397,059 timeline deliveries.



The Office of the National Security Adviser (ONSA) Crisis Center for the 2015 Election found CASE highly effective and complimentary to existing intelligence gathering systems employed during the elections. The ONSA Crisis Centre acknowledged CASE escalation as the origin for not less than 20% of incident reports it treated in real time.

# SOCIAL MEDIA TRACKING

## CENTRE

CASE went live at 6.00pm on March 27th and continued to aggregate reports until 10.00pm on March 29th. The platform was also deployed for state elections at 6.00pm on April 10th and received aggregated reports until 7.00pm on April 12th.



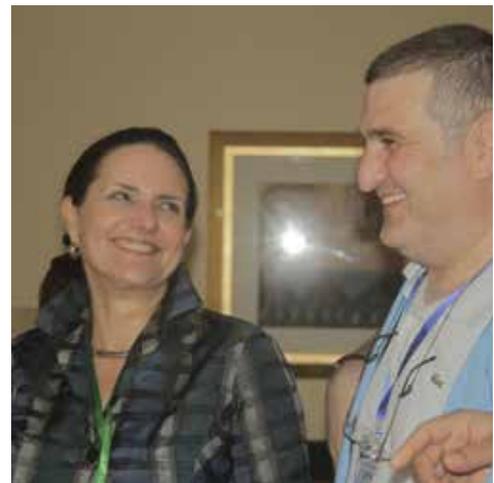
The tracking center team featured twenty five young, tech savvy volunteers representing civil society organizations and the general public who worked round the clock to process and escalate reports from field observers and social media sources.

Delegates from international media and observer missions, including William Sweeney, President and CEO, International Foundation for Electoral Systems (IFES), USAID, DFID, NDI, the World Bank and Reuters visited the tracking center.

For more information:

[www.CASE2015.org](http://www.CASE2015.org)

<https://www.youtube.com/watch?v=z7O551vXsnw>



The CASE 2015 platform aggregated 2.6 million relevant reports in real time. More than 1,500 unique incidents were identified and escalated for action to INEC, the Situation Room and security agencies.



#### ■ Relevance Team

Reviewed social media reports in real time, identifying those containing information relevant to CASE 2015 stakeholders. Incident reports were created using information extracted from retrieved reports.

#### ■ Veracity Team

Responsible for determining the veracity of incident reports originating from social media. For each incident created by the relevance team, a veracity team member contacted field observers stationed in proximity to reported incidents to confirm if the incident had occurred as reported.

#### ■ Escalation Team

Coordinated with external stakeholders, including the Civil Society Situation Room, INEC and the ONSA Crisis Center to ensure that confirmed incidents originating from both social media and field observers were responded to as quickly as possible.



Incident Mapping Screen



Keyword Indicators



The Digital Bridge Institute served as technology partner to the Yar'Adua Foundation for the development and deployment of CASE 2015. DBI, in addition to helping customize and integrate the aggregation software for the CASE platform, also provided support for effective training of observers. DBI was established in 2004 as a government funded institution to build information technology capacity in Nigeria.





## FEDERAL ELECTIONS

# OUTCOMES AND IMPACT

## Timeliness of INEC Officials

Percentage of locations where INEC officials arrived by 7:30am

### Arrival - Nationwide

Performance of INEC officials varied greatly by state. In 52% of locations, officials were reported to have arrived by 7:30am. In **Osun State**, officials had arrived their Polling Units by 7:30am in over 86% of locations. In **Delta State**, this was true for only 13% of locations.

52%

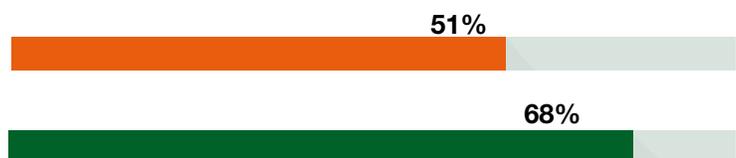


### Recovery

A number of locations rallied from a late start to be back on schedule by the commencement of voting.

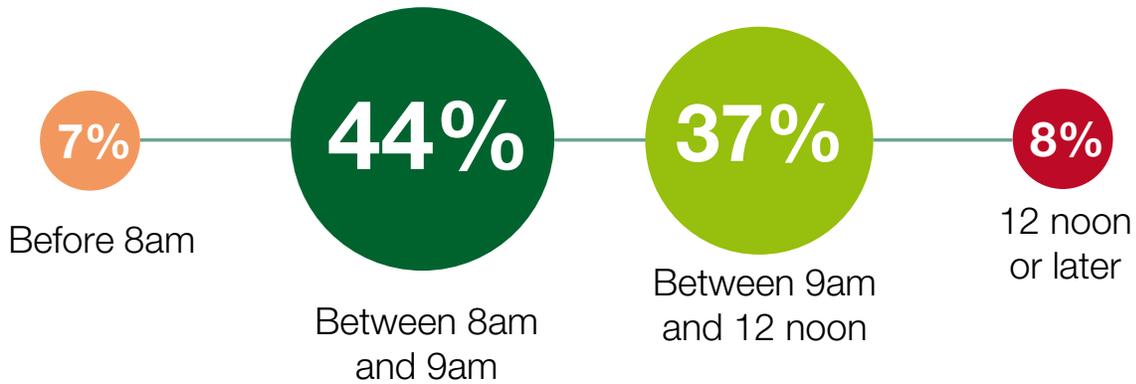
**Accreditation started before 9am**

**On schedule by 1pm**



## Accreditation Process

Start Times Nationwide



### Process Performance

Despite opposition from many quarters, INEC introduced biometric card readers to accredit voters for the first time during the 2015 elections. The adoption of this new technology produced mixed results. Widespread challenges forced INEC to suspend compulsory use of card readers mid-way into accreditation for federal elections.



