

Youth Mediated Communication Model

New challenge to bring youths
for better world
(Phase I. Agriculture)

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Utilization of ICT in Asian countries

- Rapid growth of Infrastructure
- Big expansion in mobile telecommunications
- ICT has found users in cities, but not so in rural area
- Literacy rate of grown ups (those in workforce now) is still low.
- Cost for PC is still high, and so as land line (connection fee)

ITC in Asian countries

- Fear of being left behind the digital divide
- Ground line infrastructure is still not available, costs to initial installation is high.
- Cost of provider fee is high.
- High hurdles for start up new business in ICT related field

Easy to understand ICT for Asia

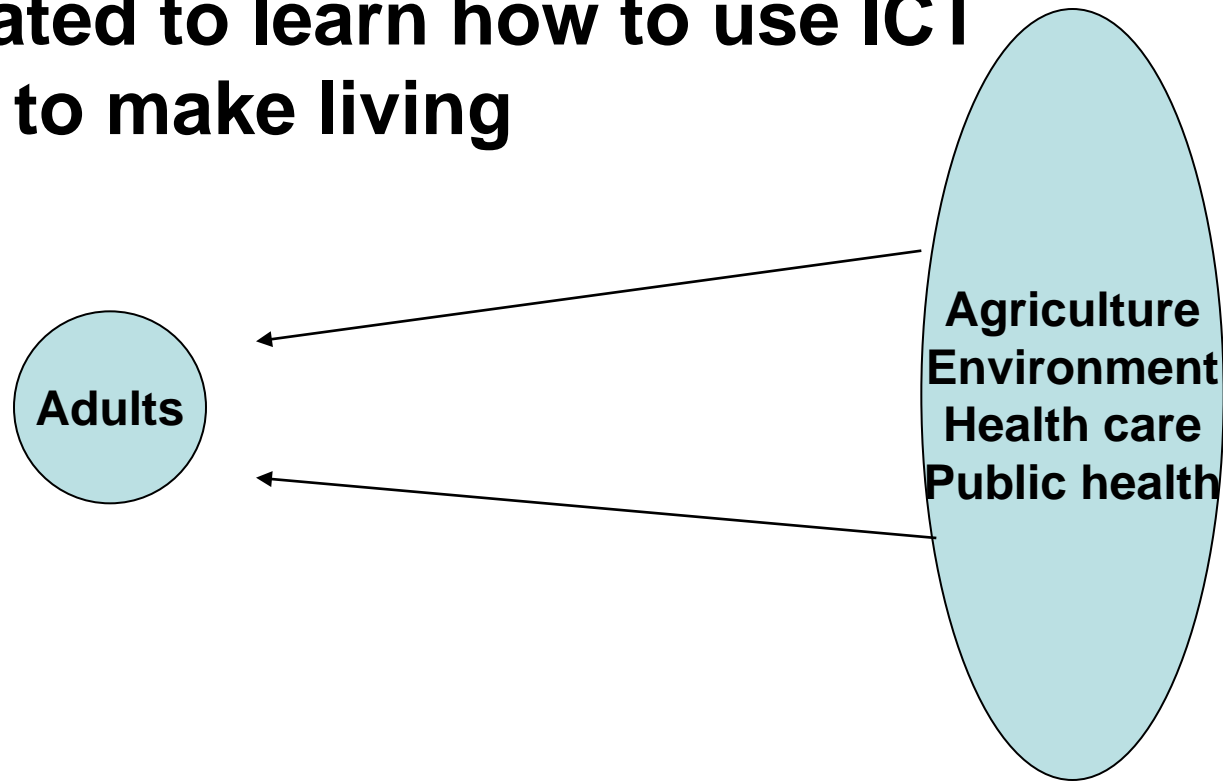
- ICT as information tool which contributes directly to local's industry's sales up or improving their health conditions.
(Agriculture, merchandizing, health care etc.)
- Not general information are sought, but people want to find solutions to their individual problems or needs which they are confronting in their daily lives.

Existing model

Low literacy rate

Not motivated to learn how to use ICT

Very busy to make living



Thailand case: Interview ALRO and NECTEC

- Want to see production efficiency
- Want to enrich farmers' living by utilizing ICT
- Initial testing with farmers by giving advices on fertilizers improved production in double.
- Literacy rate for grown-ups over 40 in rural area is low.
- Methodology for implementation of ICT is not yet established.

ALRO Youth Cyber Brain Project

<Connecting Youth and Rice Guru using ICT>

Great possibility for utilizing youth instead of adults
Need to encourage youths for participation
Link between experts and youths is the key.

