



Youth Mediated Communication Model

***New challenge to bring youths
for better world***



NPO Pangaea

Yumiko Mori, President

Self Introduction Yumi

- Specialized in youths program, products and tools
- Montessori teacher (AMS certified)
- Toy developer (developmental toy section, manager) Best Toy awards, Mother and Baby best toy award, numerous awards
- MIT Media Lab Visiting Scientist (Future Toy consortium)
- Executive Director to plan and start children workshop center, CAMP, Kyoto, Japan funded by private company.
- With Toshi Takasaki, we started Pangaea project.



- YMC Model takes how Montessori program is constructed.
- Relation between Youths and Adults are not students and teachers, but facilitators and participants.
- Program is constructed to trigger interests to rice farming, and gain knowledge as they have fun.

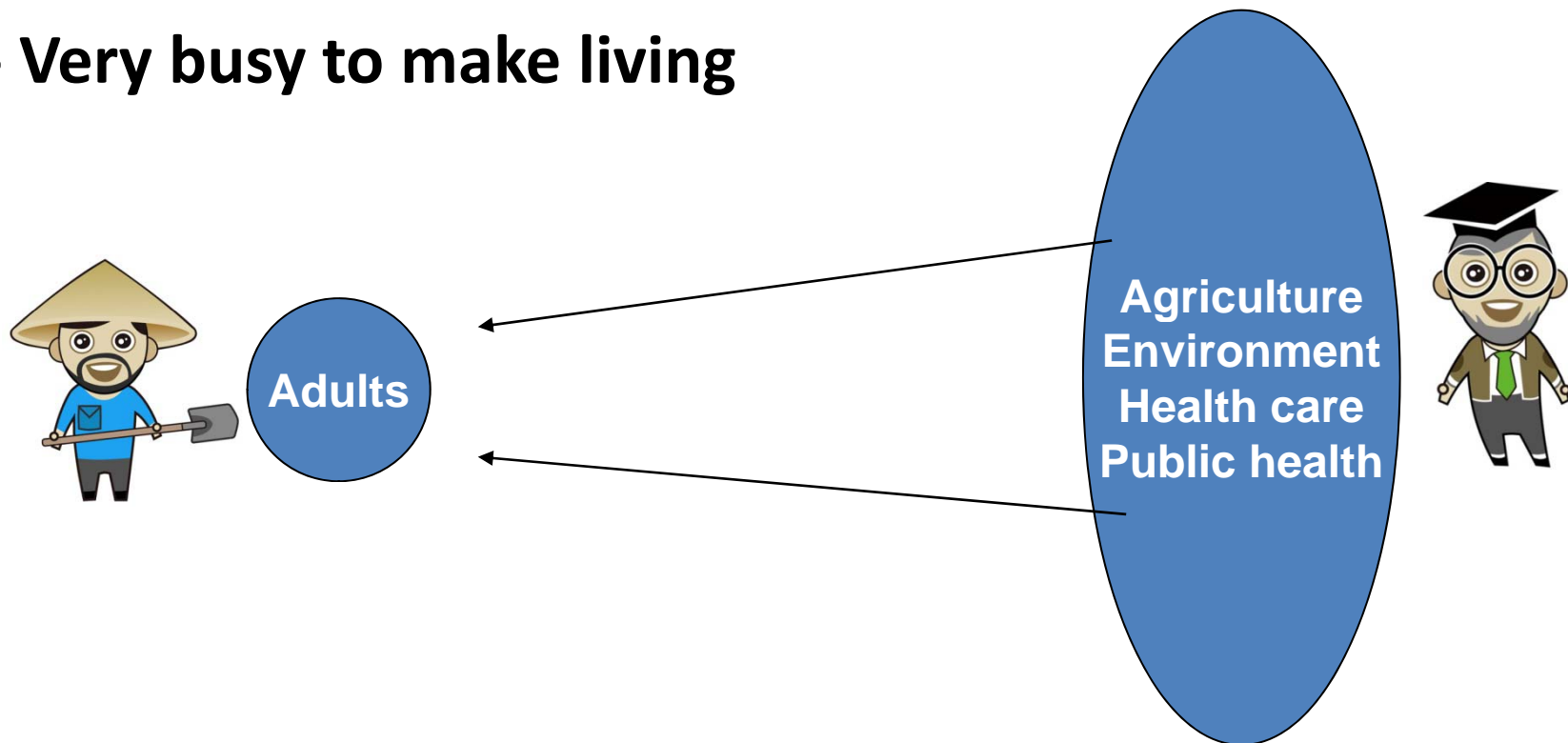
Utilization of ICT in Asian countries

- Rapid growth of ICT Infrastructure
- Big expansion in mobile telecommunications
- ICT has found users in cities, but not so in rural area
- Literacy rate of over 40 years are relatively low in rural community.
- Cost for PC is still expensive and so as Internet ISP fee.

