Book of Abstracts: **Participatory Communication Research** Section

Web 2.0 in the Classroom: Teaching/Learning as Participatory Communication

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This paper explores the role of Web 2.0 in formal teaching and learning, arguing that integrating Web 2.0 devices and applications in the classroom and in educational practices contributes to make the teaching/learning process more participative, enjoyable and effective. Aiming at identifying best practices for a fertile integration of Web 2.0 in higher education, we address the following issues: How can a teacher direct the students' use of Web 2.0 in order to enhance and enrich learning? How can a teacher capture the students' digital skills as resources for learning? Is using Web 2.0 per se an additional motivation for the students? Does Web 2.0 improve the teaching/learning process?Adopting an interpretivist approach, our theoretical framework combines contributions from philosophy of technology, sociology and communication studies with state of the art findings on Web 2.0 and education. We highlight a substantive and phenomenological conception of technology as background (grounded on Martin Heidegger and Marshall McLuhan), an account of the contemporary society as strongly shaped by digital media (drawing on Manuel Castells, Anthony Giddens and Zygmunt Bauman, among others), and a description of the students as digitally immersed (provided by Mark Prensky and Don Tapscott). Considering several classes of the Social Communication course at the Catholic University of Portugal as a qualitative case study, we used ethnography in the classroom and in-depth interviews to the students and teachers to explore their perspectives on Web 2.0 use, featuring social communities (an intranet class website and Hi5), user-generated content (blogs and wikis), virtual worlds (Second Life) and instant messaging. We also resorted to documentary evidence on evaluation to explore the impact of Web 2.0 use on the effectiveness and quality of the teaching/learning process.Our findings reveal two opposite approaches: Web 2.0 required use as a tool to accomplish specific tasks (the teachers' view) vis-à-vis Web 2.0 natural emergence as part of the quotidian context (the students' view). In addition, participation, enjoyment and evaluation all tend to be higher when Web 2.0 is used freely and proactively by the students whenever they find it useful (e.g. making a video with the mobile phone in a conference and presenting it in class), instead of being a requirement in tasks whose finality is the use of Web 2.0 in itself (e.g. creating a class glossary in a wiki). We intend to explore the contextual use of Web 2.0 and its impact on teaching/learning in further research, as we believe that regarding the new digital media as a context instead of tools is an important paradigm shift which can decrease the digital divide between teachers and students and improve the teaching/learning process.

A STUDY ON MEDIA PREFERENCES OF TELEVIEWING FARMERS

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Present Indian extension system is under numerous pressures where the extension workers, have to cater not only vast population but also to perform administrative, election, input supply and other works. Under these circumstances, it is not practically possible to serve all the farmers, all the time for all the problems when ratio of

extension worker and farmer, the sender and receiver is more than 1:1000. Therefore, the potential of mass media can be exploited to serve the rural population in this direction. Electronisation and mechanization in communication systems have provided opportunity to access the information rapidly, accurately and repeatedly. To reach the unreach modern electronic gadgets and systems have been introduced to cope-up the requirements. Massive programmes of cyber extension, digital interactive distance learning, online networks, internet etc. Television can bring the world to our door steps within a second. This mass medium has made dissemination of news, information and entertainment possible on a scale unprecedented in human society. Mass media like television and radio are playing vital role for the dissemination of agril. Information. But the farmers still have the lot of credibility on extension personnel perhaps their efficiency and good communication kill. Salesmen of agril. Inputs are also very important in dissemination of agricultural information

Writing homelessness: Homeless people participate through alternative/citizen journalism

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This paper will describe an innovative writing project carried out by a group of currently or formerly homeless people as part of research project on how homelessness is represented in the news. Content and discourse analysis of newspapers revealed a very limited voice for homeless people themselves in public discourse about homelessness. 70% of the sources used for news stories were "experts" and only 15% were homeless people. This project is an attempt to give homeless people an opportunity to participate in public discourse about homelessness by using alternative/citizen journalism to connect them and their ideas to a wider world. Alternative/citizen journalism is seen as a way for ordinary people to become politically empowered through writing practices that construct citizenship and political identity in everyday life and challenge the media monopoly on the production of symbolic forms. Working with professional journalists and a writing instructor from the research project team, a group of homeless people living at a local homeless shelter produced writing on homelessness for a variety of media including a blog, a self-published newspaper, and a mainstream newspaper. Writing for these media enabled them to construct a world of homelessness in which they, rather than the professionals who so dominate their lives, are the experts in their own lives and experiences. The ultimate goal of the project is to shift public attitudes about homelessness and to promote the citizenship and inclusion of all members of society regardless of their housing status.

Community impact on agenda building within Mexico's National Autonomous University (UNAM)

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With democratic growth in mind, this research paper documents a case-study of political conflict at the UNAM to trace student involvement in the agenda of power-play involved in policy-making. Theoretical and methodological analysis is made of the impact students have on communication and the politics of decision-making, measuring their impact on social change. It traces student process-involvement within higher education in a study, initiated in January 08 and ended in 2010 at the UNAM. A statistically representative sample of 300,000 students was surveyed to identify and evaluate the cognitive-significance allotted to their objective and subjective participation in UNAM's agenda-building process. One of the main inquiries described is: What role does student participation play in the political and cultural power-play of the UNAM? Results are hereby presented. The study also analyzes the role played by local media on decision-making, questioning the knowledge behind significant political and social movements initiated in macro-university systems. It encompasses their influence on community participation. The underlying premise implies that there is a causal link between multi-dimensional interfacing, though without mechanical or unidirectional interrelationship. Thus, the analysis is undertaken within a theoretical framework that favors causality and interaction of political actors and their impact on social systems. There is evidence that the nature and degree of influence of these variables has not had clear appraisal in social

research. These dimensions still do not fully encompass the impact of community participation in the UNAM. Initial results show that students, in general, have little knowledge about university affairs. What they know gives them poor reference and low appreciation, with negative overall evaluation. Student involvement diminishes beyond university premises (classrooms, libraries or laboratories). There are no differential segments within the universe studied. Their degree of involvement does not vary significantly, between the controlled variables used, in this study: career, grade level or campus. It is also clear that differences in information or political affiliation do not generate differences in students' way of involvement in community participation. Preliminary conclusions highlight the complexity of community interaction within political conflict, with a much misunderstood need for further social research. Public participation and its inherent effect on political priorities require re-appraisal. The explanation of its causes and effects is multivariate, both in nature, development and content, making articulation in policy-making, delicate. Participation may not influence public policy as uni-directionally as previously thought. Additional case-histories may help refine models of influence to further analyze: public participation vis a vis political agenda-building and possibly discover further links between public participation and the nature of problems generated in policy response.

Convergence of cultural and technological dimensions in HIV communications

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The resurgence of HIV/AIDS in Uganda underlines the need for revitalized prevention strategies. Given that HIV/AIDS has evolved into a heterogeneous epidemic with different transmission dynamics, innovative prevention strategies are needed to address the changes in the epidemic. This study was based on the assumption that the philosophy behind media use determines its effectiveness for HIV/AIDS communication. A number of communicators assume that young people have deficits in knowledge, skills and attitudes which can only be remedied by adults. Consequently, the experiences and expectations of young people on HIV/AIDS are ignored. Symbolic interactionism entails that reality is constructed in flexible and adjustable social processes where interpretation is an integral part of response. The convergence of radio and mobile telephony provides opportunities for real-time two-way interaction on matters of HIV/AIDS. The oral communication that features in the convergence is rooted in African traditions. The convergence is ideal for the social settings whose infrastructure affords less sophisticated technologies. This study set out to determine whether call-in interactions on radio improve the content and delivery of HIV/AID communication; and whether perceptions of adults and policy makers towards youth could be influenced. In the light of the Feminist Stand Theory, marginalized groups have capacity to perceive truths in ways that may elude dominant groups. A qualitative research approach involving focus-group discussions, personal interviews, document analyses and participant listenership was used to collect data. Participants included youth-listeners, HIV programmers, parents and radio officials. Findings reveal that organisations that use regular feedback from callers constantly revise content and delivery modes of HIV programs. The youths who call constantly generate new insights on love, sexuality and HIV/AIDS. Through anonymous calling, females openly seek information and express opinions on sexuality without fear of being termed as promiscuous. Males also seek information on sexuality without fear of being regarded as sexually naive. Gender stereotypes and social expectations entail girls to be pure and ignorant and boys to be knowledgeable on sexuality. Call-in interactions have enabled some communicators to re-orientate media programming towards discourses of the marginalised young people. It is suggested that modifying lifestyles of young people entails addressing their sub-cultures. The quasi-modern youth culture has unique values, symbols and expressions reflected in communication, recreation, socializing, and unique role-models. Interactive call-in programmes on radio integrate youth sub-cultures with affordable interactive communication technology. The findings negate the Media Effects' notion of mainstreaming which stipulate that cumulative media exposure homogenizes the divergent values and perceptions of heterogeneous populations. Findings reveal that perception of HIV messages depends on the norms and values of the different sub-cultures. In Symbolic Interactionism, messages are discussed, internalized and transformed by the audience into forms that make them meaningful. Call-in interactions reflect accumulated experiences on love, sexuality and HIV/AIDS and ensure that various

segments in the audience are appropriately addressed. The communal aspects of listenership enhance interpretive negotiation which enables HIV programmers to analyse the needs of the segmented audience and to modify subsequent communications.

INTERNATIONAL LAW AND GRASSROOTS COMMUNICATION: Revisiting UNSCR1325 media action in Sierra Leone

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With conflicts in almost every region today, it is clear that development and security concerns are inextricably intertwined. Underdevelopment raises the likelihood of instability; war obliterates development gains and whereas women are sometimes among the perpetrators of conflict, far more often they are among those who suffer the greatest harm. According to a recent UNIFEM report, in today's conflicts, more than 70 per cent of the casualties are civilians-most of them women and children. Women also face specific and devastating forms of violence related to gender, including rape as a weapon of war and sexual slavery, practices that in turn greatly increase their vulnerability to HIV/AIDS. As women struggle to keep families together and care for the wounded on the margins of fragile war economies, they are the first to be affected by infrastructure breakdown, and may be forced into survival strategies that involve exploitation (UNIFEM, 2009). This paper is based on an imperical examination of communicative programs and activities by the International Women's Tribune Centre (IWTC) in Sierra Leone whose aim was to meet goals embedded in the mandate of the United Nations Security Council Resolution 1325.Within this frame, grassroots, participatory communication is considered a pivotal factor in bringing about empowerment and social change and the conjecture is that in order for the Resolution (passed in October 2000) to have meaningful impact on the ground, its concepts and directives need to be translated into clear and meaningful information and message as well as know-how that can be used to leverage change by and for women living in conflict-afflicted countries. Therefore, adopting participatory communication development theories that are anchored in Paulo Freires pioneering (1970s) conscientization pedagogies, this analysis scrutinizes the programs successes and challenges based on the fundamentals of bottom-up flows of communication, endogenous, reflective, participatory and culturally sensitive approaches to social change as analytical frames. The paper examines IWTC media choices, and effectiveness of approches to deliver the message of the global legislation. Was the program able to raise awareness on UNSCR1325, where they able to create relevance and dymistification of the resolution, fostering local ownership and participation? What about boosting advocacy and action on R1325? What were the tensions generated from this media action and how can these be desolved? These are some of the issues this paper will discuss. Qualitative research methods were used to generate this data based on interviews, focus group discussions and a review of the relevant documents.

Between scientists and publics: reframing public participation in science through bioethics

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Last four decades it is remarkable the development of many discourses and techniques about the relationship between science and publics. Science communication has become an important issue for the scientific governance. Many reasons like public confidence in science, decision-making and support to democracy have been changing the predominance of top-down communication models, from scientists to public, to more participative ones, like Public Engagement with Science (PES). The Institute of Bioethics at Portuguese Catholic University, in Oporto, is researching science in society issues and the aim of this presentation is to discuss the very relevance of bioethics to improve PES. The bioethical issues seem to call people's attention to certain

scientific facts and confront them with the consequences of sciences and their possible roles as citizens on judging and choosing about them, in a personal, social and political sphere. Besides, ethics makes difference to the way one conceive public engagement, scientific citizenship and science governance. It is not a rhetorical reasoning to understand the impacts of science and technology by the perspective of non-experts, re-editing the old fashionable deficit perspective, but a theoretical and practical reference for changing the science-making soon or later and considering the publics beyond the role of spectators with scientific disabilities or emotional concerns. The ethical reflection could redefine the non-experts place in the context of scientific production, involving people with science and claiming them to be not simply aware of scientific issues but also inciting them to decision-making disposition. By the side of scientific production the ethical approach leads the scientists to their public participation, extending the boundaries of their work outside the labs and broadening their role as citizens scientists.

Bottom-up or going down? The journalistic value of open online feedback opportunities.

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In the past decade a multitude of new public communication forms has arisen online. The success of weblogs, wikis and whatnot are indicators of a previously latent need among ordinary citizens to share their experiences, knowledge and opinions with the outer world. Citizen journalism is one of the resulting possibilities, generating news output by ordinary people for their fellow citizens. Several traditional news media have taken up on this trend by offering similar tools on their own websites. This may lead to audience participation in all stages of the editorial process. But apparently most of the public's attention is drawn to the final stage, i.e. giving feedback on the news content. This no longer primarily takes the form of letters to the editor or even e-mail. A reader willing to respond now often has a simple feedback form at his disposal underneath the article that caught his eye. In many cases this kind of feedback is publicly visible after a minor editorial check or without any professional moderation at all. In theory this could be the key to many advantages. Firstly democracy in general could benefit, because everyone can participate in those current affairs debates on an information fertile soil (cf. Habermas's public sphere). But for several reasons also journalism may benefit. Responding readers can point out flaws and errors in the news coverage, they can present supplementary information, or they can look at the events from another point of view. Our research focuses on this open feedback opportunity on the website of a quality newspaper. By means of a content analysis we address the question how they affect journalism directly, and democracy indirectly. The research results indicate that the value of these forums is below par, in spite of the promising environment created by the backing news medium. The audience's feedback sometimes offers a journalistic plus, and sometimes people engage in substantive debates. But more often than not the tool is being used to express extreme emotions without putting forward grounded arguments, improving neither journalism nor democracy.

A pact for the Amazon region: participatory communication process among stakeholders from the mining company, Cia. Vale do Rio Doce.

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To which extent the sustainability actions by the Cia. Vale restrain themselves to the media discourse or actually configure themselves as interventions that have caused real impact and have recreated meaning in the relationships between the company and society, causing a logic different from the predatory appropriation that has oriented the occupation of the Amazonian territory? It's well known that the incorporation of socially and environmentally responsible practices did not displace the focus of the corporation from what has always been

their primary goal: financial profit. It's exactly the opposite. In the present moment one realizes two trends that decisively orient the movement of global capital concerning the Amazon: from an infinite locus of wealth exploration (extractivism of raw material) the preserved forest has turned into a valued financial asset and potential source of profit. Added to this, the international media coverage influences the public opinion that puts pressure upon the companies, governments and institutions to adopt more responsible attitudes towards the environmental question. The responsible actions are then valued by the international financial capital, which demands, from the companies, more transparency and opening to dialogue with all the groups that suffer the impact of their activities (stakeholders like employees, communities, shareholders, local, state and federal governments). Therefore the need to focus the investigation of this debate/conflict of the participatory communication among the stakeholders: to map out the intentions, discussions and decisions which generate negotiated practices and their effects on the Amazonian habitat through relatioships between communication and politics. The discussions are based on thoughts of well-known authors as Dominique Wolton, Hannah Arendt, Jurgen Habermas,, as well as the Brazilian and Amazonian authors such as Celso Furtado, Edna Castro and Lucio Flavio Pinto.

The reports of Correio Braziliense on sexual exploitation of children and the National Street Children's Movement in Brasília: an analysis of texts' social effects

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In this paper, I do not present a discursive analysis in itself. My purpose is to discuss the inner relation between language and society, based on a series of reports on sexual exploitation of children in Brasília, published in Correio Braziliense (the main daily newspaper in Brasília), and on interviews with an educator of the National Street Children's Movement ("Movimento Nacional de Meninos e Meninas de Rua" – MNMMR/DF). I'll discuss the social effects of the texts published in the newspaper, in terms of its implication for the MNMMR/DF and for the formulation of public policies for children in street situation. The paper is divided in four moments. Firstly, I briefly discuss the inner relation between language and society, the basis of Critical Discourse Analysis (CDA) in its interdisciplinary dialogue with Critical Realism (CR). Secondly, I address the reports of Correio Braziliense, reflecting on the relationship between journalism and society and the scope of journalistic texts. In the third section, the focus is the National Street Children's Movement, directly affected by the material published in Correio Braziliense. Finally, I discuss the social effects of the texts in terms of its implications for this social movement and for public policies directed at children in Brasília. Following CDA and CR, contextually situated texts can be explained in causal terms, and they can also be identified as having causal powers in social events. This is what CDA refers as 'the dialectical relation between language and society'. Discursive aspects of social practices, as the discursive representation of events and practices, may have causal effects on society; they may, for example, legitimize particular forms of action or trigger event chains. The explanation of social events on the basis of causation does not presuppose logical regularities between causes and effects, but can be useful to explain the role of texts in these same events, illustrating the relation language-society. The advantage of focusing on the social practices is the possibility to perceive not only the effects of individual events, but the effects of series of related events in the maintaining/ transformation of structures, since social practice is understood as a connection point between structures and events. The involvement of texts in the construction of meaning and the causal effect of texts are issues that textual analysis does not explain alone. Discourse has effects on social life that cannot be sufficiently investigated taking into account only the discursive aspect of social practices. In the light of this, it seems clear to realize that CDA cannot be guided only in the discursive aspect of practices, at risk of losing sight of the dialectical relationship between discursive and non-discursive aspects of the practices under investigation. Thus, in this paper I analyze a series of events, discursive and non-discursive, interrelated in causal terms. This kind of research can be useful to understand, in concrete data, what we define, in theory, as the internal relationship between language and society. Texts, undoubtedly, have causal effects. And the analysis I will present shows how these effects can be of various natures, exposing a fertile field for future investigations.