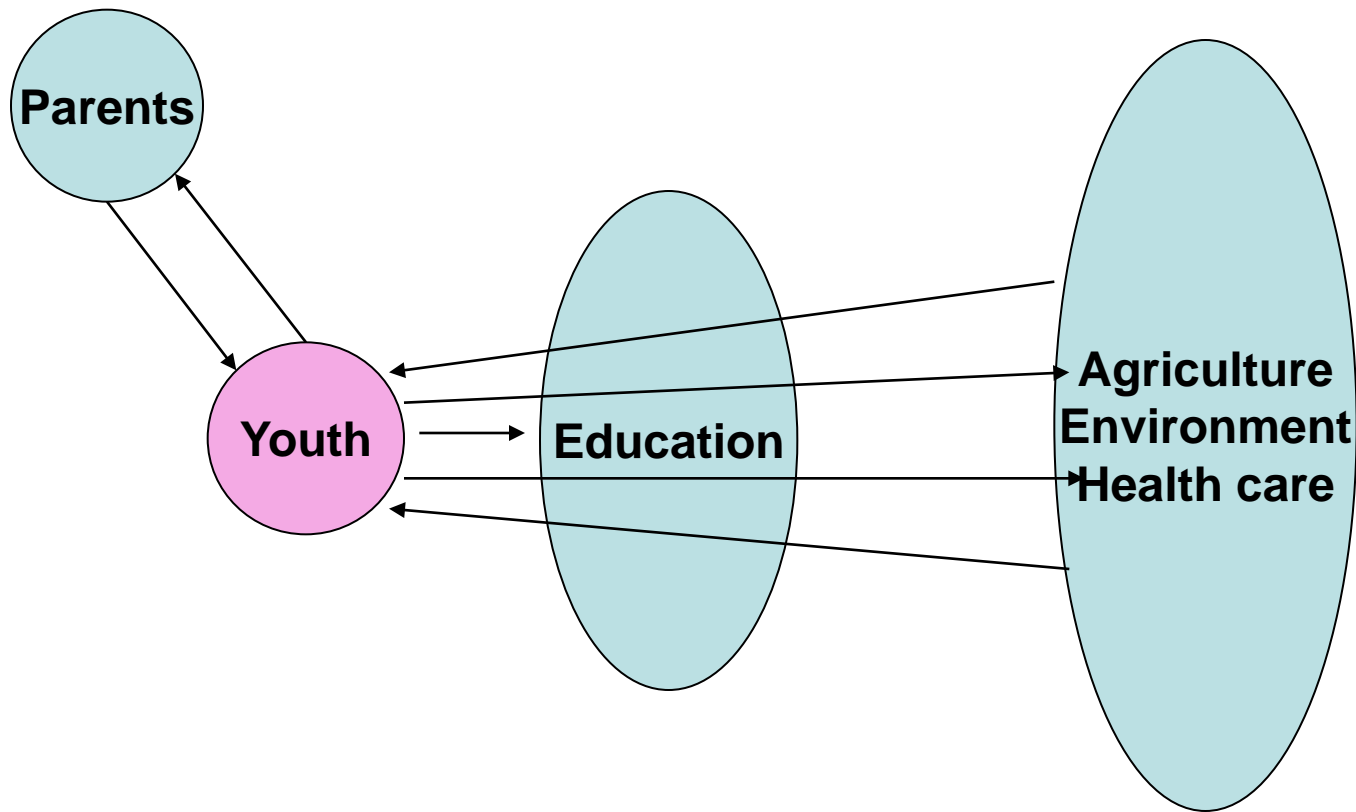
Experts in ICT, and Agriculture are available, what is needed seems to be experts in youths and ICT usability.



Younger generation on Rise

- Younger generation's literacy rates are up.
- PC found in rural schools
- Still lacking contents to learn full possibility of ICT, even PC may be available.
- Improvement on PC literacy is sought.
- Studies in US shows that ICT culture started through younger (teenage) population first and into families then to communities.

Youth Mediated Communication Model (YMC)



Tools for children

Fun

- interactive
- Able to see yourself and community
- Able to see others like you
- Able to feel “bond”



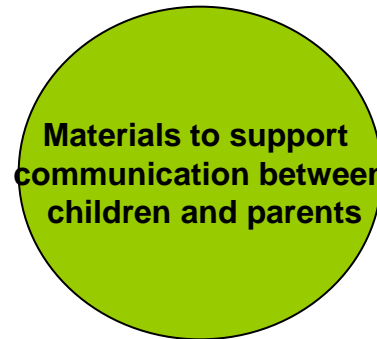
Program to increase communication and IT skills
(Pull)

Child friendly

- Colorful
- Friendly
- Animation and Video



Pull down function
Guidance



Easy

- Intuitive
- Not too much text input (Initial)
- Easy for children to gather information and feed back to family
- Wordings should be easy for children to understand.



Photos and visual contents
Icon and symbols used instead of text
Minimum text input

Demo

Tools to Connect Youth and Experts

Using machine translation through Langrid
project run by NICT and Kyoto University

Designed by NPO Pangaea

(www.pangaeaan.org)