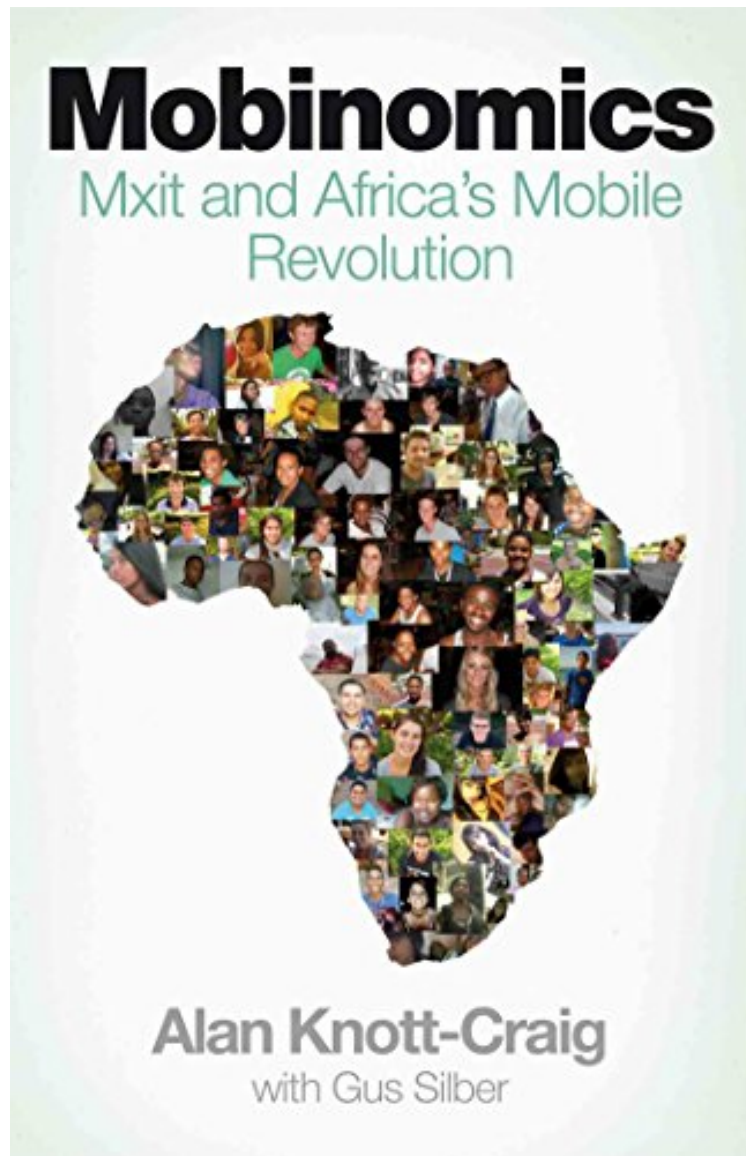


(Mobile pdf) Mobinomies: Mxit and Africa's mobile revolution

Mobinomies: Mxit and Africa's mobile revolution

Alan Knott-Craig, Gus Silber

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Alan Knott-Craig, Gus Silber : Mobinomies: Mxit and Africa's mobile revolution before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mobinomies: Mxit and Africa's mobile revolution:

1 of 1 people found the following review helpful. Terrific read about technology shaping our livesBy Daniel PerryClear and direct explanation of mobile business models, gaming, and social interaction. I would recommend this to anyone who wants to understand where mobile devices and social software are taking us.1 of 1 people found the following review helpful. Great insight into MxitBy IanMcWrightWritten with enthusiasm and passion. Makes AKC departure even more interesting. I enjoyed the insight into the business and it's workings.3 of 3 people found the

