

## Press Release

### The 1st Vietnam-Japan Workshop on Youth Mediated Communication to Promote Rural Development in Vietnam

Non-Profit Organization Pangaea is co-hosting the three-day academic Workshop on Youth Mediated Communication (YMC) with Ministry of Agriculture and Rural Development (MARD), Vietnam, and Vietnam National University from Friday May 20<sup>th</sup> to Sunday May 22<sup>nd</sup>, 2011 at University of Science, Vietnam National University, HCMC.

The workshop is organized to initiate the Vietnam-Japan interdisciplinary academic group among researchers in informatics, agriculture and education to promote rural development in Vietnam. Reviewing the results from the YMC field test held between February and March 2011 in Trà Ôn District, Vĩnh Long Province, Vietnam and discussing short and long term objectives, the interdisciplinary group is determined to deliver further enriched research and development to contribute to the rural development in Vietnam utilizing YMC.

As a result of the survey held after the YMC field test;

- ✓ 96% of participating Vietnamese farmers answered that they could obtain helpful information from children, and that they would like to try suggested solutions by Japanese agricultural experts communicated through children.
- ✓ 100% of children answered that they are more interested in farming after YMC experience, that they had fun using PC and mobile, and that they would like to continue to participate.
- ✓ It was found as children became more interested in farming, there were more conversation between parents and children, which improved their relationship.

There will be a press conference and presentations by Organizing Committee members on the second day of the workshop:

**Date & Time:** 9:00-10:30 on Saturday May 21, 2011

**Venue:** Room I23, University of Science, Vietnam National University-HCM  
227 Nguyen Van Cu Street, District 5, HCMC, Vietnam

\* Please see entire three-day program at YMC Workshop site: <http://www.pangaeaan.org/ymcworkshop/>

#### Organizing Committee (in alphabetical order):

Ms. Tran Ngan Hoa (Co-chair)	Center of Informatics and Statistic, MARD
Dr. Trieu Van Hung	Director of Science, Technology and Environment Department, MARD
Prof. Toru Ishida	Department of Social Informatics, Kyoto University
Prof. Takaharu Kameoka	Graduate school of Bioresources, Mie University
Ms. Yumiko Mori (Co-Chair)	President, NPO Pangaea
Prof. Seishi Ninomiya	Institute for Sustainable Agro-ecosystem Services, University of Tokyo
Prof. Vũ Hải Quân	University of Science, Vietnam National University-HCM
Mr. Toshiyuki Takasaki	Vice President, NPO Pangaea / Researcher Kyoto University

#### Contact:

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## About the Field Test: YMC-Viet Project

YMC-Viet Project is the field test of the Youth Mediated Communication (YMC) model conducted from February 16th to March 31st in 2011, to improve agricultural productivity in Trà Ôn District, Vĩnh Long Province, Vietnam.

YMC model utilizes the capability of literate children amongst their illiterate adult population in the farming district in Vietnam, to help mediate the communication between Japanese agricultural experts and their parents through YMC system that entails mobile phone, Internet and translation service, to improve agricultural productivity in the farming district of Vietnam.

YMC-Viet was funded by Ministry of Internal Affairs and Communications, Japan, as a part of its Ubiquitous Alliance Project, and was conducted with the support from Ministry of Agriculture and Rural Development of Vietnam. Pangaea developed and provided YMC system in this project, as the proponent of the YMC model.

### How it Works



Children reports temperature and humidity to Japanese experts by mobile phone. They also go to local IT center to upload such information as the questions that their parents have.



The information uploaded by children is translated by the translation service on the "Language Grid" (see below) for agricultural experts' review and feedback.



The advices from Japanese experts are translated and delivered to Vietnamese children, who would then communicate them to their parents so they can take necessary actions.



Children do not have PC's at home and go to IT center only once a week. This is why YMC adopts non-IT tools including small notebooks so children can take down the questions their parents have.

### About PANGAEA

Pangaea is the non-profit organization that researches, develops and implements Universal Playground where children across the world can meet, communicate and bond for the realization of the diversified global society that learns how to communicate smartly with the positive use of information and communication technology for peacemaking. It is named after the ancient supercontinent when five continents were a single piece.

**Website:** <http://www.pangaeaan.org/>

### About Language Grid

Language grid is the multilingual service infrastructure to enable sharing of the registered language resources such as dictionaries and translation services on the Internet. Its basic software is researched, developed and publicized by National Institute of Information and Communications Technology, and run by Department of Social Informatics, Graduate School of Informatics, Kyoto University for its non-profit users. Artificial Intelligence Laboratory in University of Science, Vietnam National University- HCMC provides Vietnamese Text-to-Speech technology to Language grid as one of the language resources.

**Website:** <http://langrid.nict.go.jp/en/project.html>