Process Fault reports related to Accreditation Process

59



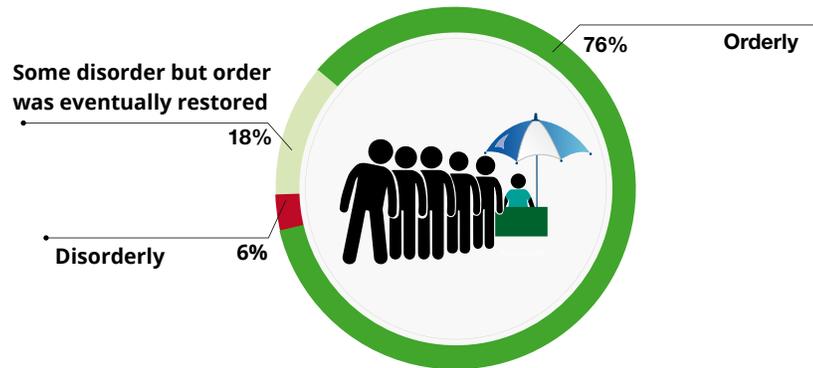
Locations reported that voters with PVC's were denied Accreditation

“The card reader was only successful for 80 voters while 139 voters did manual accreditation.”

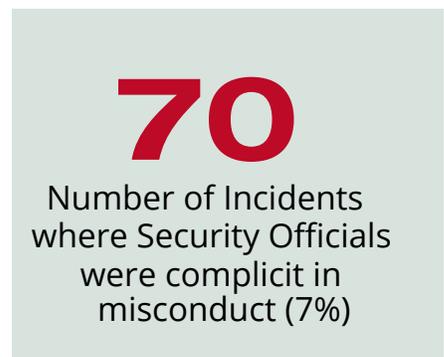
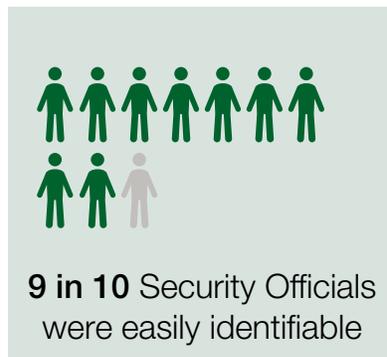
Observer Remark : PU 001, Ward 5, Esan North East, Edo State