What do Stakeholders Want? Participatory communication and Listening competency

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Work in Progress This article presents final results of a study undertaken to investigate the listening competency of two organisations during consultation with their respective stakeholders. The study is positioned as a multi-disciplinary qualitative research project, providing a critical-constructive examination of organisation-stakeholder listening competency. Participation of two organisations involving multiple cases (six case studies), within regional and metropolitan Australian contexts, provided opportunity to conduct a multiple-case study. Both organisations (Organisation A and Organisation B), provided three organisation-stakeholder events for the study. Data from the six case studies is viewed and analysed through two separate prisms: • Prism One: data is examined within the framework of listening competency literature; • Prism Two: data is re-examined within the framework of participatory communication literature. Listening competency and participatory communication results are compared. Individual case and multiple-case results are the focus. Data from the six case studies is initially analysed by building an explanation about each case, termed within-case analysis (Yin, 2009). The following cross-case syntheses were then conducted: • Intra-organisation comparison: results from three cases within one organisation are combined to provide a whole-of-organisation perspective; • Inter-organisation comparison: Organisation A results are compared to Organisation B results; • Cross-cohort comparisons (Stakeholder results compared to Manager results). Results from the study contribute important findings to the study of organisational communication, public relations, stakeholder and participatory communication. The research: 1. Extends our understanding of organisational listening by extending Cooper's (1997), description of competent listening to describe an organisation that practices 'competent organisational listening' with its stakeholders. 2. Confirms Jacobson's (2007b) model of participatory communication as a method to evaluate competent organisational listening. 3. Demonstrates application of Zeithaml et al's (1990) service quality model, to gain insight into reasons for discrepancies between stakeholder expectations and perceptions of an organisation's listening competency. 4. Extends current knowledge of public relations role in managing consultation between organisations and their stakeholders that meets both parties' needs. 5. Strengthens our understanding of communication strategies that facilitate genuine dialogue between an organisation and its stakeholders. Six factors that enhance or impede competent organisational listening are isolated: • organisation behaviour • knowledge • sincerity • comprehension • corporate culture • speech conditions The final contribution from this study is an understanding of explicit communication strategies, associated with each factor, found to influence perceptions of competent organisational listening. Communication strategies associated with each factor will be presented in the final paper.

Plasma Satellite Instruction: Ethiopian Schools' Experiences, Issues and Perspectives

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The recent development in technology and especially in Information Communication Technology has set the pace of development as "fast forward" in all spheres. Particularly with reference to teaching in schools it serves a dual purpose: acculturation and efficient instruction. For acculturation purpose, a learner who is being prepared for technological oriented world needs to be immersed in technology 'early' to adopt the new world culture early in life. This would also ensure that schools do not produce technologically maladjusted adults who would have to be facing up to the new facts of life, and thus enable learners to be functioning at ease in a technologically dependent society. It is expected that technology in teaching would introduce efficiency in the instructional system in following ways: • Expand the possibilities of learning/ reduce redundancy • Add some measures of reality to learning/ concreteness • Increase the perpetual scope of the learners/immediacy • Motivates the learner by making learning easier, more interesting, sustaining and challenging. • Provide with more reflective time for improving instruction • Make record keeping and evaluation easier. Plasma Satellite Instruction has now

become a part and parcel of the Educational Process. It is used in Education for different purposes such as enrichment of the curriculum and pedagogy /delivery, in service teacher education and for administrative purposes. The special advantage of educational television lies in the fact that it can use all other audio- visual aids too for making educational delivery more interesting and attention sustaining. Like any other developing countries, education in Ethiopia has also faced a number of problems such as inequality, inaccessibility, irrelevance and low quality. To combat the prevailing problems the country had taken some innovated measures and implemented some programs and policies. The 1994 Education and Training Policy Document is one of the major initiatives that the government has taken to combat some of the major educational problems to maintain quality and update the educational system of the country (MOE 1994). The Ministry of Education's (MOE, 2005) in its other document entitled: Guidelines on the Usage of Satellite Educational Programs, Television equally accentuates the importance of Information Communication Technology (ICT) to bring behavioral changes and to ensure sustainable development in the country. This document holds the belief that ICT aided educational provisions open a wide opportunity for students to compete for international accomplishments and emphasizes that the use of ICT in schools enhances students' self-directed learning opportunity and their confidence as citizens. Again, the government sees ICT as a panacea to the entire social, political, educational, cultural and economic conundrums the country has long been submerged in. However, the implementation of the educational and training policy is being constrained with a number of factors among which, low academic achievement of students at their EGSEC National Examination is one serious problem .According to the MOE most government schools are unable to pass more than 50% students. To combat this problem the Educational Media Agency (EMA) of Ethiopia has launched teaching with ICT in 2004 with view that: • The Technology –aided education helps to offer quality and equitable education for all children in /schools. • By merging movement with images, Satellite television enables teachers to teach students effectively and offer them a clear presentation of other wise complex and obscure concepts "a picture is far better than a thousand words. • Satellite television is the easiest and most effective way to give students and their teacher's fast access to the most updated information. • Satellite television enables teachers to deliver educational concepts in a simple and precise way supported by combination of audio visual aids. • Satellite television enables delivery of similar educational programs simultaneously to thousands of students in different corners of the country and thus becomes a cost effective strategy. • Satellite television enables teaching 'better' what is already taught. In past few years there are several studies conducted in Ethiopian Secondary Schools to study the effectiveness of Plasma Instruction and related aspects. This paper will attempt to review the different research studies and present a holistic picture on the success and failure of Plasma Instruction from Ethiopian Schools' perspective and forward possible solutions.

Using corporate media for radical politics: COP15 activism and the case of 'Never Trust a Cop' on YouTube

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Tina Askanius & Julie Uldam In December 2009, political attention – institutional and non-institutional – was turned towards Copenhagen and the COP15. This provided an opportunity structure for civil society agents unwilling to quietly accept what they construe as green capitalism – a legitimation of a neoliberal approach to climate change – to voice their protests. From all over the world grass root activists, indigenous people, farmers, fishermen, scientists and artists joined forces under the slogan "Where politicians fail, the people must take over". In many respects the COP15 became both the time and place where the movement of movements once again demonstrated its ability to transform itself successfully in keeping with the prevailing political climate by raising issues of urgency and organising large scale protest, creative happenings and counter-summits. Global civil society had come together once again. But prior to some 100,000 people marching the streets of Copenhagen, a great deal of effort had been put into mobilizing activists to come to Denmark by a number of key organizations within the movement. Here, the online arena played a key part, conjuring up memories of the success of alternative online media such as Indymedia in mobilising civic protest around the infamous battle of Seattle. However, the COP15 saw a turn to the use of what can be termed mainstream – often corporate –

online sites among activists and civil society organisations. In this paper, we focus on one aspect of the non-institutional political action taking place in an online sphere: the use of YouTube for disseminating mobilisation videos. Drawing on a case study of the Never Trust a Cop (NTAC) network, the paper analyses the mobilisation video promoted on YouTube "War on Capitalism" as well as interviews with key people involved in the production of this video and participant observation from the COP15 demonstrations, addressing text and production issues: • How is a call for action constructed discursively in a specific online context? • What are the activists' motivations for using mainstream rather than alternative or radical online media? • Do the activists perceive the use of mainstream online media as problematic in terms of their corporate origins and/or the risks associated with the dissemination of content in a mainstream site closely monitored by the police? NTAC provides a pertinent case, because it came to demonstrate how YouTube has helped activist videos reach beyond the echo chambers of Indymedia and similar alternative venues, and stir debate among wider publics. At the same time, this particular case illustrates what might be seen as an ever increasing risk to the activist milieu which accompanies the popularisation of video sharing brought about notably by YouTube. Once put online, the video quickly fell into the hands of the police who took the rhetorics of "war" quite seriously and initiated an investigation of the organisation behind the video, who had made a call for activists to "Come to Copenhagen and show a dead system how to die".

Enabling Informal Networks "Guanxi" via Information and Communication Technologies: Reaching Rural Doctors in Xi'an, China

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The role of information and communication technologies (ICTs) in improving healthcare for rural populations in developing countries has been the subject of considerable interest to policy-makers and the development community. However, the significant investments of governments in the area of ICTs have been concentrated in the delivery of urban-based health information systems (HIS). This reality has been frequently observed in China, where there is a critical gap between health care system in urban areas and that of the countryside.This study assessed health information needs and the use of informal networks—"guanxi"—to acquire health information amongst rural doctors in Xi'an. In addition, the study investigated the benefits of, and barriers to, the effective use of ICTs to facilitate health information exchange. In-depth interviews (N=65) were conducted with rural doctors, rural patients, urban doctors and other stakeholders within Xi'an healthcare system.Analysis of transcripts showed that rural doctors had an urgent need for information about medicine's functions and usages, diagnoses and treatment methods. Rural doctors wished to update their medical knowledge and skills, as well as the ability to use medical equipments. At present, many rural doctors did not possess sufficient medical knowledge and facilities, thus they only treated minor illnesses and transferred most rural patients to city hospitals for treatment of major diseases. Very few rural doctors were able to attend training sessions in urban hospitals.Informal networks "guanxi" were found to be prevalent in Xi'an healthcare system. Rural doctors could contact urban doctors—who used to be their college friends or classmates in training sessions in city hospitals—to obtain health information or consult them for diagnosis and treatment. However, it was believed that due to the lack of sufficient facilities and treatment skills of rural doctors, major illnesses could not be handled in rural clinics even when there was communication between rural and urban doctors.Mobile phones were deemed useful to facilitate real-time communication between rural doctors and their patients and urban colleagues, increase time efficiency, and provide better access to medical information. Few doctors used the Internet to obtain health information or keep contacts with their colleagues. Television, radio and newspapers were considered to yield insufficient information, while specialized magazines and books were commonly read amongst rural doctors. As suggested by the Extended Technology-Community-Management Model, vulnerabilities of ICT usages were also observed. Telemedicine was considered underutilized by both urban and rural doctors,

because the system connected to very few rural clinics, and it was believed that rural doctors had inadequate medical knowledge and skills to perform treatments suggested by their urban counterparts via telemedicine.The implications of these findings for research and policy-making were discussed. Instead of investing profusely into the HIS, the local authorities might have to navigate a substantial amount of financial and human capitals to rural areas so as to improve the medical knowledge, skills and operating facilities for the rural healthcare providers in Xi'an.

Trust and Governance. From Discussion to "Enlightened Consent"

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Democratic governance in a knowledge-based society must provide citizens with the means to participate in making choices among the options afforded by responsible scientific and technological progress. There have been many initiatives in numerous areas of public action to develop public involvement in decision-making in processes. The objective is both to inform public opinion about a complex or controversial issue facing society so that it can be discussed among the population and to influence political decisions through the outcome of such participation. This lends more legitimacy to political decisions. But just how can one organize the involvement of civil society in questions concerning science and the related research policies and successfully involve ordinary citizens in the discussion about collective choices? While it is unanimously agreed that consultation is important, how far-reaching are the changes it introduces into the way the actors involved interrelate in the way they decide and act? How can one contribute to building a dialogue between science and society, or between scientists and laymen? How can one restore society's trust in science and ultimately in politics? The institutionalization of public debate in France as a discussion procedure by which viewpoints are compared and contrasted and many-sided information emerges reflects this new way of communicating and stage-managing public decision making. The implementation of the public debating procedure by the Commission nationale du débat public, an independent administrative authority, provides an opportunity for analysing these new relations between citizens and decision-makers, in particular through the case study of the public debate on the ITER in Provence about an international scientific project pertaining to nuclear research. As an eminently social subject matter, with its own specific context, its challenges and its actors, the ITER public debate provides a suitable situation for exploring this type of mediation arrangement, covering as it does public opinion and the exercise of scientific citizenship and so revealing the contemporary conditions for shaping the rules for participation. However, this type of procedure comes up against limits in its design and implementation despite the real change effected in the way it better caters for the requisite participation found nowadays in the relations between citizens—whether in organized groups or not—and government. This recognition apart, the study of public debate implemented by the CNDP indicates that the involvement of ordinary citizens remains symbolic in terms of influencing outcomes. On the basis of an interactionist approach and through the ITER public debate it can be shown that this consultation procedure organizes public discussion in the way government wants with the transactions highlighting the asymmetry of resources available. The debate is in fact a facilitator between parties: its role in illuminating public decision making should lead to a form of 'enlightened consent'.

Creating Citizenship Through Community Radio in Rural Thailand

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This study seeks to analyze the ongoing social movement to establish community radio in rural Thailand as a participatory communication process in order to transform people into citizens. More specifically, the study analyzes the participatory process inherent in the development of community radio in Thailand since its inception in 1997 to the present and illustrates success cases of citizen empowerment. The study is based on analysis of documents and secondary data, personal observation and interview of key persons, field study and case studies

of numerous community radio stations. The study showed that the movement was triggered off by the 1997 constitution which advocated a participatory democracy and reallocation of radio frequencies for public interests at all levels. To vie for frequency allocation, a number of government, non-government, public and private agencies rushed to set up community radio as a pilot station. As a result of the failure to establish a national broadcasting regulator as stipulated by the constitution, most small radio stations (over 3,000) had been operated illegally and in a chaotic state. The movement was led by government agencies, followed by local and private organizations and most radio stations were controlled by officials and community leaders without much participation of citizens. There had been some attempts by NGOs to try out a participatory radio station but did not meet with much success. The worse scenario came in October 2004 when the government issued a policy guideline permitting community radio stations to "air commercial advertisements 6 minutes per hour." As a result, a large number of community radio stations had mushroomed with commercial messages, aimed at reaching large "consumers," instead of "citizens". Finally came the doomsday when the military staged the coup d'etat on September 19, 2006, followed by the Supereme Administrative Court's verdict to ban the selection of the national broadcasting regulator. Subsequently, local radio stations were forced to engage in the war of propaganda and some pirate stations were closed down. Under such chaotic situations, the idea of community radio by the citizens for the citizens came to a standstill. However, there was some evidence suggesting that participatory community radio has the potential to transform rural people into active citizens due to radio's ability to involve and empower the grassroots as well as to treat its listeners as subjects and participants rather than as objects or passive audiences. With community radio, citizens have the means to realize their rights, duties, freedoms, and responsibilities and make their views known to the public. Community radio has proved to be a participatory medium that gives voice to the voiceless, that serves as the mouthpiece of the marginalized and the underprivileged and is at the heart of the democratic process, good governance and transparent society. Subject to well-planned broadcasting policy and regulation, Thailand can have participatory community radio produced and controlled by the citizens and for the citizens in the future.

Communication, sociability and activism in Brazilian art groups

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This paper analyzes the relational dynamics involving art practice, activism and uses of media technology in urban space in the context of art groups in Brazil. It particularly focuses on the actions of Contra File, one of the so-called "collective of artists", groups which operate in public spaces producing performative interventions that mix art and activism in a quite different fashion comparing to those of the 1960's and the 1970's. Based on the connectionist logics of the networks (Granjon, 2001; Antoun 2004), these actions can be considered a social practice with interesting communicative aspects since they connect in a unusual ways urban spaces, media technology, social actors and artistic forms. These actions are often categorized as "urban interventions" or "site specific art" (Pallamin, 1998). However they use to escape all definitions as they problematize the very concepts of art and activism in order to discuss participation, social rules and control. In this sense, these actions evoke an aspect of "otherness" of what Janice Caiafa (2005) called "communication of difference". For Caiafa, the communication processes can have an aspect of alterity that does not consist only in sharing and recognizing codes by individuals. The communicative experience may also have an "othering" aspect, where codes may be negotiated and resignified. Because of the relational characteristics of these groups, I suggest that their actions are an example of this aspect of "otherness", as they connect espaces, art forms, media and social actors in unusual manners. Inspired by the vanguards of the early twentieth century and also by counter-cultural movements of the 60's and the 70's, their actions sometimes intersect with social movements, poor communities, media activists, and artistic urban interventions. But the actions are just in part similar to those of 60's and 70's. Their modes of organization and functioning also have discontinuities regarding to earlier forms of social mobilization. Most of Brazilian groups born in the late 1090's fit into the so-called "new social movements" (Granjon, 2001; Gohn, 2003; Offe, 2003; Cefai, 2007), where notions such as "engagement", "participation" and "belonging" are redefined. Also the relational qualities of networking outweigh the ideological aspect of such

mobilizations. In these actions, rigid group identities are abandoned in the sake of the weak bonds of networks and of multiple solidarities. As mentioned in the beginning, the paper will focus on the actions of Contra File, a group who developed performances and installations in public spaces in São Paulo and has collaborated with ''MSTC", a homeless social movement in downtown São Paulo against gentrification. The paper will discuss how these kinds of mobilization try to rethink either the renewal of forms of engagement and of political action and the role of art in the context of the blur the boundaries between art and life today. References: ANTOUN, Henrique (2004). Democracia, Multidão e Guerra no Ciberespaço. In: André Parente. (Org.). Tramas da Rede. Porto Alegre: Sulina, 2004. CAIAFA, Janice (2005). Produção Comunicativa e Experiência Urbana. In: Anais do XVIII Intercom. UERJ, 6 a 9 de setembro. CEFAI, Daniel (2007). Pourquoi se mobilise-t-on? Paris: La Découverte. GOHN, Maria (2003). Movimentos sociais no início do século XXI. Petrópolis: Vozes. GRANJON, Fabien (2001). L'internet militant. Paris : Apogée. OFFE, Claus (2003). Les nouveaux mouvements sociaux : un défi aux limites de la politique institutionnelle. In: Multitudes Web. Disponível online. http://multitudes.samizdat.net/article.php3?id_article=945. Acesso em 23/06/08. PALLAMIN, Vera M (1998). Arte Urbana. São Paulo: Annablume.

«Bairros» from Oporto: representing identity and exclusion through Youtube

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In the early forties Manoel de Oliveira would film a bunch of kids diving in Rio Douro and running from the police. The movie was the celebrated Aniki-Bobó, and these nostalgic scenes of a bitter-sweet childhood would become an icon of his exquisite filmography. By 2009, teenage school dropouts film themselves jumping from Oporto bridges and diving in Douro, in a life threatening exercise designed to show the world and their peers all their fearless courage. Some can barely read. None would look twice to a Oliveira film. Seventy years separate both scenes, and much has changed in the profiles of the city's poor and excluded. This paper intends to investigate how youngsters from the three most prominent housing projects of Oporto – Cerco, Aleixo and S. João de Deus – see and represent themselves, through content analysis of the videos they upload to Youtube. No more Aniki-Bobó children craving porcelain dolls in window shops. The thematic universe of these teens uploaded videos is made of brand clothes and sneakers, drugs and substance abuse, guns, hip-hop, graffiti, 'hood' pride and gang-like interactions, stolen goods - specially cars and motorbikes -, street racing, intimidation and pubic disorder. And they have something in common: they all take pride on the homecoming «bairro», precisely the part of their lives that might threaten their integration in the wider community. The first known records of the city are pre-roman and date from 200 b.C. Oporto is an industrial town, the second largest in the country, whose metropolitan area gathers 1.7 million people, whilst the town itself has 200 thousand residents. It is estimated that 25% of those are city hall tenants, living in housing projects that belong to the municipal government. Among those 25% there are also tenants who inhabit «ilhas». Though some still persist today, receiving elderly people and immigrants, in the eighties and early nineties most «ilhas» were destroyed and their residents accommodated in public housing projects. Those tenants children are now in their teens, some are third generation «bairro» dwellers with slight hope or desire of ever leaving. Their Youtube uploads are self-portraits of perceived qualities and strengths, as well as depictions of their interactions and community life. This work will gather a representative sample of such movies, that will provide the corpus for the content analysis study, employing a quantitative and qualitative semiotic approach focusing on categories such as character, plot, action/events, place/scenery, theme, and gender depiction. In the end, it is hoped to shed some light on their perceived profiles of identity and exclusion, as well as understand some of the particularities of «bairro's» youth urban culture.

A Public Television and Citizen Participation: An Approach of Participatory Media in Thai experience.

