

Content Development for the Community: Case Studies in the Philippines

Content for Community Development

Development Thought after WSIS:

- Access to knowledge as a developmental goal.
- Access to ICTs is now a right.

Strategy:

Use ICTs as a means to deliver knowledge.
(content)

Content for Community Development

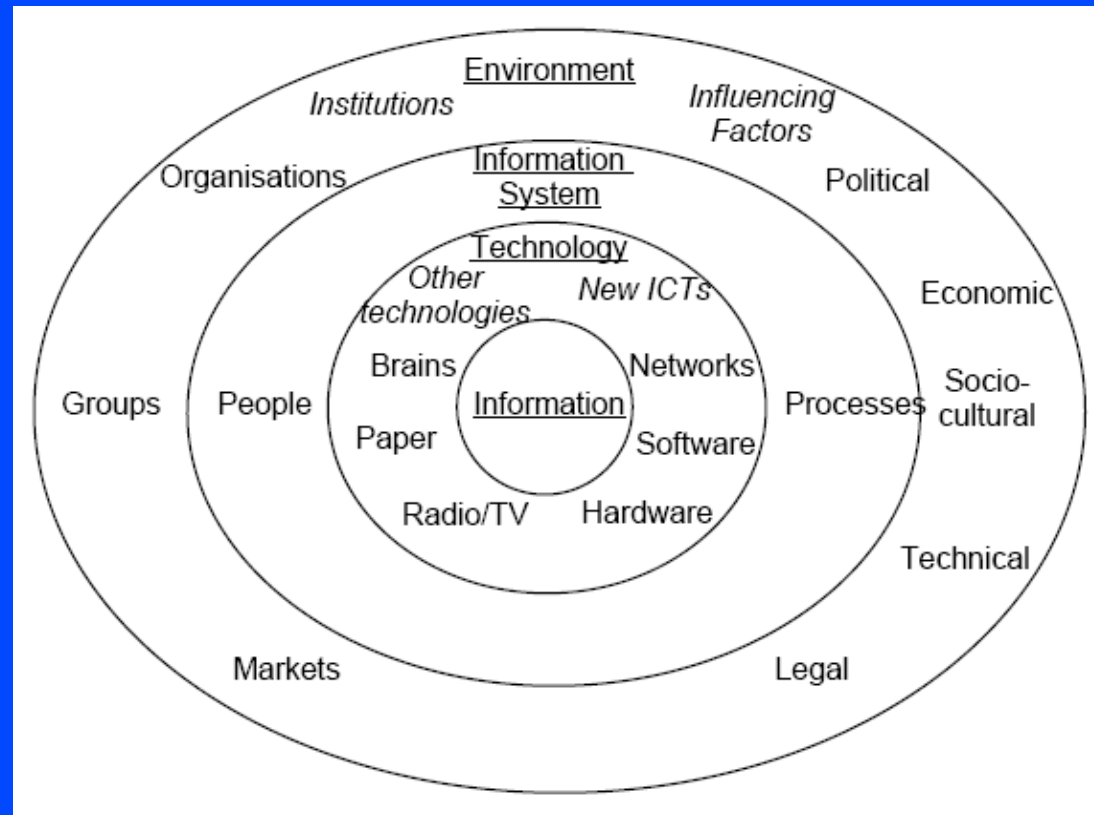
Contributions of ICTs to Development:

- Capacity to secure economic inclusion (**participation**)
- Participation in the development process by access to information about relevant issues and gain a voice in these (**empowerment**)

The crux of developmental problems:
“Information Divide”

(Deane, 2005)

Content Development: the heart of ICT4D



Richard Heeks' Onion Ring Model (2005)
“Technology must be understood in its context.”

Content Development: the heart of ICT4D

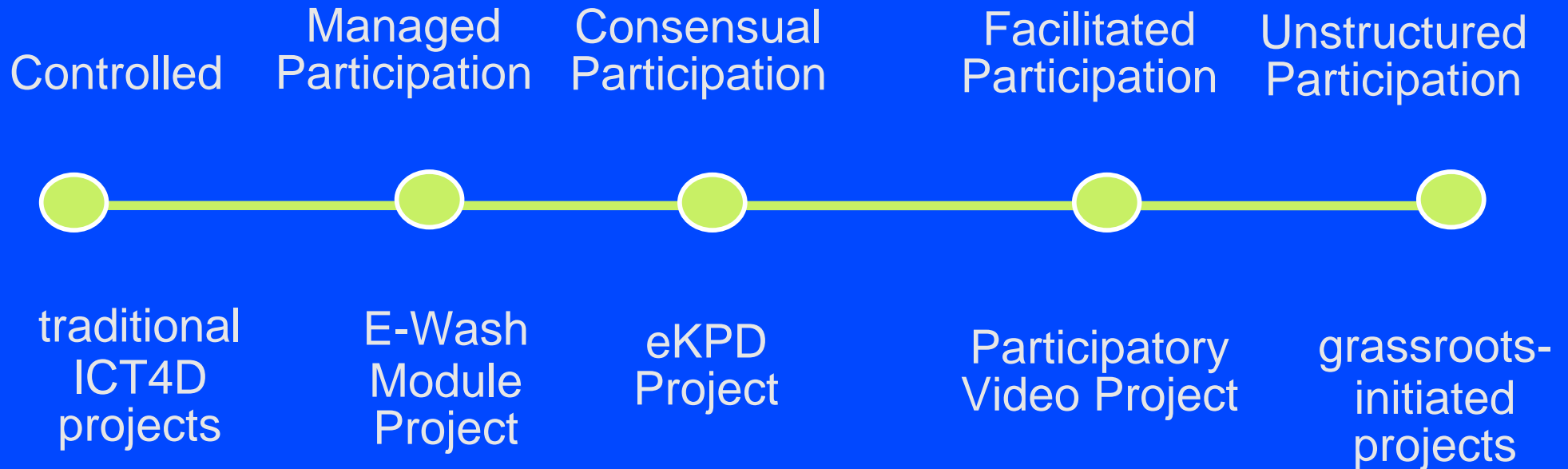
WSIS agrees that **relevant** content and technology applications that address the diverse needs of local communities are needed.