## Security

Order at polling units

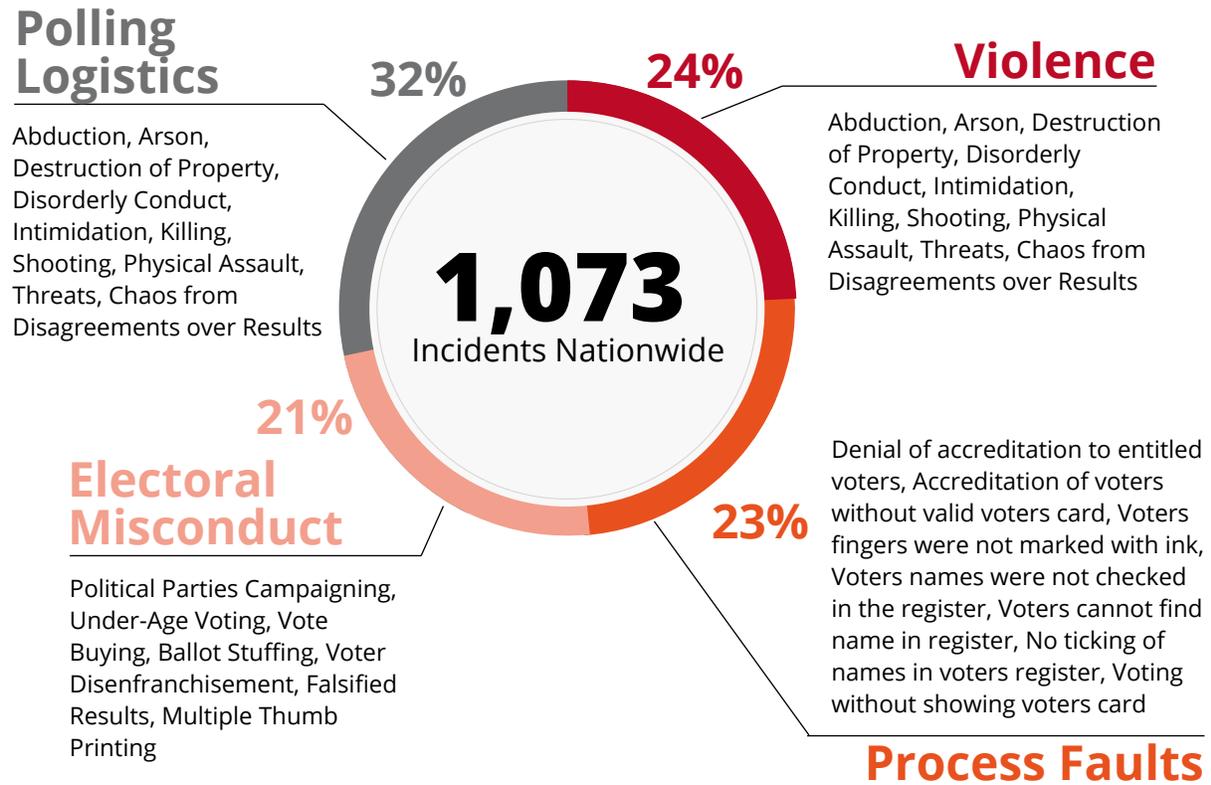


## Conduct and Presentation

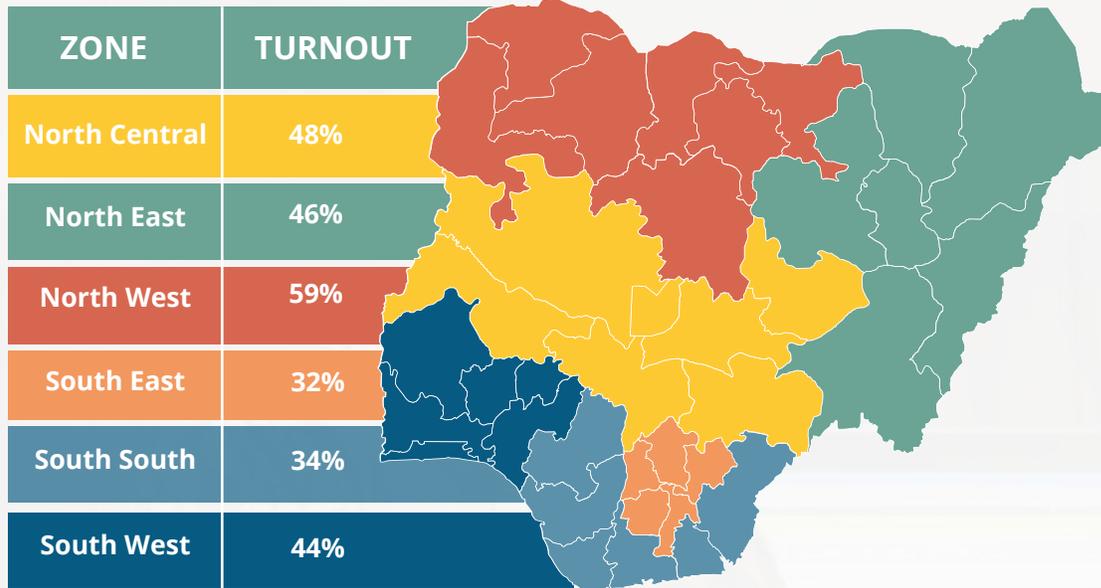


## Election Incidents

Volume of Incidents by Category



## CASE Aggregated Turnout Estimates By Geopolitical Zone - Federal Elections



### Possible Inflation of Voter Turnout

Civil society stakeholders have alleged that in spite of the application of card readers for accreditation, official results published by INEC suggest an infaltion of voter turnout compared to what was observed on the ground. For instance, Quick Count, a parallel vote tabulation initiative by the Transition Monitoring Group, suggests that turnout inflation in the South South zone could have been as high as 15.3%. Aggregated estimates of voter turnout by CASE 2015 observers are in line with this opinion.

### INEC Official Post Election Turnout Figures

ZONE	TURNOUT
North Central	44%
North East	45%
North West	54%
South East	41%
South South	59%
South West	37%

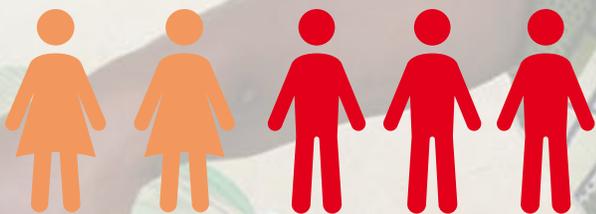
## Gender Participation



**38%**  
of voters were  
women

*“Two important factors resulting in low voter turnout of women were: 1) violence and the threat of violence that resulted in the temporary relocation of women and children to their states of origin and 2) the inability of women to obtain their permanent voters cards.”*

*Ayisha Osori, CEO  
Nigerian Women's Trust Fund*



**2 in 5** Election Officials  
were female

cutlas





## STATE ELECTIONS

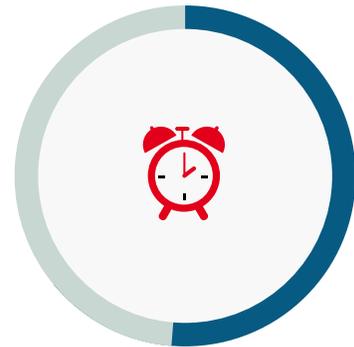
### Timeliness of INEC Officials

Percentage of locations where INEC officials arrived by 7:30am

#### Arrival - Nationwide

In **69%** of locations, INEC officials were reported to have arrived by 7:30am. Performance with regard to timeliness varied greatly by state. In **Sokoto**, INEC officials had arrived their Polling Units by 7:30am in over **88%** of locations. In **Ekiti State**, this was true for only **17%** of locations.

69%



#### Recovery

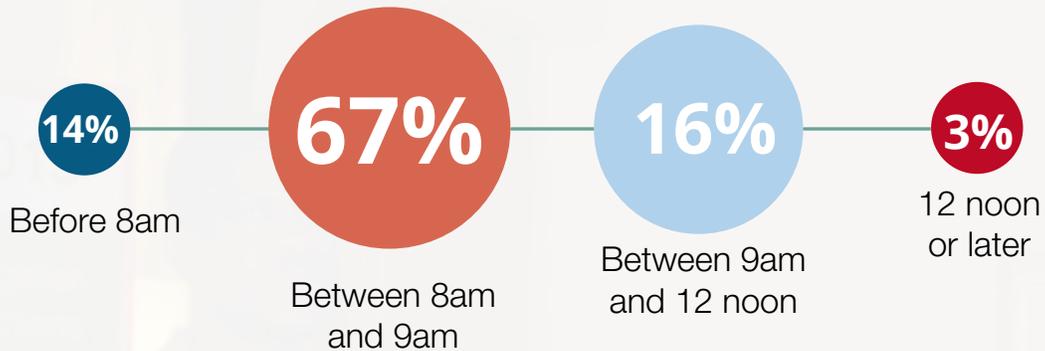
Most locations rallied from a late start to be back on schedule by commencement of voting.

