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Id: 19488

Title: Maestras y TIC en escuelas ruralizadas. Claves del acceso en una agricultura globalizada

Session Type: Individual submission

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Abstract: Resumen

¿Cuál es la integración de las ambivalentes Tecnologías de la Información y la Comunicación (TIC) por las maestras y los maestros de la escuela rural pública y primaria en un entorno sociocultural que intensifica el acceso del sistema, las instituciones y los actores educativos a la computadora, la telefonía móvil, las redes y otros dispositivos digitales?

En la Argentina -un país urbanizado temprana, amplia y desigualmente- la escuela rural y pública del nivel primario, una institución básica de la inclusión educativa, sería invisibilizada en el discurso social, político y académico. De este modo, si escasos estudios se conocen sobre la apenas visible escuela rural de Argentina, menos antecedentes abordan la cuestión de la incorporación de las TIC por el sistema, las instituciones y los actores de la educación ruralizada para la infancia. Desde una emergente perspectiva comprensiva del acceso a las TIC nuestro método comprende una triangulación intra-metodológica. Los diversos testimonios significativos de maestras rurales presentados pertenecen a dieciséis entrevistas semi-estructuradas individuales y colectivas complementadas con observaciones en terreno, ambas realizadas en un extenso e intermitente trabajo de campo con diecinueve docentes de dieciocho escuelas rurales primarias y públicas. Estas instituciones educativas corresponden a un departamento del sur de la provincia de Córdoba (Argentina) con un predominio histórico de una economía agropecuaria extensiva y mercantil así como una acotada capacidad actual de generación de trabajo directo.

Cuatro claves comprensivas específicas sostienen la tesis propuesta en este texto como conclusión general de la investigación: a) el atravesamiento de dicha escuela por el contexto rural como un modo específico de ruralización de la institución educativa dadas las continuidades y rupturas en las condiciones del trabajo y la vida en el campo de la pampa argentina; b) la compleja y dinámica situación socio-educativa de las escuelas rurales que establece una transición escolar en curso desde la posición en el sistema educativo, el plurigrado como modalidad pedagógica específica y la trama de relaciones comunitarias; c) la caracterización del docente de la escuela rural pampeano-cordobesa del siglo XXI como un actor socio-educativo híbrido, un mediador o intermediario entre los territorios urbanos y rurales; y d) las características más puntuales de la incorporación de las TIC por dichos docentes en las distintas dimensiones del trabajo escolar.

Palabras clave

Maestra, TIC, ruralidad, territorio, globalización.

Id: 20025

Title: Media, caste and land rights movements in India: A case of Malayalam language newspapers, 2003- 2008

Session Type: Individual submission

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Abstract: Societal contradictions make India distinctive rather than diversity and peaceful coexistence which more than often dominate the narrative. Indian society is distinctly stratified along the lines of caste, gender, class, ethnicity, language etc. to name a few. Specifically, caste based discrimination has been marked and inexorable. The caste system which has its origins in the Hindu Mythology is a system where castes are hierarchically organized on the basis of rules of ritual purity and pollution. This system of social division has functioned as an oppressive tool for centuries in the Indian society. Kerala, a southern Indian state is considered as one of the highest newspaper consuming states in the country as well as regarded as a classic model of politicization spreading to large sections of the population and creating a newspaper-reading culture. Amongst the regional media in India, Malayalam newspapers enjoy a unique position owing to their huge circulation and readership. This paper examines the response of Malayalam language press in the land struggles led by Dalit and Tribal groups in Kerala. The analysis is based on the Malayalam newspaper reports, articles and editorials on the Muthanga land struggles of 2003 and Chengara land struggle of 2007. Six major newspapers in Malayalam have been analysed, such as Deepika, Malayala Manorama, Mathrubhumi, Kerala Kaumudi, Deshabhimani and Madhyamam. The initial analysis of the media reportage shows that, on the whole, the strength of newspapers has historically contributed to the vitality of Kerala's political society. Yet, on key agendas, such as land struggles led by the landless Dalit and Tribal community, a section of newspapers played a complex, and sometimes uncooperative role. Landless caste minority groups' rightful fight for land can be considered a courageous act that entailed transgressing the social boundaries that were ascribed to the communities. The powerful fight had challenged the oppressive social structures at more than one levels and this act entailed challenging and opposing the oppressive structures working to maintain caste discrimination.

*Malayalam-Spoken language in Kerala

Id: 20026

Title: The influence of new media in effective communication of Agricultural innovations

Session Type: Individual submission

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Abstract: Agriculture is an applied science and clearly toes the path of precision and accuracy that the core sciences epitomize. It can be rightly argued and for good reasons too though that the humanities clearly fall under the purview of 'science' since the word itself really means knowledge. The point being made is that the so called core science fields churn out practical innovations that are visible, measurable and modulate our way of life as humans. It is equally necessary however to assess the morality and ethics of any such innovation before adoption and researchers in the humanities do this exceptionally well. Agricultural researchers and extension workers both face the 'onerous' task of passing across results of break-through researches to Government and peasant farmers (potential immediate users of the information) in a clearly understandable manner. The language of communication becomes very important and this is where some complexities come in. This is because uncertainty is intrinsic to science and most policymakers who are non-scientists are less aware of this. Rather, they look to scientists for definitive answers that will help them make decisions. There is also the secondary challenge of relaying information on innovations to peasant farmers who account for 70% of the farming population and the food produced. The problem lies in reaching a large number of these people and sharing knowledge with them in their indigenous languages (without losing the key scientific components). At the last count, Nigeria has over twenty actively spoken languages, though three (Hausa, Igbo and Yoruba) are widely spoken and the most well known. A mass communication tool such as the radio has proven to be reliable in bridging this latter identified gap. A young man by the name Nnaemeka Ikegwuonu has pioneered a pro-Agriculture community radio station in Imo State that daily broadcasts to 250,000 farmers. Among other things, the crop yields of active listeners have increased by about 30%. This model has attracted the attention of the national Government and the international community culminating in the man being awarded the African food prize in 2013. Repackaging and adoption of this template across states in the Nigerian federation is recommended for achievement of food security which will have positive multiplier effects on the polity.

Id: 20191

Title: Digital Media for Development : A Communication Study in Remote Rural Telangana

Session Type: Individual submission

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Abstract: The patterns of Internet use vary between rural and urban areas. While urban users are increasingly going online for communication, social networking, shopping and ticketing, rural use is still predominantly for entertainment. The idea of digitally oriented development is as powerful and seductive as the technology. No single technological revolution has changed the lives of current generations in the way that the Internet has. The current paper is based on an exploratory research done in different villages of Telangana in India with a comparative data from a backward district Adilabad and an upwardly mobile district Nalgonda near Hyderabad, capital of Telangana. Villages were selected based on five indices of population, mixed social grouping having (differential social and demographic composition), distance from urban municipal corporation, proximity from institutional sources of finance and presence of Self Help Groups. Data was collected through field survey using interview schedule in local language Telugu by using the open data kit (ODK) method of data collection. An experimental design was also used as after gathering initial information to test the knowledge and awareness of government apps, an audio- visual clip of six minutes pertaining to areas like health, transport, micro finance, governance, education and entertainment was shown and further information gathered. The paper entails to map out mobile access and use, at a micro level, of the select villages as also to assess the areas in which Internet connectivity has been most useful for the rural population. The study revealed stark gaps in the levels of mobile literacy in both genders and inaccessibility of smart phone devices as there is predominant use of feature phones. It also revealed gender biased approach to facilitate mobile usage among men rather than women irrespective of age and education level. Similar studies have been done in India and abroad. In *Mobile Phones and Community Development: A Contact Zone between Media and Citizenship*, published in *Development Practice* Vol. 19, (2009), It is argued that mobile phones form a contact zone between traditional concepts of community and citizen media, on the one hand, and emerging movements in citizenship, democracy, governance, and development, on the other hand. In the paper *Mobile phones in Africa: how much do we really know?* Published in *Social Indicators Research* Vol. 84, (2007) Jeffrey James and Mila Versteeg claim that Mobile phones are a crucial mode of communication and welfare enhancement in poor countries, especially those lacking an infrastructure of fixed lines.