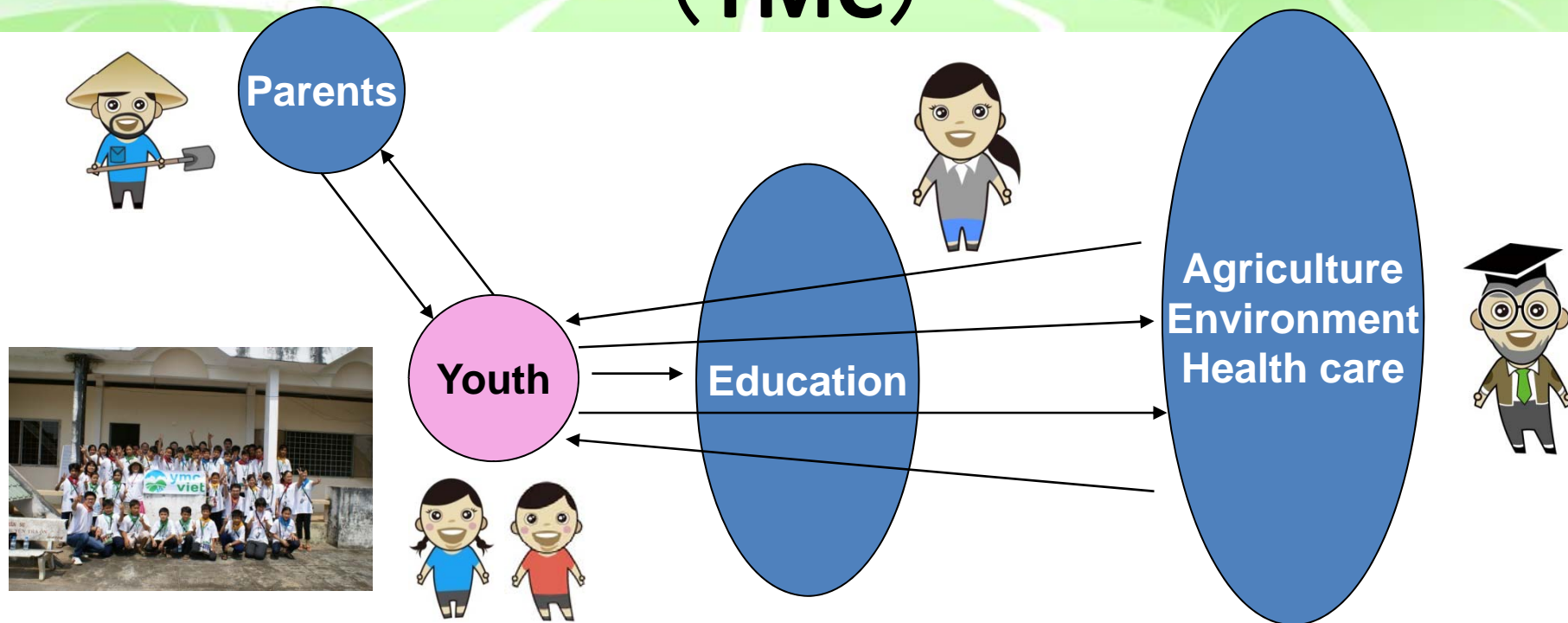
Existing model

Adults population in rural area:

- Relatively lower literacy rate**
- Not motivated to learn how to use ICT**
- Very busy to make living**



Youth Mediated Communication Model (YMC)

