



Digital India?



Source: HBO

- 100m Facebook users
- 30m on Twitter
- 50m on Whatsapp (more on this later)
- 200m internet users

- 1bn people do not have internet access
- 300m people do not have electricity
- 600m people do not have toilets at home
- 300m people are illiterate



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Activities

What is happening? Primary, secondary, peripheral activities?

Environments

Where are things happening? Are there multiple kinds of environments within one larger place? What are the characteristics?

Interactions

Who is doing what with whom? Do interactions seem planned or spur of the moment? Are people interacting with other people? With things? With environments?

Objects

What objects are present and/or involved in activities and interactions described? What seems most/least important? What is puzzling?

Users

Who are the users? Do they vary in characteristics?

- Language
- Literacy
- Low bandwidth
- Low attention span

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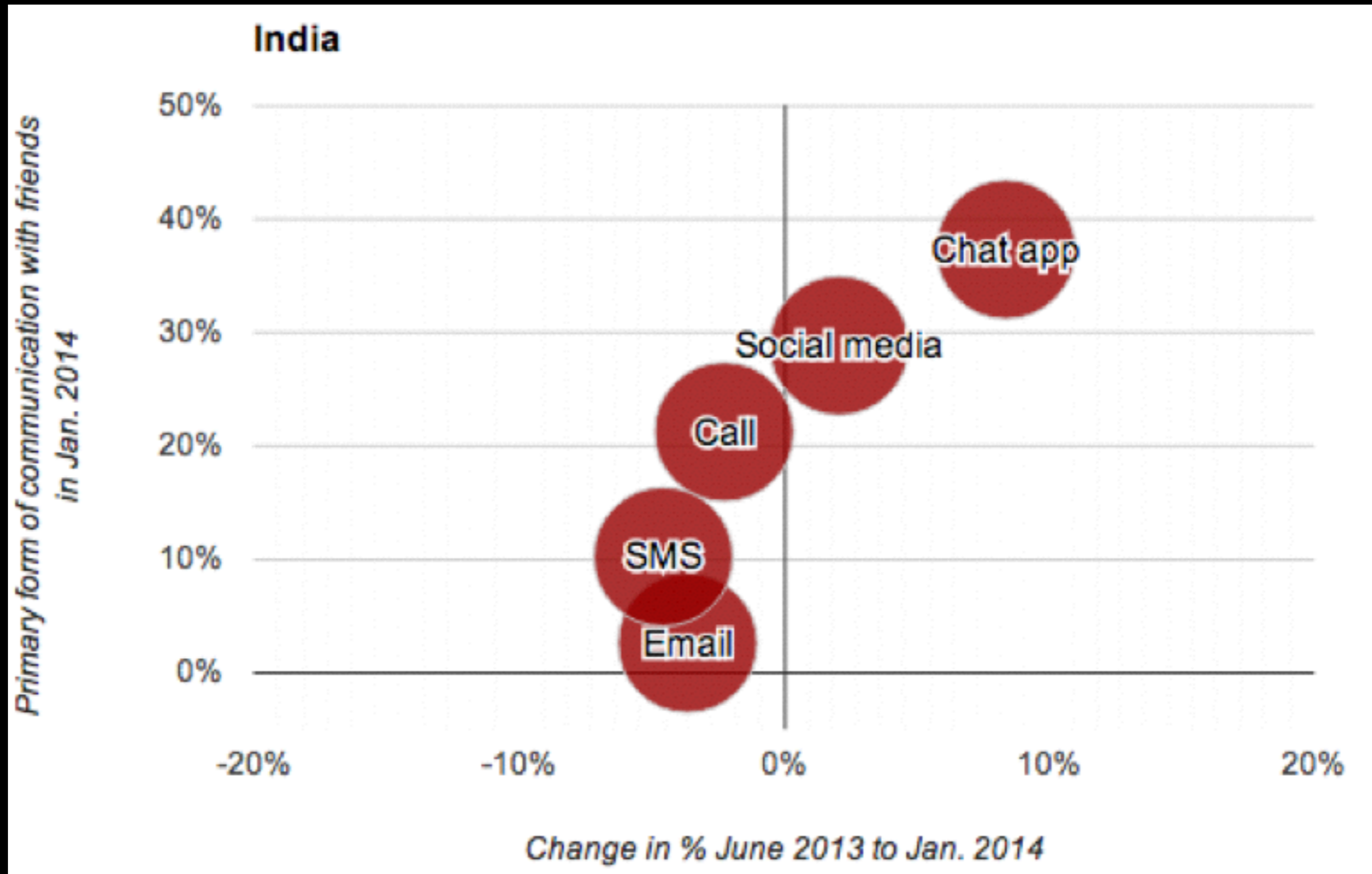
The three Indian party leaders have been locked in a verbal match since last year, touring the length and breadth of the country to give speeches and meet people.

So what makes these leaders tick for their respective parties? And what do they tell people in their rallies? BBC Monitoring's Vikas Pandey uses world cloud analysis to find out the answers.

<http://www.bbc.co.uk/news/world-asia-india-25740826>

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WhatsApp has 48 million users in India, and growing fast



WHAT ARE WE GOING TO DO?

- Party A
 - Party B
 - None of the above
- ??