**Accreditation started before 9am**

**On schedule by 1pm**



## Accreditation Start Times Nationwide



## Card Reader Performance

Increased familiarity with the biometric card reader during the federal election resulted in a much improved accreditation experience during state elections. However, there are still many challenges that INEC must work to resolve if this new technology is to become a permanent feature of Nigeria's electoral process.



Locations where **Card Readers** worked as expected

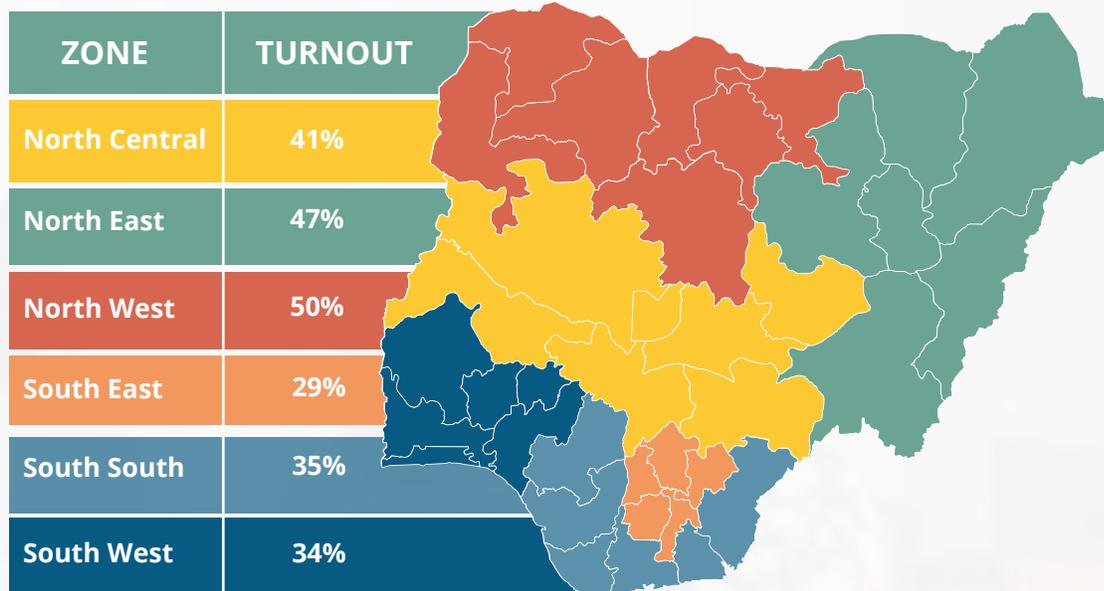
**50%** of Card Reader Failures were due to rejection of voters fingerprints

*"Card reader not configured for todays polls, displaying figures from previous polls"*

**Observer Remark:**

*PU 005, Ward 11, Ezeagu LGA, Enugu State*

## CASE Aggregated Turnout Estimates By Geopolitical Zone - State Elections



### Pre-eminence of National Politics over Local Politics

CASE 2015 observers reported a significant reduction in voter turnout for the North West, North Central and South West regions when compared to federal elections. This is ironic given that outcomes of local politics tend to have a greater impact on the quality of life of voters than do national politics.

### Female Voter Participation



**33%**  
*of voters were women*

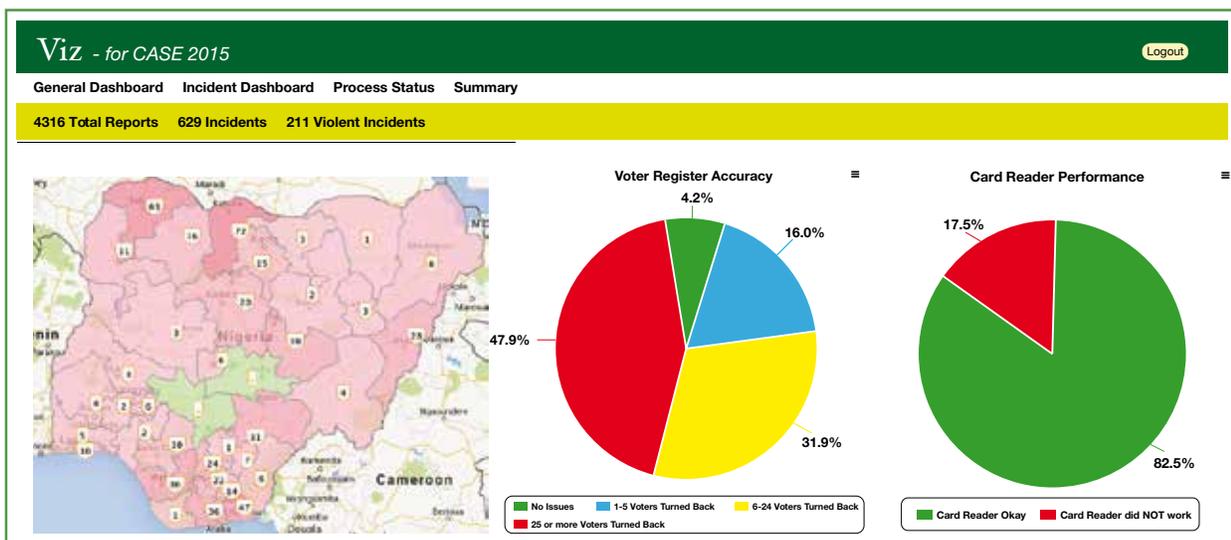
# THE CASE 2015 PLATFORM

The CASE team developed, adapted and integrated three platforms into a single election reporting system.

