- Campaign “Kony 2012” made use of social media to raise awareness on pressing global issues including children living in poverty and the plight of child soldiers. Campaign’s publicity videos reached more than 12 million views
- Technological advancement has also increased accessibility in helping the poor (e.g online donations have been made easier)
- Websites such as freerice.com engage people in quizzes and donates 100g of rice to the poor for every correct question the player answers
- Filmmakers such as The Jubilee Project use social media coupled with their expertise to make a difference. They have pledged to donate $1 towards the eradication of poverty for every view that their YouTube film on poverty garners
- Technological advancement has resulted in creative, innovative and convenient means to help the poor

3. To tap into the potential the technology brings for the economy, governments, businesses, schools and even NGOs have also invested in education and offered opportunities to the poor to gain access to the use and promises of technology.
- Center for Digital Inclusion: CDI seeks to familiarise members of vulnerable communities, including the low-income and indigenous groups, with technology, as well as build technological competency, hence making technological education more accessible to marginalised communities. In the 18 years since it was founded, CDI has reached 1.54 million people. Realising the impacts of the ‘digital divide’ on economic and social stratification, the Center has focused on making technology more accessible to otherwise vulnerable groups.