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Due to the fact that several radical political movements in Thai society had brought about a new redesigned constitution to hopefully cure the weakness of previous political practice. The 1997 Constitution was a product experiencing from a major political chaos in the bloody May 1992 caused by one sided report from the State own media. The Constitution thus designed to meet people's demand for a truly fair and free media, specially credible broadcasting channel that able to provide balance information and well round contents to support and encourage democracy and promote public interests. In order to prevent government interference, the concept of free TV was introduced and discussed. An independent television channel (ITV) was then set up under a private own company. The station freely exercised its right of information and freedom of expression especially on news reports. The ITV had proved its brand on program quality, investigation journalism, and straight forward reporting in which gained a lot of reputation as the best news station at that time. However, the station finally faced major financial problem and Thai people starting to demand for a public television that can perform full responsibility to better serve benefits of the Nation, public interests, and particularly to improve quality of the Thai people in all aspects. The ITV, then had been transformed to a first "Public Television Station" in Thai society named "TV Thai Channel" under the supervision of the Thai Public Broadcasting Service Organization – TPBS in 2008. In the second year of establishment, there is evident that TV Thai Channel attempts to provide its contents correspond to demand and expectation of its audience. Number of programs is carefully designed to ensure quality of information, presentation and awareness of citizens' rights and benefits. The Station puts high emphasis on citizens' rights and participation by initiating several programs for citizens' voice to be heard by the publics and policy makers through programs, i.e.; programs on Citizen Reporters, Open House of TV Thai, Thailand Agenda, etc. Those citizen's voices on social/political issues widely raises attention from the publics and effectively bring about social/national agenda. this paper, therefore, aim to focus on the role of the first Thai Public Television as a channel of citizen participation in public, social, political issues. As a participatory channel of communication, using participatory approach, how the TV Thai Channel could successfully meet social expectation on a trustfully fair and free channel of expression to promote as well as encourage true democracy and information rights of the Thai people.

The WCCD dilemma: what ever happened to dialogue and participation?

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In 2006, communication for development appeared as a seemingly relevant item on the agenda of The World Bank. The World Congress on Communication for Development (WCCD), convened by the Bank with the Food and Agriculture Organization of the United Nations (FAO) and The Communication Initiative Network, was held in October of that year. A wealth of studies, reports, position papers and other forms of knowledge production were commissioned with a view to the event. Worldwide, academics, practitioners and officers within the structures of multilateral and bilateral organizations as well as United Nations agencies -many of them long-term advocates of communication for development- renewed their hopes that the time had come for the field to receive the institutional attention and the resources needed to implement communication for development in participatory ways. Three years later, the WCCD's outcomes are hardly visible, and outputs remain limited. The Rome Consensus issued by the Congress defines communication for development as a social process based on dialogue, but does not state among whom; refers to evidence demonstrating its value, but does not specify its value for what; and calls development organizations to place much higher priority on it, but without suggesting concrete strategies to do so. Neither the WCCD's Secretariat nor the working groups convened prior to the Congress took responsibility for moving forward the dialogue processes that were at work in preparation for the event. In the aftermath of the event, the World Bank's understanding of development communication remains instrumental. Moreover, the WCCD's success or failure in terms of facilitating sustainable dialogue-based

communication among researchers, practitioners and policy-makers has not been analyzed critically. This paper will explore issues of plurality of voice, participation in shaping and utilizing knowledge and dialogue-based communication among communication for development researchers, practitioners and policy-makers in light of the WCCD.

The participative interactivity in the Spanish regional public televisions

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Even though the exploitation of the interactive element in television media is well known, the development of the Internet and the Web 2.0 has definitively increased audience's choices to dialogue with the media beyond the screen. This improvement awards special relevance to participation means such as e-mail, chat, short message services, forums, digital interviews, interactive polls, blogs and social networks. These tools are being incorporated specially by television channels which address increasingly to young audiences with a particular predilection for innovation and new technologies. This paper studies the use of these interactive opportunities by means of a study case about Spanish regional public televisions.

Advancing a Pedagogy of Social Change: Participatory Communication in a Time of Crisis.

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This paper explores a participatory model of communication pedagogy through a case study focusing on a crisis situation that transformed several courses at a New Orleans (US) university into community-led partnerships. The courses adapted to respond directly to the needs of marginalized people in the immediate and extended aftermath of Hurricane Katrina. This participatory educational approach involved three years of campaigns to rebuild lower socio-economic neighborhoods in New Orleans after Katrina. Under the direction of the community, through a local non-profit group, students conducted national media campaigns to bring in volunteers to remove debris and gut houses in African-American neighborhoods of lower socio-economic status. They also worked with media to create events and to bring in much-needed building supplies and professional workers. This paper discusses the theoretical underpinnings of the project, drawing conclusions for effective pedagogical strategies from its successes, as well as assessing the sustainability of a community-led partnership in post-Katrina New Orleans. This case study draws upon the ideas of Paolo Freire in approaching education as a democratic process. Returning to a city in crisis, some faculty enacted Freire's call for educators to teach empowerment, highlighting sources of oppression while cultivating agency in marginalized groups. This case study also addresses Freire's insistence that marginalized groups be actively involved in education processes. Instead of focusing on the sources of oppression, this case study places marginalized groups' needs as the driving mechanism for communication pedagogy. Here, community concerns create and guide the objectives of the communication courses. Because the majority of community members were homeless, very few community members were able to directly participate in the student media campaigns. Community participation instead directed the goals of the courses. The pedagogy practiced in this case study during the aftermath of Katrina uses Freire's concept of participatory education to question the present role and goals of communications education. In terms of learning objectives, students enrolled in the community-led classes learned about community problems (from both sociological and personal perspectives) and how to conduct media campaigns. They also learned how to write persuasively and how to build websites; and perhaps more importantly, they developed a sense of empowerment as change agents. In essence, they learned that communication can be a powerful instrument for social change. When entire neighborhoods were displaced, unable to return to their ruined homes, these campaigns generated over $1,250,000 worth of building supplies and pro-bono labor for lower socio-

economic-status African American households and community centers in New Orleans. The campaigns generated over five thousand volunteers during the three years after Hurricane Katrina. Of course, power relations challenge and create barriers to sustainability and efficacy with participatory social change projects. This case study also discusses the feasibility of sustaining this relationship with the community in the context of multi-leveled power relations. University, departmental, city, and government politics will inevitably affect the sustainability and efficacy of such a partnership. Using this successful university/non-profit/community partnership as a case study, this paper theorizes the role of communication departments as potential community change agents. Indeed, the case study suggests that active education based on community needs can directly affect social inequities. An argument follows that extending knowledge and resources during crisis situations should be expanded to address local needs during "non-crisis" situations through experiential and community-led pedagogies. A re-envisioning of the nature of the communications field toward understanding ourselves as change agents for community needs can positively impact crises and perhaps non-crisis community needs.

SOCIAL NETWORKS, COMMUNICATION AND LOCAL DEVELOPMENT IN RURAL AND FISHING COMMUNITIES OF BRAZIL

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This article aims to analyze: the impact of social networks and communication processes concerning local development in the communities of Barra do Riachão, Itapissuma and Ilha de Deus, in the state of Pernambuco, northeastern Brazil; the media used in these networks; their mobilizing strategies and the ways the networks operate. The three communities have in common social exclusion and community strategies for social participation to overcome this scenario. The development of new technologies and the functioning of financial markets have boosted the studies on the networks. The subject gained relevance in the 1970s, when a field of study called social network analysis has been structured. According to this perspective, the lives of individuals are linked to their social connections. For Castells (2009), social networks are well adapted to today's complex and unpredictable patterns of interaction and development by contributing to "structure the unstructured," maintaining flexibility in the interactions. The contemporary rural is an important part of global social networks, while connected, and building collective nuclei for promotion of civil rights, and it improves the goods and services production. Most of these communities are bordered by the assets of the information society, even if they present themselves inaccessible to the largest share of rural populations. Reflecting on sustainable alternative development in the contemporary rural requires, therefore, an analysis consortium with the Rural Communication field, for it proposes to think the rural populations in the context of a communication and information technologies era. The communities were analyzed from the theoretical perspective of the cultural studies in Latin America, especially those from Néstor García Canclini, Jesus Martin-Barbero, as well as Brazilian researchers who investigate social networks and popular contexts as Maria Salett Tauk Santos, Leila Christina Dias, and Angelo Brás Callou. The study also includes contributions from Manuel Castells, Boaventura de Sousa Santos and Edgar Morin, amongst others. Even if the communities are not completely submerged as subjects participating in the global technology networks, the residents of these rural communities rearrange messages and means, creating ways and strategies to keep themselves in the network. In Ilha de Deus, Itapissuma and Barra do Riachão, internet access is scarce, but satellite dishes prevail. In these localities, associations, cooperatives and community media outlets seem to function as social mobilizers. Communication strategies appear as important points to keep the network wires connected and promote social participation. The experiences of social networks in popular contexts, regardless the articulation strategy (virtual, attendance etc.), maintain political and identity features that enables the activation of local capacities. This phenomenon is linked to what some researchers refer to as glocalization, ie, the social actors in these communities rearrange hegemonic symbolic products, adapting them to the local reality. These are new forms of sociability and struggle to cope with social exclusion. By having communication and dialogicality as agglutinative elements, the social webs are elements to analyze the rural communication and local development in late modernity.

Decolonising Methodologies in Development: !Xaus Lodge as a Case study in Critical Indigenous Qualitative Research

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Too often it is forgotten that the word "research" is one of the dirtiest words in the indigenous' vocabulary. This paper explores critical indigenous methodological perspectives through a case study of the community-owned !Xaus Lodge in the Kgalagadi Transfrontier Park, South Africa. !Xaus is a product of South Africa's land restitution programme and the Department of Environmental Affairs and Tourism's poverty relief funds. Participatory Action Research (PAR) offers the wider framework. Critical indigenous qualitative research acknowledges that indigenous knowledge is a rich resource for any justice-related attempt to bring about social change. It attempts to be ethical, transformative, decolonising, participatory, committed to dialogue and community, and it resists efforts to confine inquiry to a single paradigm or interpretive strategy. This paper proposes a hybrid approach that acknowledges the value in both traditional research paradigms, setting up a dialogue between cultural studies and conventional marketing research. The researcher must consider how their research benefits, as well as promotes self-determination for research participants. My aim is to develop a model of community/lodge partnerships and cultural tourism ventures aimed at empowerment and sustainable development. This model takes into consideration what kinds of community-lodge partnerships can be designed to best negotiate the demands of cultural marketing on the one hand, and the symbolic, spiritual and livelihood needs of a cultural community of practice on the other. Lastly, critical indigenous qualitative research calls for research to be unruly and disruptive – decolonising western positivist methods and placing them as the object of critique and inquiry. This longitudinal study has created rapport between me and research participants and accords them the status of active participants as opposed to objects of research. The descriptions of people's representations of what is occurring in their worlds at times highlights the 'messiness' of development on the ground therefore demystifying traditional research's approach in 'gathering blocks of data', and rather allowing a multivoiced epistemology to be heard. This paper offers an account of interpretive research practices that make the stakeholder's relationship with the development at !Xaus Lodge, visible. Interpretive practices turn the world into a series of performances and representations including case studies, critical personal narratives, life stories, field notes, interviews, conversations and photographs, bringing researchers and research participants into a shared, critical space. Using illustrations from my fieldwork I provide an account of how auto-reflexive and indigenous ethnographic practices are employed in my study. As a non-indigenous scholar attempting to meet the above criteria I embed these illustrations within the local landscapes I have travelled and researched, foregrounding reflexive and autoethnographic methodologies. The local is grounded in the politics, circumstances, and economies of a particular moment. I use autoethnography both in the field and in the writing up of data as it allows readers to feel the moral dilemmas confronting researchers, to think with our narratives, instead of simply about them, and to join actively in the decision points which define the method.

Challenges in implementing development communication for social change in Kenya: The case of the MDGs and Kenya Vision 2030

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Development communication for social change (DCSC) has gained some ground and recognition in the last few years amongst development agencies, both local and international. However, the practice of DCSC in Africa in general and Kenya specifically is almost nil as development communication practitioners continue to rely on old models and approaches. The thesis of this paper is that there are a number of constraints to applying DCSC approaches that reflect a new thinking. This new thinking needs to be geared towards a more Afro-centric approach to development communication for social change. The paper argues that constraints are premised on systemic and socio-cultural structures, relations, and processes that drive dependency-laden approaches to

development communication processes. Donor agencies and the models of DC they adopt, seem to be disengaged from the context on the ground. I posit that the reason for this is that although these organizations claim participatory approaches to DC, they actually operate from an ideological framework that reproduces exclusion of the very people they say they serve – poor people and women in particular – those for whom development communication hopes to lead to self-reliance. An additional reason for the lack of impact of current DC interventions is a lack gender-sensitive, human rights and social justice considerations. Furthermore, they fail to provide an environment for the very critical characteristics they claim their DC approaches embody: participation for the marginalized people in a DC process that is inclusive, participatory, emancipative, and collaborative: one that gives voice or helps create a voice for the people. The justification for the focus of my study lies in the fact that the current global engine running development is the Millennium Development Goals (MDGs). In the case of Kenya, Vision 2030 is geared towards providing the nation with a strategy to attain the MDGs at a national level. These being significant milestones to eradicating poverty, providing universal education for all our children, and arresting environmental degradation, to name a few of their goals, for example, one is disturbed that no communication strategy of meaningful inclusiveness of all stakeholders was carried out. No forum for dialogue was created for input from the citizens for whom these goals should mean something. No attempts at engaging dialogue with the citizens who are supposed to be served by these major initiatives for attaining development took place at a meaningful level in Kenya, at least. In a contemporary situation such as the MDGs scenario, one would expect a re-thinking of the old approaches. This study therefore examines deficiencies in current development communication initiatives and approaches, by focusing on the MDGs and Kenya's Vision 2030, and implications of this to current development communication for social change discourse. This paper is engaged and embodied, birthed by the search for moral imagination (Lederach, 2005) for my journey as a peace, development communication, journalist proactivist. Lederach (2005) defines moral imagination as the "capacity to imagine something rooted in the challenges of the real world yet capable of giving birth to that which does not yet exist" (p. ix).

A portrait of the Cuban bloggers based on The First Survey of the Cuban Blogosphere

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Since blogging about Cuba is bringing more and more new voices to the fore of international community, genuine insights on the Cuban blogosphere characterization are very useful to understand how the Cuban bloggers are, how they blog and why. However, concrete statistics on the Cuban blogosphere are nonexistent. In this work we present the most revealing aspects of the first survey of the Cuban blogosphere. On June 2009, we conducted a survey with a sample of circa 1000 Cuban blogs. It included those written by bloggers living both inside the country and abroad. The questionnaire was divided in six parts, which comprised the following topics for a total of about 200 questions: (i) Internet connection and electronic devices; (ii) Blogs and blogging in general; (iii) How the blogs were built and which technologies were used; (iv) Cuba; (v) Identity construction through blogging; and (vi) Some other demographic data for general statistics. The questionnaire had a response rate of more than 84% and could be filled out online, through a Web site that was specially developed for that reason. An offline version was also provided, mainly for those bloggers without any domestic Internet connection or access at all. Our research project is twofold: 1) We provide details about the methodology we followed to design the questionnaire as well as the strategy we used to encourage bloggers to fill it out. We also expose the most interesting findings of our research after collecting the data. The answers received reveal that the Cuban blogosphere has specific aspects of its own that need to be addressed in detail, such as the following: . Notwithstanding the digital divide created by the difficult access to the Internet in Cuba, 25% of the Cuban blogs come from the island, 30% are written in the United States and the rest were created in Spain and other countries. . For the bloggers who reside in Cuba, sharing knowledge and experiences through blogs, communicating with others and finding information to stay up to date are more important than speaking freely, documenting personal experiences and providing uncensored information. However, for Cuban bloggers living abroad, the opposite holds. For them, freedom of

expression, documenting personal experiences, and providing uncensored information is a priority. 2) The data obtained with this survey provide us with a powerful tool to understand the state of the Cuban blogosphere and allow us to raise questions related to the creation of community and identity, as well as the avoidance of censorship and the use of blogging as a space for cyberactivism. For this purpose we base our work on other researchers who have studied the question of virtual community (Rheingold, Ellis, Oldrige & Vasconcelos, Wellman & Gulia), on those who have analyzed how identity is built through blogging (Cammaerts, Russell, MacDougall), and on the works done by Marie Ellen Slouis and Claire Voeux about the repression of this digital revolution by the Cuban Revolution.

The appropriation of the social website's tools for traditional online media (not digital natives)

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The popularization of the new technologies has favored a substantial change in the relationship that have usually maintained readers/users with media. The birth of so-called social environments, together with the new tool appearance and technological applications developed under the protection of the website 2.0 entails an opening from the media to the citizen participation. This way, in the last times concepts as "Journalism citizen" or "participatory" journalism are like a mirror of the journalistic activity of the twenty-first CENTURY. In this text we analyze the presence and the employment that of the tools of the social website is done in the 8 most outstanding online media of Galicia. Through the study of the citizen participation (of his promotion or not) in the informative address of Galician online daily newspapers can establish valid conclusions about the degree of development of the website call social in our community. In this work we use a methodology consisting of applying the technique of the analysis of content to the 8 online media more relevant of Galicia (El Correo Gallego, La Voz de Galicia, Faro de Vigo, Galicia Diario, El Ideal Gallego, A Nosa Terra, El Progreso, La Región). For this study production select a total of seven days of analysis over September 2009. We carry out captures of page out of the eleven digital media mentioned with anteriority. In the interests of achieving an integral perspective, the capture and later examination gone into detail of each analysis unit was completed in two times: in schedule of tomorrow (10:00h) and early hour in the afternoon (16:00h). This enquiry lookalike allows that the work acquires a bigger degree of concretion, given that it allows establishing comparisons and it facilitates the analysis of the updates carried out by online media over the study period. Later than this content analysis and taking into account obtained data the investigation was completed with depth interviews and discussion groups with directors of the established media. Immersed in the debate on new journalism models possible, after doing a route for different approaches and postures, do an analysis from the journalism as professional mediation with citizens participation and, therefore, within the framework of journalistic currents that talk of "participatory" journalism.

Social movements and the net: The case study of the Jewish settlers in the West Bank

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Social movements have employed the internet to a large degree. The internet may help social movement mobilization in different ways, such as information dissemination, action coordination and building a collective identity among participants. Social movements are not necessarily unified, but rather they include different streams and individuals that compete for power and hegemony. This paper deals with the place of electronic media on political communication within a social movement. It explores these issues through a case study of Jewish settlers living in the Golan Heights and the West Bank and their use of the web. This movement, that

encompasses more than 200000 supporters, is very heterogeneous. For most supporters, the Israeli citizenship and the commitment to Israeli laws are the predominant aspects of their collective identity. Others consider that the religious identity should prevail and they believe the Jewish State has betrayed the Jewish religion. Both streams use the internet to enhance their position within the social movement. A content analysis of internet discourse reveals that each stream used the internet in different ways: while the movement supporters that consider themselves mainly as committed to the State used the net to portray their characteristics and their virtues, and thus enhance their collective identity, for the other stream the internet is predominantly an instrument of mobilization and of organizing collective actions. The gap between the two streams is due to their sociological and ideological differences. The supporters of the first stream are eager to boost their social status in the Israeli society by emphasizing their virtues. Moreover, they are reluctant to engage in activities that may be considered extremist. Therefore they use the net mainly to portray their characteristics rather than to organize actions. The other stream, whose members are less concerned with their collective image in the eyes of the Israeli society, are more interested in organizing activities that express their ideology rather than trying to construct a positive portrait of their community.