India stands at 134th rank among 178 countries using internet with an IDI value of 3.03 in 2017. According to BharatNet broadband project with the launch of wi-fi hotspots in over one lakh Gram Panchayats by June 2018, the net usage saw increase of 190% in data usage to 95 terabyte as per DoT report by Government of India. By December 2018, 1.21 lakh panchayats are ready with broadband services infrastructure. Despite these figures, the field reality tells a drastically different story.

Id: 21191

Title: Internet Use Genres: A Lens for Analyzing Similar Patterns of Internet Adoption in Rural Canada, Chile, and Vietnam

Session Type: Individual submission

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Abstract: During the past decade, public policies across the world have focused on providing digital connectivity infrastructure in remote rural areas (Roberts et al., 2017). Despite the different socio-cultural landscapes, the comparative examination of data from studies conducted in rural communities in Canada, Chile, and Vietnam points to many similarities in the ways inhabitants appropriate digital communication technologies (Author 1, 2010; Authors 2, 2016; Author, 3, 2018). In this paper, we reflect on the factors behind these patterns and propose a theoretical concept that we believe can serve as a useful tool for their analysis: Internet use genres. This concept integrates ideas from the social construction of technology (SCOT) approach, critical theory of technology, and sociological phenomenology (Author 1, 2005). It calls for a focus on the situated rationality of the choices and decisions guiding Internet appropriation in particular local settings in contrast to the characteristic fixation of analysts on the dominant rationalities driving policy-makers and industry players.

Internet use genres relate rural users' practices to the systems of relevance that organize their lifeworld. These systems become the cognitive map helping rural inhabitants to make sense of the new technologies they encounter. Thus, the meaning-making process and the respective appropriation of the Internet is rooted in users' socio-biographical situations marked by conditions such as geographical remoteness, the degree of mobility, scope and intensity of social contacts, sources of livelihood, among others.

Revisiting the results of the three studies, we trace the emerging use genres to elements of the relevance systems and socio-biographical situations of individuals, and further to the geographical, socio-economic and cultural conditions of their communities and the larger national context. We propose a typology for classifying these rural use genres along the axes of innovation vs. conservation; expansive potential (Miller and Slater, 2000) vs. protectionism; top-down modernization rationality vs. situated capability building. Because use genres arise and are shaped by local situations, we argue, they can produce unforeseen effects. Being able to identify, classify, and anticipate the evolution of these genres into widely shared normatively sanctioned practices gives researchers and policy-makers a nuanced understanding of adoption processes in rural communities.

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Id: 21200

Title: Rural Women's Technological Experiences in Turkey

Session Type: Individual submission

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Abstract: Dissemination of technologies into rural settings could affect gender division roles and activate women presence in decision making processes. Digital technologies' potential in rural areas could have beneficial consequences on economic and social sustainability. Usually women agricultural and domestic labor are invisible in rural settlements. Commonly, gender inequity and the intensifying conditions vary across countries or regions. Although the use of technologies of urban women in Turkey has received extensive attention in literature, a research gap exists about interaction of rural women with technologies. This research aims to shed light on the situation of rural women in Turkey by examining their experience with technologies.

Women's media and technological consumption is examined with a gender dimension through field work. Apparently, rural women are still disadvantageous in technology access and ownership compared to other social groups in Turkey. Owing to transformation that mechanization brings on rural life, womanhood perceptions are examined respectively by the integration of white goods, television, computer, the internet and mobile phone. Women's status in rural life are structured by the impact of patriarchal barriers which are variables according to geographic and cultural factors. Rural women experience life mostly through television due to their low literacy rate and limited mobilization. Especially television fill their leisure times and their heavy exposure shape their perception of their environment. As Gerbner mentioned in 'Mean World syndrome' which argues that television cultivates women's social relations, decision making processes and mobilization in different ways.

The paper aims to examine the opportunities and limitations that rural women may encounter by their interaction with technology. Besides the level of technological access, the offline patriarchal oppression over women has been transferred to their new media environment. Most of the women use rarely the marketing potential of social media platforms in order to raise their sales. Their presence in social media, their profile and their interaction are mostly designed by their 'offline' environment. Therefore, women's social media accounts become new spaces for rural panopticon.

This research is a part of the project named as “The socio-economic and cultural transformation of rural space: Modernizing and disappearing traditional spaces and meaning” (114K145) which is funded by The Scientific and Technological Research Council of Turkey (TUBİTAK 1001) and aims to reveal the transformation of rural on economical, sociological and gender dimensions by using both qualitative and quantitative methods. Both qualitative (focus groups conducted with women and men in 30 villages) and quantitative (1222 face-to-face interviews conducted with rural households) methods are used in this project. Mostly we rely on quantitative datas in order to understand women’s use of technologies and the opportunities and threats that they encounter.

Keywords: Rural, technology, women

Id: 21306

Title: Assessing the Potential for a Digital Farmer Field School supporting local innovation in the Coffee Value Chain in Enrekang District, South Sulawesi, Indonesia

Session Type: Individual submission

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Abstract: To improve the quality and production of its specialty “Arabika Kalosi Enrekang” coffee, the local government of Enrekang district, South Sulawesi, Indonesia, invited a team of researchers to explore innovative approaches to engage farmers in local innovation. The team had prior experience with the collaborative design and development of the Digital Farmer Field School (DFFS) model in Sierra Leone and Mongolia, and was interested to assess the suitability of this model in the Indonesian coffee value chain context. The assessment involved a collaborative exploration into the state of knowledge, ability and interest of farmers in coffee farming, the challenges faced in daily life by farmers and their families, and the capabilities of the agriculture extension system in the district to help develop and facilitate a DFFS design and development initiative.

The study involved an exploratory tour through the district to get a general overview of agricultural management and farming practices, followed by two focus group discussions with farmer groups at two coffee producing villages. In addition, two key informants of the District Department of Agriculture were interviewed to provide insights into local government policy and priorities related to agricultural development in the district. Finally, extension officers of the district participated in a workshop that introduced the DFFS model and invited the participants to contextualise the model, assess its applicability, and provide ideas to tailor it for the coffee value chain in Enrekang district.

The Enrekang coffee commodity chain faces its own complex set of problems, including various constraints on production, processing and marketing. Coffee in Enrekang district is mostly produced by smallholders who cultivate less than one hectare of land per household, and achieve a production capacity of only one-third of the crop’s potential under prevailing conditions. Many coffee farmers

have shifted to other crops due to the low market price they received in recent years. Smallholder farm families face a range of social, economic and environmental challenges in everyday life, requiring them to have access to timely advice. Information and communication services, however, are often not readily available due to inadequate or non-existent infrastructure and low effectiveness of the agricultural extension system. The DFFS could provide a mechanism for farm families to not only have instant access to updated information and services, but also a platform to share their experiences and voice their concerns, while not being restricted by time and space.

The study concludes that the DFFS will provide a radical innovation to the agricultural extension system, as it can mitigate many of the difficulties caused by the insufficient capacity and resources of the extension system to assist farmer groups. In addition, the DFFS can serve the needs of other government departments to provide information, services and engagement opportunities to farm families to improve rural livelihoods in an integrated way. Careful design and development of the DFFS platform and the structures to facilitate its use, however, are required to match needs and capacities of both farmers and the extension system.

