

THE
#speakup
BAROMETER

GAME



Contents

1. About the game	5
2. #speakup barometer game components	5
3. Step-by-step guide to playing the #speakup barometer game	5
Step 1: Preparation	5
Step 2: Installation	5
Step 3: Explaining the game	6
Step 4: Starting to play	7
4. Game rules	7
5. Extras	8
5.1 Game master or moderator guide	8
5.2 Three different country scenarios	8

The #speakup barometer game

Be a digital revolutionary!

Slip into a role and experience first-hand how it feels to fight for freedom of expression.

The UN has declared internet access to be a basic human right. But not all people are able to participate digitally and not all countries create/provide the opportunities for people to do so. In this game, you'll experience what it's like to be a digital innovator, while navigating restrictions such as government blocks on websites, limited internet access and the risk of persecution.

Rise to the challenge!

How can you keep up in a constantly faster moving world if there's no level playing field?

How can you compete, if your access to the internet is restricted and you don't have the same internet penetration and speed as people in other countries?

How can you participate in the digital sphere if networks are disrupted, websites are blocked and bloggers are persecuted and arrested?

The #speakup barometer game allows you to assume different roles so you can experience the potential and the hardship of another country's environment, the possibilities and restrictions of other people's jobs, and find creative solutions to the issues mentioned above.

We wish you lots of lively and innovative discussions and hope you have fun!

- This game has been developed for **conferences, events, classroom discussions or meetings.**
- Suitable for media workers, journalists, (internet) activists, students and anyone **who is interested in freedom of speech and digital media.**
- Its goal is to **initiate discussions about digital inclusion** and freedom of expression.
- The game can be played by **5 to 20 people** per game board.
- Recommended duration is about **90 minutes** (extending is also possible).
- For more details, have a look at our #speakup barometer sites.
[➤ dw.com/barometer](https://www.dw.com/barometer)

1. About the game

The #speakup barometer game has been developed in line with DW Akademie's research on digital inclusion: The #speakup barometer. The #speakup barometer evaluates trends and identifies the potential for, and barriers to digital inclusion. The results are based on research and interviews with experts, all arranged along thematic clusters (access, digital rights, media, society, innovation) relevant to digital participation.

To raise awareness and create an understanding about digital inclusion, we've developed a board game that challenges you to change perspectives while discussing and developing new measures and ideas for solving issues of digital inclusion with your fellow classmates or colleagues.

2. #speakup barometer game components

What do you need to play the #speakup barometer game?

- A **game master** or **moderator**
- The **game board** 1,30×1,30 m (included)
- **Role descriptions** (included)
- **Take a chance cards** (included)
- **Name tags** for the players and for the game pieces/ avatars (included)
- **Pitch cards** (There is a printable template for download, but you can also use a blank piece of paper)
- **Text markers** or **pens** for writing up your pitch ideas
- **Pins, tape and a pin board** if you would like to display the pitched ideas
- **Coins** (you can use almost anything i.e. real coins, casino chips, even candy!)
- **Game pieces/avatars** (again, any little things lying around would do)
- A **dice**
- A **watch** (or anything that can measure a two minute time period, e.g. a smartphone)
- Creativity and empathy or some roleplay skills

3. Step-by-step guide to playing the #speakup barometer game

Step 1: Preparation

A couple of days before

- Print all the game essentials (please see the printing instructions)
- Find/buy/craft a **dice, coins** and **figures** as game pieces
- Collect **text markers** or **pens, pins, tape and a pin board** if you would like to display the ideas that are developed during the game

Step 2: Installation

Before the game, plan about half an hour for preparing the playing field

- Set up a table where you spread the game board (10–15 people should fit around it)
- Set up another table or space where you arrange the other game materials
- Stick name tags on the figures
- Match the role descriptions and name tags
- Prepare stacks of 5 coins (The recommended number of coins is 5, but of course the number can be adjusted according to purpose)