EXCLUSION, MIGRATION AND PARTICIPATION

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Migrations are not only the transit of persons from one place to another, but a flexible conglomerate of self organized emergent systems, incubated in silenced places within the social system. In global society they frequently appear in different areas and situations, as they are stimulated by multiples conditions: unemployment, travel ability, credits, crises, tourist information, news programs, etc. Migrations are a constitutive part of life in many countries, but despite that they are a self-sustainable phenomenon and produce many benefits, migrants are frequently the subject of exclusion from those who see them as intruders. As part of the research project Migrations as a Conglomerate of Emergent Systems, sponsored by the PAPIIT program of the National Autonomous University of Mexico, the role that migrations actually play is stressed betweenexclusion and participation.This study, theoretically constructed from the systemic focus of Niklas Luhmann, shows the social reactions to migrations in the era of globalization and the socially contradictory efforts that society has made to exclude them, to protect them, or to integrate them –in general- with no consideration to their respective identities of origin and cultures. Participation in this framework plays a diverse role depending on observer perspective. For different reasons, society frequently perceives migrations in a very irritative manner. The enormous bibliography on migrations shows the variety of irritative answers that they produce in the rest of the social system. Many countries and regional institutions have some policies of exclusion designed to control migrants' possibility of empowerment and to limit their political participation. Other countries are interested in migrations, but they try to force the integrating process to suit their interests. The questions in the perspective of States are: a) How can the undesirable impact of migrations be diminished? and b) How can the changes they introduce be confronted? Despite rejection, attempts at control, and cases of exclusion and criminalization, the conditions proper to the participation of migrants and their circumstantial couplings with other systems have given stability to the migratory system. This system performs skillfully in the context of globalization and is developing a culture that involves the presence of multiple identities, a transitory existence, the absence of permanent residences, the development of hybrid types of relationships and the taking advantage of all the elements the technologies of information and communications are generating; at the same time, this is a system that establishes temporary couplings under very simple rules of participation with those social organizations that provide them with legal assistance, work and political support at critical junctures, which allows them to transcend their vulnerability. Detecting flows of migration and respecting migrants' perspectives, creating opportunities for their voices to be heard and regarded, generating specific programs to stimulate social participation, and creating spaces for these, is necessary in order to avoid the more aggressive manifestations of exclusion and profit from the opportunities that participation opens.

A culture-centered approach towards HIV/AIDS prevention: Examining the Sonagachi Project, a community oriented peer outreach initiative among sex workers in Calcutta, India

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The realm of development communication has evolved considerably, the current emphasis being on participatory approach in place of diffusion strategy. Participation is defined in terms of local involvement in development strategies including involvement in program implementation and design, or in both. Participation can generate agency among disempowered groups by rendering them active facilitators in the process of development. An emerging trend is the culture-centered approach in health communication which provides a theoretical and practical framework for generating participation oriented development communication techniques. The culture-centered approach emphasizes the utilization of participation of community members in the iteration of health problems as a step towards generating change. Such an approach underlines the need for dialogue and highlights the necessity of empowerment and involvement of the target population. The current paper examines the Sonagachi project to analyze the facets of a culture-centered approach towards development communication. The Sonagachi Project is a community-based HIV/AIDS intervention program undertaken in a red light district of Calcutta, India. The Sonagachi Project operates as a peer outreach and participation based communication intervention program spearheaded by the sex workers themselves in one of the biggest red light areas of Asia. The project utilizes communication intervention that is undertaken at three concurrent levels—community, group and individual. At the community level, the STDs and HIV/AIDS incidence is defined as a problem for the entire local community and its mitigation is articulated as the responsibility of all members. At the group intervention level, the sex workers are mobilized as peer outreach workers. The latter are given requisite training to serve as sources of preventive health information and knowledge of safe sexual practices among their colleagues. At the individual level, the intervention entails the empowerment of the individual sex worker in multiple ways. The original aim of the project was to disseminate awareness information about STDs and HIV/AIDS among sex workers, and arrest the infection incidence among the latter population. However additional outcomes were achieved along with the targeted outcomes. A HIV/AIDS infection incidence of 10% has been achieved which is significantly lower than 50% to 90% among similar red light areas in India. The usage of condoms among sex workers also improved from 3% to 90% during implementation of the project. Few of the additional outcomes of the project include the attainment of healthcare facilities for the sex workers and their children, creation of literacy programs and vocational training centers for the latter, and unionizing of the sex workers. Based on the culture-centered approach the paper examines how participatory communication strategies frame discourses and practices of health among the sex workers in Sonagachi.

Cambios culturales: Percepciones de estudiantes universitarios extranjeros en su adaptación a la cultura mexicana

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Debido al creciente intercambio de estudiantes extranjeros alrededor del globo, el tema de la adaptación cultural ha cobrado importancia (e.g., Kagan y Cohen, 1990; McPherson y Szul; 2008; Martínez y Sánchez, 2008; Núñez, 2009; Tompson y Tompson, 1996). Pero ¿qué factores juegan un papel decisivo en el exitoso o frustrado ajuste del extranjero a la cultura anfitriona? ¿Cómo es que los alumnos de países tan distintos en el aspecto cultural logran adaptarse a una cultura nueva como lo es la mexicana? ¿De qué manera su estancia se puede ver afectada por problemas de adaptación? Según Hansel (2007), los estudiantes de intercambio pasan por diferentes fases durante su experiencia intercultural en un país ajeno. Este proceso implica aprendizaje y tiempo para habituarse al nuevo lugar en donde suelen experimentar diferentes emociones que van desde felicidad, confusión, tristeza y nostalgia, entre otras, y que es lo que permite o impide que los extranjeros lleguen

a sentir se adaptados a la nueva cultura. El propósito de este estudio fue analizar qué factores perciben los estudiantes extranjeros durante su estancia en una universidad mexicana, y a través de un análisis cualitativo, se examinaron y conocieron sus experiencias de vida. La muestra fue de 20 estudiantes extranjeros: 12 hombres y 8 mujeres, con un promedio de 22 años de edad, estudiantes de carreras tales como mercadotecnia, arquitectura, y biomedicina, entre otras, a quienes se entrevistó ampliamente. De éstos, seis eran latinos provenientes de El Salvador, Bolivia, Venezuela, Colombia y República Dominicana; seis pertenecían al continente Europeo originarios de Alemania, España y Dinamarca; dos eran asiáticos nacidos en Japón y Corea del Sur; cuatro estadounidenses y dos canadienses. Se encontró que los factores que permiten una adaptación favorable son: el idioma, tener familiares y amigos mexicanos, el carácter de la gente mexicana, tener amistad con gente nacional y participar en actividades extracurriculares. Por otro lado, aunque la falta de interés hacia la cultura, las tradiciones, la geografía y la comida, crea una barrera entre el extranjero y la nueva sociedad en la que se encuentra, se encontró que los factores que no permiten una óptima adaptación a la cultura anfitriona son: la carga de trabajo académico, la añoranza y la inseguridad. Finalmente, los resultados arrojaron que los problemas de adaptación se resuelven en dos categorías: desarrollando una sensibilidad cultural (aprender de la cultura e integrar los valores y creencias de otra cultura) y teniendo contactos nacionales (tener amigos mexicanos quienes ayuden a que la estadía sea más placentera). Las limitaciones de este proyecto fueron la disposición que tuvieron los estudiantes extranjeros de compartir sus experiencias en el momento de ser entrevistados, el tiempo que se tuvo para realizar las entrevistas y el tamaño de la muestra. Futuros estudios apuntan a estudiar qué países son más propensos a adaptarse a la forma de vida mexicana; cuáles factores por parate de la cultura anfitriona facilitan esta adaptación, y también si los medios de comunicación influyen para que los extranjeros escojan a México como sede para sus estudios.

Fan fictions and digital literacy

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The goal of this research was to investigate how Brazilian teachers and students who write fan fictions (fanfics) address them and how this point relates to the written production in school context. Fan fictions are an important subject in participatory culture, part of Henry Jenkins studies, and this research looks the participatory culture by an educational view. The theme was developed based on modes of address concepts of Elizabeth Ellsworth and digital literacy concepts of Magda Soares. The research started with a previous contact with Brazilian teachers who write fan fictions, from whom we have some informal conversations that came some trend observations that were subsequently broadened in the interviews. Considering Brazil's continental dimensions and because this text production is related to the virtual environment, the persons interviewed were geographically dispersed and therefore the interviews were conducted through the internet, using technologic devices such as e-mail, Skype and MSN, which offer different benefits and limitations. As this research starts from an untapped area, semi-directive interviews were held and the number of respondents followed by the redundancy criterion. For the data analysis it was took basis from an argument strategy model of the Chaïm Perelman and Lucie Olbrecht-Tyteca's argumentation theory. The results indicated that the main motivation for writing fanfics is the fun of that practice and because it brings an improvement in the quality of writing. Despite the interviewed persons do not know the concepts of modes of address, they indicated a natural path to take place their reader-audience: initially writing texts for themselves and then intending to the readers, who are also emotionally attached to fictional universes which fanfics take place. When related to the virtual environment, there is a tendency to perceive it as an opportunity to write with a certain freedom that the school environment does not offer. This point is directly related to the main help that the production of fanfic may promote to the written of students and digital literacy, because its production is one of the few activities that stimulate friendly the young people and adolescents to write. As occurs in virtual environment, this written production is positioned in the context of digital literacy, because the read and write practices occur on the "computer screen". Although the phenomenon of fanfics continues taking the interest of young people, regardless of no matter what or what not is done in the school

environment, this research points paths to other analyses of the relationship between fan fiction and digital literacy.

Climate Change in the Social Web: Measurement of the Users' Motives

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The climate change as a global phenomenon is highly relevant for the world's citizens. Although it is often subject of the mass media, it is still a topic of fragile and conflicting evidence regarding both scientific explanations and local and global consequences. With this, it can be assumed that there is a great need of information and discussion in the general public. The Internet as a global medium offers a variety of possibilities for information-seeking as well as for discussing this topic. Particularly, the Social Web enables users to participate in the public discourse. A multitude of Social Web applications like blogs, discussion forums and groups in Social Networking Site can be found already in the Internet. Just to give some prominent examples: Users can watch and submit videos on the YouTube COP 15 channel, they can learn about different climate change scenarios in Google Earth or read and comment related articles on the RealClimate Blog. But so far, we know little about who actually takes advantage of these opportunities, how and for what reasons. In which way are people using Social Web applications in the context of climate change? Although the Social Web is characterized through the so-called 'architecture of participation', users have the choice to use it in a more active or more passive way. Different levels of activity can be distinguished: from the most passive form of only reading articles of Wikipedia or Weblogs to semi-active usage with writing comments on others to high levels of activity such as running a personal blog. Related to the concept of different levels of Social Web activity, various motives of Social Web usage can be found. To evaluate why people use Social Web applications, the uses and gratifications approach can be applied. This approach focuses on the motives of the audience to use a medium and on the gratifications obtained by that use. Previous studies have applied this approach to Social Web applications successfully. It was highlighted that socially-orientated motives like staying in contact and communicating with others are the most important reasons. For the context of usage of climate change related Social Web applications, it can be presumed that finding and interacting with like-minded people are often sought gratifications. But it seems reasonable to presume information needs and the possibility to use the Social Web as a mouthpiece as important motivations as well. Other motives like escapism or entertainment might be guiding motives as well. To shed light to these questions, an online survey is conducted. Participants are Web 2.0 users who are visiting climate change related Web 2.0 applications. With this, it can be described who they are and in what way they take advantage of the Social Web in this field. Then, it is analysed which characteristics influence the users' levels of activity. Demographic variables, environmental attitudes and usage behaviour of the (Social) Web are applied for this. For conducting the motives of topic-specific Social Web usage, a validated adapted scale based on LaRose/Eastin (2004) is used.

The world through my eyes and theirs: Using Photovoice to interpret local community participation in ICT adoption in Indian rural schools

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As the development of children's technology competence is increasingly associated with their future employment in the global knowledge-based workforce, significant attention has been centered upon introducing information and communication technologies (ICT) in schools to assist in leapfrogging educational challenges in developing countries. ICT initiatives targeting rural schools have often been criticized for a technology-bias that prioritizes the

acquisition of hardware, with limited understanding of the role of the local community in influencing how children learn using educational technologies. Anchored in the argument that the involvement of the local community is a key driver for the sustainable development of ICTs in education, this study aims to illuminate various conditions that impact ICT adoption in Indian rural primary schools. In addition to literature which found that children's ICT use is influenced by parents, schoolmates, and teachers, we suggest that, particularly in the rural village context, members of the extended family, village leaders and peers together act to promote, or deter, children from using ICTs for learning; affecting how they learn, what they learn, and why they learn. The Technology-Community-Management model, which brings together three components that influence community participation in ICT initiatives, provided the theoretical underpinning for the study. We employed a participatory action research method called Photovoice. This is a process through which community-oriented data gathering strategies are developed within the context of visual ethnography. Overall, this method encourages citizen approach to documentary photography, community-produced knowledge, and social action; acting as a tool to document and illustrate user needs within a specific context. From June to July 2009, we conducted fieldwork in a primary village school in Tamil Nadu, India. Ten randomly selected children, comprising of an equal number of boys and girls between the ages of six and nine, were each given a camera to photograph their perceived education and technology issues within their community. With a combination of explicit and implicit messages, images taken by participants help to explain the concepts of reality and norm held by the community. We worked closely with the children to interpret these images using a combination of in-depth interviews and focus group discussions. We also observed children during the photography sessions held after school hours to gain a deeper understanding of how community members interact with, and influence children during Photovoice. Focus group discussions with parents and semi-structured interviews with three school teachers were conducted to find out social perspectives on child education and issues affecting technology use. Research findings indicate that the local community influence conditions of individual ownership, gender-bias to ICT learning, and peer pressure to information access. These conditions need to be considered in implementing ICTs within rural schools. We also discuss theoretical and practical implications in the role of the local community in ICT adoption. Specific recommendations attempt to address these issues from a project management perspective.

Digital Citizenship from Below: Turkish State versus Youtube

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The subject of this paper is the changing attitudes of Turkish citizens in terms of freedom of expression and censorship in Turkey. Youtube.com was banned in Turkey by several court orders as of 2008. Currently Turkish Telecommunications Board blocks all entrance on the Internet to the youtube site. Yet Turkish citizens found several innovative digital ways to bypass this ban. At the same time several citizens' rights groups were formed questioning the legal, ethical and political aspects of the ban. On the legal side, citizen rights groups appeal this ban on the national and the international level. On the ethical side, Turkish citizens willfully and knowingly bypass this ban and exercise their right for freedom of expression without feeling the guilt and remorse of an illegal activity. Politically, this counter reaction to government censorship policies is a result of EU freedom of speech process initiated by citizens rather than state elites. The research question asked here is: Does the resistance from citizen groups to the youtube ban represent a shift in attitude towards government bans on freedom of expression in Turkish political communication. If so what aspects of the polity are affected by this shift and how? The methodology is historical and comparative analysis of data gathered from questionnaires submitted by different citizen activities groups. Findings could be summarized this way: Previous attempts at media censorship were tolerated by Turkish citizens. The response to youtube ban that comes from below is a change in terms of how Turkish citizens utilize their rights for expression.

An Action Theory Approach to the Study of Political Legitimacy in Singapore

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The communicative action approach to citizen participation emphasizes the role of government-citizen dialog in political decision-making processes. It is assumed that dialog is critical to increasing mutual understanding among actors and to yielding collectively acceptable public policy. In this view if citizens approve of government proposals or perceive opportunities for rational argumentation about them when they disagree, then they are more likely to grant the legitimacy of political decisions. Rooted in Western democratic traditions, this deliberative approach has been challenged for its potential applications across cultural settings. Critics argue that people from different cultures may develop distinctly different styles of communication competence or communicative norms. Additionally societies holding different norms may cultivate the public to respond to policy makers in varying ways. Responding to the concerns, this paper investigates how people in a non-Western context perceive dialogic interactions between citizens and the government and how such perceptions affect public support for government decisions. The applied research setting involves citizen assessments of the Singapore government's smoking control program. Since the 1970s the government has enacted strict regulations on cigarette use, sales, and prevention education. As a result, Singaporeans' cigarette smoking rates are among the lowest in the world. The low smoking prevalence to some degree illustrates program effectiveness and public compliance. However, how do citizens feel about the government's top-down approach to managing public health? How do they perceive their role in political decision-making processes? Human rights organizations such as the Freedom House and the Reporters without Borders constantly rank Singapore low on press freedom and democratic governance. Reports from these institutions suggest that deliberative participation through public spheres is highly restrained in Singapore. But from an insider's perspective, how do Singaporeans observe citizen communication with the government? To what extent do they agree with the government's claims? Do they feel that their voices are represented during policy-making processes and that they are capable to express opinions through various communication channels? Most important of all, how do citizens perceive the foundation of legitimacy? What underpins their approval of and trust in the government's action? To explore the aforementioned questions, we interviewed thirty Singapore citizens with different ethnic backgrounds, educational levels, and smoking status. Guided by Habermas's theory of communicative action, each in-depth interview consisted three sets of questions: validity claims, speech conditions, and legitimacy. Participants were asked to share their perspectives on the government's claims to comprehensibility, truth, appropriateness, and sincerity. They were asked to assess speech conditions by judging whether citizens like them can access the discourse, have equal opportunities to raise any issues, and acquire full and fair responses from the government. Citizen perceptions of the legitimacy of the smoking control program were also explored. Findings from this study using qualitative interview techniques will form the basis for a large scale quantitative study of legitimacy attributions in Singapore. These data also demonstrate how dialog in a non-Western cultural setting can be examined based on Habermas's action theoretical framework, using the concepts of speech conditions and validity claims.

In But Not In Favor - The Impact of Social Media on the Concept of Participation: The Case of a Web 2.0-driven Protest Movement

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Participation is a quite vague concept, "used for a variety of social processes", as stated in the section's call. In particular if we look at low-threshold social online media, that allows "participation" by simply assigning oneself to a group. Our presentation will raise the question what it means for the concept of participation, if the action can be reduced to a simple click? For us, the question arose while analyzing the communication structures of the student protest movement in Vienna in Fall 2009. Starting from the squatting of the main lecture hall (Audimax) of the University of Vienna by students protesting against education policy, a large social movement emerged.