Id: 21453

Title: Using video to moderate farmer/fisher interactions with local government: A case study of Mukono, Uganda

Session Type: Individual submission

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Abstract: The Lake Victoria Basin region faces significant challenges because of climate change. Farmers and fishers will need to adapt, yet both groups plan and operate at a seasonal or annual timescale, while climate change projections operate at a decadal timescale. This mismatch in time horizons results in a situation where farmers and fishers have limited applicable use for climate change information (unlike city planners, for instance, or others who operate at a decadal timescale). Despite this, farmers and fishers are still presented with a narrow range of “climate futures” and possible adaptation pathway recommendations, which can force rural people to make decisions that appear to lock them into a certain trajectory.

Researchers from the FCFA programme's HyCRISTAL project and the Climate Action Network of Uganda worked with “Community Climate Champions” in Mukono District, Uganda to develop video narratives that represented the subjective complexities associated with adapting to climate change within their respective sectors. Two teams, the first composed of four fishers and the second composed of four farmers, worked together to craft stories that would be developed into short films to be screened with government officials in their district.

The stories produced by participants analysed extension messaging related to climate change, and examined alternatives to the narrow set of livelihood adaptation options they were presented with by rural advisory services. The purpose of this methodology is to partly reveal what farmers and fishers keep guarded on their “hidden transcripts” of imagined possible futures for their individual selves, their families, and their communities (see Scott, 1990). Government officials and climate scientists who viewed these video stories were faced with the dilemma of response when their foundational assumptions about rural farmers and fishers were challenged. The exchange of videos to mediate discourse is an approach that was piloted by the National Film Board of Canada during

the Fogo Process led by Donald Snowden in the late 1960s (see Crocker, 2003). This process gives participants the opportunity to see their own realities depicted on screen, and to hear their own voices and positions represented in their own idiomatic language. This creates the empowering experience of self-reflexivity. The process also forces the viewers, who are invariably power-holders, to accept messages that are not dictated to them in their own hegemonic terms. The outcome is that the one-way direction of rural advisory message delivery is subverted, and the entire set of climate change adaptation narratives presented to farmers and fishers by government, NGOs, academics, and private-sector stakeholders are interrogated.

Crocker, S. (2003). The Fogo Process: Participatory communication in a globalizing world. In S. White (Ed.), *Participatory video: Images that transform and empower* (pp. 122–141). Thousand Oaks, CA: Sage.

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Id: 21454

Title: DIGIFARM TECHNOLOGY AND DISSEMINATION OF AGRICULTURAL INFORMATION IN NYAMIRA NORTH SUB COUNTY, KENYA

Session Type: Individual submission

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Abstract: Background: Rural life revolves around agriculture. Almost 80% of world population eke out a living in country side depend on land for livelihood. With continuous tilling of land and decline of soil fertility and land acreage, there is need for constant farmer support in terms of extension and financial services, modern agricultural technology, farm inputs and training. However, weak economies in most developing countries, have rendered government incapable of providing requisite support to farmers to optimize farm productivity. To bridge the gap, Digifarm technology was initiated to support farmers through mobile phone platform. This paper explores the level of awareness of rural farmers on agricultural information disseminated through Digifarm technology, investigate the effectiveness of Digifarm technology on agricultural information dissemination and analyze the effects of Digifarm technology on rural agricultural productivity in Nyamira North Sub County. The findings aim to guide policy formulation to strengthen dissemination of agricultural information and technologies to rural farmers through mobile phone technologies.

Methods: The study utilized qualitative research methods. It employed purposive sampling procedure to draw a sample 50 farmers for interview. In addition, four focus group discussions were conducted to cross-check information obtained through interview methods. The researcher ensured representative sample in terms of region, gender and farming types. Data collected was coded and analyzed using salient and recurrent themes relating to Digifarm technology and dissemination of agricultural information in rural Kenya. The data then formed a source of interpretations of meanings, experiences and perceptions on Digifarm technology and dissemination of agricultural information in Nyamira North Sub County.

Results: The study revealed that the farmers in Nyamira North Sub county are not aware of the entire support and information package disseminated through Digifarm technology, information dissemination is not effective as farmers lack of appropriate gadgets and necessary skills and that Digifarm technology has not had much impact on rural farm productivity.

Conclusion: Initiation of Digifarm technology was intended to aid farmers acquire necessary agricultural support and information. However, without awareness creation, trainings and use appropriate communication gadgets, realization of noble Digifarm technology objectives in rural Kenya is farfetched.

Keywords: Agricultural Technology, Digifarm, Rural farmers, farm productivity

Theme: “Communication, Technology and Human Dignity”- Innovative Methodologies and New Technologies for Rural Communication and Extension.

Id: 21519

Title: Red de Radios Rurales de la Argentina: una experiencia de ejercicio del derecho a la comunicación de sectores de la agricultura familiar

Session Type: Individual submission

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Abstract: El presente trabajo analiza una práctica socio cultural y comunicacional denominada “Red de Radios Rurales de la Argentina” (RRR), que en la actualidad reúne 50 experiencias de radios comunitarias y de comunicación comunitaria rural gestionadas por organizaciones de la agricultura familiar y la economía social y solidaria.

“Somos organizaciones que deciden tener radios” asegura el manifiesto colectivo fundacional de la Red que congrega una variedad heterogénea de participantes: desde radios rurales; experiencias de radios abiertas en ferias agroecológicas; colectivos de producción de contenidos radiofónicos; proyectos de radios rurales; trabajadores estatales que acompañan estos procesos; estudiantes y docentes vinculados a carreras de universidades públicas, entre otros.

Esta heterogeneidad de experiencias comunicacionales de la RRR se ve reflejada en la composición del sector que nuclea a las organizaciones que gestionan las radios: la agricultura familiar.

Hablamos de un segmento complejo, y a veces en tensión, que representa el 65 por ciento de las explotaciones agropecuarias de Argentina y en donde encontramos a agricultores en unidades familiares con tierra, campesinos sin tierra, productores originarios, agricultores periurbanos y urbanos, pescadores artesanales, feriantes agroecológicos.

La investigación busca abordar y analizar una serie de cuestiones que consolidan la aparición de las experiencias de comunicación comunitaria Rural y de la Red. Por un lado, un proceso de

institucionalización estatal del sector señalado que, además, es el generador del 53 por ciento del empleo rural de la Argentina y de los principales alimentos que se consume en su mercado interno, pero que hasta 2008 no contaba con políticas de fomento para el sector. Por otro, la participación de esas organizaciones en el diseño de esas políticas públicas, en un proceso que las mismas denomina de disputa de las burocracias estatales. En tercer término, la reglamentación de la Ley de Servicios de Comunicación Audiovisual de Argentina (26522), de intenso debate social que se convierte, para 2009, en la primera política pública de comunicación de la democracia argentina y que reconoce por primera vez a las organizaciones de la sociedad civil como actores autorizados a gestionar medios de comunicación, junto al sector comercial y el público.

Nos preguntamos entonces, qué procesos se dan en estos escenarios políticos, sociales, económicos y comunicacionales para que organizaciones de la agricultura familiar, siempre con una relación distante con la producción de medios comunicacionales, ya sea por la falta de reglamentación o por el costoso acceso al complejo tecnológico; con problemáticas centrales en su agenda como el acceso a la tierra, al agua o la falta de políticas para el fomento de una producción central agraria en la Argentina; deciden gestionar medios, reunirse y ejercer su derecho a la comunicación. Llamarse además de agricultores o campesinos, comunicadores populares.