Existing open source software was leveraged to customize and deploy an aggregation platform consisting of hardware and software that collated and analysed real time reports from traditional observers, crowd sourced citizen observers and social media. The aggregation platform gathered information from these various sources to present a status dashboard of the elections.

## Visualization Platform Design (CASE Viz)

CASE Viz is a visualization platform designed to display relevant election data in informative charts and map views. Authorized partners were required to enter a username and password to access the main visualization area.



## AGGIE

Aggie is an online content aggregation software developed by Georgia Tech University and the Yar'Adua Foundation for the Nigerian 2011 elections and subsequently deployed in Ghana, Liberia and Kenya for election monitoring. Aggie combs through social media sources, online feeds and other web data, aggregating relevant crowd-sourced reports for analysis. For the purposes of CASE 2015, Aggie was overhauled to incorporate Incident Management Features. The new version, Aggie 2.0, also incorporated a new visual interface.

**elmo case 2015** [CASE 2015] [User: libe022 (Coordinator)]

Submit Responses Reports Forms Questions Option Sets Users Broadcasts Settings

**LATEST RESPONSES**

Form	User/Team	Submission Time	Reviewed?
PU Check-in	Samuel Onyere	May 18 2015 12:21	No
Accreditation	IBRAHIM SALISU	May 15 2015 14:37	No
Arrival	LUKAS NANBUI D.	Apr 30 2015 15:42	No
Accreditation	LUKAS NANBUI D.	Apr 30 2015 15:42	No
Arrival	KABIRU ALIYU	Apr 26 2015 11:25	No
Accreditation	ETUK DONALD MAURICE	Apr 24 2015 10:49	No
Ward Result	SULEMAN ISAH	Apr 23 2015 21:07	No
Arrival	Ojetunde Oluwadamilola	Apr 21 2015 20:30	No

**SUMMARY**

2 in the Past Week  
 4,321 Total Responses  
 4,321 Awaiting Review

**TOP FORMS**

984 PU Check-in  
 982 Arrival  
 863 Accreditation

**LOW ACTIVITY**

0 MARYAM YUSUF  
 0 ISHAYA BENEDICT BAWA  
 0 ANIMOTU OKECHI

**REPORT: INCIDENT REPORT** [Choose a Report...]

Generated at May 19 2015 14:12

Mission: CASE 2015  
 Form: Incident Report  
 Total Submissions: 347

Non-reporting Observers

Ibiyeye Ifeoluwa Titus, Olanlawon Oladayo Rahman, Sowemimo Seunfunmi Michael, Agbabika, Ojo Deji Idowa, Zubair Abduganiyu Gabriel, Kolade Francis Ojo, Afariogun Oluwaseun Bukola, Samson David Cephas, Sunday Hannah O, Olanitan Dayo A., Oluremi Olayinka S., Dei Eric Kweku, Odukuoya Olugbenga Olatunji, Awosanya Adenike Adefolajin, Olayinka Ajibososo, Adeleke Alimat Morenike, Lawal Jubril Ajibade, Oduanya Funmilayo Dorcas, Aghetu Sulaiman Abiodun, Adebayo Samuel Sunday, Bakare Abimbola Margaret, Shosan Fatimah Modupe, Adeyemi Mayowa Isaac, Ekundayo Ikeoluwa Abiodun, Imoemye Power Matthew, Obafunso Oluwaseun Oluwadamilola, Onimole Olusola C., Sodipo Olatokun, Oweyemi Oluwadare Moses, Omotayo Elizabeth Oluwaseun, Adekunle Eniola Olufermi, Ogunmobi Oriyomi Oluwanya, Okedele Adebussisi Omotola, Adeneye Richard Babatunde, Akinlesi Olatade Opeoluwa, Adeko Ibrinke Yetunde, Adewuyi Abolanle Oluwayemisi, Stephen David Agada, Fasina Olukenmi Tolulope, Sofola Abiodun Oduunayo, Aladesus Felicia Yewande, Ojo Michael Oluware, Ogunyebi Mary Ajoke, Ajetomobi Ajiboye Celestine, Ajayi Victoria Adebukola, Ajibola Margaret Yemisi, Ogunleye Oyebukola Fisayo, Apatilole Ezekiel Ojo, Apatilole Michael W, Durojaye Samuel Taiwo, Ajayi Bosede Patricia, Ilesanmi Yinka, Anjous-Yinka Raliat Modupeola, Adegboye Fredrick Gigaoluwa, Ademola Lateef Olatade, Olanrewaju Asimiyua Ajebot, Aylara Aderonke Olukeni, Azeez Saheed Kolawole, Aluko Abosede Racheal, Alawode Hannah Blessing, Oyinwale Moses, Onifade Ebenezer Oladapo, Alabi Adedokun Abiodun, Olagunju Babatunde Olufermi, Akano Oladayo, Adenkanbi Dayo, Adebayo Wasilu Isola, Ojesola Rosaline Folasayo, Adejinyan Lukman Aderunji, Alalade Ademiyi Kehinde, Akintoye Adebayo Jofin, Olatimigb Ajigal Yemi, Alao Karimata O, Abidoye Wemimo, Adesina Kayode Felix, Adegboye Rereoluwa Emmanuel, Olatagbe Azeez Olatokun, Akerele Adeola Temitope, Omiodele Kazem, Oyesiji Sodiq Babatunde, Oyedele Olufermi Opeyemi, Egbedun Aderonke Basirat, Alao Serifat Adepaju, Alao Kehinde Aminat, Alao

**RESPONSE LOCATIONS**

**ELMO**

ELMO is an Election Monitoring data collection and reporting system, relied upon by The Carter Center election observation missions around the globe to analyze data and assess broader political processes. Observers are able to submit reports in real time via tablets, SMS, or directly online. CASE 2015 adapted ELMO to include improved SMS and User Management Features.