Within days mass demonstrations of up to 40.000 people were organized and the matter of education predominated national public discourse for weeks. It was the largest social uproar Austria had witnessed in years and it was considered a new kind of movement as it was organized manly by social media communication. The movements image was largely shaped by repeatedly referring to the number of assumed supporters, indicated by Facebook fans (up to 32.000) or twitter messages tagged #unibrennt (92.000 in Jan 2010). However, given the low-threshold access to social media articulation, the significance and relevance of these statistics in regard to actual meaning of "participation" in the movement is questionable. Our qualitative analysis of social media use by the movement for the management of information, relationships and identity showed that the very same channels served the collective for both ingroup and outgroup communication. Thus, on the one hand, the transparency and openness of the communication spaces enabled also declared opposers of the protests to use the respective channels for debate, confrontation and agitation. On the other hand, the mere joining of a group on Facebook or the use of a Hashtag does not provide information about the actual involvement or intentions of an individual user. If the one initial click is the sole action taken, inference to the motives of this act is not possible. Taking "fandom by click" as an indictor to differentiate between supporters / non-supporters and participants / non-participants, respectively, is not valid. Yet, even when active articulation in the social media channels named above was observed it wasn't automatically in support of the movement: We were able categorize contributions within a whole range of attitudes towards the cause, varying from full support via sympathy, critical sympathy, indifference, critical distance, categorical distance to open hostility: You can be "in" without being "in favor". In our presentation we will illustrate that the mere fact of "membership" in a group or the disposition of a signifying mark, like a twitter Hashtag, cannot tell us about the quality and intention of a social interaction. Thus we will discuss that we have to reconsider the concept of "participation" in the sense of "being a part of something" when observing social media communication.

Banal journalism or a crash between agency and professional norms?
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The Boxing Day 2004 tsunami caused the biggest peacetime emergency aid operation ever, but the news coverage was perhaps even more remarkable: huge by volume and simultaneously interestingly selfish. The news reporting on the remote region was predominantly interested in what happened to the reporting country's own citizens vacationing in the region. First after a few weeks, more focus was put on the catastrophe-ridden regions per se. So it was in Finland as well as in many other countries. In 2007, a school massacre – the first one of its type in Finland – took place in a small community near Helsinki. The reporting was dramatic and dramatized. The police acted slowly, and an army of the capital city journalists rushed to get their scoops disregarding slow official information. They interviewed and took pictures of teenage school kids, they published all details on the web versions of their media. A counter-attack by chocked schoolmates, teachers and parents filed a complaint to the Prime Minister's office, not so much about what was published in the conventional media but about the journalists' behaviour in the field and the first reports in the web versions of the conventional media. The national media council was in a difficult situation, because according to its rules, only the outcome of the conventional media should be judged. No official condemnation was announced, but vivid discussions about media ethics took place in newsrooms and at the Journalist Union seminars. In 2008, another school massacre took place, this time far away from Helsinki region. Due to both the distance and the experiences based on the previous massacre, the journalistic behaviour was very different: it focused on the shooter alone, leaving the victims totally outside. The newsrooms were very cautious with the web, publishing fairly balanced, reserved reports in both the basic medium and on the web. The victims and especially the families of those shot by the killer accused the media of inhuman coverage, focusing on the shooter and forgetting the victims. In the recent years, the form of foreign reporting that has globally grown fastest is exactly catastrophe reporting. Reporting on global suffering has become one of the major forms of dividing people into "us" and "them" in everyday newsroom routines. The paper tries to elaborate on catastrophe reporting, starting with the above examples, assuming that catastrophe reporting in fact reveals some sore points in journalistic professionalism as a whole. The theoretical frames are

sought from research on "agency". According to this approach, distances can be overcome through a purely personal effort. The agency component potentially invites the spectators to feel and act for the sufferers. In order to do that, journalistic professionalism is compelled to use new tools in news reporting: emotions, sources which qualify via experience and suffering rather than rationality and observation. The basic question here is whether the journalistic profession itself, with its fixed and stereotyped norms and practices, in fact has brought those exercising the profession in a delicate situation. A natural, participatory contact with the people-on-the-street is regulated by professional rules. Accordingly, the profession tends to express itself with clumsy, even vulgar and artificial terms, and professional ethics cannot follow the new trend.

L'environnement et la communication comme biens communs: les enjeux de la communication environnementale dans les espaces publics alternatifs au Canada

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Au sein des études sur l'espace public, il existe un champ de recherche dédié aux espaces publics alternatifs (Fraser, 1992) qui tend à montrer l'importance de ces contre-espaces, distincts de l'espace public dominant, dans lesquels les conceptions dissidentes trouvent un terrain et un environnement fertiles pour se construire. A l'intérieur de l'espace canadien il peut s'avérer intéressant de considérer la spécificité du Québec à la lueur de ces enseignements théoriques. Concernant la genèse et la configuration générale du débat public portant sur l'environnement, la question des ressources nous permettra d'articuler une weltanschauung (vision du monde) forgée dans l'espace public et une umwelt (environnement comme espace de vie). L'épistémologie qui sous-tend cette approche trouve son originalité dans le projet de construire et d'analyser sur le même registre le contenu du discours (l'environnement) et le discours lui-même tel qu'il se déploie dans l'espace public. C'est de cette double conceptualisation du discours et de son contenu en tant que ressources qu'il est possible de tirer des enseignements importants dans les deux univers de la meilleure connaissance des spécificités génétiques de l'espace public au Québec et au Canada.

Digital Storytelling: a pedagogy for participatory communication and culture

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This paper reports on recent research into how digital storytelling is continuing to be adapted as an approach to teaching and learning for the purpose of facilitating individual competencies and community capacities that are characteristic of participatory communication and culture. The paper is theoretically located at the intersection of multiple disciplinary trajectories, but principally in communication for social change and new media studies. It is empirically grounded in a case study of a digital storytelling workshop that provided a platform for researching two aspects of participatory culture. The first aspect concerned the specifics of this particular workshop in which older people from a community-based, self-help ICT skills group collaborated with high school students to create digital stories about the city in which they lived. Researchers were interested in the ways that new media could support inter-generational communication, and how inter-generational communication influenced the negotiation

and representation of identity and place. The second aspect concerned more general problems associated with the ways in which institutional structures and power relations constrain and enable pedagogy for participatory communication culture. Participatory communication is used in communication for social change as a way to think about how communication processes can be structured and practiced in contexts where barriers to civic engagement are high in order to address problems of inequality and social exclusion by facilitating citizenship, including media citizenship. This approach contrasts with new media studies, which seeks to understand the expansion and propagation of participatory culture in places where the barriers to civic engagement are comparatively low. Digital storytelling is a workshop-based community media practice as well as an international movement that can be used to bridge these two bodies of theory, both of which have important pedagogical dimensions. The case study draws upon participant observation, focus groups and textual analysis of stories produced by participants to critically consider the limits and potential of digital storytelling as a pedagogy of participatory communication and culture. In many respects digital storytelling falls short of articulated theoretical expectations of participatory communication and culture, especially when it comes to 'publication'. Digital stories are not usually systematically incorporated into larger social or community media and communication flows. But digital storytelling workshops are nonetheless important sites of learning about participatory communication and culture for both participants and researchers. In the case considered here, participants shaped the workshop experience in interesting and sometimes surprising ways. Not so surprising was the fact that the older participants were the more skilled storytellers while younger participants were anxious about their abilities to articulate coherent narratives. Yet, as the stories themselves reflect, the older participants generally harboured a nascent desire for the younger people to gain storytelling experience and this desire was actualised, not always happily, in the course of the workshop. In this respect the older participants assumed a degree of responsibility for facilitating the development of young people's voices, and for propagating civic engagement through storytelling. The younger people generally asserted their agency in the authoring process by retaining control of the computing technology used to create the stories. However, it is not enough to limit the analysis to the interpersonal and mediated relations of workshop participants and researchers. The institutional context – in this instance a high school setting – meant that an over-arching set of institutional power relations were also deeply implicated in the design, dynamics, resourcing and outputs of the workshop. Participatory culture is thus shown to be far more complex than the mode of engagement developed and adopted by autonomous, networked individuals. Institutions play a vital role in structuring the underlying conditions of participatory culture, including the ways in which formal and informal participatory modes of teaching and learning are deployed, practised and experienced.

The invisible reality show: performatic intervention and the production of the contemporary space

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The performance intentions that bring interventions to public spaces – site-specific performances ¬– can raise several issues and this article is willing to debate some of them. From the artistic, sociological, cultural and geographic perspectives, the urban interventions and performances take place in the artistic scenario and in the development of contemporary space. This article starts from the experience of the Danish group Udflugt, which has been in Rio de Janeiro to present the methodologies and processes arising after the birth of the concept of "The invisible reality show" and that are used in their work. Through this article we intend to make connections between the perceptive changes of the daily space, the processes of sociability and the artistic experience in the urban context.

Impact of Krishi Dharshan (A.TV Program on agriculture) on knowledge and attitude of tribal farmers

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Television is the most powerful mass media. It has capacity of transmission and reproduction of view or scene, specially view of a person or object in motion. Hence Government of India. recognized imperative role of television in bringing about social change, and established a separate organization named Doordershan in april 1976. 15th August 1982 was land mark in the history of television in India. Krishi Dharshan (A. TV program on agriculture) was started with the help of Indian agricultural research institute. Krishi Dharshan is well established and popularly known program for rural and tribal areas. The basic objectives of the program are to familiarize the rural audience with latest techniques and specific knowledge about farming practices, agricultural implements and animal husbandry practices. The transmission of rural development programme aims to acquaint the viewers with the importance of health, family planning, sanitation etc, and it also to provides healthy entertainment. The tribal population also lives in villages and are cultivators. Agriculture is gradually becoming their instrument of production and economic gain. Forest, live stock are the major component of typical farming system. The present study was undertaken with specific objectives. 1. to identify the personal characteristics and socio-economic profile of viewers and non viewers of krishi dharshan program (A. TV program on agriculture) 2. to assess and compare the knowledge and attitude of viewers and non viewers towards krishi dharshan program (A. TV program on agriculture] . 3. To find out the adoption of different agricultural and animal husbandry practices through Krishi Darshan (A TV Program on Agriculture) Methodology The present study was conducted in lohardaga district of Jharkhand state, India. Rampur black of lohardaga district was selected purposively. This block has 42 villages. Out of these 42 villages, 5 villages were selected randomly for the present study. 10 viewers and 10 non viewers of Krishi Darshan program were selected randomly from each of these 5 villages. Thus total number of respondents were 100)50 viewers and 50 viewers). Findings It was found that most of the tribal farmers 48.0 percent are between 40-50 years of age. The educational level of majority of farmers are middle or high school. Most of the tribal farmers 56.0 percent have nuclear family system. This shows that there is disintegration of joint family in tribal society. This gives a tendency towards a social change. Viewers have more knowledge about Krishi Darshan program than non viewers. Same way viewers have more favourable attitude towards Krishi Darshan program than non viewers. Age and education have no affect on the attitude of viewers towards Krishi Dharshan program. As for as adoption of improved. Agriculture practices are concerned, in case of chemical fertilizers like urea, DAP (Di Ammonium phosphate) and MOP (murate of potash), viewer apply the fertilizers nearly same as to the recommended dose for paddy, wheat and maize but application of fertilizer by non viewers in less than the recommend dose. Same way average yield of crop of viewers of Krishi Dharshan is more than non viewers. Number of viewers who take measure to control plant disease and pest is more than non viewers.. In case of fertilizers for vegetable like potato, bringal, cauliflower and cabbage, viewer apply fertilizer like urea, DAP and MOP nearly same as to the recommended dose where as non viewers apply fertilizer less than the recommended dose. Average yield of viewers for these vegetables is more than non viewers. Viewers grow HYV little more than non viewers. As far as the animals husbandry practices are concerned cent percent viewers use artificial insemination where as use of artificial insemination by non viewers is less than viewers.

TV journalism and citizenship: the struggle for a new digital public sphere

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As Television prepares itself to enter the realm of digital technology, it also questions its role in a 'culture of convergence' (Jenkins). In Portugal, this evolution has been sluggish. However, here and there we have witnessed experiences of somewhat great innovation which can really be seen as signs of what television can be in the near future. During this presentation we will single out those marks which have resulted from an ongoing collective study, financed by the Portuguese Foundation for Science and Technology. Our assignment has as reference the information field and, at that level, it attempts to analyse projects of convergence between both

television and computer screens that involve citizen participation. More deterministic visions of this process, cemented on the thrust of technological innovation, present us with a scenario of inevitable exhaustion of the analogical TV apparatus. 'Post-television' scenarios, which began to emerge in the 1990's, could soon be divided into two main argumentation lines: an optimistic one, based on the notion that technology would dilute the traditional apparatus of continuous unidirectional flow in favour of a more individualized usage (Piscitelli); and a negative one, centred on the vision of a 'real TV' increasingly pressurized by market driven constraints and by the confusion between private and public spheres, bent on destroying the so-called 'generalist TV' and the role it has in the creation of a democratic public space (Veron; Missika). In tandem with these discourses, alternative readings now appear to emerge where the apparatus, 'hipertelevision' (Scolari), is presented as being able to incorporate dynamics of technological and language change and the screen is portrayed as the centre stage for convergence. Television hence becoming a multi-platform device with a centripetal screen both providing for increased individualization and an enhanced sharing experience. As of 2009, Portuguese television networks had done very little in favour of the convergence of both television and computer screens and, in that context, the attempts of viewer integration are scarce. At this level, the public television service has promoted some innovation. For instance, its internet webpage incorporated a tool that allowed for its viewers to create their own version of the eight o'clock news rundown, it included weblogs and twitter accounts on its newscasts and promoted during the national election campaign a service it referred to as 'mobile journalism'... At the corner of the digital era, we can observe the way followed and also understand, from the empirical data analysed, the signs of the path to be followed. With that in mind, we've interviewed the heads of the multimedia divisions of the three major Portuguese television networks.

Identity and citizenship in the knowledge societies The case of the Pan-American Networks of the indigenous peoples in the web

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The purpose of this statement is to analyze the process of construction of the indigenous identities in America on the Internet as a fundamental step to create their citizenship. From the Science of communication point of view, it is a matter of detecting their practices and processes to posses a place by creating a Pan-American web page, by following the theory and methodology of sociology uses. This study wants to emphasize the existing relation among the process of creating a citizenship and indigenous identities on the Web. Because of the globalization and multiple changes, the need to create a proper identity on the Web starts with the progressive appropriation of the villagers to be constituted as one of the most significant social movements since the 1970 decade. The main practices of the communication fields refers to the creation of web pages and publishing videos in Youtube This Pan-American identity is established from Alaska up to Tierra del Fuego where the most relevant thought is to define the real meaning of been an indigenous on the 21st. Century: narrowly related to Mother Nature, forming a part of a community and speaking one or several indigenous languages. The shape of this identity is based on common problems detected width and lengthways of the continent: migrations, marginalization and what remains behind. The result of this study has been constituted by a fieldwork of more than ten years by Mexican and Latin-American indigenous communicators, showing innovative practices of information and communication. The theory and methodology from which this research is approached, departs from the sociology of the uses (Jouet, Flichy, Miège and Proulx) consisting of analyzing the process of construction of innovative practices of information and communication in frames of daily life. One of the principal points of attention is situated on the next possibility: if by these practices a space for empowerment and participation is constituted. When, how and why the peoples indigenous of America decide to create their own sites in the Network and which are their principal characteristics and functions? What ideas and informative needs of communication do they derive from the need to create a citizenship? This study departs categorizing three types of sites in the Web: a) Sites created by an ethnic group especially: Maya, nahuas, Aymaras, etc b) Web Sites or portals created by several etnias simultaneously and c) Web Sites or portals created from a Pan-American perspective. In this study there are detected not only the processes of information and communication that support the binomial identity -

citizenship, but processes of creation of Pan-American indigenous networks as a process for a social empowerment

Dynamic tensions: 'voice' and media 'community of practice' in youth participation programs

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This paper explores processes of learning and participation in the context of media projects conceived to contribute to youth transitions from social disconnection to engagement with education and employment. Drawing on a long-term ethnographic research into Melbourne-based youth media program YouthWorx Media, I differentiate between and describe two different pedagogic approaches to media-making for 'youth at risk'. One is based on the values of 'voice', self-reflection and basic media skills, and realised through digital storytelling practice (called 'monologues'). The other is organised around the idea of professional skill-building as part of media 'community of practice', pursued via a media mentorship program with an industry expert. My discussion problematises a series of common propositions around 'youth voice' and 'youth participation' from the growing field of youth media studies, and highlights inherent tensions between the social and new creative industry policy framework that underpin the sector.

Narrowing gaps and building bridges: the role of participatory communication in scoping transdisciplinary research for sustainable development in the North West of Vietnam

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While rural development in Vietnam has been truly impressive over the past decades, strategies applied emphasising economic growth have mainly worked for those communities in lowland areas where farming is well linked into established market and service mechanisms. Ethnic minority communities located in remote and marginal mountainous areas have largely been unable benefit as a result of a range of complex factors aggravated by a communication disconnection with the mainstream agencies of development. Geographical centralisation of agricultural research centres has meant that knowledge generation and technology development have not effectively addressed the specific conditions and needs of remote, marginal highland areas inhabited by ethnic minorities, where poverty is most persistent. Although government priorities are changing and specific attention is being given to those areas that have lagged behind, research agendas and development strategies still tend to have a strong technological orientation. Moreover, communication approaches applied are predominantly targeted to people literate in the national language (Vietnamese) and easily reachable through main roads and/or established ICT channels, hence excluding a substantial proportion of upland ethnic minority communities. A scoping study conducted in 2008 for the Australian Centre for International Agricultural Research (ACIAR) concluded that the overarching limitations to development in these areas can be summarised by (1) limited infrastructure restraining people from accessing inputs, information, services and markets, and (2) degrading agroecological conditions due to increased population pressure, unsustainable natural resource management practices and unavailability of suitable innovation, hence threatening the sustainability of farm enterprises. It was recommended that any research project would need to apply a systems approach, be based on prior investigations into market mechanisms and available information and service systems, and backed up by the establishment of effective services and the development of suitable communication and extension models. This requires modes of transdisciplinary collaboration and participation different from what most project partners have been used to. This paper presents results of the scoping study relating to the challenges that ethnic minority

communities in the North West face in engaging in development, and outlines how a transdisciplinary approach was promoted to the donor organisation and established among the project team.

