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Digital Divide Working Group

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Title: Bridging the Divide: A Development Communication Perspective.

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Abstract: Abstract:Digital divide is seen as gap between those who have access to technology and those who do not have access to technology. In India there are about 243 million users of internet and 933 million mobile users. India stands at extreme risk at 39th position in digital inclusion among BRIC countries. The 'digital divide' refers to the fact that certain parts of the population have substantially better opportunities to benefit from the economy than other parts of the population. Reports by Government of India estimated that 27.5% of the population was living below the poverty line in 2004'2005. Indian government is making all the efforts to minimize the digital divide and increase digital inclusion by initiating new schemes and allocating big budgets to formalise those schemes. Through the National E-governance plan, Government of India has started projects for capacity building, training and facilitating services like giving documents for land and taxation. Lot of schemes are being offered under Mission Mode Projects in order to have empowerment among the communities in the rural sector. Government to citizens (G2C) services have been implemented through the use of information technology to ensure quicker delivery. The main resource to achieve this development is right information and guidance. A major handicap in promoting, implementing and monitoring developmental schemes is the existence of the digital divide. Thus digital divide at present, affects the development and growth of a country since the information does not get disseminated to the remotest corners. To achieve this task, information has to flow freely both in top-down and bottom-up fashion. Bridging or narrowing the digital divide will facilitate this exchange of information and participation. This paper will try to look at the reasons and how the existing theory can be used for communication for development at all level and which in turn may reduce the divide. This form of participatory communication through the use of ICT is horizontal in the public sphere. It will also look into the possible alternatives to use ICT in order to have communication for development. Key words: Digital divide, ICT, Participation, Digital Inclusion, Diffusion, Public Sphere.

Id: 9382

Title: Increasing out-group trust in the online dimension: what helps digital audiences trust other ethnic and cultural groups' Findings from Russia

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Abstract: This paper examines theoretical approaches to the phenomenon of out-group trust (Alesina & La Ferrara, 2002; Bahry, Kosolapov, Kozyreva, Wilson, 2005; Gundelach, 2014, etc.) exemplified by results of a survey conducted in Russia in 2014. Together with the Mail.ru Internet company, the author gathered the responses of 1047 Russian Internet users aimed at understanding the impact of such factors as personal interest in other ethnic and cultural groups' life and personal knowledge about them, upon a general out-group trust regarding these groups. The paper also addresses the question of correlation between media literacy and the level of out-group trust exemplified by the case of Russia.The present survey indicates what the audience's media choices in regard to other ethnic and cultural groups are, whether media users are interested in deepening their knowledge about other cultural and linguistic groups, where they get information about these groups from (print media, TV, radio, Internet, offline sources such as educational institutions or friends) and whether they approve of the governmental support of media outlets of the minorities or not. Answering these questions helps us understand how big today the interest of Internet audience towards other ethnic and cultural groups is, how well the audience is familiar with other cultural and ethnic groups' history, traditions, norms, values, etc., and to what extent digital literacy influences the degree of out-group trust among Russian Internet users. Main results can be summarized as follows: the majority of users are interested in getting new information about other ethnic and cultural groups on a regular basis (651 users (62,18% out of total 100%)), while 244 users (23,3%) do not mind receiving it from time to time. The main source of information for 450 users (42,98%) is the Internet, the second most popular are TV and radio (404 users (38,59%)). The knowledge about other ethnic and cultural groups is in many cases limited, though: 590 users (56,35%) mentioned that they have problems with finding information about groups under discussion in mass media, and almost half of them (517 people (49,38%)) said that they did not know any media available in languages of ethnic groups only. Finally, the majority of users support state policy aimed at developing media in other languages and for other ethnic groups living in Russia (636 people (60,74%). All in all, the interest of Russian Internet users in other ethnic and cultural groups is rather high, while their knowledge about them is oftentimes relatively poor. We may conclude that in order to increase out-group trust towards other groups their representation in mass media should be increased as well. In addition, developing media literacy and providing more people access to diverse information about other ethnic groups is essential too. In this case people are likely to acquire a multifaceted perspective of other groups, break negative stereotypes and ' consequently ' increase their average level of trust towards such groups.

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Title: Social Computing: As Experienced by the Students of Agricultural Sciences

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Abstract: ABSTRACTSocial computing is an information and communication technology (ICT) tool with a new direction in computing and a field for researchers both in information and social sciences. The history of social computing or social software is deeply entangled with the evolution of the computer and internet. The actual term 'social software' surfaces in the eighties but takes off after 2002 when it is used to describe the new kind of social networking tools that seem to drive a new generation of web communities. Social computing has exhibited a prolific growth since its genesis in 2003 and, since 2005, has achieved unprecedented levels of global usage. Over the past two decades, social software, from email to blog, has fundamentally changed our ways of living, working and interacting with each other. A significant part of the students is engaged in internet use and investing a large part of their time and money for productive purposes. Research questions:1. How much time is devoted in using the internet by the students'2. What are the common online activities of the students'3. What are the topics the students got engaged with mostly on the web'4. Which community websites are mostly visited by the students' 5. Which functionalities are used by the students'6. What are the benefits obtained by the students through social computing'To answer the above questions, a study was conducted with the following objective:1. To study the duration, online activities, topics, websites under different functionalities and benefits of social computing.The study was conducted in Varanasi district of Uttar Pradesh. One university, two colleges and 210 Agricultural students, pursuing UG, PG and PhD, doing social computing formed the sample of the study. According to most of the responses, frequency of internet use was daily (49.04%), time spent per visit of internet use was 1 to 2 hours (50.47%), percentage share of time devoted to social computing was less than 25 per cent (50%), looking for information about books, movies or other leisure activities (6.16%) was the most common activity on the web, most engaging topic on the web was educational (26.64%), most visited community website was www.facebook.com (29.83%) with chat box (22.59%) as the most used functionality, and making new friends (18.53%) was the major benefit of social computing.KEYWORDS: Social computing, ICT, Online activities, Time spent, Websites, Functionalities, Benefits, Internet use.