**AGGIE** Reports Incidents Sources Analysis [Bayo] Settings [Log out]

Search: [Enter keywords] [Go] Filter by: [Enter author] [Go] Status: [v] Media: [v] Source: [v] Incident: [v] Date/Time: [v]

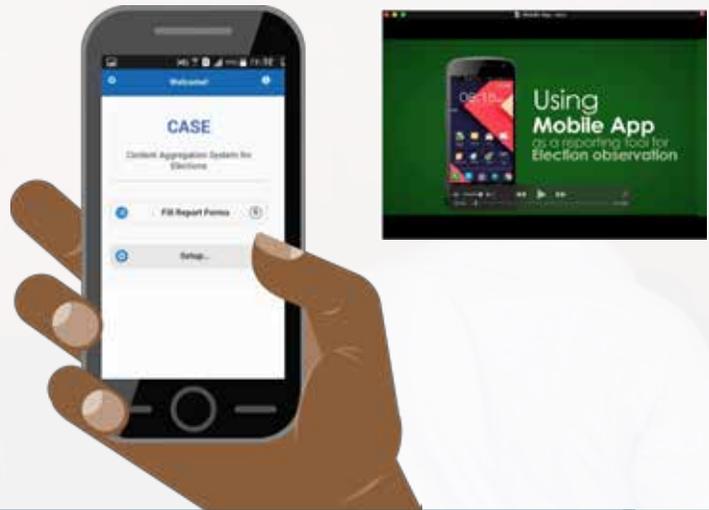
26 - 50 of 658,656

Time	Media	Source	Author	Content	Incident	Flagged
1 mo ago 10:27:13AM 2015-04-13	Twitter	Twitter Search	elrufai	ALERT: Just spoke to one of the INEC officials in Jos and PDP has offered them 200m this evening to rig the... t.co/QA37akbcLR	Add	Flag
1 mo ago 10:27:13AM 2015-04-13	Twitter	Twitter Search	1Nelson_G	RT @holyparcel: Attitude will still swap. Abinibi nil "1Nelson_G: Imagine if Orubebe were Jega and Jega were Orubebe?!"	Add	Flag
1 mo ago 10:27:12AM 2015-04-13	Twitter	Twitter Search	newsafrikanow	INEC Declares AI-makura Winner In Nasarawa State t.co/m91GfMfsGg	Add	Flag
1 mo ago 10:27:11AM 2015-04-13	Twitter	Twitter Search	newsafrikanow	INEC Declares AI-makura Winner In Nasarawa State t.co/AbckvBAkwa	Add	Flag
1 mo ago 10:27:09AM 2015-04-13	Twitter	Twitter Search	iam_yungrico	RT @channelstv: INEC Declares AI-makura Winner In Nasarawa State t.co/jgDXLfsOR5	Add	Flag
1 mo ago 10:27:09AM 2015-04-13	Twitter	Twitter Search	princetravels	RT @ogundamisi: Even "as a member of those to screen nominees into @ThisisBuhari transition committee." @T_Bakare is someone GMB needs to ...	Add	Flag
1 mo ago 10:27:07AM 2015-04-13	Twitter	Twitter Search	kingscubone	RT @Abuja, Facts: The US Embassy in ABUJA has denied reports that President Barack Obama issued any certificate to INEC chairman Attahiru J...	Add	Flag
1 mo ago 10:27:07AM 2015-04-13	Twitter	Twitter Search	MASONKALIF	RT @Morenikeee_: We need a FCT Minister that'll restore Abuja to its former glory. And do more s...	Add	Flag

### Mobile Application

The CASE 2015 mobile app enabled the collection and relay of data to the platform. Process reports, updates and incident reports were collated and analysed at the backend and displayed through a web portal and other online spaces. Two versions of the app were developed to run on the most commonly owned handsets in Nigeria (Java and Android). To make reporting to the CASE 2015 platform even easier, an SMS helper app eliminated the need to type long and tedious codes.

The CASE 2015 app featured six forms with drop down menus and options sets that automatically composed and transmitted SMS codes corresponding to user reports. Offline capacity enabled the app to store input on the handset in the event of irregular network connectivity. Reports were then transmitted to the server once the phone had access to a network connection.



## COORDINATION AND TRAINING

An estimated 7,670 field observers from 13 civil society organizations were trained in preparation for elections.

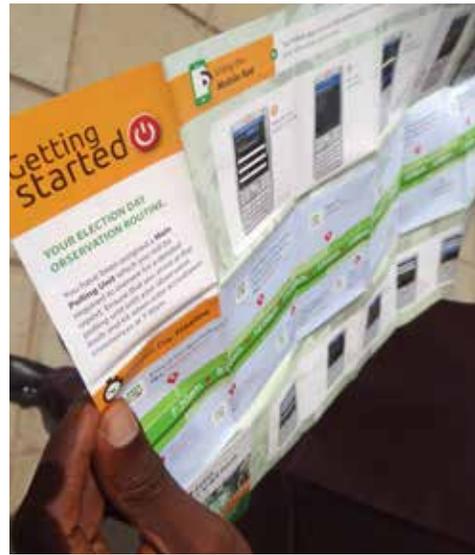
Train-the-trainer workshops were conducted in Lagos, Ado-Ekiti, Port Harcourt, Yenagoa and Abuja. The CASE 2015 team provided content and training support to ensure that step-down training was as effective as possible.