A Case Study of Sri Lankan Community Broadcasting in the Citizen Empowerment Context.
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This study is an investigation of the functions of mass media in the human development and democracy with a particular focus on Community Broadcasting in Sri Lanka. In relation to human development and democracy, the media play a crucial role as a Facilitator; a Watch-Dog; an Agenda-Setter and a Gate-Keeper. To understand this relationship, this study employed media functionalist and empowerment theories. Theorists of media and development have pointed out the Community Radio as an ideal medium for citizen empowerment at grass-root level. This concept of Community Radio is echoed by the founders of the Sri Lankan Community Radio within the experience gained in the last three decades. The study is based on the data collected from case studies of three Community Radio stations. The final conclusion of the study presents three levels of understanding: The first concerned the evidence of integrating old media and folk media for citizen empowerment by taking the Giradurukotte Community Radio station as a case. The Giradurukotte Community Radio station has provided fourteen stories of empowerment and how citizens have involved with the processes of radio programming and human development. According to GCR experiences, the influential factors on community empowerment have been the programme production method and programme formats. The GCR programme production method is primarily based as a mechanism to find solutions to development issues in the daily life in the target community. On the other hand, an environment suited for active democratic practices has been created by the programme production method. The second focused on the evidence of integrating old media and new media for empowerment. Accordingly it has looked at the potential of combining radio medium with internet for empowerment of grass-root level communities. It has narrated 12 cases of empowerment at the Kothmale Community Radio station. The third and final case deals with community mobilization for empowerment at the Uva Community Radio station. It has investigated the community radio's potential of citizen mobilization. It was identified that as an outcomes of mobilization, citizens have used community radio as a tool to active participates in the human development and democratic process. This analysis presents evidence as to how the radio medium can facilitate in the dialogue between the government and citizens in a democratic society, and how citizens can be mobilized towards this goal. It is discussed how people get involved in democratic process through mobilization of citizens. Here, the community uses the radio medium as a tool to express their views and problems to the authorities. Sometimes, the radio medium acts as a mechanism to create a dialogue between the government and the community and also between citizens. The study concludes that Community Radio could be use as a tool for minimize the space between the citizens, human development and democratic processes. In addition, evidence of Sri Lankan community broadcasting has suggested that the efficiency of community radio stations to facilitate citizen empowerment. Finally, the study identified the legal challenges and practical limitations in the context of Sri Lanka.

The Privatization of Participation in Development
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Participatory processes have come to be seen as so integrally related to social change discourse, that it is difficult to find articulated definitions of social change that do not in some way refer to "participation." Engagement in the planning, implementation and assessment of development is typically assumed to be a value, particularly when enacted through the domains of "local," or perhaps "glocal," communities. The benefits of this

assumed participation include facilitating more ''effective'' implementation of projects as well as more ''ethical'' approaches to development. Although the ways in which participation is put into effect can range quite dramatically in terms of attention to the effective outcomes projected in contrast to the ethical processes privileged, the notion of participation as a valued component of social change tends not to be challenged. In our work we attempt to open up the idea of participation to include not only communities engaging in strategic intervention, but also the structural conditions created through the economic arrangements of donors, facilitated through the political agreements of governmental, development, and other bodies (including the United Nations organs, agencies and bodies). The political-economic conditions of the development apparatus need to be considered for a comprehensive view of participation. Within this structural vision of participation, many different types of donors operate within the broader industry. Donors currently active in the so called "development industry" include not only bilaterals and multilaterals, but also a diverse range of nongovernmental organizations (NGOs), private foundations, business initiatives of the "brand aid" type, and other setups, such as e.g. global funds. When it comes to NGOs, while some receive funding from bilateral and/or multilateral sources, others rely on funding from private individuals, foundations and/or businesses, representing a variety of interests and donor mechanisms. In particular, the role of private foundations, seemingly funded through the initial contributions of wealthy individuals, needs to be explored. Communications then can be seen as not just a tool within projects to facilitate predetermined project goals, or as a contributing factor to the context in which projects are received and enacted, but more broadly as a part of an industry that creates inequitable wealth, such that some individuals, because of their profit from the communication industry, become part of the ruling class that dictates the nature of development practice. This exploratory research will begin by chronicling the contributions of four central foundations, each initially orchestrated through the financing of wealthy individuals. These case studies include the Gates Foundation (including the contributions of Buffet); the Dell Foundation; Soros' Open Society Institute; and the Oprah Winfrey Foundation. According to Forbes' 2009 list of the wealthiest individuals in the world, each of the individuals responsible for these foundations claims billionaire status (Gates, $40 billion, ranked #1; Buffet, $37 billion, #2; Dell, $12.3 billion, #25; Soros, $11 billion, #29; Winfrey, $2.7 billion, #234). Each of the individuals associated with these private foundations has accumulated wealth based on their work or investment, to varying degrees, in the communications industry. We will contrast these foundations' participation in the development industry through mapping the a) types, b) amounts, c) geographical destinations, d) "partnerships" with other organizations, and e) substantive areas. Once the places, approaches, and themes of funding are identified, these will be analysed in light of UN development work in these areas, as a way of charting the territory in which private donors become participants within the broader development industry. This work represents an initial step toward a more comprehensive research project questioning the potential consequences of private donors actively participating in the work of development.

Local Farmers' Participatory Natural Resources Management on Ranunculus kazusensis Makino Habitat of the National Trust of Korea in Gangwha Island, South Korea

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This paper emphasizes local community's participation in natural resources management for sustainable resources management. To assert the importance of local community's participation, Maewhamarum (Ranunculus kazusensis Makino) habitat which is the first civic property of the National Trust of Korea (hereafter NTK) was chosen. Maewhamarum is one of the endangered wild flowers in Korea. It blooms in cultivating rice paddy just before transplanting rice in paddy. The unique character of Maewhamarum habitat calls for the local community's participation in its sustainable management, especially local farmers' involvement. For the last 20 years, the application of participatory natural resources management has been increased globally in the field of conservation and development of common properties such as forest and fishery. Through the two decades experience, local communities' participation in the management has been considered as one of the vital factors for sustainability. In spite of the trials and efforts to encourage local communities' involvement, it is still difficult to their attention. NTK aims to conserve and hand down natural heritages to future generations. NTK has started

conservation of Maewhamarum habitat since 2000, and they acquired Chojiri Maewhamarum habitat in 2002 through citizens' donation and contribution and has been entrusted Dangsanri Maewhamarum habitat since 2006. For a decade from 2000, NTK achieved the advertisement Maewhamarum's existence and shared the importance of Maewhamarum with the public. And Chojiri Maewhamarum habitat has been registered as Ramsar wetland in 2008. Even though their achievements, there are problems that NTK can not get into the villages and has hard relationship with local farmers. The existing problems seem to be everlasting if there is no local farmers' involvement in Maewhamarum conservation. As NTK encourages citizens to participate natural resources management in entire process of conservation, NTK's activities has been recognized as an alternative that replaces traditional common properties management. Despite NTK's strategy seemed to activate Maewahmarugm habitat conservation activities, there were conflicts between NTK and the local farmers as following: 1. NTK has no definition about citizen, it causes that no one can answer in the question of who can, how to participate and what to do in conservation activities; 2. Conflict and tension between NTK and local farmers about conservation and development. For the last decade, there have been lacks of communication and trial to open partner's mind. Accumulated complains among local farmers to NTK are not serious but they do not want to get close to NTK first; 3. NTK has not account for tastes of local culture and rules. Every community has different culture and history; they also have different community rules. NTK should consider the difference and apply proper strategy to persuade not only local farmers but also local people. It is obvious that conservation can not be the high priority in all community. If so it is clear that NTK first looks what the community's interest and culture sort of things then introduce the importance of Maewhamarum; 4. NTK emphasized the conservation of Maewhamarum without proper economic incentives. Local farmers can not be a volunteer all the time. As they contribute their time and efforts, NTK must compensate it; 5. NTK acknowledges the value of Maewhamarum conservation much more than others. And local farmers' given value to Maewhamarum can not compare to NTK's one. From this recognition, NTK has to start to share the value with local farmers through various methods as like education. There are lots of trials over the world to increase participatory natural resources management by local community's involvement. It means as long as NTK tries to find out what the problem they possesses and discovers the causes, there will be appropriate solutions that can be applied in Maewhamarum conservation.

Public media, online journalism and citizen participation: The practice of citizen journalism in Taiwanese public media service

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In April 2007, Taiwan's Public Television Service established the PeoPo Citizen Journalism Platform to encourage public participation in news production. As a friendly web2.0 platform, PeoPo (the abbreviation of People Post) was designed to empower Taiwanese citizens and organizations to make their voices heard and express active concern for important issues in environmental, socioeconomic, cultural and other topics. Until the end of 2009, PeoPo numbered 3,412 citizen reporters and 180 non-profit organizations. Together they generated over 32,816 articles, including 14,877 original multimedia works of great topical interest and conveying a grass-roots perspective. Peopo's efforts have earned global attention from the public media circle and to be believed one of the best strategies for extending public media service in the digital age. What can we learn from this case? To be exactly questioned, how is the platform designed and operated? What influences and achievements do PeoPo make? What implication does it have on our understanding of public media, online journalism and citizen participation? To answer above questions, this study applies the concept of participatory communication and citizen journalism to examine the development and influences of PeoPo. A content analysis of this platform and interview with platform manager and participatory citizen reporters are carried out. This study finds that Peopo is designed under the concept of citizen journalism in the hope to turn passive audience to active news producers with the assistance of interactive technology. The practice of citizen participation of PeoPo includes three aspects: citizen production, citizen dialogue and citizen action. Citizen participation allows citizens spontaneously report news. Citizen dialogue means online discussion via the peopo platform. Citizen action expects people's

participation and making change (on policy and current situation). To facilitate news production, the platform allows participatory citizens to upload their news which are produced with video or text materials. Categories and issues covered include social concern, ecology and environment, culture, community reform, education and learning, agriculture, leisure, media watch, sports and technology, politics and economy (see Figure 1). In addition to the web-based platform, PeoPo also provids many other activities and services such as training courses, self-management mechanisnm, reporters' gatherings, citizen forum and annual citizen journalism award (to campus, NGOs, grassroots...). Above online and offline activities help to empower citizen reporters and facilitate their interaction and dialogue. Furthermore, citizens' news production and dialogue bring about action and change in some cases. For example, in 2009, a project to privatize Taiwan's eastern coast caused discontent of environmental activists and stories were made and upload to Peopo platform to appeal for public attention. Related stories were followed and reported by Taiwan's public TV and commercial media and thus forced the government to reconsider this development project. The making of citizen journalist community via Peopo platform also shows its efficiency of news coverage in critical disaster. In August 2009, Typhoon Morakot hit Taiwan and caused hundreds of death, while mainstream failed to get well about the condition, PeoPo was able to offer timely stories of different disaster areas thanks to the network of citizen reporters. Their stories helped to provide complete news for mainstream media and the government and efficiently facilitate rescue action. To sum up, the practice of PeoPo in Taiwan has its significant implication on the future of public media and citizen participation. To apply interactive digital technology in news production and diffusion is a critical means for public media to extend its service to and gain support from different social groups and citizens. Besides, the operation of citizen journalism demonstrates its progressive meanings in transforming passive audience to active producers. In addition, the cultivation and empowerment of citizen capability and the building of a community facilitate information exchange and collective action which in the long term enables social change and democratic consolidation. Therefore, this study fits the theme of IAMCR 2010 and the PCR section for it addresses the relationship between communication and citizenship, ICT use for participation and empowerment. Figure 1. The Website of PeoPo Platform (http://www.peopo.org/)

Read Our Words, Watch Our Films, Hear Our Voices: Youth Media as Participation, Citizenship, and Development

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Youth media as a field of social practice dovetails with several related fields including community media, public media, education, media literacy, youth development and human rights advocacy. Youth media programs and organizations around the world vary with respect to the types of media they produce, their size and operating budget, and mission statement, but the underlying factors uniting all youth media programs include: a belief in the value of and necessity for youth participation in democratic society; a commitment to empowering young people as vocal advocates for their communities; and an interest in fostering youth development and youth leadership. My paper analyzes the outcomes of two youth media programs, in Rio de Janeiro Brazil and New York City. I analyze the outcomes with respect to young people's increased participation in their community's cultural or civic life. I will articulate the avenues through which youth programs digital media (with a focus on documentary film) support young people as drivers of change in their local, national, and global communities. Ultimately, I will evaluate the potential of youth media programs to contribute toward and scaffold broader social movements and/or human development initiatives. In this paper, I will first identify a sound method and theory for studying youth media programs around the globe. I will draw from the fields of media studies, education, and social movement theory. I hypothesize that by placing a heavy emphasis on youth development and youth leadership, in adition to media production skills, youth media programs foster youth-driven social change and/or protect social, political and economic rights. The outcomes of this research will directly serve organizations seeking to support community-driven human development initiatives; participatory citizenship; democratic media policies; education and school reform; and youth development. Furthermore, this paper will contribute to the growing field of youth media scholarship.

Footage and Film in Spaces of Co-construction of Knowledge

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This paper elaborates on using footage and film for the co-construction of knowledge. It departs from an inter disciplinary grounding in semiotics, visual anthropology, visual sociology, visual culture and visual communication. The basic assumption is that complex and conflictive arenas are likely to become more level playing fields using footage and film. Mediated spaces using footage and film that overcome physical, cultural and social barriers between vulnerable stakeholders, decision makers and other significant actors are studied. The paper searches to understand how footage and film, creating mediated encounters with the Other and other places and realities induce social dialogue.

Constructing Media Database with Aboriginal Community: A Reflective Note on Participatory Communication in Lan Yu

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Supported by the National Science Council of Taiwan Government, the authors have been involving in a participatory communication project with Lan-Yu's aboriginal people for 5 year from 2006 to 2010. The purpose is to construct an indigenous digital archive with a particular focus on media content and makes it accessible to the public. This article is a result of researchers' reflection of their fieldwork in this primitive aboriginal community located in an outer island near Taiwan. The media contents collected in this project include VHS, DV materials, broadcasting programs, Lan-An bi-weekly magazines, Flying-Fish quarterly magazine, photo slides, historical photos, local newsletters, folk songs, and fresco inside the church. A total of 947 pages of magazine and newspaper pages, nearly 5,000 minutes of visual materials, 250 minutes of aural materials, 5,500 photos, and 200 folk songs had been converted to digital form and become part of the aboriginal digital archive by 2009. The aboriginal media contribute to form consensus and ethnic identity among local residents and function to present the local voices to the outside world. The digital project focuses on the preservation and representation of the culture of people living in this Island (Lan Yu, the Orchid Island). The authors first collaborated with The Lan-An Culture and Education Foundations, an organization established in the Island for conducting aboriginal services. Later on, many other individual persons participated in the construction of this database as well. In addition to collect media data, the training of aboriginals in processing original data and coding metadata by themselves had been a key issue in the long-term plan of this project. In other words, this project intends to encourage local aboriginals to participate in the construction of digital archives. A training program and a user-friendly website design have been instituted in an efficient way in order to be easily adopted by local residents. This study adopts DeNegri's framework of "participatory spectrum" to examine the development process, research outcomes, and insufficiencies of the digital archive constructed. A reflective note on author's participatory process in collaboration with local people is systematically presented.

COMMON Sense Isn't all that Common: The Analysis of the Commons Practiced in the Promotion of Digital Archives in Taiwan

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This paper aims to explore the participatory nature of community-building in the process of the introduction and application of Creative Commons in Taiwan. As copyright licenses that help authors to dedicate their works to

public domain, the notion Creative Commons was introduced to Taiwan in year 2003 after its initial release in the States in 2001. The concept and its practice have experienced the process of localization these years and with the launch of the national digital archives program in Taiwan, Creative Commons is officially adopted by the National Science Council to increase public's accessibility to the digitalized knowledge resources. However, the sense of Creative Commons isn't all that common to the general public here. The full acculturation of creative commons demands a sense of community, the recognition of knowledge and culture as a common-pool resource, and last but not least, the platform to enable the dissemination of the digitalized local knowledge and culture. The awareness of the digital archive did not meet the expectation at the initial stage since some owners of the assets are reluctant to release the rights of the cultural and knowledge artifact; the fear for that the internet has paved the way for free-riders' take-away of the commons and the diminishing incentives for the creation of more commons provokes a lot of discussions. In the process of localizing the western notion of free and open culture in conducting the digital archives program, the communication scholars and activists here raise the issue of 'what is "common" for us in our culture after all' and in recent years they have re-written the original top-down design of the digital archives diffusion program and a variety of participatory common culture is thus created. The paper begins with the lineage of the developing social movement Creative Commons in Taiwan and after that, the debate between the two claims – commons as a resource and a commons as a property-rights regime is introduced. For many Taiwanese community workers, the difficulty of adopting the imported Creative Commons lies in the conceptual origin of the notion – Even though Creative Commons promotes the value of the public, the idea in and of itself is grounded in a property-rights regime and that is considered to be incompatible with participatory, co-constructed cultures of many knowledge communities here. With the aid of Elinor Ostrom's analytical framework on unbounded commons, the paper will look into the activists' and scholars' efforts in promoting digitalized archives rewriting the cultures of the commons here. And also, the paper will analyze the challenges in producing and disseminating public knowledge in a fully-digitalized world that is not all that common to everyone yet.