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Id: 9530

Title: Digital Exclusion as a Contributing Factor to Social Inequality: A Political Economy Analysis of U.S. Prisons

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Abstract: A reoccurring observation of the United States' prison system suggests there is a school to prison pipeline. As funding for schools decreases, prison populations increase. As a result, the United States' prison population has tripled since the 1970s with numbers reaching 2 million, if one considers all levels of detainment. While this is one criticism of U.S. prisons, this analysis offers a critique that suggests U.S. prisons are concurrently engaging in the commodification of prison labor and the promotion of social inequality through digital exclusion. Using the Political Economy of Communications (PEC) and empirical data, this paper argues that while corporations are benefitting from the mass incarceration of individuals through cheap and controlled labor, individuals are leaving prison without rehabilitation and without the practical skills needed to succeed in our technologically driven society. Digging deeper into prison labor will unpack the first issue, while examining prison telecommunications and technology centers will address the latter concern. The privatization of prisons has led to cost saving measures, for companies and the government alike, which drastically impact the quality of life for detainees. In fact, privately owned prisons do not need to adhere to the same standards as publicly owned prisons. Moreover, prisoners in privately owned prisons tend to make substantially less for their labor than those detained in a public facility. Moving past the commodification of prison labor, this analysis argues that knowledge of and access to information communication technologies (ICTs) is necessary for just about any industry in today's society. Basic digital literacy can help inmates transition back into society once they are released. Unfortunately, prisons range greatly in their access to technology. It is expected that released individuals will secure employment and housing and maintain contact with parole officers. Basic digital literacy can allow individuals to complete these tasks in an efficient way. Finally, the mass incarceration of minorities at rates exponentially exceeding their white counter parts is grounds for concern. Although the commodification of prison labor and digital exclusion are two separate issues, they are occurring at the same time, which is furthering the exploitation of individuals of color. Although the U.S. prison system has many complex issues, this analysis concludes with suggestions for improving digital literacy in U.S. prisons.

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Id: 9620

Title: 'Anyone can create and share online content': Exploring perceived and actual digital skills among South African youth

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Abstract: The availability of social software tools for webpage creation, blogging, and for creating and sharing multimedia content has made content creation relatively accessible. Although there are still challenges with Internet access in Africa, there is the acknowledgement of an increasing growth in technology penetration among African youth. Scholars have noted for a while that physical access to a computer with Internet connection does not automatically imply skills and usage, hence many 'divides' exist beyond mere physical access divide (DiMaggio & Hargittai 2001; van Dijk 2005; Mossberger, Tolbert & Stansbury 2003; Hargittai 2008). This has led to a 'second-level' analysis of 'digital divide' research, which focuses on divides of usage and skills (Seong-Jae 2010). As a result, current research studies explore the various dimensions of Internet use and digital skills among young adults (Gui & Argentin 2001; Correa 2010; Zhong 2011; van Deursen, van Dijk & Peters 2011).This study explores various digital skills among young adults in South Africa within the backdrop that innovations in digital media make it possible for people to share their artistic creations, thoughts and opinions without the constraints of gate keeping or large budgets to finance content production (Hargittai & Walejko 2008). This has made content creation a very essential aspect of technology skills. It then raises critical questions: What are the levels of digital skills among South African youth' Specifically, does the availability of much social software on the Internet (for writing blogs and wikis, and creating and sharing pictures and videos) lead to widespread skills development to effectively use the Internet' Do the conditions and types of Internet access have implications on digital skills among young South Africans' What does the pattern of digital skills reveal about the nature of digital inequalities among young adults'Drawing on theoretical framings of digital inequalities, digital skills, Internet skills and the corpus of research on technology skills (van Deursen & van Dijk 2010; van Deursen, van Dijk & Peters 2011; De Haan 2004; Fuchs and Horak 2008; Kvasny 2006; Hargittai and Shafer 2006; Hargittai & Walejko 2008), this study explores the pattern of digital skills among university students in South Africa, and examines the differences between perceived and actual skills. I explored pattern of perceived skills through a survey of students in 10 universities, and through two skill experiments conducted in two universities I studied the pattern of actual demonstrable skills among this population. The findings reveal that forms of Internet access, the cost of access, social stratification, and inequalities have implications on pattern of digital skills, with content creation being a challenge for many youth.

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Title: Institutional Access Divides and Digital Inclusion

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Abstract: Digital-inclusion policy in the United States has historically emphasized home access, particularly broadband access, as both its policy priority and goal. (Federal Communications Commission, 2010; National Telecommmunications and Information Administration, 1995, 1998, 1999; Warschauer, 2003) Supplying households with broadband access may not do much to improve the ability of individuals to make meaningful use of the Internet, however, since it provides Internet access with little social context beyond the family. Emphasizing material access such as home broadband ignores persistent inequalities that present barriers to skills acquisition and capital formation. This paper examines inequalities in access at work or school in an effort to better understand the persistence of digital divides.Drawing on Bourdieu's concepts of disposition, habitus, and multiple forms of capital, this paper endeavors to situate Internet use in its broader social context and explores the importance of institutional access, Internet use at work or school, in developing the dispositions and competencies needed to use the Internet in instrumental ways. As digital-divide research moves away from an emphasis on material access to skills and literacies, a richer understanding of digital exclusion is needed. (Hargittai, 2002, 2005, 2008; Livingstone, 2004; Livingstone, Van Couvering, & Thumim, 2008) The concept of habitus, the set of attitudes and practices acquired through lived experience, provides a useful frame for understanding why communities are less disposed toward networked computer use. (Robinson, 2009, 2011a, 2011b; Rojas et al., 2012; Schradie, 2011, 2012) Similarly, the notion of multiple forms of capital could be applied to conceptualize these differences in use. Rojas, et al (2012) propose the idea of 'techno-capital,' a set of skills and attitudes toward computer use that enables some to effectively use the Internet while others do not. Institutional use has been under-examined, (Hassani, 2006) yet it may play a core role in forming techno-capital. This study is based on a citywide residential survey conducted in a major US city known as a technology center. Descriptive statistics indicate significant differences in institutional access among groups that include marginalized people of color, young adults, and the less educated. Multivariate analysis indicates that institutional access has a strong relationship with informational capital related to Internet use, suggesting that this capital is acquired informally in social environments outside the home. Because of this strong link between informational access and the ability to make meaningful use of the Internet, this paper argues that policy-makers and researchers should pay closer attention to social opportunities for Internet use.

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Title: Hyper everyday life and mobile communication technologies

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Abstract: This conference paper proposes the concept of hyper everyday life, or enriched everyday life, to explain one of the main transformations that appears to be happening in everyday life from the uses and significances people make with mobile communication technology. Our research results suggest the emergence of profound changes in the temporal-space dimension of the everyday experience of the vivid present and in the way through which agents build the ties of the ontological security that bring stability, structure and meaning to the intersubjective world. Even though there is statistical data and increasing knowledge about access to different media (such as internet, mobile phones, television and videogames), there is not yet enough information about the relationship between media convergence and the practices of use, appropriation and significance people have in this new technological landscape. In this context, we think is relevant to ask about what could be the importance of uses and appropriations of mobile technology in people's everyday life; what meaning people have about these systems and communication technological devices; how people relate to each other, give meaning and use content displayed on different screens; how and when those new technology practices compete with family socialisation and face to face relationships. Our paper is based upon qualitative research about the uses and meanings of systems and communication technologies among young Chileans made in 2014.