*“The development of local content **suited to domestic or regional needs** will encourage social and economic development and will stimulate participation of all stakeholders, including people living in rural, remote and marginal areas”*

(WSIS, 2003)

Community-based Content Development: A Spectrum of Alternatives

A Spectrum of Alternatives



Spectrum of the Level of Community Participation of the Three Philippine Case Studies

Case Studies in the Philippines: E-WASH Module Project

Proponents:

Molave Development Foundation Inc.

Phil. Council for Health Research Dev't

Dept. of Science and Technology- CARAGA Region

Int'l Development Research Center

Knights of Rizal Agricultural Endeavor Foundation
(KRAEFI)

Project duration:

2004 to 2005

Location:

Barangay Maguinda, Butuan City, Agusan del Norte



Case Studies in the Philippines: E-WASH Module Project

Output:

Two e-Learning Modules on Hygiene at Home
and Safety in the Farm

Ways in which the community participated:

- 1 ½ day Writeshop – Information needs
- Community decided the type of presentations in the modules
- Script and storyboards for the modules



Case Studies in the Philippines: eKnowledge Public Domain Proj.

Proponents:

UNESCO National Commission (Phils)

Commission on Information and Communications
Technology

Intel Microelectronics (Phils.)

Local Government of Quezon City

Project duration:

June 2006 to June 2007

Location:

Barangay Payatas, Quezon City



Case Studies in the Philippines: eKnowledge Public Domain Proj.

Output:

Four health modules on web interface about diarrhea, pneumonia, tuberculosis, and parasitism

Ways in which the community participated:

focus group discussions

pre-workshop consultations

28-day training-workshop with the Payatas Core Development Team



Case Studies in the Philippines: Participatory Video Project

Proponents:

University of the Philippines College of Social Work and
Community Development Research and Extension for
Development Office (UP CSWCD REDO)

National Network of Informal Workers in the Philippines
(PATAMABA)

Sony Japan

Project duration:
2006

Location: Baguio, Cubao, Pangasinan, Manila and Rizal



Case Studies in the Philippines: Participatory Video Project

Output:

Two 20-minute audio video presentations on
Lifestories of Informal Workers and Design and Creation:
Fashioning Fair Trade

Ways in which the community participated:

formulation of the commitment agreement
preparation of the work plan, budget and schedule
workshops for production and post-production
as actors, scriptwriters, and videographers



Process of Community Participation

Project	E-WASH Project	PV Project	eKPD Project	
Who managed the different stages of the development process?	Pre-production (including planning and resource matching)	KRAEFI, community leaders along with MDFI, DOST-CARAGA, Maguinda LGU, Maguinda public elementary school	PATAMABA with the supervision of the connected facilitator	The project proponents in direct consultation with the community leaders and the health office
	Production (film shooting, producing images and sound, etc.)	MDFI, DOST-CARAGA with some community members as the actors	The production team organized consisting of the PATAMABA members and the connected facilitator	The content development team under the supervision of the barangay physician and the workshop facilitator
	Post-production (editing, programming into web-based interface, etc.)	MDFI	The production team	The content development team under the supervision of the workshop facilitator

The Possibilities in Community-based Content

Roles and Contributions of Community-based Content Development

1. Community-based content development was a strategic response to the information needs of the communities because it was founded on their socio-economic context, cultural idiosyncrasies, and local knowledge.
2. These initiatives became a propeller for capacity-building as they necessitated that community members to be equipped with the appropriate ICT skills based on the needs of the projects.

Roles and Contributions of Community-based Content Development

3. These created the necessary demand for ICTs identifying the communities' information needs and thereby justified introducing the appropriate ICTs that would address those needs.

4. These experiences affirmed that the community's context and information needs are major factors in planning for ICT capital and labor requirements.

Roles and Contributions of Community-based Content Development

5. These projects are testimonies that a meaningful and productive community-based content development project involves not a limited partnership between the community and an external agent, but a collaborative alliance of government, business, international funding agencies, and development organizations, whose work is deeply-rooted in the community.

The struggles of marginalized, underserved, and rural communities can be dealt with through ICT4D initiatives that are **rooted in their contexts** and are able to **invoke participation** from their members.