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Id: 21524

Title: [Panel] Rural Communication - Exploring concepts and directions of the new IAMCR Working Group [Presentation] -

Session Type: Panel Submission

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Abstract: Facilitators: Sarah Cardey and Rico Lie

Participants: GRI-RC members

This panel will explain the focus and aim of the working group as well as position the field of rural communication in a wider communication and development landscape. Members of the Global Research Initiative for Rural Communication (GRI-RC) will share their perspectives on the state-of-the-art of the field and its future imperatives. The working group on rural communication was initiated by GRI-RC, which seeks to mainstream communication for development into the wider development agenda and practice, and has been formed by the following institutions: The Centre for Communication and Social Change, The University of Queensland, Wageningen University & Research, Van Hall Larenstein University of Applied Sciences, University of Guelph, University of Reading, and University of the Philippines Los Baños.

Id: 21840

Title: INFLUENCE OF INFORMATION SOURCES USE ON E-WALLET ADOPTION AMONG FARMERS IN NIGERIA

Session Type: Individual submission

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Abstract: Growth Enhancement Support Scheme (GESS) powered by the e-wallet mobile phone platform is one of the attempts made by the Nigerian government to boost farm productivity. The aim of the measure is to supply farm inputs such as improved seeds, agrochemicals and fertilizers at subsidized price directly to farmers. To distribute the inputs directly to the farmer, E-wallet platform based on sending SMS on the mobile phone is used. Still, there is a problem that a large number of farmers do not profit from this government measure. The question arises why they do not participate. One of the possible reasons is lack of information about the measure and how to apply. Therefore, this research aims to study information sources and communication channels that affect the use of e-wallet by farmers. This study was conducted in three states (Ondo, Osun, and Ekiti) in south-west Nigeria. Two hundred and eighty-eight farmers (144 participating farmers in the e-wallet and 144 non-participating farmers) participated in the quantitative survey. They were selected using a multi-stage sampling technique (Random and purposive). The data were collected using structured questionnaires and face-to-face interviews. We used Binary Logistic Regression to analyze the data. The results show that the main source of information for farmers are extension agents, farmers groups, radio and television broadcast. The model result shows that increasing age, participation in previous governmental agricultural programmes, high frequency of receiving information from extension agent, staffs of federal ministry agriculture and farmers group increase the probability of adoption of e-wallet platform. On the other hand, being female increasing farm size and frequent use of television and internet as information source for agricultural information statistical significantly decrease the probability of adoption of e-wallet by farmers in the study area. Hence, more frequent extension services provision by extension officers and officers of the federal ministry of agriculture especially for female farm heads and older farmers as well as their participation in farmer groups could increase the participation rate in the e-wallet program in Nigeria.

Keywords: e-wallet, adoption, channels, rural communication, and farm inputs.

Id: 22022

Title: Back to the village: Integrating folk media into food security communication in Ethiopia

Session Type: Individual submission

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Abstract: Abstract

Food insecurity remains as one of the major development challenges in developing nations. Ethiopia has been reported as one of the most food-insecure countries in the Sub-Saharan region. In the last three decades, the country has never been able to attain sufficient production to feed its growing population (Ejiga, 2006). The Ethiopian government has introduced various policies and strategies to tackle rural food insecurity. It seems, however, that the communication approaches applied to take these strategies to rural communities have not been effective. Mainly, the top-down and expert-led communication strategies are not contextualised to local thinking and fail for these reasons. Due to these limitations in the past decades, development thinking has experienced grassroots cultural turn (Schech & Haggis, 2000; Radcliffe, 2006), or what Kliksberg (1999) calls a new development debate; highlighting the significance of culture-based development. Culture-based development can be achieved through ‘culture as a method’ approach, which reflects the use of cultural expressions including ‘song, dance, poetry, idioms, and proverbs to enhance development efforts’ (Njoh, 2006, p.186). This paper explores the adaptability of cultural expressions (folk media) to incorporate into food security communication strategies in eastern Tigray, rural Ethiopia. Multiplicity paradigm of development was used as a theoretical framework for this study. This paradigm focuses on the cultural and social multiplicity, endogenous development and self-reliance of people. Methodologically, this study employed an ethnographic research approach. The study findings, therefore, showed that oral poetry and songs have the highest potential to convey rural food security messages due to their entertainment and educational potential. Results further showed that folk media have the adaptability to integrate into food security communication strategies due to their feedback system, a high degree of credibility, and are familiar with the culture and worldviews of the people. Most importantly, they are readily comprehensible and flexible to convey diverse themes. Overall, this study does not take folk media as a panacea to alleviate rural food insecurity. However, as Escobar (1995, p.46) argues, “...intervention relies on myriad local centres of power, in turn, supported by forms of knowledge that circulate at the local levels.” Therefore, integrating folk media into food security communication not only helps to inform people about the nature, relevance, and applicability of food security programs but also promotes their participation in development initiatives.

Keywords: Folk media, food security, multiplicity paradigm, ethnography, Ethiopia

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Id: 22028

Title: China's We-Media Village: Urban-rural relationship and Rural self-representation

Session Type: Individual submission

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Abstract: China has about 580 million rural permanent residents and 280 million migrant workers. The sum of the two accounts for more than half of China's population. Besides, the number of Internet users in China reached 802 million, of which rural netizens accounted for 26.3% and the scale was 211 million. However, for a long time, media resources have been dominated by urban intellectual elites. Rural people have not grasped the awareness and channels of media, so they have been in a state of aphasia in the age of the Internet. But the emergence of we-media (self-media) has changed this dilemma. A large number of rural self-media accounts emerging on social media such as WeChat, Weibo, and TikTok are their important voice channels.

This article will take the example of Shandong We-Media Village, which has been widely discussed on the Internet of China in 2018. Because the village's self-media operators are a group of rural women who has no higher education, but their average income exceeds that of their counterparts in Shanghai. By using a macro-level sample questionnaire and a micro-level observation interview and periodic assessment, we are trying to explore the purpose, profit model and operation status of this we-media group.

The rural we-media uses the short media, live broadcast, blog and other new media means to spread the rural natural and human landscapes that are different from the urban ones, satisfy the urban people's hunting mentality and strengthen the self-identity of the rural people. Meanwhile, they will sell attention resources to advertisers and use new media to promote and sell rural tourism and agricultural products.

This article finally focuses on the urban-rural relationship in the Internet field. The city and the countryside are two sides of the Chinese society. While the Internet gives the village a greater voice, it also more clearly shows the tearing and opposition between the city and the country. Although the Internet emphasizes the equality of rights and the deconstruction of authority, the Chinese Internet is still controlled by urban elites. The emergence of rural self-media is, to a certain extent, a subversion of grassroots to elite discourse. In this process, the rural self-media as an emerging force will inevitably be questioned and attacked by the original residents of the Internet----- Urban intellectual elite. How to express countryside on the internet, how the city understands the countryside, and how the internet plays a role in urban-rural relations are the most critical issues in China's social governance, and are important topics of rural communication studies.

Id: 22036

Title: What does it take for farming communities to act on increased drought occurrence resulting from climate change'

Session Type: Individual submission

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Abstract: Due to climate change, there is a high probability of increased intensity of extreme weather events such as drought. This is a serious issue for millions of rice farmers globally who rely on farming for their livelihood. Drought during critical stages of rice plant development will result in unfilled grains, which translates to yield loss and, consequently, food security issues, as rice is the staple food for more than half of the world's population.