Id: 9919

Title: Social Networking without Social Class' The Role of Trust Between Low-income Job Seekers and Middle-class Employers for the Indian Job-portal babajob.com

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Abstract: The innovative use of Social Networking Services can help socially disadvantaged groups to access information by connecting them to a new network of people.One of these innovations is the Indian job-portal Babajob.com. By connecting low-income job seekers with middle-class employers through a Social Networking Service, Babajob tries to access the low-income job sector, in which most jobs, such as maids or receptionists, can be only found either informally through friends or relatives, or through fee-based agencies. Another problem is the difficulty to negotiate better salaries when there is no common wage standard. Both problems are also true for employers, who don't have a standardized way of finding trustworthy labour.Through personalized online profiles and real life mediators, Babajob's users are incentivized to get in touch with each other through the website. In real life, though, low-income job seekers and highly educated middle-class employers are divided through social hierarchies, poverty and a digital divide. The explorative study presented here takes a look at the problem of building digital communication structures between these two socially different groups. Online networks are, by design, egalitarian. This means that they offer the same access and transparency to every user and don't translate social hierarchies into their communication structures. The objective of the study is to highlight the challenges of connecting users that come from different social milieus through modern digital technologies.To explore this specific problem in the field, a Grounded Theory approach was used. Next to a participatory exploration of the social structures of the low-income sector in Bangalore, India, a first explorative wave of 17 interdisciplinary expert interviews was held with Babajob's staff, local technology, employment and poverty researchers and employers who were using Babajob. A major finding in the evaluation of these first interviews was the specific problem with a lack of trust between the users. From a sociological perspective, trust is a necessary social mechanism for the emergence of social structures such as networks. From a psychological perspective, trust is an important incentive for participation. The lack of connectivity and participation inside the network were major issues in Babajob's network. These first insights were used to build a theoretical framework around the role of trust within online networks and to develop a second wave of guideline-based interviews with 19 low-income job seekers in four languages, focussing on the trust relationships between the users. Through this process, major factors of mistrust were found, such as personal bad experiences, a common bad reputation of the other social milieu and more general factors such as media literacy and a skeptical view on digital technologies. The study concludes that these micro-level interpersonal trust issues influence the general structural stability of Babajob's social online network on a mesolevel. These findings should lead to further research, in which the role of interpersonal trust for the functionality of social online networks should be explored, especially with socially diverse users.

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Id: 10119

Title: New Media and Climate Communication: Hegemony or Resistance

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Abstract: In this study we discuss the perception of Pakistani women on the subject of obtaining climate change information from new media. We will also discuss the current and possible future impacts of these sources with regards to decentralization of information and the 'new journalism' that is arising due to these technologies. This diversification of information regarding climate change is a positive outcome for the Pakistani public at large. Due to the competition between the new media and traditional media sources, information providers have been forced to attempt to reach many more audiences, use more diverse forums, channels, a wide range of messengers, and a number of different frameworks (Moser, 2010). In fact, Haddow & Haddow (2009) noted that text messaging, blogging, and video sharing brought faster coverage than traditional media during the 2008 disasters in Myanmar and China. Pakistan is ranked fourth position on World's top broadband growing countries with growth of 46.2% during 2013(PTA, 2013). The efforts to network the country continued and around 3002 towns and cities have been plugged into the Internet since 2007-2008 (Pakistan economic survey 2009-2010, 2010 ; "Pakistan: Key Telecom Growth Market," 2006). The use of broadband services has phenomenal growth in homes and offices located in major cities. All the universities of Pakistan are continuing to expand the accessibility of computer and the Internet. The Internet is fast gaining importance as an information source.I utilized qualitative and quantitative methodologies to carry out this study in all the four provinces of Pakistan. I collected quantitative data by administering 384 paper-based questionnaires to literate women with tertiary education. I conducted focus groups and in-depth interviews with experts to collect qualitative data. Eight focus groups were conducted in total, four in each of the four provinces of Pakistan. Our data indicates that new media is an emerging source of information exchange regarding climate change in Pakistan. New media is in fact playing an important albeit secondary role in providing information about climate change. It plays a role in enhancing the understanding of the users. One of the most advantageous aspects of new media is that it enhances the user's ability to get up-to-date information on any topic at any time. Those, who have the ability to synchronize and synthesize the unlimited information available on new media, have the potential to expand their knowledge and new media can generate awareness via providing the latest information. Community preparedness and disaster recovery planning is an important form of adaptation. To be successful, it requires public engagement. New media can be an effective tool to prepare the community as they have access to several platforms on new media for getting information, sharing

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experiences and getting answers of the various queries. Policy-makers can therefore plan proactively for future disasters by acknowledging the current and potential roles of the Internet in greater depth.

Id: 10126

Title: Perception of students of Institute of Agricultural sciences, Banaras Hindu University, Varanasi towards Cultural Goods and Services in the digital era

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Abstract: Cultural goods and services of any nation are its pride and every nation tries to conserve and promote the diversity of cultural goods and services not just within the boundaries but round the globe. Now the question arises that with the advent of digital era should the cultural goods and services be brought in the digital ambit' Given this context, the present research paper aims at knowing the perception of students of Institute of Agricultural Sciences, Banaras Hindu University, Varanasi, towards the challenges and opportunities involved in the aggrandisement of protection and promotion of the diversity of cultural goods and services in the present digital era. The paper also attempts to know their perception towards cultural policies in India, international co-operation and integration of new technologies in connection with the diversity of cultural goods and services in the era of digitalisation. For this purpose, 100 students belonging to post graduation and doctoral program of the institute were selected randomly and asked to reveal their perception towards cultural goods and services through a structured questionnaire. The results of the study indicate that majority of the respondents does believe that digital technologies like the internet does present a challenge to creation (72 percent), distribution (72 percent) and consumtion (75 percent) of cultural goods and services. 80 percent of the total respondents believed that internet is an opportunity in a developing country like India for an increase in the national and foreign cultural offer, increased international visibility of national cultural goods and services and for maintaining the equilibrium between the national and foreign cultural offer. Majority of the respondents (58 percent) were of the opinion that concrete measures for creation and production phase should be taken by the political authorities in India. Majority of the respondents opined that international co-operation with regard to financial and technical assistance should be sought and the lack of infrastructure and telecommunications networks is a big factor which is hindering the integration of digital technology in the development or implementation of cultural policies in India.