Step 3: Explaining the game

- The moderator welcomes everybody and briefly explains the background (Please see the moderator guide for helpful tips).
- Each player can choose a **figure** (avatar, game piece). By choosing a figure the player is assigned a **role** that will be explained in the accompanying card. The player also receives a respective **name tag** that should be attached.
- On the game board there are different symbols that have different meanings for the game.
- The outer circle (grey) has game symbols on it that will be further explained in the game rules.
- The inner area (red) displays five symbols that belong to five thematic clusters:



Access

refers to internet access, i.e. network infrastructure and affordability, which are the basis for participation in the digital world



Digital Rights

refers to the legal framework which determines if citizens are able to exercise their fundamental rights to freedom of expression, access to information and their right to privacy



Media and Journalism

refers to a free press, which is the foundation for the supply of information in a society for social discourse and democratic processes



Society

refers to socio-cultural factors and the general educational level, in particular the level of ICT skills, which determine how individuals, groups and societies participate in the digital sphere



Innovation

refers to progress as indicated by new forms of communication, medial presentation and new business models. Citizens' ability to be part of the innovation landscape is part of assessing digital inclusion

Digital inclusion always depends on external factors. For example, the quality of a country's infrastructure determines if people can connect to the internet, while the diversity of the media and information ecosystem is important in ensuring that all societal groups are represented in the media.

To find out more, please refer to the website [↗ dw.com/barometer](https://www.dw.com/barometer)

- **Each role is assigned to a specific cluster** that is written on the role card and can be identified through the color code of the clusters on the board as well as on the figures and name tags.
- **The number of roles should be equally distributed between the five clusters.** For example: If there are 10 players there should be two roles that are part of the cluster "Access", two roles in "Digital Rights, etc.
- Group members of each cluster should **assemble themselves behind the respective cluster** on the game board.
- Each player gets a **starting set of 5 coins.**

Step 4: Starting to play

- When all participants have taken their place around the game board, the moderator reminds everyone that they should now **assume their given role**.
- The players should be given time (around five minutes) to **read their role descriptions, develop potential pitches** and exchange ideas within their cluster.
- The moderator **introduces the fictitious country** and its challenging environment (please see the moderator guide and selection of different country scenarios in the back).
- The moderator reminds players that **external events** (part of the "Take a chance!" cards) will either **add or subtract to the player's coins**.
- The game starts with **each player quickly introducing his or her role**, including the character's age.
- The player with the youngest character will roll the dice first.
- The player moves the game piece forward according to the number rolled.
- Play then moves in a clockwise direction.

4. Game rules

What happens when you land on a ...

Pitch

If the player lands on a "pitch" space, they have two minutes to create an idea about how to improve digital inclusion for their role and cluster.

During these two minutes, the player must also pitch the idea to the other players and convince them that the idea is worth investing in. The other players are invited to ask critical questions to determine if the idea is worth investing in.

After two minutes, the moderator will ask participants from other clusters if they want to support the idea. If so, the other players can hand in the amount of coins they want to invest to the player that pitched the idea.

There is no limit to how many coins can be given for a pitch. The moderator will note the content of the pitch on a card and pin it to a display board. The invested coins will be put on the respective cluster on the game board of the person who pitched the idea.

Take a chance

If a player lands on the "Take a chance" space, the player picks up a card and reads it out loud. All players then have to do whatever the card says.

Coin space

Receive or give away one of your coins.

Prison space

Miss one round or pay two coins.

If a player runs out of money

The player can continue the game, but is not able to invest in any more pitches until they receive more coins (if they get the right "Take a chance" card).

Conclusion of play

After time is up, everybody puts down their remaining coins on their respective cluster and the coins collected by each cluster are counted.

5. Extras

5.1 Game master or moderator guide

A good moderator or game master should prepare everyone else to assume the various roles.

Guide to giving the introduction

You begin by inventing a fictitious country, describing the digital environment of your own country, or choosing one of three scenarios (see the following three country scenarios).

The moderator should give a short introduction, for example:

“The game takes place in a fictitious country. The object of the game is to create measures in the country that increase opportunities for digital inclusion, which will strengthen freedom of speech and access to information.”