Whilst drought threatens crop yields of farmers, the question of what it takes for farmers to start taking action on drought has not yet been explored. This is an important policy question as even when confronted with climate change, there is evidence that farmers do not take drought adaptation actions. Knowing when and why farmers take action on drought can provide important insights to guide future interventions to reduce its negative consequences.

To unravel what it takes for farmers to change their perceptions and practices in response to increased intensity of drought, we use the concepts of irritant, system autonomy, and codes from Niklas Luhmann's Ecological Communication (EC) and adapt them to form our analytical framework. Among our key assumptions is that the system (rice farming system) will only respond to an irritant (drought) if the irritant is expressed within the language (codes) of the system. It is proposed that once these codes are triggered farmers will respond to drought. The system decides if it will respond to the irritant or not (system autonomy).

The study was conducted in two drought-prone rice-farming communities in the Philippines. Research participants were 47 rice farmers who have been farming for more than 20 years, are decision makers in their rice farms, and have experienced drought. Additionally, six key informants from government agencies were interviewed. Various qualitative research methods were employed. Important documents on climate change adaptation (CCA) in the Philippines were also reviewed. In the analysis, the reasons that prompted farmers to respond to drought were identified as codes of the system.

Income and identity are the dominant codes triggering drought adaptation action in the rice-farming communities. The income code is an obvious code as rice farmers rely solely on rice for their livelihood. Identity appears to be a strong code as despite experiencing zero yields in the past because of drought, farmers keep returning to rice. Rice farming is their *raison d'être*. This relates to system autonomy in Luhmann's parlance where the system decides on the next course of actions it will take to continue its operations (rice farming). Additionally, whilst the identity issue figured prominently in this study, it does not seem to have been given adequate attention in important policy documents on CCA in the Philippines. Our findings have global significance in relation to understanding the adaptive behaviour to drought of millions of ageing farmers worldwide. It also adds up to the dearth of scholarship dealing with the social aspects of CCA and moving behind the strong technology-centric view of CCA in the agriculture sector.

Id: 22074

Title: Studying social change through complexities of Hindi films' audiencehood for women in an Indian village

Session Type: Individual submission

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Abstract: This ethnographic study examines the purpose and significance of contemporary Hindi films for women living in Narwal, a north Indian village near Kanpur. Based on fieldwork carried out over four months in Narwal, interacting with more than 60 women aged 18-80 years, this paper highlights the complexities of audiencehood for women living in rural India, where 'rural' is defined as 'anything but urban' and officially houses 68.84% of Indian population (Census, 2011). Despite the women's negligible viewership of films in theatres, limited viewership within their homes, and moral issues around women's film consumption, this audience group discusses the purpose of films in everyday life in complex ways. In a village space where the pleasure of consuming film can itself be a transgressive activity, Hindi films capture the village women's imaginations by offering them a world of new possibilities. My research draws on scholarly accounts such as Purnima Mankekar's ethnography of Television, Womanhood, and Nation in Postcolonial India (1999) and Steve Dene's seminal work 'Movies, masculinity and modernity' (2000) which focused on men's filmgoing and the sociology of male audience reception of Hindi films. However, it is situation in an Indian rural context where the social factors governing women's audiencehood have a greater role to play in their consumption of films as compared to their own preferences. My larger research showed that "filmi" connotes anything that is 'other' to village life in these women's imaginations. This paper argues that by engaging in creative cultural production, using multiple modes of filmic engagement, negotiating within their own households, and capitalising on 'men looking away', women are breaking everyday rules that govern them in order to strengthen their engagement with Hindi films. Women's everyday negotiations in consuming Hindi films indicates a slow but steady social transformation which is visible through, and enabled partly by, their dealings with Hindi cinema. Drawing on James Scott's concept of 'everyday resistance' (1985) that, he argues, lies in the mundane, and his concept of 'hidden transcripts' (1990), this study argues that social change evolves through a growing cluster of 'hidden transcripts' (ibid.) of women around their love for Hindi films. Through these, the powerful position of the village males gradually begins to be questioned, thereby challenging the status quo.

Id: 22367

Title: "Through their eyes I can work"; A qualitative exploration of rural medical officers' perception of mHealth.

Session Type: Individual submission

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Abstract: mHealth or mobile health is the use of mobile technology for delivering health care & services (WHO). With increased ubiquity of mobile phones, the potential of improved access to health information and services across the rural remote populace seem to be achievable. A number of studies have reported the potential of better maternal and child healthcare in LMICs through the use of mHealth tools. Studies have also reported that implementing mhealth systems at community level can substantially promote improved and equal access to healthcare.

However, to gain all the advantages mobile technology offers and to design effective community health worker (CHW) based mHealth interventions, it is important to conduct a 360-degree perusal of all aspects of this technology and the benefits it offers to all the players in the rural healthcare scenario. While there are plenty of studies looking into the benefits offered by the mobile phone to the CHW, there is a shortfall of studies examining the use of mobile phones by CHWs as a support tool from the rural medical officers' perspective, especially if and how the technology is supporting the last mile healthcare delivery through these workers.

This exploratory descriptive study was conducted in the Udupi district of Karnataka, India. It investigated the benefits, barriers as well as the challenges of mobile phone use by the community health workers from the rural doctors' perspective. The participants of the study were doctors belonging ten different primary health centers in the district.

During the study, doctors opined that with the coming of mobile phones, CHWs have become their eyes in the field, leading to a timely delivery of health information as well as healthcare services. However, it was also informed that remote villages from around their primary health center lacked sufficient coverage and hence mobile phone was not very useful in those areas. Digital illiteracy, lack of communication skills, and lack of continuous training to use all features of the phone among CHWs were some of the challenges pointed by the doctors.

The results from the study hopes to inform government policy to result in efforts to improve the existing mobile technology infrastructure as well as factor in more training programs to train these grassroots level workers so as to capture the benefits the technology offers and in the augmentation of the existing rural healthcare system

Key words: mHealth, community health workers, rural healthcare, mobile phone

Id: 22426

Title: Community Participation in the Development and Implementation of a Distance Learning System in an Indigenous Community in the Philippines

Session Type: Individual submission

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Abstract: Community participation plays a significant role in the success and sustainability of every development initiative (Bessette, 2004; Servaes, 2006). However, its importance has been insufficiently stressed and practiced by many development organizations, especially in the Philippines (Mwiru, 2015; Kumar, 2002). Guided by Pretty's typology of participation and the ADDIE instructional design model, this study analyzed the role and importance of community participation in the development and implementation of DokyumenTAYO, a distance learning system project developed by students from the University of the Philippines Los Baños, Laguna, Philippines. Documents review and a focus group discussion with the project developers and with some community stakeholders of the project were conducted.

Results show that the level of participation varies for specific community stakeholders and in every phase of the ADDIE instructional design process. From Analysis up to Development phase, the level of participation of the community was generally consultative as they were constantly consulted in all the decision-making process undertaken. Meanwhile, their level of participation shifted to being functional and participative during the Implementation and the Evaluation phase as they became more engaged in planning for the project's sustainability. On the other hand, the utilization of participatory methods in facilitating the whole process, as well as the constant communication and coordination using digital media platforms and face-to-face interactions, became very significant in gaining their trust, and in enhancing and sustaining their participation in the project.

This study concludes that the participation of the Aeta community in the development and implementation of DokyumenTAYO ultimately enhanced its success and ensured its sustainability. In addition, trust was seen a very crucial factor, especially in indigenous communities, in enhancing and sustaining community participation. This study recommends that development organizations should engage their stakeholders, not only during the Analysis and Implementation phase, but in whole instructional design process to better enhance project's success and sustainability. The concepts of participation and trust-building may be better explored in development communication research and practice.