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Id: 10316

Title: Digital Literacy and Internet Addiction: An Analysis of Generational Difference in Taiwan

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Abstract: This study aims to analyze how digital literacy in different age groups produces influences on the development of internet addition in Taiwan. There were 37 percent people aged 12 would feel anxiety if they do not have internet access for less than a week. When defining the group of people aged 40 and lower as "Indigenous digital generation" and others as "Generation of digital migrants", this research focuses on the analysis of the degree of internet addition in these two age groups, In order to further examine the relationships of the level of digital literacy and the development of internet addition, this study traces the original data of a nation-wide survey produced by "The Council of Taiwan's National Development" in 2013. The researchers of this research defines "digital literacy" in terms of two dimensions: (A) Ownership and access to computer equipment and (B) Ownership and access to the internet. These two dimensions are further divided into the following nine items: (1) How many computers does your house have in total' (2) Do you have smart phones for personal use' (3) Have you ever used computers at home or in other places' (4) What kinds of internet access facilities do you have at the moment' (5) Has your house connected to the internet' (6) Do you have any experiences of accessing to the internet via computers, mobile phones, television, and Wii, Xbox or other game-playing machines' (7) Where have you been connecting to the internet in the past month' (8) Have you ever used wireless and/or mobile methods to connect to the internet' and (9) Will you browse the overseas internet pages' Research findings show that people belonging to higher levels of digital literacy with more equipment and access to computers and the internet tend to have higher degree in internet addition. This study also finds out that the degree of internet addition of the "Indigenous digital generation" is obviously more serious than "Generation of digital migrants" regardless of the levels of digital literacy. The implication of this study is to point out that factors such as generation difference and digital literacy both have impacts on the development of addiction to the internet. This finding suggests factors contributing the formation of internet addition and/or cyberaddiction in a digitally divided world.

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Id: 10327

Title: UNEVEN ACCESSES TO VIDEOGAMES: PLAYERS' PERSPECTIVE

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Abstract: Note: This is one aspects of play I plan to explore in my empirical investigation based PhD study (titled: Play, Skills and Motivation: Towards a Player-centric Perspective on Videogames). The first round of fieldwork of which is due in February with participants of two cultural groups. The sheer size of videogame industry is one of the 'three golden rationales' for videogame studies (the other two being the number of people playing videogames and potential impacts of the medium). All joking aside, the very fact that videogame production could be termed 'industry' indicates videogames and gaming consoles are indeed digital media products (Aslinger, 2013; Alvisi, 2006). Digital media products are believed to have a global reach (Nichols, 2013, pp. 19-21), riding the wave of globalisation, technological advancement and digitalisation. While videogames are certainly not the only medium benefits from digitalisation and globalisation (Jenkins, 2006), their digital nature takes videogames to an even higher vantage point. In theory, today's videogames can easily overcome geographical obstacles and reach global audience ' however not in reality (Hjorth, et al., 2013, pp. 97-99; Nichols, 2013, pp. 26-32). Three issues around the players' accesses to videogames may contribute to the divides among players: availability, affordability and language barrier.Firstly, product of any media industry only could have the chance to reach a wider audience when recognised and approved by the political economic structure (Hesmondhalgh, 2013, pp. 93-118); so are the videogames, as showcased by Chung and Fung (2013) and Kerr (2013). In turn, many games that are played by certain groups of people were probably never released internationally (Shaw, 2013; Cao & Downing, 2008). Secondly, videogames are media products that cost real money to purchase. To embark on a typical gaming session discussed in most game studies, a player needs to have at least a television with a gaming console, or a PC (and videogames if not pirating), which would cost at least £250. Therefore the global flow of videogames (and related hardware) is still very much underpinned by existing economic structure (Alvisi, 2006; Nichols, 2013); players' accesses to videogames are uneven. And I argue that the digital and technology dependent nature probably further exacerbates the unevenness.Thirdly, typically videogames are (produced) in English or Japanese (although increasingly more languages), language barriers further divide players on the basis of their proficiency in those languages. Players' uneven access to videogames is a much under discussed subject; some consider such divides are historical residuals. However, issues I raised are not relics of the past. They are still very present and contributing greatly in constituting players' engagement and subsequently their relations and understandings of videogames. For example, Shaw's study (2013) reveals that the Indian players have two entirely different sets of norms for interpreting playing locally made mobile games (mostly based on Bollywood films) and playing 'western' videogames. The (digital) divide among players deserves further investigation; such investigation would lead to a more insightful understanding of videogame culture and digital cultural.

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Id: 10483

Title: Effect of social Media on Pakistani youth regarding political campaigns

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Abstract: This study is based on Effect of Social Media in regards to utilization in Voting Behavior and Political Campaigns. In this study the researcher explained the effect of using Social Networking Sites like Facebook, Twitter, on the Voting Behavior and the use of Social Media with reference to Political Campaigns. For this purpose, researcher conducts a survey study in Gurat City, Pakistan. The respondents were from Gujrat City, and University of Gujrat, and the Survey study was conducted on 103 respondents. The finding indicates that for most of the people, Social Media is the only source of getting news and current political scenario. The use of Social Media Political purpose has a positive impact on voting behavior. The trend of using Social Media is increasing in Pakistan, and so is its importance in Politics and Political Campaigns.

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Id: 10491

Title: Advertising Literacy to Empower the Young Media Consumers in India : A Critical Exploration of the Advertised Mind.

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Abstract: While deception in mass communication is all pervasive, efforts are being made to find pragmatic ways of imposing checks and balances. In India, where both the nature and extent of deceptive practices is worrisome(Trehan, K & Singh G. 2013), Advertising Literacy can be the core value proposition in creating appropriate perceptual screens vis-à-vis commercial communication . Since consumer is the end user of deceptive content in advertising, this construct reverses the balance w.r.t control of messages. Functionally, advertising literacy may be understood as the presence of sense and sensibilities to decode advertisements vis-à-vis their consumption, production value, and sociocultural and psychological intent (Donohoe, Tynan, 1998).Post 1991, the new economic surge manifested itself in an aspirational social order driven by gratification of wants and desires more than need fulfillment. Mass media explosion coupled with technological revolution created a competitive environment of publicity, promotion and propagation in the producer-consumer relationship .Consequently the need to set policy in terms of reg to empower the consumer. Preliminary research on advertising literate consumers has been conducted largely to aid the advertiser. (S. Donohoe 1997, 2001, Matterlart, 1991).McNeal, (1999) found that pre-adolescent children are especially susceptible to persuasive messages because of lack of reasoning skills. The four dimensions of advertising literacy (Malmelin, 2010), Donohoe's (1998) identification of three categories of media consumers and Jean Piaget's Cognitive Development Theory forms the conceptual framework of the study. Objectives of the study1.To know if the audiences can recall and recognize the nature and extent of deception in advertisements.2.   To gain insight into the interrelationships, if any between the typology of deception, media and product categories.3. To find out the awareness levels of media consumers about advertising regulations, code of ethics and the functions of ASCI. 4.   To critically examine the concept of advertising literacy as a defense mechanism against misleading advertisements and ASCI violations.Hypotheses H1a: Less than 30% of the young audience in Delhi is ad literateH2a: Consumers pay more attention to deceptive violations in price and product information than social and psychological transgressions.H3a: Increase in Print and Television ad literacy initiatives will lead to decrease in deceptive practices.Methodology The levels of awareness and perceptual abilities regarding deceptive practices in advertising (as per ASCI) amongst the consumers will be measured. Focus Group Discussions will be conducted with a purposive sample of heavy media consumers from 11-15 years from New Delhi, India. Qualitative findings will be discussed to provide detailed into the 'gaps' w.r.t deceptive advertising amongst the advertiser, agency and the young audiences.The outcomes of this study will serve in implementing Media and Information Literacy (MIL) as conceived in the UNESCO model curriculum 2013. Advertising Literacy as a subset of Media Literacy is critical to creation of a shared knowledge based country. It will provide evidences to begin a rethink on crucial issues of

message and media strategies, media management practices, media ethics and public policy.

