Making a case for infomediaries in the upland farming communities in the Philippines

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Present recommendations to guide efforts in mobilising the youth to serve as infomediaries

Aims

Establish need for infomediaries

Show evidence on the potentials of the youth to become infomediaries
Policy issues

- The poorest of the poor farmers live in upland areas
- Upland areas are oftentimes difficult to reach
- There is a wealth of information on rice farming available online, but the farmers could not benefit from them.
Policy issues
Policy issues
Policy issues
Policy issues

The PhilRice Farmers’ Text Centre answers all queries on rice production. It has close to 30,000 registered users to date, and replies to more than 200 queries daily.
Policy issues

E-learning is an innovation being explored by PhilRice to offer rice farming courses for anyone who is interested.
Policy issues

Pinoy Rice Knowledge Bank contains most information one has to know about rice farming in the Philippines.
Policy issues

Access
ICT anxiety
Computer and functional illiteracies
Poverty
Inadequate time

ICT applications
Pinoy Rice
Knowledge bank PhilRice
Text Centre
Info hubs
(PhilRice, IRRI, DA)
Nutrient Manager
E-rice calendar

GAP!!!
METHODS
RESEARCH SITES & PARTICIPANTS

• Aurora and Albay
• Sought help from Children International (Albay) and OpAPA (Aurora)
• 38 research participants
  o 7-10 research participants per barangay
  o 2 barangays per province
METHODS: Time Transect
METHODS: Mobility mapping
METHODS: Photovoice
METHODS: Group discussion
ANALYSIS

Transcription of recorded interviews/group discussion

Grouping transcribed data into different categories

Regrouping/Reducing
CONFIDENTIALITY AND INFORMED CONSENT

• Participants were asked to sign informed consent letters prior to their participation
• They were also allowed to withdraw their participation at any point
• They were given IDs for the interview transcription
• Careful not to mention their names in the manuscript
RESULTS AND DISCUSSION
Findings

They regularly visit the rice farm especially among participants in Aurora.
Findings

20-30% of their time was spent in school.
Findings

Young Filipinos value education.
Findings

1-2 hours daily in computer shops
Findings

"[I text] daily... often, up to 7 hours... ’til midnight or even until dawn ... until 3am"

Sends more than 200 text messages daily!!!
Recommendations

Access

ICT anxiety
Computer and functional illiteracies

Poverty
Inadequate time

Infomediaries

ICT applications
Pinoy Rice
Knowledge bank
PhilRice Text Centre
Info hubs
(PhilRice, IRRI, DA)

Nutrient Manager
E-rice calendar
Infomediaries are people who facilitate access to information, in this case farmers’ children.
Recommendations

Students as infomediaries

- Mobile phone addicts
- Into farming
- Value education
- Computer and functional literacy
Recommendations

10%
Recommendations (considerations...)

Strong collaboration with the Department of Education

- Point of convergence for students
- Will solve difficulty in house to house delivery of agricultural information to farmers
- Computers are present so they can access the PinoyRice Knowledge Bank
Recommendations (considerations...)

Provision of the needed ICT infrastructure

• Upland areas are deprived of ICT infrastructure
• Will help solve computer anxiety issues
Recommendations (considerations...)

• Targeting the youth in developing information materials.
Recommendations (considerations...) 

Government must work towards coming up with context-specific solutions in far-flung areas
SAGOT KO
ANG MAGULANG KO!
Isang kampanya upang hikayatin
ang mga kabataang maging
INFOMEDIARY
Updates
## Updates

### Query

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SELECT * FROM `intvw_user`
ORDER BY `intvw_user` ASC
LIMIT 0, 30
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### Table

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*Note: The browser information may vary depending on the specific browser and operating system combination.*