Id: 22615

Title: Unpacking marginalisation dynamics in the context of climate adaptation and resilience using visual tools

Session Type: Individual submission

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Abstract: Ranked as one of the most disaster-prone areas globally, the Philippines regularly experiences disaster events. The country is highly dependent on natural resources and agriculture, so the sector's susceptibility to extreme weather events contributes to the vulnerability of fishing and agricultural communities. Aurora state is particularly vulnerable, being situated in a typhoon alley. There is a pressing need to address these impacts of extreme weather events to strengthen community livelihoods. Further, different groups are affected by these events, with marginalised groups facing more extreme livelihood shocks. Through analysis of a project that seeks to mitigate these shocks and support the livelihoods of indigenous communities, this paper will explore (a) the construction of "indigenous" and how this is socially and culturally constructed; (b) unpacking resilience and adaptation narratives, using different types of knowledges and (c) unpack the dynamics that contribute to and reinforce patterns of cultural, social and livelihoods-based marginalisation. From this analysis, the paper will present opportunities and challenges for developing rural communication options through two mechanisms. First, it will explore visual narratives as a means of exploring these intertwined issues, to suggest means for challenging the marginalisation of indigenous voices. Secondly, it will explore opportunities for critical intervention and design of appropriate rural communication interventions towards building more resilient livelihoods.

Id: 22620

Title: Bridging Gaps Between Rural Communication Practice and Policy in Asia

Session Type: Individual submission

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Abstract: The paper aims to analyze the rural communication (RUC) practices in Asia and how they are enabled (or disabled) by existing (or lack thereof) of pertinent development policies. Evidences were gathered using a desk study of cases from 7 countries in the region covering the sectors of agriculture, environment, health, social justice, and civic engagements.

Findings indicate that RUC practices differ in their historical imperatives, labels, implementers, intended stakeholders, methods, tools, approaches, innovations, challenges and policies where they are anchored on. They, however, share the same sentiment in terms of concern for culture and local knowledge, participation and dialogue, collective process as preceding creation of messages and media, and being rooted in community from which decision and action must emerge.

The enabling policies for RUC are usually embedded in the broader policies of the sector where they are applied. As such they interface with social processes in community development, extension, community organizing, social mobilization, knowledge management, and conflict resolution among others. In some cases, RUC practices do not have policy backing at all but nonetheless become fully recognized as the de facto means in pursuit of rural development. The rise of new development challenges such as social inclusion, migration, LGBT++, mental health, population of millennials, and emergence of mega cities now impinge on the thrusts that rural development should take and how RUC should proactively address such. Policy support is still needed for RUC to become a good practice that can be mainstreamed in rural development that any government will be willing to invest on. The paper proposes actions addressing the identified policy gaps.

Id: 22640

Title: Cross-class Televisual Carnival: Receptions of TV drama Rural Love Story by the Peasants and the Urban Middle Class in North China

Session Type: Individual submission

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Abstract: Rural Love Story is China's longest running comedic TV series. It follows the tiny household stories inside a small village in the North-eastern province of Liaoning. Since its debut in 2006, this drama has broadcast 10 seasons on several of China's most influential TV channels and video websites. Although the story depicts the life of a group of peasants in a small village, this drama has attracted attention from a wide range of social groups, including China's growing urban middle class. According to statistics released by Tencent, the drama's main online broadcasting platform, 84% of the Rural Love Story Season 8's online viewers live in first-tier cities like Beijing (Sun, 2017).

This article focuses on the receptions of Rural Love Story by two different social groups in China: the peasants and the urban middle class. It examines the cross-class appeal of this drama with the concept of televisual style as well as the theories of carnival and cultural identity. There are three research questions in this study: first, what stylistic features are integrated into this TV drama; second, how the peasants and the urban middle class in China subjectively interpret and appropriate Rural Love Story to their own experience of cultural identities; last, how the carnivalisation of the drama's televisual language helps it to generate a cross-class appeal.

This article combines textual analysis and interviews, the same methods that Cheung (2017) uses to examine the trans-border flow of a Chinese music reality show, to answer the above questions. Considering that the aesthetic style of a seasonal drama matures in its later seasons, the televisual style of Rural Love Story is interpreted by a textual analysis of its most recent season, Season 10. In terms of interviews, taken into consideration of the cultural differences between North and South China, this research only focuses on the receptions of this drama by people living in the Northern part of this country. The focus on North China has taken into account that Northern people have more in common with the lifestyle that Rural Love Story depicts. Informants are invited in Beijing and the Northern province of Shandong. The choice of Shandong is because, as one of the biggest traditional agricultural provinces, it has a representative rural population. Beijing is chosen because, as the most developed modern city in North China, it has a large population with decent socioeconomic status, and these people are representative of the urban middle class. Referral is a useful way to identify Rural Love Story lovers. Therefore, interviewees are invited mainly by referrals. There are 10-15 informants in each social group. By analysing the drama's televisual style and the reception of it, this research seeks to explore the features of a successful TV drama which appeals to different social groups.

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Id: 22646

Title: Agro-climatic fields schools: A new frontier of communicating climate information services to smallholder farmers in Burkina Faso and Ghana (West Africa)

Session Type: Individual submission

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Abstract: Climate information services (CIS) has positively contributed to suitable decision-making in terms of farming, pastoral and fishing management systems. Knowing that pluviometric extremes can be both constraints and opportunities for subsistence farming, how can CIS be communicated to smallholder farmers to support intensification? This is possible as a result of improved climate prediction techniques and simplified access to climate information (e.g. Automated dissemination of weather information across mobile phone networks and the internet). The use of these CIS by farmers would need new extension approaches such as Agroclimatic field schools (AFS). For the past few years, WASCAL (www.wascal.org) has been experimenting pilot initiatives of practical AFS in Burkina Faso and northern Ghana to alleviate loss/damages caused by pluviometric extremes and increase farm productivity. A community of co-production of CIS is developed in which practical advice is generated from a team of climate scientists, agronomists, farmers, and communication or extension agents. The generated package of CIS is wrapped up into a user-customized information package called “AgInfo” package which is implemented in demonstration farms during proactive and participative exchanges involving a network of scientists, communication or extension agents and the farmers during factual focus group discussions called "agroclimatic field schools" (AFS). The AgInfo package is disseminated by voice mail via farmers’ mobile phones in three local languages namely Moore, Dagara, FraFra, in English and French and tested in Ouahigouya and Dano (Burkina Faso), and Bolgatanga (Northern Ghana) to plan against observed and predicted pluviometric extremes. Equipped, each with a mobile phone and a manual rain gauge, a set of smallholder farmers together with extension agents provide feedbacks to enable a live verification of the agroclimatic information embedded into the AgInfo package. The impacts of the AgInfo package disseminated through AFSs in 2016/2017/2018 rainy seasons were outstanding in term of production and reduction of loss/damages to participating farmers. The concept AFS is an agro-climatic innovation in the management and effective delivery of climate knowledge to strengthen farmers resilience to climate-related hazards, scalable to the West African Sahel. This paper provides insights on two-year intensive experimentation of AFS in the context of local climate variability and change.

Id: 22725

Title: Factors Influencing the Decision of Early Adopters to Participate in the Fishers Household Resiliency Program in Lubang Island, Mindoro Philippines

Session Type: Individual submission

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Abstract: Fisher households are considered as the poorest in the Philippines. They are very dependent on a single income source and their catch is declining due to overfishing and other environmental factors. Their limited assets in terms of physical, financial, natural, and human capital heightens their vulnerability to crises and shocks.