Id: 10758

Title: Mobile Phones in the Philippines: Social Transformation and the Reproduction of Power

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Abstract: At the end of 2013, the penetration rate of mobile phones in the Philippines was at 105% despite 25.2% of the population living below the poverty line. By the end of 2016, it is expected that the country's mobile phone penetration will reach 114%. Since its introduction in the Philippines in the early 1990s, the mobile phone has become the most ubiquitous information communication technology (ICT) in the country, crossing age, gender, and class boundaries. Despite the celebratory discourse of growing widespread adoption of mobile phones, issues of social equality have been largely ignored or set aside. In this paper, I investigate the implications of widespread adoption and new uses of mobiles against the rhetoric that the mobile phone is the answer to the 'digital divide.' By examining the products and services developed by Philippine telecom companies with the poor in mind, such as mobile commerce (purchasing commodities through text messaging), mobile banking (banking and microfinance services through text messaging), and DIY prepaid phone plans (individual customization of mobile phones services), this paper looks at both the possibilities and limits of these mobile phone uses. I argue that what we are witnessing is the emergence of new forms of social stratification not based purely on a binary inclusion or exclusion from information technologies, but rather finely-tuned gradations of access to information networks, based on one's accumulation of economic and cultural capital. While widespread access to ICTs is celebrated, access to banking services is measured as economic development, and interactivity and customization offers consumers choice, they also further reinforce existing class structures, cultivate neoliberal models of citizenship, and pave the way for heightened consumer surveillance. In the end, this examination of the exciting and innovative uses of mobile phones in a developing country such as the Philippines reveal a number of complex contradictions that are indisputably tied to the larger project of neoliberal globalization.

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Id: 10829

Title: Hybrid Cultural Consumption in Brazil: Building Cosmopolitan Encounters or Digital Divide'

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Abstract: This article presents some of the guiding concepts and the exploratory empirical data that we have been using to problematize the hybrid cultural consumption, focused on digital media, on the process of building possible cosmopolitan encounters or enhanced inequality, through digital divide. This discussion is part of a research project, "Youth cosmopolitanisms. Brazil Project. Step 1: Cosmopolitan conceptions and practices in Brazilian undergraduate students", linked to an international project, "Youth Cultural Cosmopolitanism". The exploratory analysis of empirical data is performed in a triangulation with secondary data from the researches "Brazilian digital youth" by IBOPE (2012) and "Connected youth" by Telefonica Foundation/ USP (2014).Analyzing the formation of undergraduate students in Sao Paulo, we found that they have an intermediate or an advanced profile of Internet users. This is due both to their socioeconomic profile and to their academic formation. This profile develops a sharper exploration of the communication, entertainment and information search functions within digital media. In addition to the contacts formed by traveling, they concentrate their cultural consumption on foreign products. Through it, these young people increase their cultural capital, expanding possibilities of encounters with other cultures. Comparing data from the undergraduate students in São Paulo with Brazilian youth that connect to the Internet, we found that this profile can be mostly considered as elite, which builds its cultural capital for social distinction. In the analyzed perspective, both access to digital tools and contact with cultural products and with people from other countries result in a distinct capital of these young people. Thus, it is relevant to discuss the phenomenon of digital divide, and the differences of realities regarding access to Internet and digital devices that still exist in Brazil, since there is a part of society that is hyper connected and has privileged access to communication, information and entertainment, and at the same time another part that does not have financial resources or physical access to connect and to have equivalent digital consumption standards. This division also demonstrates the process of territorialization and control of digital networks, according to various socio-cultural logics. The media perspective of individuals searching for information and entertainment does not seem to work with the reflexive recognition of the Other, since it does not build dialogues and encounters, but an annulment of the Other, through the filters of interest and connection enabled. In the relationship of the individual with cultural consumption, commonality is related to hegemonic/global standards, and not to differences and local specificities of the self and the Other. The hybrid cultural consumption, inserted into the logic of cyber

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culture, thus forms mediations and possible remediation in the configuration of cultural habits that shift among globalizing, unifying and hegemonic experiences. We found that in the case of the undergraduate students in Sao Paulo, a 'glocal' culture, which would enable cosmopolitan ordinary encounters, is generally not formed.

Id: 10849

Title: Digital Divide ' Need for Realigning the top-down in ICT for D

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Abstract: Digital divide as a discourse works with the idea of difference as its axes of engagement. The difference between the rich and the poor, the haves and the have nots as defined by the development oriented paradigms have been inherited and made the blueprints for the entire debates on Digital Divide in the Information and Communication technologies for Development discourse. Innate in this absorption of development oriented ideas into digital divide are the hierarchies of power embedded in the polarities of the haves and have nots. Debates and critics of this idea of Digital Divide have been vocal, more so as this idea of Digital Divide then went ahead to support the foundation of an entire vision of the future of the human race and technology, more specifically in the Millenium Development Goals and the World Summit of Information Society agendas. This paper is based on the fieldwork conducted in Mahbubnagar District in erstwhile Andhra Pradesh around 2008-9, where a project called Computer on Wheels was implemented. Perspectives on development and specifically on the idea of Top Down ICT for D practices of the State and Market were part of In-depth interviews conducted with the innovator/founder of this programme and the individual involved in implementation of the programme in the villages. An analysis of Observation in the villages and interviews with various stakeholders of this project around the idea of Digital Divide and its manifestations, the steps that the State and Market have facilitated in ICT for D direct us towards a reworking or rethinking the idea of Digital Divide itself. There have been arguments for Social Inclusion in the intelligentsia but they also seem to advocate a free market phenomenon, which might not be suitable for equitable access in rural areas of ICT for D . The paper will engage with the debates of Digital Divide and access, and how they need to be realigned if the nature and purpose of ICT for D is to be equitable at all.