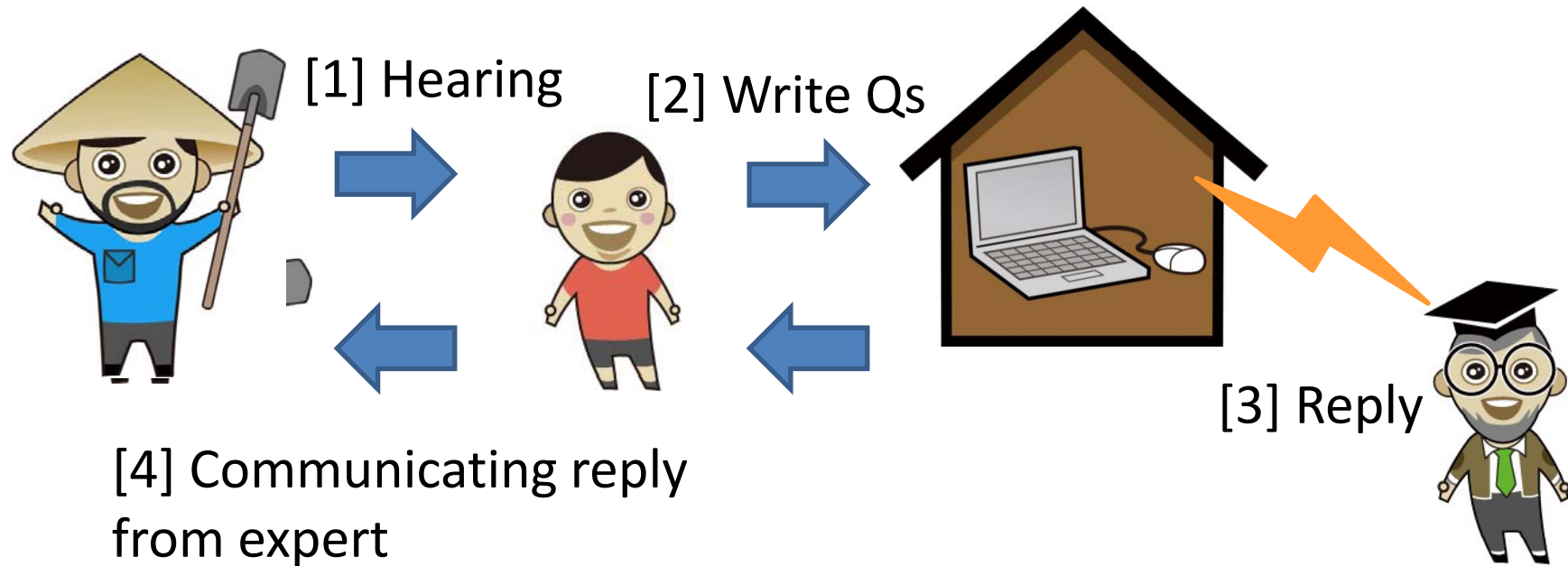


Youths will obtain necessary information from experts and be able to provide them to their parents and family. Difficulties in reading and writing in a developing countries for adult farmers present problems in introducing ICT. This is why we have developed a program using ICT to help inform communities through youths as mediators.

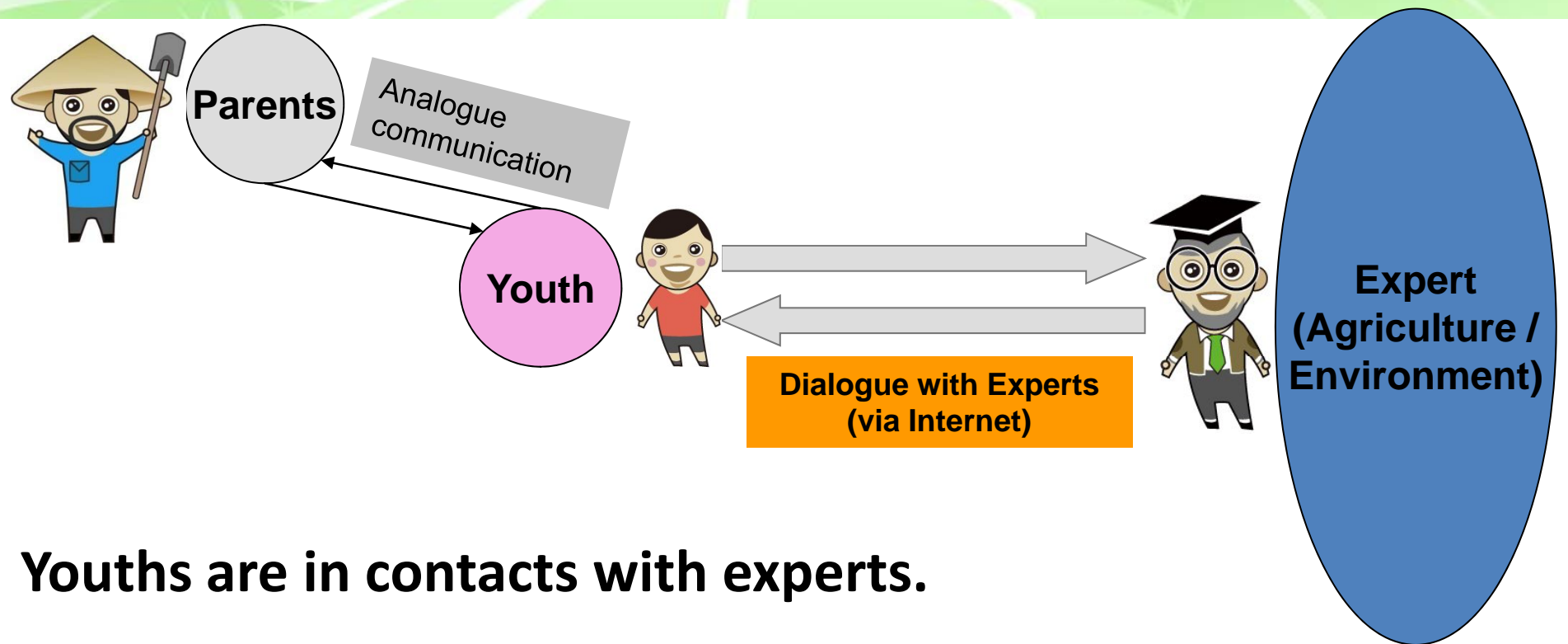
Yumiko Mori, "Youth Mediated Communication Model: New Challenges to Build a Better World for our Youth. Phase I Agriculture", APAN2009 (Malaysia, 2009)