RARE, a global leader in behavior science approach to conservation, intervened to help build fishery household resiliency of several island communities in the Philippines by leveraging strong social capital. Among the interventions introduced in the community is the establishment of savings clubs and conservation enterprises. In Lubang Island in Mindoro, Philippines, 25 households decided to participate in these programs. Early results have shown improved financial assets that led to acquisition of productive assets, dwelling improvement and for education and livelihoods. This positive outcomes influenced others to form their own savings clubs.

While it is understood that positive outcomes of a program can influence others to participate, the question that this study aims to answer is what propelled the early adopters' participation in the household resiliency program. Guided by dual-process theories of cognition and information processing (Kahneman & Tversky, 1979), in-depth interviews and focus group discussions were conducted. Communication activities such as study tours and social marketing has influenced their decision to participate in the program but specific events and phrases that they have hears during the activities has prompted their decision to join the program.

Id: 22737

Title: How do Agricultural Extension Workers of DAE Use Social Media for Strengthening Agricultural Innovation in Bangladesh'

Session Type: Individual submission

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Abstract: Introduction and Theoretical Framework

The Department of Agricultural Extension (DAE)) – the largest public sector organization – plays active roles to provide various services to farmers so that they can utilise their resources optimally to achieve sustainable agricultural and socio-economic development (DAE 2016a). Public extension agencies like DAE have been considered as “engines for promoting innovation” in agriculture sector (Rivera & Sulaiman, 2009). New Information and Communication Technologies (ICTs), such as social media are credited for enabling stakeholders to share knowledge, enhance interaction, and develop support networks for facilitating agricultural innovation (Kaushik, Chowdhury, Odame, & Paassen, 2018). Inspired by the development manifesto, ‘Digital Bangladesh’ of the Government, DAE adopted policy for increasing use of ICT in extension services (MoA, 2012). As such staffs of DAE started using social media in their professional roles (DAEa, 2016; DAEb, 2016). However, there is anecdotal evidence about how Agriculture Extension Workers (AEWs) of DAE have been utilizing the potentials of social media to enhance agricultural innovation in Bangladesh. Using the agricultural innovation perspective of the Agricultural Innovation System (AIS) thinking (Klerkx et.al., 2012; Hekkert et.al., 2007) the study aims to answer how AEWs have used social media to strengthen agricultural innovation.

Methods and Data Sources

Data were collected during August to December, 2016 using a survey with the randomly sampled 140 AEWs of DAE and key-informant interviews with 20 purposively selected AEWs who worked at the Eastern region of Bangladesh. Key-informant interviews were transcribed and manually coded to identify criteria and patterns for social learning. Innovation functions were measured using a 5-point Likert scale with responses options 'frequently', 'sometimes', 'occasionally', 'rarely' and 'not at all' against statements related to specific innovation functions (Hekkert et.al., 2007). SPSS V-23 was used to analyze the survey data. The score for each item was entered in the software and the mean, standard deviation and t-value for each innovation functions were calculated.

Results and Conclusion

The findings indicate that AEWs of DAE used social media to learn new practices and support innovation functions. However, the learning processes were limited mostly within their own organizational sphere. The frontline extension officer's use of social media significantly higher for supporting market formation (mean 2.98) than that of administrative officer (mean 2.91). On the other hand, administrative officer's use of social media was significantly higher for supporting legitimization (mean 4.17) than that of frontline officer. AEWs supported entrepreneurial activities by sharing the success story of farmers who demonstrated skills in cultivating a particular crop or adopting a marketing strategy, and thereby generating additional income. The frontline AEWs shared different economic aspects of new crops and produce in social media in order to support market formation. The findings indicate that AEWs used social media to enable innovation in professional and technical areas but missed opportunities to use the media for active participation and critical discussion. The situation could be improved following a strategy of integrating virtual interaction of social media with non-virtual interaction within and beyond the organization.

Id: 23084

Title: Theorizing Participatory Video in Disaster Risk Reduction Management: Narratives of a Youth Group's PV Experiences in a Philippine Rurban Community

Session Type: Individual submission

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Abstract: Participatory video (PV), as first documented in the late 1960s, is seen as an effective tool for horizontal and exchange learning; for people to freely share ideas without any barriers; for self-definition and empowerment; and education and training. Although much work has been done on PV, White (2003) noted that there is a remarkable absence of well-formulated theories to serve as a foundation for PV, and few researches have studied PV either using or forwarding theoretical frameworks (Plush, 2014; Sitter, 2012). Furthermore, when it comes to the youth-centered PV, only a few published studies in disaster risk reduction management (DRRM) and climate change have been done (Plush, 2012; Haynes & Tanner, 2013).

This study aims to generate theorize PV in DRRM based on PV experiences of youth participants in the flood-prone village of San Antonio, Bay, Laguna. It aims to answer the following questions: (1) what are the youth group's notions on a) DRRM and b) PV?; (2) how do they undertake the PV process on DRRM?; (3) what are the emergent features of youth-centered PV on DRRM?; and (4) how does PV enhance the youth's capacity on DRRM? This descriptive study employs a qualitative research approach and a case study research design. Kathy Charmaz's constructivist grounded theory serves as the theoretical lens in data construction and analysis.

Unstructured interviews were held with key DRRM stakeholders (i.e., village councilors and municipal DRRM head) in January and February 2019. Interviewees believe that the youth can be given more responsibility in DRRM matters (e.g., sharing information with others, participating in clean-up drives, distributing relief goods, and evacuating residents during typhoons). They believe that the youth have the energy and the ability to focus on tasks, but realize that they need encouragement to commit to taking on larger responsibilities beyond organizing events such as sport activities.

Furthermore, a PV training workshop is being conducted with the youth participants to teach them the principles and skills in PV storyboarding, video production, and postproduction. The PV concept was introduced and received positively by 15 participants on January 19. In the storyboarding workshop that same day, participants chose to create a video on how to prepare for typhoons. They shared that in their community, they often do not prepare before a typhoon hits. To learn more about their video content, they requested for a DRRM training workshop, which was conducted on Feb. 9 by the municipal DRRM office. Training workshops on PV production (i.e. video shooting and editing) will be scheduled in February and March.

Preliminary results reveal power relations between older and younger participants, and between the youth leaders and key DRRM stakeholders. Older participants who serve as youth leaders showed immediate interest and control in facilitating discussions and making decisions. And although the youth are known to be more vocal on social media, it appears that interpersonal communication is still needed to encourage them to participate in a chat group and in the workshops themselves.

The study is aimed to be finished in August.

Id: 23264

Title: Social Media, Small Scale Fishing Business and Environmental Preservation in Phuket, Thailand

Session Type: Individual submission

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Abstract: Amidst the uproar in the Global North against the negative effects of social media usage, such as privacy rights violations, data mining, and political censorship, Facebook, Instagram and Twitter continue to be very popular among social media users in Thailand. The most recent data (March 1, 2018) ranked Thailand as one of the top 10 nations in which users relied on these social media websites for networking and consumer adoption.

According to OBVOC Co., a Thai social media research firm, Thailand was placed seventh in terms of the number of Facebook users, accounting for 49 million out of 724 million globally. The number of Instagram users in Thailand totaled 13.6 million, up on a yearly basis, putting the country at 13th by user numbers. At the same time, Twitter usage also increased from 3.1 million in 2016 to 12 million in 2017.

The rapid expansion of social media usage in Thailand is partly due to accessibility and user-friendly components that allow users to generate their own visual-based content on their social media accounts. Because of this, the language barrier of being a non-English speaker or less educated has been removed. As a result, social media has been widely adopted and has become an increasingly important tool for advertising, marketing, and economic growth among less educated populations living in non-urban areas of Thailand.