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Id: 10868

Title: #In terms of the interdict

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Abstract: The present work results from the postdoctoral research #In terms of the interdict, funded by São Paulo Research Foundation (FAPESP), and developed within the Observatory on Communication, Freedom of Expression and Censorship of the University of São Paulo (OBCOM/ECA-USP). We investigate the circulation of words that are considered linguistic taboos pursuing their presence in current social media postings which support the use of hashtags as a keyword indexical parameter. Our intent is to echo the terms censored in the playwrights submitted to the Public Entertainment Division of the State of São Paulo, Brazil, between 1930 and 1960, to which we have exclusive access trough the Miroel Silveira Files. Our research will be nurtured from the data collection of censored text excerpts present in the partially released playwrights of such archive and the trajectory of building an interface to both visualize the data and present it publically. Our hypothesis is that social media network interfaces cannot escape such relationships of ordering and conformity. Our objective is then to draw which those procedures would be when it comes to the social media, focusing on the seeming paradox of thinking restricted circulation of enunciations and the language practice within a media marked by the emblem of freedom of expression and communication democratization.We primarily focus on the recurring words from yesterday present in the social media today. Afterwards, as second step of the research, we observe the permanence or shift in the meaning such terms carry(ied). We understand them within a discourse driven theoretical perspective, performing an analysis that is at one time etymologic, linguistic, historic and digital. Such theoretical articulation is to help us develop a study on the formal level of the word, then articulate the notion of archive and of network according to the following intended theoretical trajectory: 1- the concept of signifier network, as ways to portray meaning connections that can enclose the same words in different time periods bonded through a connection point of the network; 2 - to recover the debate on the possibilities of constituting an archive according a given unity, approaching what offers cohesion to it; 3- to associate the structuring of archives and its current availability to reorganization based on a communicational network taking into consideration digital technologies and media. In a more general perspective, our work is to argument on the relevance of studying local productions in relation to global perspectives, the necessity of unveiling social crucial content and considering the possibilities of the work in digital media in challenging the role of memory.

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Id: 10885

Title: Natural to the human interactions with digital interfaces: a new perspective to understand the virtual experiences

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Abstract: This is a discussion about the evolution in the way we do interact with digital interfaces. Precisely, it's a critical reflection on technical and technological advances of human-machine interaction mechanisms, in the sense that their transformations are leading us to an increasingly intuitive relationship with computers (from 2D to 3D, from click to touch, from joystick to gestures). Thereby, and more importantly, this phenomenon is awaking a new way of understanding our own body, space and, even, reality projected in virtual environments (something between real and virtual, original and copy, truth and lie). In other words, leaving the modus operandi to assume the modus vivendi in our communications with digital interfaces, it's possible to presume that possession of skills and competences managing computers or video games will no longer be a barrier. After all, we are walking to a more cognitive dialogue with machines (touch, walk, talk, etc.).The article conduction is guided by a descriptive methodology which consists of a qualitative analyses based on empirical data collected by the authors with observatory explorations to virtual reality systems available at the Interdisciplinary Center in Interactive Technologies from the University of Sao Paulo (CITI-USP) ' Second Life, Nintendo Wii, Oculus Rift, Digital Cave ' and, of course, on the reflection supported by theoretical references about the user immersive experience. It means this essay extent some ideas of researchers as McLuhan (1964), Deleuze (1988), Baudrillard (1994), Milgram (1994), Kerckhove (1995), Negroponte (1995), Lévy (1999), Castells (1999), Jenkins (2003), Accioly (2010) and Zuffo et al. (2012).In resume, with this work is fostered the thought that a more natural to the human interaction with digital interfaces turns the techno-experience more realistic, engaging and interactive, so more immersive. However, while we get the feeling of being more close to the virtual universe, our perception generates a conflict related to the notion of the context in which we are operating. After all, the senses are encouraging us to believe we're dealing with something real (I feel it, therefore I am in the virtual environment), while the mind insists to remember us those are digital simulations (I think, therefore I am not in the virtual environment), creating hybrid situations and, in somehow, changing the idea that digital universe is affixed to the edge of fake in true-false dichotomy, to be located in an asymmetric, ambiguous and paradoxical duality point.Keywords: Digital transformations, Digital interface, Cyber culture, Immersion, Virtual reality, Human-Machine interactions

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Id: 10930

Title: Digital divides and inequalities among nations: the negative feedback effect

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Abstract: In the 1990's and early in the 2000's various studies concluded generally to the reduction of digital divide, like, for example, G. Sciadas (2002): "The divide is generally closing, but the gap between the highest and the lowest incomes persists." For our part, we have proposed a research (Badillo, 2008) which emphasizes the relativity of the main analysis about digital divide. We have criticized statistical indicators of digital divide and we elaborated new indicators showing an increasing gap between rich and poor nations and people. The digital divide issue is still recognized as important. "The need to bridge the digital divide and make broadband Internet access universal has been recognized within key international development goals, such as the Millennium Development Goals (MDGs) and the targets of the World Summit on the Information Society (WSIS, see also International Telecommunications Union, Measuring the Information Society 2012). In the paper we explain why, unfortunately, digital divides will, probably, increase again at the world level. Indeed, we show that the development of information technologies, fundamentally, increase gap and inequalities. Information technologies are at the heart of the new economy: " the new information economy is driven by the economics of networks (') the key concept is positive feedback (') the notion of positive feedback is crucial to understanding the economics of information technology. Positive feedback makes the strong get stronger and the weak get weaker leading to extreme outcomes" (C. Shapiro and H.R. Varian, 1999, p. 173-175). The concept of positive feedback is essential since it explains the dynamic of our society; it is due to H.R. Varian, who was Professor in Berkeley and is now serving as Chief Economist at Google. In fact, we are faced to utopia, myth and euphoria. The myth suggests the image of a fictitious future and could express the feelings of a community and serves to pull the action. Thanks to an analysis of digital divide issues, we will appreciate how information technologies get the weak weaker through what we call the negative feedback. We will compare the dynamic of the information society among at least 60 countries and through various indicators we will test and measure the following hypothesis: some of the poorest countries are spending relatively more resources dedicated to the information society infrastructure and are getting poorer and poorer.

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Id: 10961

Title: The digital divide in Algeria: Bridging steps and mechanisms of rubble .- E-Algeria model ...