following review helpful. Interesting read for anyone interested in building products with a social impact. I hadn't heard of Mxit before I read this book. I actually got the copy from the author Alan Knott-Craig himself when he was speaking about Mxit and Africa's mobile scene at a Hasgeek event in Bangalore. It's interesting to read about the way Mxit started around 2004 when mobile phones were still not pervasive and even less so in South Africa. Even now most phones are fairly basic and people are very price sensitive to packet data charges. Given this, the book talks about how the network grew adoption starting from a relatively poor part of South Africa and then almost spread like wildfire unlike Facebook which started in the well connected and richer Harvard environment and spread top-down. By using the volume scale of messages on Mxit and charging a very nominal fee, the service was able to bring in revenues. The book talks a lot about how Moola- their virtual currency was built, gained importance and affected a lot of the communication. It also talks about how the Mxit platform is used to solve Math problems in a crowd-sourced manner in real time for school kids, how it helps the ones with poor access to healthcare communicate with intermediaries for advice and guidance in a culturally conservative society while handling religious and racial discrimination. It also talks about how small text based mobile books are being used by teenagers to improve their language skills and a lot of other practical uses the platform has evolved into just due to the sheer scale and human creativity. As a side note, it handles more traffic than Twitter on a daily basis the last time I checked. A few interesting technical aspects on how the service was scaled when needed, how privacy and spamming is handled, how kids and women can protect themselves on such a large social network are also addressed. I was impressed by their feature wherein they introduce a bot that would engage the first person to join a chat room in a friendly conversation which on average would last about 20 minutes, just about adequate for a real human to also join in the group and avoid the bounce rate while keeping people engaged. To top that, they introduced an evil bot which would speak slang and abuse occasionally and found that people spent about 2 hours trying to talk to this seemingly useless bot. Tells us something about social network? A great read for people on developing useful tools for low resource setting and maybe looking beyond the mainstream media while making assumptions on people in developing countries.

In these crisscrossing threads are woven the fabric of a community, a society, an economy, a nation. And beyond that, the world itself. But the technology isn't the dream. The dream is what you can do with it.' Three revolutions changed the face of South Africa, the economic powerhouse of the African continent, in 1994. The first was democracy, as millions of newly-enfranchised citizens went to the polls to elect a new government. The second was the internet, bringing information, learning and entertainment into millions of homes. But the real signal of change in the air was the arrival of an electronic device that would put undreamed-of power into the hands of the people. The cellular phone. In a country where less than four per cent of the population had access to a landline phone, mobile telephony opened the gateway to new ways and new worlds of communication. Today, more than 90 per cent of South Africans own at least one mobile phone, and they're not just using them to talk to each other. Mobiles have become tools of education, entrepreneurship, trade, empowerment, activism, media and upliftment. With the advent of the mobile internet, mobiles have also become the hubs of the most powerful force in modern communication. The social network, bringing people together in an interchange of ideas, opinions, chatter and commerce that is changing the way we understand and define communities. This is the story of the biggest and fastest-growing social network in Africa. A network that took shape in the townships of the Western Cape and has grown to be part of the lives of more than 50 million users in 120 countries, sending more than 23 billion messages a month. This is the story of Mxit. A cultural force, a community of millions, with its own economy, its own infrastructure, its own language and its own traditions. This is the story of Mobinomics, the new economy of mobile, and how it is connecting people and changing lives. Read it and learn. Read it and understand. Read it and be moved by the power of mobile.

About the Author Alan Knott-Craig is 'n welbekende Suid-Afrikaanse teg-preneur wat in sosiale media, telekommunikasie en sosiale-impaktegnologie spesialiseer. Hy is die redigeerder van die 2008-blitsverkooper Don't Panic! en die skrywer van Mobinomics, die storie van Mxit - die grootste sosialenewerkinstrument in Afrika. Die Wêreld Ekonomiese Forum het hom 'n 2009 Jong Globale Leier genoem. Knott-Craig is tans die HUB van Project Isizwe, wat gratis wi-fi-netwerke na Suid-Afrika bring. Gus Silber is an award-winning journalist, editor, speechwriter and author, with a special interest in social entrepreneurship. He has penned several books, covering South African sociopolitical satire, innovation in business, entrepreneurship and mobile technology.