Three tutorial videos detailing an overview of CASE 2015 SMS and mobile app reporting were developed to remediate gaps identified during training. Videos were made available to partner groups and their field observers via a download link and flash drives to serve as a guide on personal handsets.

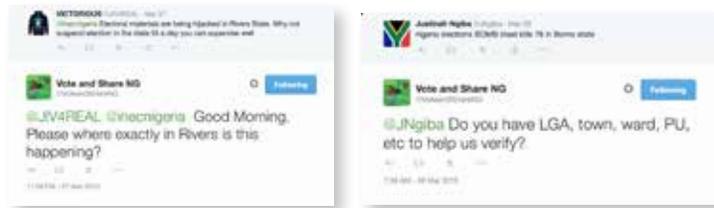


### Field Guide

Field guides served as a reference tool to guide observers on the use of CASE 2015 reporting tools. It contained information on the election day timeline and schedule when observers were to submit reports.



## SOCIAL MEDIA PROMOTION



Ad campaigns on Facebook and Twitter featured illustrated flashcards

#### Facebook Campaign

A Facebook page, VoteAndShareNG, was created to encourage social media savvy voters to share their election experience. Facebook ads ran for two weeks prior to elections and reached over 100,000 Facebook users. More than 14,000 users liked the ads, 89% of which were male and 11% female.

#### Twitter Campaign

A twitter account, @VoteAndShareNG, was created for voters to share information about the election. An ad campaign ran for one week prior to the March 28 election and was followed by 1,329 twitter users. The campaign resulted in 201,218 impressions and was re-tweeted 707 times.



# FEASIBILITY STUDY

## GATHERING REQUIREMENTS

To design the most appropriate content aggregation system for civil society groups, the CASE 2015 team conducted interviews with 18 organizations to gather requirements.

### 1 INFORMATION REQUIREMENTS



Organizations were interested in gathering election day **process performance**



Organizations were interested in gathering **incident reports**

### 2 SOURCING INFORMATION FROM OTHERS

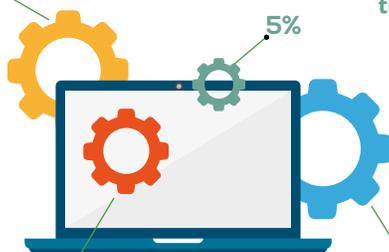


Organizations relied on incident reports from others

### 3 REAL TIME REPORT TRANSMISSION & ANALYSIS

Observers that planned to send SMS Reports directly from the field during elections  
94%

Observers that planned to use some form of automated process to analyse field reports in real time  
5%

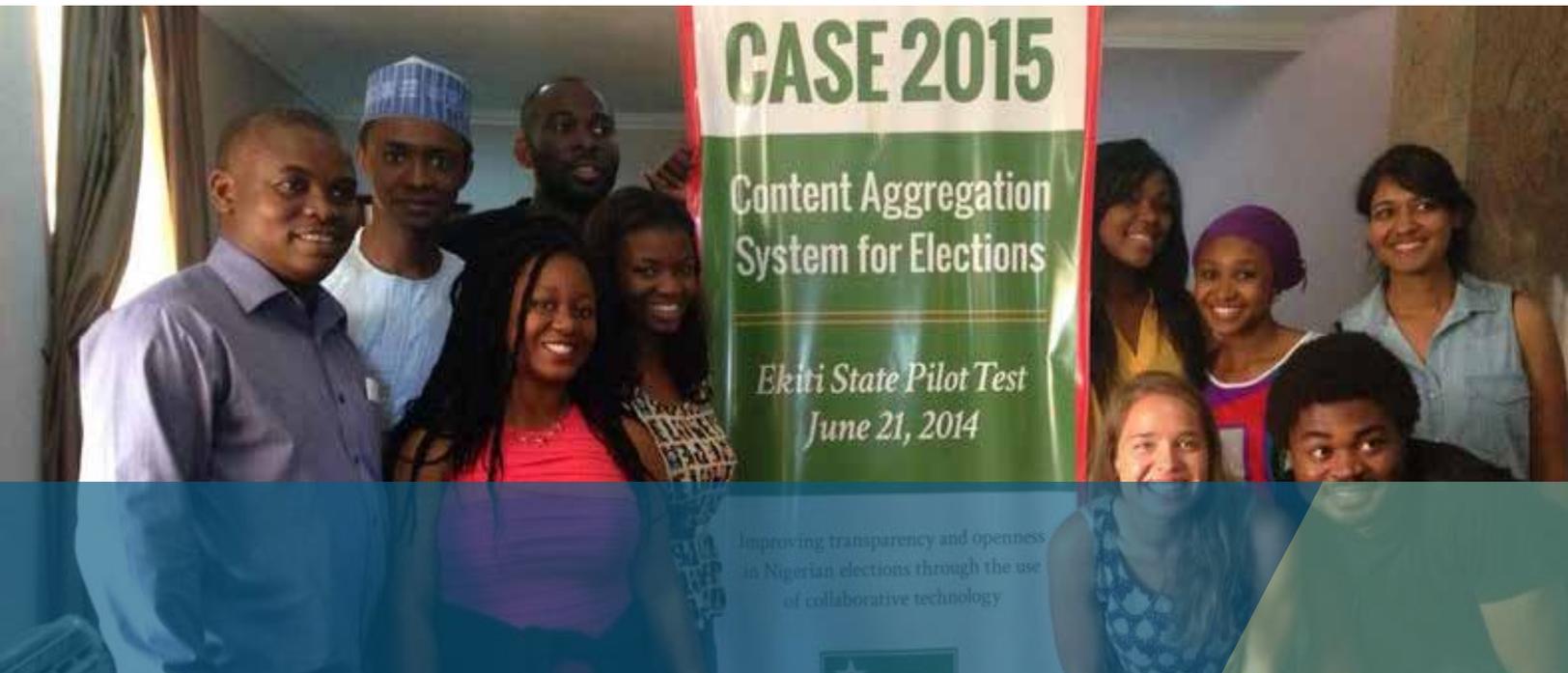


41% Observers that planned to send Social Media reports directly from the field during elections