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Abstract: The digital divide in Algeria: Bridging steps and mechanisms of rubble ...
- E-Algeria model ... -   The digital divide ... gap of gaps, content and communication gap, the mind and learning....language and economy gap   Widening gap between those who have the knowledge and use of tools and not owned and lacks their tools.   Away from talking about the causes and manifestations of the digital divide and measurable indicators, looking at the efforts of rap and Altgeseralty numerous internationally ...   Algeria and not excluded by this wind, Electronic Algeria model for signs of awakening ... we are trying to highlight the features of this project as a way of bridging the digital divide.   The subject of the study: This paper examines the successful experiences and ways to bridge the digital divide.   Scope of the study: Algeria electronic project is what we are trying to highlight as one of the successful experiences and ways to bridge the digital divide   The context of the study: This study comes in the context of multilateral efforts to bridge the digital divide.   Importance of the study: Lies the importance of the study to highlight successful experiences to bridge the digital divide.   Methods used: Through the case study method.   Brahim kermiaMohamed Boudiaf University -Algeria

Id: 11054

Title: Digital Divide and Digital Transformations:Cultural Hegemony or Cultural Resistance in Indigenous Television News

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Abstract: This paper explores the relationship between Journalism and Digital divide from the case of Indigenous television News in Taiwan. In the News production process, digital divide influences indigenous anchors and reporters in interview and broadcasting perspectives. Media as cultural means caused cultural hegemony and also confronted cultural resistance in different ethnic groups in indigenous society. Digital inequality reveals in voices which have been addressed to represent local people' opinions and represent cultural norms, taboos and cultural regulations in different ethnic society through journalists who can access the ICTs. In some cases, local indigenous people resist digital transformations and try to keep culture as its original forms and follow its own social life regulations. Journalists who equip with ICTs have the power to represent local opinions; however, people who live in the indigenous tribes but without ability to access ICTs often with strong sense to sustain indigenous culture as its own way and sometime against cultural hegemony through journalism. The ambiguous power of communication affects various aspects of indigenous social life. For example, gender role can be different when as reporters and as indigenous members. Journalists with ICTs sometimes expect the privilege to enter the cultural space to report the news. This behavior traditionally has been considered as gender taboos in the indigenous society. This research conducts interviews with indigenous journalists in 13 different ethnic groups to collect first hand data and reveal various ways in which digital divide in different factors as age and gender influence cultural hegemony and cultural resistance in indigenous journalism and also different indigenous society.

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Id: 11111

Title: Cultural capital and digital inequality in Romania: A look forward

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Abstract: This paper builds on Pierre Bourdieu's (1984) insights on the formation of cultural distinctions and their role in asserting social privilege to plot the 'map' of digital inequalities in Romania in 2013, explore what digital (dis)engagement means for different categories of users, and draw conclusions about the constellation of cultural practices and lifestyles that might present obstacles to ICT adoption. Scholars increasingly acknowledge that a cultural capital approach may prove fruitful in investigated digital inequalities by identifying what social resources are differentially mobilized in the use of online technologies and by whom (Helsper, 2012; Selwyn, 2004; 2005; Tondeur, Sinnaeve, van Houtte, & van Braak, 2011). The idea of capital suggests a set of 'assets' or resources that individuals may use to increase their social power either through inter-generational transmission, accumulation, or exchange (Bourdieu & Passeron, 1970; Bourdieu, 1984). The question, then, is how do cultural, economic and social capitals as shaped by social positions relate to digital competencies.In a previous paper (Popescu, Stoica & 'veticanin, 2014), we used 2005 survey data and Multiple Correspondence Analysis (MCA) to show that cultural practices in Romania, in addition to material conditions, shape both Internet adoption and online 'lifestyles.' We found that access to ICTs was socially differentiated, with cultural engagement and orientation to global culture distinguishing early from late adopters. In this paper, we build on the same conceptual framework to compare 2005 and 2013 data. We use a mixed-methodology that combines a secondary analysis of the 2013 Eurobarometer national survey on ICTs in Romania with a qualitative analysis of nine focus groups conducted between 2012 and 2014 in Romania on the topic of ICT use. Our results indicate that persistent inequalities in both Internet adoption and usage continue to be marked by cultural practices and social positions. The results of this study suggest not only the continuing relevance of the concept of cultural capital as a social structuring mechanism, but also the need to rethink the concept to account, on the one hand, for country-specific cultural variations, and, on the other, for divisions among digital practices themselves (Prieur & Savage, 2013).

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Id: 11293

Title: The Urban-Rural E-government Divide: Persistent Challenges amidst the Hype

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Abstract: This paper identifies what can be described as a vast digital divide in E-government activities across metropolitan and non-metropolitan regions of the U.S. The longitudinal study serving as the basis for this research draws upon primary data that was collected as a means to empirically examine two key issues: the nature of variations in overall E-government activities when comparing local governments serving metropolitan and non-metropolitan regions; and the availability of citizen engagement types of opportunities on local government websites. While a range of work has examined the digital divide in regards to issues such as broadband availability (e.g., Strover, 2003; Wood, 2008), or has shed light on differences in E-government activity across broad geographic scales (e.g., Stowers, 1999; UN, 2012), a relatively limited amount of research has examined the details of the urban-rural digital divide as it relates to local level E-government. A large body of literature has consistently identified over time, with great promise and enthusiasm, various opportunities associated with E-government (e.g., Edmiston, 2003; Grossman, 1995; Johnson, 1998; Layne & Lee, 2001; UN, 2012). For local and regional governments in particular, E-government potentially has a lot to offer. Yet the results of this analysis indicate that amidst the apparent possibilities associated with E-government, in many locations these opportunities have not materialized. Based upon data collected in 2008 from a statistically representative sample of local government websites, and then a follow-up study of those same websites in 2014, this research found that for local governments in many rural regions, E-government activities have continued to remain essentially non-existent. Moreover, across all locations, civic engagement types of opportunities on local government websites are exceptionally rare. Though the study was conducted in the U.S., the findings do not bode well for rural regions in other parts of the world, especially when considering that, on the whole, the U.S. is considered a country that is on the leading edge of E-government activity. Thus, the apparent permanence of the urban-rural E-government divide in the U.S. as identified through this longitudinal study suggests that for many rural regions, E-government services and opportunities are not going to just magically appear any time soon.Edmiston, K. (2003). 'State and local e-government: Prospects and challenges.' The American Review of Public Administration, 33(1), 20-45.Grossman, L. (1995). The Electronic Republic: Reshaping Democracy in the Information Age. New York: Viking.Johnson, S. (1998). 'The Internet Changes Everything: Revolutionizing Public Participation and Access through the Internet.' Administrative Law Review 50: 277'337.Layne, J., and Lee, J. (2001). 'Developing Fully Functional E-government: A Four Stage Model.' Government Information Quarterly, 18(2), 122-136.Stowers, G. (1999). 'Becoming cyberactive: State and local governments on the World Wide Web.' Government Information Quarterly, 16(2), 111-127.Strover, S. (2003). "The prospects for broadband deployment in rural America." Government Information Quarterly, 20, 95-106.United Nations (2012). E-Government

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Id: 11408

Title: ICT4D in Bangladesh: A new approach to development communication'