Remixing and democratic culture: Interaction and engagement in the commons-based peer production community

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The nature of freedom of speech is updated with the advent of information and communication technologies (ICTs). The digital revolution adds a new feature to the system of free expression, which is the widespread cultural participation and interaction. In the contemporary media environment, there is a large trend that facilitates interactive information sharing and user-generated content. The model of culture communication is experiencing a transformation, not anymore as a movement of information in one direction from source to receiver. Manovich (2005) refers to it as a dynamics process within which information arrives a station, gets remixed with other information, and then the new package travels to another destination where the process is repeated. Remixing happens where people are stimulated to draw information from different sources into their own spaces and creatively reuse them individually as well as collectively (Lessig, 2008). Centered on the commonly accessible resources, commons-based peer production (CBPP) community is drawing attention from the academia. It can be roughly divided into two main parts, based on functional or cultural creation (Cheliotis, 2009). The first area is represented by free/open source software community. This study focuses on the second area. CBPP community attracts both the professional and amateurs (Bauwen, 2005). Taking online musical sharing community as an example, the amateurs' participation is of high value, not because it produces great music. The value lies in that it is shaping a musical culture, a respect and a connection to democratic culture (Lessig, 2008). Balkin (2004) defines democratic culture as a culture in which individuals have a fair opportunity to participate in the forms of mean-making that constitute them as individuals. This understanding of culture stresses individual's ability to participate in the production and distribution of cultural creation. Participants are assisted by ICTs to freely express their ideas, which is an alternative way to deliver their concerns about public concerns. Freedom of speech is conducive for democratic culture, in the premise that it is interactive and

appropriative, which means it draws on existing cultural resources and calls for collaboration (Balkin, 2004). Guided by this logic, we took a look at the remixing activity in CBPP community and examined how the interaction and engagement into production can be facilitated for democratic culture. First we analyzed the community structure to illustrate where is the boundary between the public and the private, and how the ICTs make the boundary porous and easy to cross for collectivity and collaboration. Then we adopt the social network analysis (SNA) and focuses on the social relations between participants to examine how the collective action can happen to create benefits both for the community and for the individuals. SNA is a perspective within the social sciences, rather than a method or narrowly-defined theory (Marin & Wellman, 2010). The behavior-based ties within the social network of the whole community can help illustrate how node A remixes node B's work to produce use-value and how all participants are connected to indicate the whole information flow for 'collaborative remixability' (Bard, 2005). ReferencesBard Dybwad. (2005). "Approaching a definition of Web 2.0," The Social Software Weblog , accessed October 28, 2005.Balkin J. M. (2004). Digital Speech and Democratic Culture: A Theory of Freedom of Expression for the Information Society. New York University Law Review. 79 (1). Pp. 1-55Bauwens, M. (2005). The Political Economy of Peer Production. Retrieved from http://www.ctheory.net/articles.aspx?id=499Cheliotis G. (2009). From open source to open content: organization, licensing and decision processes in open cultural production. Decision Support Systems. 47. pp.229-244.Lessig, L. (2008). Remix: Making Art and Commerce Thrive in the Hybrid Economy. Penguin, New York.Manovich, L. (2005). Remixing and Remixability. Retrieved from http://www.manovich.net/DOCS/Remix_modular.docMarin A. & Wellman B (2010). Social Network analysis: An Introduction. Forthcoming in Handbook of Social Network Analysis. Edited by Peter Carrington and John Scott. London: Sage

Citizens' Journalism as Model of Civic Participation

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Citizen journalism has been practiced and theorized as an international movement with local inflections, having the goals of providing an alternative to commercial media systems and creating a space for new mediated voices. However, citizen journalism can be critiqued for its failure to move beyond individuated voices to public discourses that embody civic participation. Drawing on a participatory action research project in the upper Midwest of the United States, this paper proposes a model that shifts from citizen journalism to citizens' journalism, from atomized mediated expressions to collaborative public processes (mediated as well as unmediated) for generating and sharing civic knowledge. Many people in various parts of the world feel frustrated that the traditional media communicate information from powerful economic and political interest groups to them rather than allowing them to communicate civic information among themselves (Stengrim, 2005). In addition, studies have demonstrated that although new technologies such as the Internet provide more avenues for civic participation or citizen journalism, due to the lack of civic training many citizens tend to utilize these avenues for personal rather than community needs (Katz, Rice & Aspden, 2001; Mossberger, Tolbert A& McNeal, 2008). Recognizing these blocks to civic participation, a participatory research project in the upper Midwest of the U.S. has attempted to construct and administer physical and virtual spaces for production and exchange of various community content, as well as to assess and reflect on such spaces for community discourse and conversation. Participatory action research methodology has proven to be a useful way of documenting community communication and thus identifying community resources and problems; yet this methodology has been critiqued for not being able to harness the diversity of community voices and heritages, especially of marginalized and vulnerable community members and groups, because it features researchers directly asking communities to list their own visions (Srinivasan, 2006). This project has employed participatory action research methodology in a manner that moves it beyond such critiques, as it provides a broad advocacy coalition and a significant number of community members with multiple means of civic participation, with complex opportunities for analyzing these means of civic participation. The project, "Community Connect," has proposed and researched an emergent

model in which citizens are not talked at by policymakers and the media, but rather are using physical settings and new technologies to talk among themselves, to participatively shape policies and generate media materials. Bibliography Keeter, S., Zukin, C., Andolina, M., & Jenkins, K. (2002). The civic and political health of the nation: A generational portrait. PEW Charitable Trust Report. Roberts, N.C. (2008). The age of direct citizen participation. Armonk, N.Y.: M.E. Sharpe. Mossberger, K., Tolbert, C.J., & McNeal, R.S. (2008). Digital citizenship: The internet, society, and participation. Cambridge, MA: MIT Press. Srinivasan, R. (2006). Where information society and community voice intersect. Information Society, 22(5), 355-365. Stengrim, L.A. (2005). Negotiating postmodern democracy, political activism, and knowledge production: Indymedia's grassroots and e-savvy answer to media oligopoly. Communication and Critical/Cultural Studies, 2(4), 281-304. Verba, S, Schlozman, K.L., & Brady, H. (1995). Voice and equality: Civic voluntarism in American politics. Harvard, MA: Harvard University Press. Wyatt, R.O., Katz, E., & Kim, J. (2000). Bridging the spheres: Political and personal conversation in public and private spaces. Journal of Communication, 50(1), 71-92.

Exploring the Practice of Civic Participation of the Internet Lurkers:Lurkers' Views on Participation in the Internet-based Social Movement in Taiwan

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With the development and the widespread of information, communication and technologies (ICTs), the potential of direct participatory democracy have been increased. In particular, for the activists of social movements, usually lacking social resources, the emergence of Internet provides a platform for amplifying the voice and mobilizing the protest. However, if a limited number of users dominate the expressive instrument on the Internet, will the voice centralize to those as long as they can loudly speak out there? Many studies on online civic participation preferred to focus on the activists whose publicly voice in the social movements, yet non-publicly participation was little known. In contrast to the activists, there are a large number of users who do not publicly speak or keep silence on the Internet. The term 'lurker' has become a common description of this kind of user. Lurkers may receive messages, visit forums, read them with varying degrees of attention probably, but rarely or never take further actions actually. Generally speaking, lurkers concentrate on browsing information. Many studies criticized lurkers for selfish 'free-riders' and even labeled them as the second class. They either showed very little interests in lurkers. Moreover, they believed that such lurking behavior should be stopped. However, do lurkers have none of contribution in civil society? This study aims to discuss the civic practice of passive and non-publicly participation in the Internet-based social movement, specifically considering lurkers' viewpoints. Research questions are asked: How do lurkers define their roles and participation in the social movements? What are their motivations for lurking in the social movements? Do they take any further action after lurking? To investigate the practice of lurkers in the social movement setting, a case study approach is applied. This study takes a close look at the case of social movement in Taiwan, 'Wild Strawberries Movement'. In such a social movement, the participants widely used many Internet instruments, including BBS, Twitter, Yahoo!Live, bookmarks sharing and blogs for mobilization and collaboration. This study then employed in-depth interview with lurkers as the main research method. This study discovered that lurkers had primary interests in the social movement, but personal affairs would distract their attention from the issues addressed. Lurkers concerned whether or not they were able to devote themselves into the social movement persistently, they were inclined to keep the distance for flexible response. Showing up (e.g., march) in reality was not necessary, but sometimes they would hide among the participants in the activities on the street. The social movement is essentially voluntary, so that the participants can come and go easily. Such a phenomenon is reinforced in the Internet-based social movement. It is noted that some lurkers are the activists who drop out of the social movement. They thought of themselves as lurkers thereafter and had strong self-reflection on the issues addressed in the social movement. Consequently, lurkers are autonomous about the practice of civic participation, with the strategic implication of 'look before you leap'.

Media for Peacebuilding

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The article examines the role of media in peacebuilding and provides a theoretical analysis and methodological framework on how to develop a sustainable positive peace at cultural and structural levels through effective and responsible media practices. The author lays the foundation of the piece by drawing from Peace & Conflict Theory as outlined by leading scholars in the field Johan Galtung and John Paul Lederach, thereby defining her understanding of the term "peacebuilding" as well as how to measure outcome through attitudinal and behavioral change. Following is an examination and critique of the widely accepted and increasingly popular field of Peace Journalism (as outlined by Jake Lynch and Annabel McGoldrick). The author's critique includes the concern that at Peace Journalism's core is a dualistic chart, which distinguishes between peace journalists and producers of propaganda. The author reasons that this us vs. them approach, criticized by Peace Journalism itself, may inhibit dialogue (a fundamental value of peacebuilding). Also pointed out in the author's critique of Peace Journalism is the concern that while Peace Journalism is an important and effective remedy to the vicious cycle of violence perpetuated by corporate mainstream media, it is limited in its practice to journalists, editors, producers, and academics, and does not include other forms of media (graphic arts, music, theatre, etc.) which are playing an increasingly more substantial role in the New Media era. Following this diagnosis, the author offers the new Peace Media Framework (co-developed by the author in 2009), which expands the theory and practice of media for peacebuilding to include media producers, media advocates, and media literacy. The Peace Media Framework offers a project-based process for infusing media practices with the lessons of Peace & Conflict theory (including conflict analysis, outcome analysis, and creative conflict transformation), and opens up our understanding of media beyond its orthodox usage (print, TV, radio), to include any dialogic process by which a message is delivered. At the heart of the Peace Media Framework is a set of peacebuilding values including proactive nonviolence, dialogue, participation, transparency, social justice, development and sustainability. The Peace Media Framework can be used by anyone who uses media for peacebuilding including (but not limited to) journalists and editors, educators, in social and economic development initiatives, by NGOs and other civil society organizations, by artists and musicians, as well as by facilitators of conflict resolution, reconciliation and dialogue.

Participation: still a key concept to ensure the future of radio

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It has been acknowledge since Bertold Brecht's Theory of Radio (1932) that radio should be a very specific media for people to interact. It could be said that audiences' participation has always been in the nature of radio. At least since the generalization of telephone, radio has always been promoting interaction with listeners. For that reason, we could say that participation was, in a certain way, the key of radio's success across the history of the 20th century. Nowadays, facing a whole new crisis of radio paradigm, we must reflect on what radio is expected to offer to the listeners in order to keep being one of the most interactive media. Therefore, in this paper, we will essay an overall view of radio's landscape alongside its history: from the beginning where there was a special attention to make radio close to people's lives (reporting not only to the domestic scope, but also to the social environment), as well as the current state of radio (how can we analyse the transition from the analogical format to the web one) to, finally, the future of the radio. Regarding this last period, we consider of paramount importance the analysis of this context along with three perspectives: the death of radio, put forward by Maria del Pilar Martinez-Costa (2009 - "radio as we know it today has died, as its future is from now on digital, meaning, multi-media, multi-norm, multi-band, and multi-devices. In need of a better word, we will continue to call it radio in the following years, but we will think in a more complex concept."); the radio's renewal, proposed by Frédéric Antoine, as he pointed out that radio is "un media d'avenir". Antoine also believes that radio is, in some very

specific places of the world, the only media available and the last hope for social interaction. Antoine stated also that Internet can provide a new life for radio; the radio's surprising impact. Finally Guy Starkey's point of view, who has underlined that radio has its future totally guaranteed. Following Starkey words, radio "continues to be the perfect media for music and speech broadcasting, for the cultural expression, for the celebration of differences." Having in mind these there perspectives, it is our main goal to understand how participation can still be the key concept to ensure the future of radio. This means also that the main concern of this paper is to present the results of a research that intends to compare how two radios in the Iberian space are taking advantage of multimedia tools to keep improving listeners' participation. In the scope of this study we will examine how these two radio broadcasters (one Portuguese and the other Spanish) are using multimedia channels to increase listeners' engagement with radio productions.

New Media and Participatory Culture within the Brazilian Context

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According to Henry Jenkins[1], the new media landscape of today's society – which is constantly affected by different media content that is produced and distributed not only by huge media conglomerates, but also by its own consumers, that play, at the same time, the role of producers and distributors; a kind of behavior that was pushed forward, in a certain extent, by the so called Web 2.0 – brings forth the need of acquiring new – cultural and social – skills and competencies, which can lead to a more 'empowered conception of citizenship'. The 2005 Pew Internet & American Life study[2] showed that more than one half of American teenagers have already produced some kind of media content, and about one third of these teens have already distributed that same content through the Internet. Still according to Jenkins, these teenagers, which are engaged in what the author calls participatory culture – a culture with 'relatively low barriers to artistic expression and civic engagement and strong support for creating and sharing creations' – end up developing those new skills and competencies that are of great importance in order to personally, socially and professionally succeed, and to acquire civic and political empowerment in today and tomorrow society.The engagement of Brazilian teenagers in this new media and participatory culture and its impact on the development of those new skills are issues that still lack thorough theoretical and empirical studies. Both mass media and the common sense do not hesitate in reaffirming the technological and cultural lacuna between Brazilian and 'first world' youths. Departing from this statement, Brazilian teenagers should have little chances to equally compete in a global workplace that is, on a daily basis, more competitive. On the other hand, there is already a huge and increasing number of Brazilian teenagers making use of new media tools – i.e. producing and distributing new media content – through blogs, social networks websites (Orkut, Facebook), media sharing websites (Flickr, MySpace, Youtube), online game communities, etc. As an example of this increasing participation, more than one half of all Orkut (Google's social network website) users (51,4%) are composed by Brazilians, with ages varying from 18 to 25 years old[3]. This information points to the premise that the Brazilian participation in this new media and participatory culture cannot be reduced to the mass media and common sense discourse about the digital divide between the European/North America and South America population, that commonly says that the latter is far from being 'digitally included'.The objective of this paper is to discuss the Brazilian youth insertion in the global new media and participatory culture and to analyze how this participation can contribute to the development of those skills – that would be required by this same culture, and how these skills can contribute to their personal, social and professional success and civic and political empowerment, as well as to their 'digital inclusion', within the Brazilian context. To achieve this goal we will develop a theoretical approach to the issue, by referencing and discussing the ideas of some key-authors, in special Henry Jenkins, Donald Browne, Thomas Jacobson and Sérgio Amadeu.1. Henry Jenkins (ed.). Confronting the Challenges of Participatory Culture. Cambridge: The Mit Press, 2009.2. Amanda Lenhart and Mary Madden. Teen Content Creators and Consumers. Washington, DC: Pew Internet & American Life Project, 2005.3. Available at: http://www.orkut.com.br/Main#MembersAll. Accessed: February 6th, 2010

New opportunities for social integration and participation of older people in a digitalised and networked society
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Philosopher Simone de Beauvoir understood age both as a biological and a cultural certainty. In her view, higher age as a culture and as 'biological fate' (de Beauvoir 1987, p. 11) stand in mutually influential relation to each other. When people experience exclusion, distrust, loneliness and restricted opportunity for self-determination and when the cultural value of a particular phase of life consists in endured scarcity, life becomes worthless. For old age not to turn into a 'taunting parody of our earlier existence', one requires meaningful reasons to 'talk and act' (de Beauvoir 1987, orig. 1970, p. 464). Taking de Beauvoir's argumentation as a starting point, new media consequently play a constitutive role for higher age in societies with a high degree of digitisation, convergence and interconnectedness. On one hand, media in general contribute with their representation of seniority to the constitution of the cultural meaning of higher age as a phase of life. On the other hand, new media in particular offer extended opportunities for cultural and socio-political participation. Surprisingly, the issue of 'higher age and new media' has so far received little research interest in communication and media studies. But when their world falls apart, either, because the media landscape is marked by a new complexity, or, because former realms of experience are lost to senior citizens, then this situation presents not only a set of problems but also a potential for new ways of living, new forms of (mediated) participation as well as learning and education processes. Based on an empirical study with a group of elderly people in Germany that applied a combination of online and offline-ethnographic research over a period of six months, this paper argues that the digitized and networked nature of society can provide new opportunities for the social integration and participation of older people. The project focused on the ability to use new internet technologies and to navigate and participate in online-communities. In weekly meetings and an inter-generational setting (with students in media education) the group acquired basal modes of use through active participation in the German online-portal 'UnsereZeiten' (OurTimes) and are now operating their own online-network in the portal. In the process the participants continuously discussed aspects of network articulation and realized these with regard to multimodal forms of expression. My paper will present the results of this project with a focus on questions of community building, participation and communication of views and values. De Beauvoir, Simone (1987): Das Alter [Old Age]. Hamburg: Rowohlt.

Methodological issues in researching young people's engagement with participatory media
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Due to the increasing use of digital media and to the fact that young people are more and more involved with Web 2.0-based participatory media and participatory culture practices, particularly in out-of-school settings, we must acknowledge the implications that living in a digital world has in the way that learners learn and interact with knowledge and society.   The meaning of such engagement with digital media is widely contested and the effects of the internet and technologies like Web 2.0 tools remain yet to be seen. Research raises questions whether young people are taking "groundbreaking" or "pioneering" activities or if they are just socializing, distracting and hanging out. However, how can we perceive and evaluate the "digital capital" and the skills, if any, that emerge through the use of Web 2.0-based tools? This issue becomes especially challenging when formal education is bringing participatory media into the classroom with the argument that those technologies will deepen and enrich learning.   Despite the growing research literature regarding young people's use of participatory media, there is little research providing empirical evidence of the ways in which this engagement can provide more than convenience and productivity, in particular better learning outcomes. The lack of comprehensive and effective methodological designs arises for a number of reasons. First, it has been difficult to conceptualize the categories for describing new literacies of the digital age. Secondly, the issue of finding

indicators to support the existence of these literacies can be complex. Finally, another group of difficulties may be related to the lack of instruments supporting the evaluation of clear notions of learning skills based on the digital practices that young people are developing with participatory media.   Departing from this discussion, we sought to investigate which quantitative and qualitative methods are more appropriate to evaluate the effectiveness of young people's experiences with participatory media. It is thus, in this context, that several exploratory studies were conducted to assess the limitations and advantages of some of those methods, such as surveys, direct observations and diaries. The studies explored in what way digital practices developed by higher education students are revealing the development of the following top-level categories of literacy: learning to learn, information literacies, media literacies, communication skills, employability and citizenship. Four groups of higher education students took part in the studies: two of them include students of technological areas, one of the social sciences area and one of the natural sciences area. The different groups were used in order to have variability in the technological experience.   Both the comparative analysis of the methods and the results of the study allow us to suggest some recommendations related with innovative uses of participatory media and guidance for both higher education institutions and educators to conduct and evaluate the effectiveness of young people's experiences with participatory media.

User participation in locative media

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This paper takes a normative and practical approach to the idea of 'locative media' – mobile media which sense the user's pysical location and provides information/text which speaks about that location. Such media have a democratizing and empowering potential, which is discussed along with some practical, technical and economic obstacles to realizing this potential. Building in particular on practical experiences with the [removed] project, which experiments with locative, user-created literature through an online wiki, the discussion focuses on some challenges which arise at the intersection of design practice and humanities-based media research. First of all, locative media may help to reduce the problem of fragmentation in the online public sphere – the tendency of online forums to gather only like-minded people in discussion. In locative, participatory media conversation is focused not primarily on topics, but on places, and may thus be relevant to any person passing through a given place. Since many public places in modern cities gather people from a wide variety of society, a locative medium will have the potential to reach a wide cross-section of society – much like political murals, posters or graffiti. However, the focus on local contexts introduces a different form of fragmentation, the one which the Internet was supposed to overcome: geographic fragmentation. Furthermore, the strong platform-dependency of mobile media adds fragmentation among technical platforms. And at the moment, the cost and availability of both devices and network use further threaten the access of users to content. For these reasons, a locative media application that aims for wide user participation should be open source, enabling technically adept users to port it to their own platforms and increase the reach of the application. Secondly, locative media may offer a sense of connection with the user's everyday space: The artwork leaves the gallery and enters the user's everyday space, or the political debate leaves the town hall and enters the street. However, locative media which are based on content created only by project members must inevitably limit their area of coverage to small, dedicated spaces. Therefore, the connective potential of locative media can only be realized by allowing users themselves to create and edit content, thus making it possible to cover any user's everyday places. Users wanting to create content for such applications will have to negotiate some conventions for at least one problem that is specific to locative media: Granularity. Users will need to learn how to write texts in ways which fit the locative «situation» - the text itself being located in a stationary position while users are mobile, and may not stop to listen to anything which does not immediately catch their attention. Secondly, users must also learn not only to set a location for their texts, but also a size and a shape of that location, which may be both a technical and a conceptual challenge for uninitiated users.

Communication for social change in civil society organizations in Mexico. The case of Izquierda Ciudadana in Queretaro.