100% Observers that planned to observe elections in real time



CASE TEAM MEMBERS



## EKITI PILOT TEST

In preparation for full scale deployment of the technology in 2015, a pilot test was conducted during the Ekiti State gubernatorial election to determine the effectiveness of CASE technology and identify areas requiring improvement. The pilot test provided an important opportunity to expose people, process and technology components of CASE 2015 to the rigors of Nigerian elections.

### ■ Project Team

Community Life Project (ReclaimNaija): deployed 167 volunteer observers to all 16 Local Government Areas of the state. 77 observers tested the mobile app on new handsets while 85 observers used their personal phones. The CASE team managed and processed reports.

### ■ Processes

- Observation Planning
- Training
- Aggregation Planning
- Observer Reporting
- Incident Management
- Observer Debrief

### ■ Technology

- Initial Release of Aggie 2.0
- Generic version of ELMO
- Generic version of mobile app, ODK Collect

# CONCLUSIONS

## **LEVERAGING TECHNOLOGY TO REPORT ON ELECTIONS IS NOW THE NORM**

CASE 2015 has demonstrated that beyond the mere adoption of technology for reporting, its collaborative use by a community of election observation stakeholders to aggregate and analyze reports holds even greater promise in improving the scope and quality of election observation information available to stakeholders during and after the elections.

## **SOCIAL MEDIA IS A SIGNIFICANT CONTRIBUTOR TO ELECTION OBSERVATION**

Nigeria has experienced a population explosion on social media. The number of Nigerians on Facebook over the age of 18 grew from less than 3 million in 2011 to over 14 million in 2015. The platform retrieved over 2.6 million micro reports from social media sources compared to 500,000 during the 2011 elections. These reports contributed to the identification, verification and escalation of 1,542 election related incidents to the appropriate authorities.

The growing popularity of social media in Nigeria, however, presents its own problems. The sheer volume of retrieved reports made it nearly impossible to filter and analyze reports in real time. Improved technologies will be required to filter and analyze social media posts quickly and effectively for future elections. A larger Social Media Tracking Team will also be required to manage social media feeds.

A denial of service attack was launched against ELMO during the federal elections which made it unresponsive between 9am-12pm on March 28, 2015. Our technology partners worked diligently to identify the hacker's IP address and restore the system.

## **VERIFICATION OF SOCIAL MEDIA REPORTS IS IMPERATIVE**

The CASE 2015 Incident Management Process created an important connection between unverified social media reports and trusted observers deployed in the field. The SMTC identified 401 unique incidents on social media, of which observers in the field were able to verify 136 as true and 84 as false. This experience illustrates that social media incident reports can provide important intelligence to traditional observer groups and act as leads for further investigation. Feedback from veracity checks on social media incident reports can also combat misinformation and harmful election propaganda.

## **CIVIL SOCIETY STAKEHOLDERS REQUIRE OPERATIONAL CAPACITY**

Collaborative planning and coordination in the recruitment, training and deployment of observers for elections in Nigeria presents a critical opportunity to improve the independent assessment of election performance. Many groups, however, require support to build capacity in planning their operations and managing information in a structured manner.

### **INT'L DEVELOPMENT PARTNERS CAN INCENTIVIZE COLLABORATION**

International Development Partners play an important role in influencing the quality of election observation in Nigeria. Timely provision of grants can help CSOs avoid the current ad-hoc approach to observer recruitment and deployment. Strategic grant components can also be incorporated to incentivize collaboration with other CSOs, reducing duplication and improving overall information gathering.

### **INEC MUST RESTRUCTURE THE OBSERVER ACCREDITATION PROCESS**

INEC observer accreditation can be a bottleneck, or at worst, a point of failure in election observation missions, introducing unnecessary uncertainty in observer deployment plans. This uncertainty makes it difficult for CSOs to sufficiently plan observer deployment and reduces the number of projected observers that are successfully deployed in the field.

## **RECOMMENDATIONS**

### **IMPROVE CASE TECHNOLOGY FOR FUTURE ELECTIONS**

- Enhance visualization interface of election dashboards
- Strengthen social media report filtering and analysis capacity to cope with extraordinary volumes
- Upgrade mobile app to ensure compatibility with a wider range of mobile operating systems and improved usability for field observers

### **INCREASE EFFECTIVENESS OF SOCIAL MEDIA TRACKING CENTER**

- Recruit a larger and broader team to manage social media reports
- Improve the incident management process to better track the impact of escalated reports

### **ENHANCE ITC CAPACITY OF CIVIL SOCIETY OBSERVER GROUPS**

- Build capacity to utilize technology in each aspect of election observation
- Recruit and train observers comfortable with the use of technology tools

### **INTERNATIONAL DEVELOPMENT PARTNERS**

- Structure election observation grants to require grantees to collaborate and share information
- Provide support to build capacity for structured information management and deployment planning – essential for CSO collaboration

### **INEC**

- Improve logistics of the INEC observer accreditation process to ensure that every registered observer receives valid credentials at least one week before the elections.



Shehu Musa Yar'Adua Foundation  
One Memorial Drive, F.C.T. Abuja, Nigeria  
[www.yaraducentre.org](http://www.yaraducentre.org)