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Abstract: This paper examines ICT for development (ICT4D) in the context of Bangladesh and analyses activities of a particular ICT4D project, namely rural telecentre, from the perspective of development communication. In doing so, it puts forward two levels of analyses: First, the paper presents a brief account of the evolution of ICT4D in Bangladesh and the efforts taken by a variety of stakeholders (e.g. government, nongovernmental organization, individual) in spearheading ICT4D. Secondly, it analyses the activities of rural telecentres operating in different parts of the country. These centres have introduced new ICTs such as computer, the Internet and the World Wide Web in villages. Based on an ethnographically designed field research, this paper analyses data collected from three types of telecentres (i.e. privately owned, government-owned and NGO-owned) situated in three different rural locales of Bangladesh. The study defines development as a phenomenon that includes positive changes in both material and non-material aspects of human lives. In this context, the idea of development includes concepts such as educational attainment, 'cultural capital', 'social capital', human rights, social justice, right to information, gender equality, self-dignity, etc. in addition to economic well-being of humans. The role of communication in development, however the concept of development may be defined, is well established. With the changes in the paradigms of development, the role of information and communication in development has changed, too, over the decades. For example, while modernization paradigm puts emphasis on mass media for spearheading national development, alternative paradigms such as participatory development stress on small, local, interpersonal and folk media. In this debate, what are the roles of ICTs, which are essentially communication media distinct from both mass and small/local media, in development, particularly in rural Bangladesh' This paper investigates this question in regard with the activities of rural telecentres. Findings show that the issue of access to these ICTs is a complex rather than simple matter. Those who had access belong to a particular category of rural population i.e. male, young, educated middle class. However, one common finding at all three telecentres is that they were popular among young men and women for basic computer education. Although the paper's stance is far from claiming that rural telecentres or ICT4D generally have introduced a novel approach to development communication, it shows potentials of ICTs in playing roles in development.

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Id: 11464

Title: Sounding the code: Noise as a subversive practice in digital media

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Abstract: Digital technologies have taken as one of its main features the elimination of various types of noise present in analog media. However, some material conditions of artistic production found themselves threatened by the difficulty digital tools had in incorporating such subtleties. Manovich (2013) demonstrates how softwares like Photoshop not only try to simulate the effect of established techniques in the visual arts, but also present aesthetic options that have no direct relationship to previous media. The aestheticization of digital tools includes not only a shift from previous techniques with material bases, but also an overflow of functions between many different spheres.One of the recurrent practices in Sound Art is the 'sonification', i.e., to turn audible digital files or software not originally meant to produce sounds. Thus, text files, images, computer programs and other objects in its binary state, are 'read' and reproduced as sound. Works as Dataphonics (2010), from Ryoji Ikeda or Unitxt (2008), from Alva Noto, sonify non-audio data and excerpts of program code from Word, Excel, Powerpoint etc.Sounding the code, glitch practices make apparent an apparatus that is not material, but which mediates the reproduction and the perception of possible sounds and of those sounds not anticipated. The code as techne: to hear what was not meant to be heard eventually becomes a way of listening the apparatus itself.Experimental artists from the 1990s saw glitch ' taken as a digital error ' with interest. With the popularization of computers and other digital tools, glitch became a way to go beyond what the machines were initially programmed to provide. Its proposal was to test the machine to its limits, until system failure, until error. This error could sometimes be an induced one, either by physical damage to the device, or by errors inserted into the original code. The discriminatory power of digital tools ' capable of zooming in, selecting, and processing minimum parts of the signal ' is used not to 'hide' noise, but to highlight it or, if applicable, create it. The experimental music of the twentieth century refuses to asepsis of the digital world and defiles it with non-expected commands. Glitch locates noise in code lines.At the same time, the 'aesthetic' of error or non-treated noise becomes a very noticeable pastiche in mainstream film productions from the 1990s (The Blair witch project, 1999; Paranormal activity, 2007). As a relatively recent phenomenon, some industry segments have bet on a 'technical imperfection' to create a kind of 'credibility' to films.This paper attempts, from Manovich analysis of digital tools and from Chun (2011) idea of code as 'techne', to investigate the perceptual and cognitive changes involved in the processes of digitizing media. Two main questions also guide this research: Can digital noise be considered a form of resistance to homogenizing processes of media consumption' To what extent can the aesthetization of noise be seen as just new pastiches easily assimilated by culture industry'

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Id: 11592

Title: Localization of digital resource to bridge digital divide : Case study of Raghurajpur(India)

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Abstract: India has the fastest growing telecom network in the world. However only 243 million of 1.3 billion population is connected online[1]. Moreover internet penetration is only 19.19%[1], far behind countries like Iran, Libya, Cuba contributing to digital divide. Notwithstanding the lack of infrastructure, one of the primary reasons for digital divide is linguistic illegibility since the majority of content in on the web is in english. Several pilot projects are underway in India trying to bridge the divide, focusing mostly on closely knitted communities.We conducted a pilot project(Socionity) at a village named Raghurajpur in Odisha, India.The village is popular for its Chitrakara(painter) community. Chitrakaras are engaged in indigenous art-forms like Pattachitra, Tada-Patra painting and Goti-pua dance form. This knowledge resource is unique to the community, and within the community we can observe the flow of information pertaining these art-forms and also structures(Gurukulas[2] etc) which make this possible. Objectively this community would be in the have-nots of the online domain.We in Socionity[3] project aim to develop applications, that can be used by such rural communities for domestication of communication technologies by formation of local information loops which will result in empowerment of communities. Through this paper we want to bring forth the difficulties faced in the process. Furthermore we come to a more general understanding of issues related to social resources one faces in the attempt to curb the digital divide.Where most of the ICT projects working in this direction have not been able to take into account the content and language, literacy and education and community and institutional structure. We aim to create an application where content generation took place from within the community. The potential of these applications to increase the revenue generated while within the present institutional structure motivates the community members to engage in the ICT's and consequently establishing an online presence of their art-forms.Globally many firms and ISP's have taken interest in repressing the digital divide by providing internet connectivity. Google's Project Loon[4] and Facebook's internet.org[5] aim to resolve the last mile problem. Although these initiatives will be able to provide physical access to internet but they

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might still be unable to provide the diverse digital infrastructure which is proves beneficial to these marginalized communities. We do an analysis of the extent to which these projects are capable of effectively solving this digital divide.The problem of digital divide is not merely a logistic one, various ICT projects have attempted to provide hardware and software to support marginalized communities but have failed. The reason of their failure is because, not enough attention was given to the social systems which should also metamorphise for technology to make a difference[6]. However, originally digital divide gave emphasis to the issue of physical availability of connectivity but there is a need to shift towards the issues of social and community

resources.REFERENCES[1]http://www.internetlivestats.com/internet-users/[2]Book: "GURUKULS AT A GLANCE" by S.P.Arya(2002)

[3]http://socionity.iiit.ac.in[4]http://www.wired.com/2014/06/google-balloons-year-later/ [5]http://www.wired.com/2013/08/mark-zuckerberg-internet-org/[6]Warschauer, Mark. Technology and social inclusion: Rethinking the digital divide. MIT press, 2004.'