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This proposal seeks to present the progress of a research that takes place as part of the MA in Communication offered by the National Autonomous University of Mexico for the first time at the Autonomous University of Queretaro. The research emerges from the problems that a specific citizen political organization expresses to become visible in the local public sphere, as well as the possibility to improve their communication strategies as one of the ways to empower citizenship and participation. One of the main objectives refers to consider the case of "Izquierda Ciudadana" as a route to identify alternatives, from communication for social change (Gumucio-Dagron, 2003), to encourage active participation of civil society organizations in the public sphere, towards a more just and human communication in order to build citizenship, democratic culture and significant social transformations. What is the relationship between the invisibility of this social organization in the media field and the communication strategies that are developed within the group itself, and which are the alternatives proposed by the communication for social change that can promote its participation in the public sphere - including or not the institutional field, are some of the questions that have been established so far in this rising research. Although the theoretical framework for this study is still in-depth review, contributions from the cultural studies have been taken so far, mainly in regard to the re significations of the audiences (Williams, 1981 and Mattelart and Neveau, 2004) and the transit between the massive and the popular (Atton, 2002); in addition, proposals from the Latin American theory of communication (Beltrán, 2005) have been taken as well though, is known, some of them have faced difficulties to be accepted in the academic world because of what has been called "geo-politics of knowledge" (Barranquero and Sáez, 2010). The approach from which this study will be conducted sets out a transverse analysis that addresses the complexity presented in the public sphere today, and the concept of maximum degree of active audience transformed into transmitter and not only as message re significator. From the subfield of political communication the research retake the proposal of Wolton (1992) of considering not only political parties or electoral propaganda but all the political demonstrations, including popular movements and civil society organizations as political actors, despite the exclusion of certain communication tools (institutional or not). Finally, the study will consider the issues raised by Peruzzo (1989) on the theoretical and practical possibilities to apply tools of public relations for the purposes of popular movements aimed at social transformation: "popular public relations" with the perspective of Freire to take political and methodological stand, based in democracy and dialogue to promote the conquest of space in the media field. Research methods are still under construction.

Citizen Journalism: Making Local Voices Mainstream

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The recent years have seen a wider recognition and debate regarding the multiple functions of citizen journalism especially in the developing countries where its social and political role has become increasingly pivotal. This paper is a snapshot of work in progress that provides the basis for discussion about citizen journalism, its ability to challenge mainstream media and growing impact at local communities. It presumably argues that the concept of citizen journalism is far from new, that, in fact, it is merely a new manifestation of an established phenomenon which has existed at least since the sixteenth century in Britain. Dan Gillmor notes, "Thomas Paine inspired many with his powerful writings about rebellion, liberty, and government in the late eighteenth century." (Gillmor, 2004: 2) The purpose of this paper is to determine the emerging trends of massive local participation in both news production and consumption since the variety and profundity of coverage from local websites and blogs has gained mainstream media consideration. Projects like the Guardian Local, 'reflects both the shifting nature of journalism and the reality on ground because the scope and practice of citizen journalism has empowered cyber

age individuals to a massive degree. The British House of Lords Select Committee on Communications Report describes "The greatest change in the media content over the next five years will be the massive accumulation of so-called user generated contents." (HL Paper, 2008:5) This is detected by Chris Nuttall who wrote that "Citizen Journalism is imaginable when any internet user can create his own discussion forum, blog or online newspaper." (Financial Times: 2007) An analysis will be undertaken on a sample of in-depth interviews with local and mainstream media journalists and content analysis of local blogs. The specific research question this research aims to address is the propensity of citizen journalism to challenge mainstream media and its impact on the process of community cohesion at local level. This research provides an increased understanding of social networking sites such as 'Facebook', 'Myspace', 'Youtube', 'Twitter', 'Flickr' that has connected millions of people across the world for social, civic and communal purposes both at local and global levels and gave birth to new communities of interest and creating novel ways of communications. This paper also provides the reader with side effects of these landmark innovations as Lesley Cowling indicates "one of the dangers of news circulating through social networks and websites is that globally there are still many communities that don't have access to computers, free bandwidth and other means, they are invisible and have no voice in the media." (Bizcommunity: 2009)

A Study based on Web 2.0 Communication and Information Services in Senior Citizen Contexts of Use

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Over the past few years, the changing demographic structure of European countries and Portugal in particular, highlights the growth exponent of the aging population. The projections put forward by the National Institute of Statistics1 estimated that in 2060 residing in the territory of roughly three per senior couple. Exposed to a greater vulnerability, the senior population suffers from various biological changes inherent to human nature and various changes that vary depending on the psychosocial development of each individual2. As a result of all these decreases, the prevailing view of senior man as "useless, isolated, declining biological and mental problems and often, economically and physically dependent on someone"3. However, this idea is now in transformation. Currently, this segment of population has more vitality and is eager to try out future projects in the short term, to contribute to the production and even to intervene in social and political changes4. The social transformation that we witness now has been accompanied by the technological revolution, in particular concerning information, where "ownership and use of technology, as well as control of information flows, are new political and social issues"5. Against this background, the implementation of politics and studies which contribute to improving the quality of life of seniors and to dispel prejudice against this group are justified not only by the appreciation of the dignity of senior citizens, a requirement established in the second meeting of the Word Aging of the United Nations6 and the European Commission7, as well as the satisfaction it brings to all of us, possibly tomorrow's seniors. So, our research is mainly based on the study of two aspects: assessing the effects of emotional self-concept and quality of life caused by the use of information technology and communication for senior citizens and to evaluate the usability of Web 2.0 tools when used in that age group. This research work is expected to contribute for a better conceptualization of effective communication and information services in technologically mediated contexts for the exclusive use of the Portuguese senior citizen. 1 2009, p. 01 2 Verona et al., 2006, p. 190 3 Lima, 2000, cit. by Verona et al., 2006, p. 190 4 Kachar, 2002, to. 13 and 14 5 Silveira, 2001, cit. by Santos, 2005, p. 34 6 Pires, 2008, p. 27 7 2006, to. 31 References EUROPEAN COMMISSION (2006). ICT in FP7 At A Glance. Information Society and Media. Acedido em: 01 de Novembro de 2009, em: http://ec.europa.eu/information_society/research/documents/fp7-ict-4poverview.pdf. INE (2009). Sociedade da Informação e do Conhecimento: Inquérito à Utilização de Tecnologias da Informação e da Comunicação pelas Famílias, Indivíduos dos 10 aos 15 anos. Acedido em 28 de Dezembro de 2009, em: http://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_destaques&DESTAQUESdest_boui=42406406&DESTAQ UESmodo=2. KACHAR, Vitória (2002). A terceira idade e a inclusão digital. In Atuar - Educação e Cultura.

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Use of the Internet in Portuguese Penal Establishments. Reality or utopia?

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With the title 'Use of the Internet in Portuguese Penal Establishments. Reality or utopia?', this study approaches questions related to the theme 'Physical freedom versus virtual freedom', trying to understand how the use of the Internet by the inmates within the Portuguese Prison System can become a reality. In the current Portuguese social context in which new technologies, especially the Internet, have reached a central position in daily life and in human relationships, and in which social inclusion after inmates have been re-introduced into society is vital in Portuguese Prison legislation, the supply of such services presents itself as a potential and crucial factor for rehabilitation and social inclusion of inmates. The study focus's round two central questions – How could access to the Internet by inmates in Portuguese Prison Establishments be a reality?; What changes, from the use of the Internet in these establishments, bring to inmates life? –, trying to understand if modifications in the access to the Internet would constitute an appreciation in the life of inmates in the Portuguese Penal system and to the Portuguese society in general, not only for the valuation of capabilities but also for the contribution to a more natural and full social reintegration. Additionally, being a Portuguese society in which the use of the Internet during reclusion reflects valuation, this investigation tries to define how this reality could be applied to the Portuguese Prison System. The theoretical material of this study is based on five main themes: 'Sociological Context of Prison or Prison Establishments', 'Portuguese Penal System', 'What it's Thought and Take in to Action in the U.S.A. and in Europe', 'Internet', and 'Plano Tecnológico'. As subthemes, these approach subjects such as: 'Prison Models', which addresses the evolution of prison models through the history of the Prison system and their characteristics; 'Reclusion versus Society', which refers to the vision of social scientists and the society itself toward the role, presence and influence of Prison; 'Imprisonment: Rehabilitation or Re-offending', which displays ideas of authors about how the imprisonment was used and how that usage contributed to the social path of the inmate; 'Giving Form to the Reinsertion', which presents changes taken especially in respect to Portuguese legislation; and, 'Security/Filters' making reference to the aspects of the security and filtering of contents on the Internet. The methodological procedure of this investigation understands the following techniques and instruments of data collection: data collection available on-line by Direcção-Geral dos Serviços Prisionais; inquiry by interview to the directors and representatives of the involved official entities (politicians, professors, social assistants, psychologists, etc.); inquiry by questionnaire to the representative sample of the inmate Portuguese population; inquiry by interview to the close social support network (family and friends) of the inmates who compose the selected sample; group activity with sample of inmates: discussion on the benefits/advantages resulting from the insertion of the Internet in Portuguese Prison Establishments; and, test/lesson on training usage of the Internet with a pilot-group of inmates, preceded by an inquiry by questionnaire on the acquired abilities and the satisfaction with the acquisition of new knowledge and capacities/abilities."

Off the Computer and Into the Saddle: Local Cycling Media and Community Engagement

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Universities and cycling communities often go hand-in-hand in the United States, where the bicycle is otherwise a marginal form of transportation. However in the past few years, the mid-sized city examined in this paper has seen the emergence of a network of cycling advocacy media both online and in print. The rise of these media outlets seems to be concomitant with a dramatic increase in real-world participation in public forums related to cycling, cycling advocacy events, and informal group rides. Given the potential for cycling to provide relatively carbon-neutral urban transportation, many communities may turn further to cycling as the threat of climate change looms. The apparent success of these local cycling media may present a model for using media to promote environmentally friendly lifestyles. Many critics of the notion of online community contend that these "virtual communities" lack the substance of conventional communities because they require little commitment from their members, since users are free to leave at any time. Moreover, critics of online political engagement often contend that political discussion rarely leads to the mobilization of members for actual political action, except perhaps for fundraising. In this city, it seems clear that there's a direct relationship between the growing network of online cycling media and the real-world cycling communities that have emerged. Although this paper is most interested in how use of cycling-related media influences political participation, cycling media in this city runs the gamut from cycling advocacy to general cycling culture to personal blogs with a cycling emphasis. However, few of these media projects work in isolation; outlets that emphasize recreational cycling often redistribute information from the advocacy outlets to the broader recreational forums, while personal accounts of cycling experiences are often deployed to bolster arguments by the advocates. This paper examines this relationship between Internet cycling media and participation in both political and recreational cycling activities. Through the use of interviews with both community media producers and users of these media outlets, this paper describes and explains the role that these media outlets play in maintaining real-world cycling communities in this city. Moreover, it explores the relationships between the various community media projects, how other projects can be instrumental in sharing information on other projects, and how the use of one cycling blog, forum, or magazine might lead readers to read additional sources. Finally, this paper discusses how the growth of these outlets may have led to greater political participation by cyclists for bicycle facilities and bicycle-friendly policies. Although this city has a long way to go in terms of developing bicycle infrastructure, it clearly has an active and growing cycling community in place, bolstered by this network of online and print cycling media. This case study of cycling-related media could perhaps provide a model for cycling communities in other cities or other lifestyle-oriented movements in the United States and beyond.

Barefoot in Tilonia: Parity and Participation at the Grassroots

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This is an account of the appropriation and deployment of communication technologies at the Barefoot College (BC), a non-governmental organization working toward the betterment of the marginalized in Tilonia, a poor, arid village in the western Indian state of Rajasthan. Using participatory methods, BC has prevailed over harsh circumstances to create a sustainable and ecologically sound environment and community network. Through a holistic approach and careful consideration of the contextual nuances which provide an integrated and resilient framework for a fruitful merger between man and tool (Franklin, 1990), the Barefoot College has produced some amazing results. For an organization which has limited access to capital and material resources, BC has learned to capitalize on its human resources, though even the use of such terms to describe its endeavors is contrary to its philosophy and stated objectives. BC is of the firm belief that technologies are there to augment human endeavor and any engagement with it has to be at a pace and level which is in perfect synch with its human members. The successful adoption of the communication technologies used by BC in order to serve the needs of its members and the surrounding community can best be viewed through the lens of Structuration Theory as extended by Orlikowski (1992). According to this theory, technology is the product of human action, but "once

developed and deployed, (it) tends to become reified and institutionalized, losing its connection with the human agents that constructed it or gave it meaning, and it appears to be part of the objective, structural properties of the organizations" (Orlikowski, 1992: 406). However, technologies are also designs in progress and have interpretive flexibility in that the manner of their appropriation has an impact on future use and evolution (Orlikowski, 1992). Given this propensity of our social structures and our technological infrastructure to become institutionalized, it is important that the interdependence of agency and structure in the use of technologies in grassroots projects such as BC be examined, so that relevant agents – the users in this case – have input in the design, deployment and appropriation of these technologies before they become institutionalized and resistant to change. The denizens of BC have leveraged indigenous knowledge, local expertise and their own ingenuity to harmonize unfamiliar technological designs into their landscape and their lifeworld. This paper is based on data collected at the Barefoot College in Tilonia. Semi structured interviews and informal focus groups were conducted in 2007 and the story that unfurled through these accounts is a testimony to the triumph of the human spirit. It is a poignant tale of the deep engagement of collective efforts to create social opportunities where there were none. References: Franklin, U. (1990). The Real World of Technology, Toronto: CBC Enterprises. Orlikowski, W. (1992). The Duality of Technology: Rethinking the Concept of Technology in Organizations, Organization Science, 3(3): 398-427.

The history and development of participatory communication in Tanzania

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The aim of this paper is to explore the historical communicative relation between government, citizens and civil society organisations in Tanzania. To which degree has the relation, over time, been favourable – or not – for the articulation of participatory governance processes? And to which degree does the historical post-independence relation between government and citizens determine the possibilities and limitations for civil society today to articulate participatory development processes? Since the formulation of the decisive and influential 'Arusha Declaration' in Tanzania in 1967, which was in the early years of independent Tanzania, there was a deliberate attempt to create a government-led process of people's participation in development processes in Tanzania. This paper will explore how this development process de facto occurred, putting emphasis on the methods applied by government, including the governmental use of the media and use of social movements. This historical overview serves to provide a deeper understanding of the possibilities and limitations for civil society today to articulate participatory development processes through the strategic use of civil society driven media- and communication platforms. The paper thus speaks to current debates about the approaches to and the actual conditions for participatory communication as a viable element in social change processes today. The paper inscribes itself into the research project 'Media, Empowerment and Democracy in East Africa' (MEDIeA) and it will be based both on literature review and interviews.

Comunicación- desarrollo y medio ambiente

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Desde una dinámica de trabajo de investigación interinstitucional se busca identificar y caracterizar experiencias de comunicación y desarrollo que aportan a la gestión y transformación social de problemáticas medio ambientales en la Región Andina de Colombia, a través de dos procesos metodológicos un mapeo de reconocimiento, de corte empírico analítico, y unos estudios de caso para profundizar en nueve experiencias, de corte histórico hermenéutico. La pretensión final es generar un encuentro de diálogo de saberes entre los protagonistas de dichas experiencias mapeadas y etnografiadas. A partir de la propuesta y los avances del proyecto interinstitucional "Experiencias de comunicación y desarrollo sobre medio ambiente en la región andina de Colombia" se presenta una reflexión sobre las tendencias conceptuales que se pueden identificar para

entender la relación entre la comunicación, el desarrollo y el medioambiente. Además, una primera aproximación de resultados tanto desde la primera fase de mapeo, como a partir de los estudios de caso. Abstract From an agency working dynamic is to identify and characterize communication and development experiences that contribute to the social transformation of management and environmental issues in the Andean region of Colombia, through two methodological processes mapping reconnaissance, an empirical analytical, and some case studies to learn about new experiences, of a historical hermeneutic. The final claim is to generate a knowledge dialogue meeting between the players of these experiences mapped and ethnography. Since the proposal and the progress of inter-agency project "Experiences of communication and environmental development in the Andean region of Colombia" presents a conceptual reflection on trends can be identified to understand the relationship between communication, development and the environment. In addition, a first approximation of results from both the first phase of mapping, as from the case studies.

Participatory communication and development: a critical take on listening and telling

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The panelists that have gladly agreed to participate are: • Thomas Jacobson, Temple University, US • Thomas Tufte, Roskilde University, Denmark • Karin Wilkins, University of Texas at Austin, US • Silvia Balit, communication for development expert and UN consultant • Wendy Quarry, communication for development practitioner • Ricardo Ramírez, communication for development practitioner

Shifting from Personal and Mass Media to Interpersonal and Interactive Electronic Communication Media by the Farmers for Receiving Agricultural Information

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The purpose of the investigation was to ascertain the trends of communication media use by the farmers in receiving farm information. The empirical data of this study was collected from 256 randomly selected farmers, out of 1025, under Birganj Upazila (sub-district) of Dinajpur district in Bangladesh during February to June 2008. In all 12 communication media were taken into consideration in the study. The communication media were classified into three categories such as (a) interpersonal communication media, e.g. neighbours and friends, input dealers, Sub-Assistant Agriculture Officer (SAAO), Agricultural Extension Officer (AEO), Upazila Agriculture Officer (UAO), Veterinary Surgeon (VS), and Upazila Fisheries Officer (UFO), (b) mass communication media, e.g. radio, television, newspaper and monthly agricultural magazine – krishikatha, and (c) interactive electronic media, i.e. mobile phone. The respondents were asked to indicate their extent of use the selected communication media in a four-point rating scale such very high, high, moderate, and no use of the media with the weightage of 3, 2, 1and 0 respectively. There were four dimensions of the use media such as (i) extent of contact with media (times per season), (ii) understanding of the information (expressed in %), (iii) interaction with other communication media on the received information (number/season), and (iv) application of the received information from the media (expressed in %). Thus the media use score for each of the dimensions by the respondents could vary from 0 to 36, where o indicated no use of the media and 36 very high use. The findings revealed that the highest proportion of farmers used "neighbours and friends" (91.4 %) in receiving farm information followed in descending rank order by "input dealers" (89.1 %), "television" (78.9 %), Sub-Assistant Agriculture Officer (71.1 %), mobile phone (69.9 %), newspapers (49.2 %), Vterinary Surgeon (39.5 %), agricultural magazine (12.5 %), radio (10.5 %), Agriculture Extension Officer (10.2 %), Upazila Agriculture Officer (6.2 %) and Upazila Fisheries Officer (4.7 %). A comparative analysis of the dimensions of the use of the interpersonal communication media (ICM), mass communication media (MCM) and interactive electronic communication media (IECM) was also computed. The findings demonstrated that the proportion of farmers

under interactive electronic media were much more than that mass contact media and interpersonal communication media. This may be due to shifting from the traditional media by the farmers to interactive electronic communication media. The is obviously an advancement of the rural farmers towards their contact, understanding of the farm information, interaction with other communication media and finally application of the information they receive from the interactive electronic communication media.