The framework conditions of the fictitious country can be invented freely as needed and should also be briefly presented by the moderator. The key is ensuring that the country has a challenging environment with regard to digital inclusion.

For example: *“Internet penetration is not very high (i.e. 29%), and is unevenly distributed in urban areas. The removal of politically motivated content, internet shutdowns, censorship and arrests of journalists and bloggers have become growing issues.”*

It could also be mentioned that external events (that are part of the “Take a chance” cards) will either add or subtract coins to the players’ totals.

Guide to starting the game

Each player chooses a game piece. The assigned role is explained on the accompanying card. A role is assigned to a specific cluster. This is written on the role card and can be identified by the cluster color codes on the board and on the game pieces and name tags. The number of roles should be equally distributed among the five clusters – Access, Media and Journalism, Digital Rights, Innovation, and Society.

Players should sit or stand next to their respective clusters on the game board.

The goal of each player is to improve digital inclusion for their cluster. However, this is only possible if the player is successful in convincing other players of his or her ideas.

The player also receives a name tag that should be worn. Each player gets a starting set of “inclusion coins.”

The recommended number of coins is 5 (The initial number of coins can be adjusted according to purpose).

5.2 Three different country scenarios

You can choose from three different scenarios:

Scenario A: The digital front runner

Internet penetration

88.2%

Internet connection speeds surpassed the global average.

Mobile connection

81%

Average mobile internet speeds ranked the highest among countries.

Factors to consider

- Access has grown due to the increasing affordability of internet service.
- Online manipulation and disinformation has proliferated on social media ahead of national elections; digital activism remains vibrant.
- One alarming trend is that numerous bloggers and social media users are being arrested or questioned for critical online speech.

Scenario B: The digital pathfinder**Internet penetration**

26 %

Internet speed is still very slow.

Mobile connection

65 %

Mobile penetration coverage is limited to central parts of the country.

Factors to consider

- While internet access has become more affordable, particularly on mobile phones, costs are still prohibitively expensive for many citizens.
- During recent elections, there have been two internet shutdowns. The first time, the shutdown lasted for seven days, during the election.
- The removal of politically motivated content removal from social media platforms is becoming a growing issue.

Scenario C: The digital struggler**Internet penetration**

15.4 %

This is one of the least connected countries in the world.

Mobile connection

51 %

Low penetration rates stem from underdeveloped telecommunications infrastructure, which is almost entirely absent from rural areas where most of the population resides.

Recent happenings

- Access to ICT services remains prohibitively expensive for most citizens.
- More than 100 websites—including those of prominent news outlets and human rights organizations—have been blocked.
- A human rights lawyer was sentenced to 10 years in prison and a five-year ban on using the internet for his political speech online.

Supported by the



Imprint

#speakup barometer

If you have any questions, please contact us at: barometer@dw.com | dw.com/barometer

PUBLISHER

Deutsche Welle
53110 Bonn, Germany

RESPONSIBLE

Carsten von Nahmen

PROJECT LEAD

Petra Berner, Steffen Leidel

PROJECT MANAGEMENT

Lena Nitsche, Julius Endert

IDEA AND CONCEPT

Lena Nitsche, Julius Endert

DESIGN

Lisa Jansari, Jorge Loureiro

EDITORS

Kristina Sönnichsen,
Deanne Corbett

PUBLISHED

November 2018

© DW Akademie



The #speak up barometer is licensed under Creative Commons. The game may only be used when credit is given to "DW Akademie with support from the German Federal Ministry of Economic Cooperation and Development"(BY) and used for noncommercial purposes only (NC). The game or components may not be modified without permission by DW Akademie (ND).



-  facebook.com/DWakademie
-  [@dw_akademie](https://twitter.com/dw_akademie)
-  dw.com/newsletter-registration
-  dw.com/mediadev

dw-akademie.com

DW Akademie is Germany's leading organization for media development and Deutsche Welle's center of excellence for education and knowledge transfer. As a strategic partner of Germany's Federal Ministry for Economic Cooperation and Development, we strengthen the universal human rights of free expression, education, and access to information.



Made for minds.