

10 Principles for Ethical Digital Inclusion & Measurement

By John Adewole

“No extraction without return.”

Digital inclusion must not only expand access — it must protect dignity, agency, and understanding. Measurement must not only evidence impact — it must create value for those being measured.

1. Clarity Over Complexity

Systems must be understandable to the people who use them.

- bullet No unnecessary technical language
- bullet Clear purpose and function
- bullet Transparent processes

If people cannot explain the system, they are excluded from it.

2. Participation Over Prescription

Communities must be co-creators, not subjects.

- bullet Design with, not just for
- bullet Embed feedback loops
- bullet Value lived experience

3. Value Must Flow Back

Data collection must benefit contributors directly.

- bullet Share usable insights
- bullet Strengthen participating organisations
- bullet Create opportunity through data

4. Context Before Metrics

Numbers must not erase lived realities.

- bullet Combine quantitative and qualitative insight
- bullet Avoid oversimplification
- bullet Recognise limits of measurement

5. Accessibility as Standard

Inclusion must be designed from the outset.

- bullet Use clear language
- bullet Design for varying digital confidence levels
- bullet Ensure usability across contexts

6. Transparency Builds Trust

People must understand how their data is used.

- bullet Clear data purpose
- bullet Open communication
- bullet Honest limitations

7. Measure With, Not On

Measurement should be collaborative.

- bullet Share findings openly
- bullet Invite challenge and interpretation
- bullet Reflect user realities

8. Power Awareness

All systems carry power — ethical practice requires recognising it.

- bullet Who defines success?
- bullet Who benefits?
- bullet Who is excluded?

9. Iteration With Accountability

Systems must evolve based on feedback.

- bullet Continuous improvement
- bullet Visible changes from feedback
- bullet Ongoing accountability

10. Dignity at the Centre

Every interaction must respect the individual.

- bullet Avoid reductive labels
- bullet Focus on capability and potential
- bullet Preserve agency

In Practice: IFB Gaming

This framework is actively applied through IFB Gaming's work in digital inclusion, including the development of live measurement tools, community-led interventions, and real-time impact tracking across underserved groups.

Case studies and applied examples will be published here.

Work With Me

If you are a council, organisation, or partner looking to design ethical, measurable, and impactful digital inclusion programmes, I would welcome the opportunity to collaborate.

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Ethical digital inclusion is not just about access to technology. It is about access to understanding, participation, and power. Measurement, when done right, should not just prove impact — it should create it.

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