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The 1st Vietnam-Japan Workshop on  
Youth Mediated Communication*

# Title: Sustainable YMC

Domain (A - G): G

Keyword(s): \_\_\_\_\_

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# Why: Motivation/Needs

- Clarify Goal of YMC Viet
  1. To make farmers Convinced with YMC
    - Profitability with sustainability (Stable Yield, Quality, Sustainability, Safety)
  2. Sustainable YMC
    - Motivation of Kids
    - Motivation of Bridgers / Experts

# What: Research Issues/Target/Model

## 1. To make farmers Convinced with YMC

- Visualization

## 2. Sustainable YMC

- Inclusion of Vietnam Experts
- Enrichment of Q&A / Dictionary
- Improvement of Q&A categories
- Improvement of UI
  - For expert, for kids, and for expert – Kid communication channel

## 1&2 To know more about Vietnamese Agriculture

# How: Research process/method

1. To make farmers Convinced with YMC
  - Model for optimized farming
  - Utilization of photos for decision support
2. Sustainable YMC
  - Kids:
    - Game to teach kids sustainable agriculture
    - New categorization
    - Future job as facilitator
  - Experts / Bridgers
    - Language-Grid aspect
      - ① Socio-Technical approach to enhance multi-language communication
        - » Information flow analysis
        - » Conversation analysis with knowledge / language differences
      - ② Translation agent
    - Revised UI for experts & bridgers, Incentive, using retired experts, Field for study, direct feedback from kids

# Who & Where: Members/Location

- Who
  - NPO PANGAEA
  - MARD
  - Vietnamese & Japanese Experts, Bridgers
  - Researchers (Language, Agriculture)
- Where
  - Vietnam, Mekong Delta Region (2 sites)
    - Vinh Long, Long An, Dong Thap, Hau Giang

# When: Schedule

- 2011: Collecting data
- 2012: Developing System
- 2013: System Evaluation

# [Optional] How much: Funding

- 2011: US\$ 1.8million
- 2012: US\$ 1.8million
- 2013: US\$ 1.8million