In this study, the researcher examines the different ways social media has been utilized as communication and business marketing tools by small scale fishermen in the Muslim community of Baan Bangla district, Phuket, Thailand. The study focuses on how a group of local fishermen used Facebook to promote their fishing business, generate incomes, and preserve their local livelihood while competing with larger scale fishing operators. In the meantime, Facebook has also been used by the same group of fishermen and community leaders to raise awareness about environmental issues that occur within their community. The main environmental concern of this community is preventing further destruction of coral reefs and mangrove forests along Phuket-Phang Nga Bay coastal lines that thrived before the increase in large-scale fishing and the expanding tourism industry in Phuket.

The study is based on an analysis of social media posts in 2016, 2017, and 2018 as well as in-depth interviews of Baan Bangla community leaders, environmentalists and local fishermen regarding the usefulness and obstacles in relying on their Facebook accounts to enhance and support their goals.

Id: 23447

Title: Where the 'Community Video disappeared' An investigative analysis of the missing case of community video in India

Session Type: Individual submission

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Abstract: From the years 2006 to 2009, the author of this paper worked as a community media practitioner, training marginalized rural communities including Dalits & tribal groups in Western India (Gujarat) in various aspects of film-making such that these communities would use media as a tool for self-empowerment and social change. Despite the social significance of Participatory Video, a term often used in its formative years (Lunch & Lunch 2006) and its success as an effective method of mobilization and social change, especially in rural areas, the past decade has seen a dramatic decrease in the number of community video projects active in India. Although there has been a significant interest in researching community video (Jayasankar and Monteiro, 2016, Datta 2014, Chadha, Moskowitz and Prakash, 2010) there is little research to account for the disappearance of community video projects from India. Some common-sensical explanations – such as proliferation of mobile technologies, decreasing levels of funding for non-governmental organizations running these projects, are provided as reasons for this Houdini act, but there is an impending lacuna in research that provides any systematic explanation of this phenomenon.

Grounding in a self-reflexive methodology, this paper uses auto-ethnography (Maréchal 2010, Elis 2004, Adams 2015), supplemented with media reports on community media from 2005-2010, as well as informal interviews with contemporary or erstwhile community media practitioners, to investigate the conditions under which community video projects were systematically shut down or abandoned in India during the past decade. Based on this reflection, the paper firstly accounts for the discrepancies between the media reportage and ground level reality of the success story of community video in India. Using the case-study of Aapna Malak Maa, a community video unit based in rural Saurashtra, Gujarat, (Chadha 2017) where the author of this paper worked as a community video trainer, the paper analyzes how the unit was constructed to be an extremely successful and well-functioning organization, even though the group struggled to achieve several of its planned objectives during its formative stages. Second, the paper lists and analyzes various material & immaterial factors that are claimed to have contributed to the demise of community video in India. Thirdly, the paper argues for an emphatic understanding of power struggles between internally dominant voices & actors (Pateman 1971, Foucault 1970) play in the functioning & support of community media organizations. Using anecdotal accounts of power struggles in the

functioning of community video units in particular, and non-governmental media organizations/projects in general, this paper emphasizes the need to foster favourable conditions under which these organizations hold the potential to effect a transformative change in the lives of distress ridden rural populations of India.

Id: 23622

Title: Policies of Exclusion: How Broadband Policies Deepen the Digital Divide in Rural Communities of Color

Session Type: Individual submission

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Abstract: Following the election of Donald Trump, there has been a shift in policy formation that is focused on “middle America” including that of access to adequate broadband services. More specifically, majority of the conversations about closing the digital divide in rural communities throughout the United States Congress, Federal Communications Commission (FCC), and the United States Department of Agriculture (USDA) have centered around the importance of providing broadband access to those in the agricultural industry (Federal Communications Commission, 2017; Splitter, 2018) This is evident in industry-led policy debates, Congressional hearings, and media coverage. These conversations are often led by white men, many of who come from Republican states (Eggerton, 2018; Neidig, 2018).

The purpose of this research is to demonstrate how the decision to center the concerns of the agricultural industry and Republican representation further marginalizes already marginalized groups on the topic related to the digital divide. This subsequently leads to inadequate policies that ignore rural communities of color. This is concerning because people of color make up roughly 20 percent of the rural population in the United States (Tieken, 2017). However, despite that significant population, there is a lack of attention paid to this population with issues related to rural broadband deployment and affordability (Valentin, 2018). Additionally, communities of color are more likely to face systemic barriers which impact their ability to adopt broadband and this ranges from issues related to the lack of infrastructure, the lack of competition, and the lack of affordability (Turner, 2016).

This research uses critical race theory to examine the representation of witnesses at Congressional hearings, public statements by members of Congress in the committees of jurisdiction, and news coverage about rural broadband between following the election of Donald Trump. Furthermore, this research uses a critical lens to examine how the mischaracterization of rural communities has led to past and proposed policies that fail diverse people residing in rural areas. Lastly, this research poses solutions to creating policies that will people of color in rural areas which will lead to a more digitally inclusive society.

Id: 23670

Title: Rural Communication Initiatives on Climate Resiliency in Selected Coastal Areas of Southern Bangladesh

Session Type: Individual submission

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Abstract: The Rural Radio Initiatives (RRI) project in Bangladesh was implemented as one of the components of the Coastal Climate Resilient Infrastructure Project (CCRIP) funded by the International Fund for Agricultural Development (IFAD), Asian Development Bank, and Kreditanstalt fuer Wiederaufbau (KfW). Implemented by the Local Government Engineering Department (LGED) of Bangladesh. The CCRIP sought to enhance the use of community radio for sharing and exchanging site-specific information and knowledge on agriculture, food security, and climate change and to promote dialogue between communities and local service providers.

The RRI project was realized through the development of a communication plan for climate resilience in support of CRRIP and the establishment of a radio broadcast program named “Upokoler Kotha” (Voice of the Coastal People). The program was a common platform of four selected community radios in the southern coastal areas of Bangladesh. These were: (1) Krishi Radio and (2) Lokobetar, both located in Barguna; and (3) Radio Sundarban and (4) Radio Nalta, both located in Khulna.

Using the before- and after-evaluation design, the RRI project was assessed three years after its implementation to determine project outcomes and to account for resources invested on the project. Both quantitative and qualitative approaches were used. The quantitative approach employed a survey of selected samples from Radio Listening Club (RLC) members; while qualitative approach made use of narratives captured from video testimonies of the interviewed RLC members.

The outcome evaluation was conducted in selected areas or upazilas in Barguna, Satkhira and Khulna using multi-stage sampling. These areas were covered by the regular broadcast of the four community radio stations under the RRI-CCRIP. Five radio listening clubs (RLCs) were randomly picked per community radio station. Twenty percent (20%) of the total 2000 RLC members of the four community radio stations were randomly drawn to serve as survey respondents, hence a total of 400 samples. The respondents comprised an almost equal number of male and female individuals aged 15 and above.

Based on the data collected, Upokoler Kotha was found to contribute to improved communication and radio services for climate resilient livelihood in the coastal areas of southern Bangladesh. With the presence of 100 listening clubs with 20 members each, local stakeholders have been informed about project activities and climate change issues. As a consequence, communities vulnerable to climate change had become better informed and actively engaged in climate resilient innovation and

livelihood adaptation. This has been shown by the majority of the targeted population adopting climate resilient technologies that enable them to carry on with their income-generating agriculture-based livelihood. Some of these technologies included cultivation of saline tolerant crops, sack method or vertical horticulture, vermi-composting, sarjan technology, and green fertilizer, among others.

Upokoler Kotha can continuously bear its “brand” as a program on climate resilient innovations with focus on the coastal communities as its primary targets.