<http://www.apan.net/meetings/kualalumpur2009/proposals/eCulture.html>

YMC Viet general flow



Connection between Youths and Experts



Youths are in contacts with experts.

Issues

1. Language barrier: Youths' native language may differ from experts that they are getting their information from.
2. Expert vocabularies and structures of sentences may be beyond the comprehension level of the youths.
3. It is difficult to choose what is appropriate information communication means/media.

YMC Viet Pilot Project Site

Criteria in selecting candidates:

1. The government is cooperative for this pilot business in Asia
2. Rice farming which is this pilot focused is practiced.
3. Adult farmers who have problems in reading and writing are found.

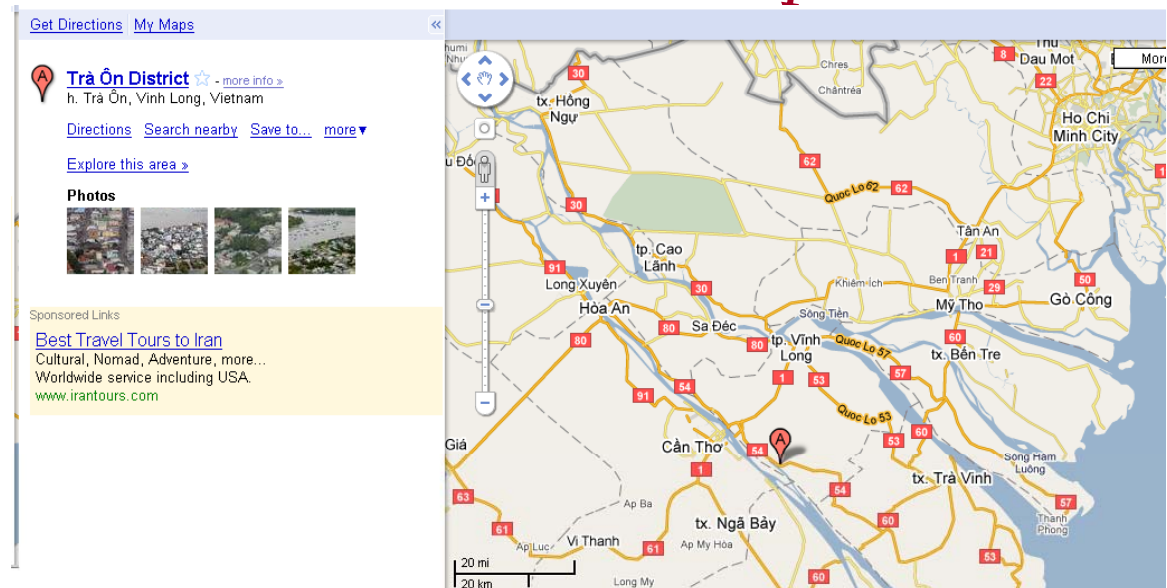
Vietnam

Centre for Informatics and Statistics (CIS)

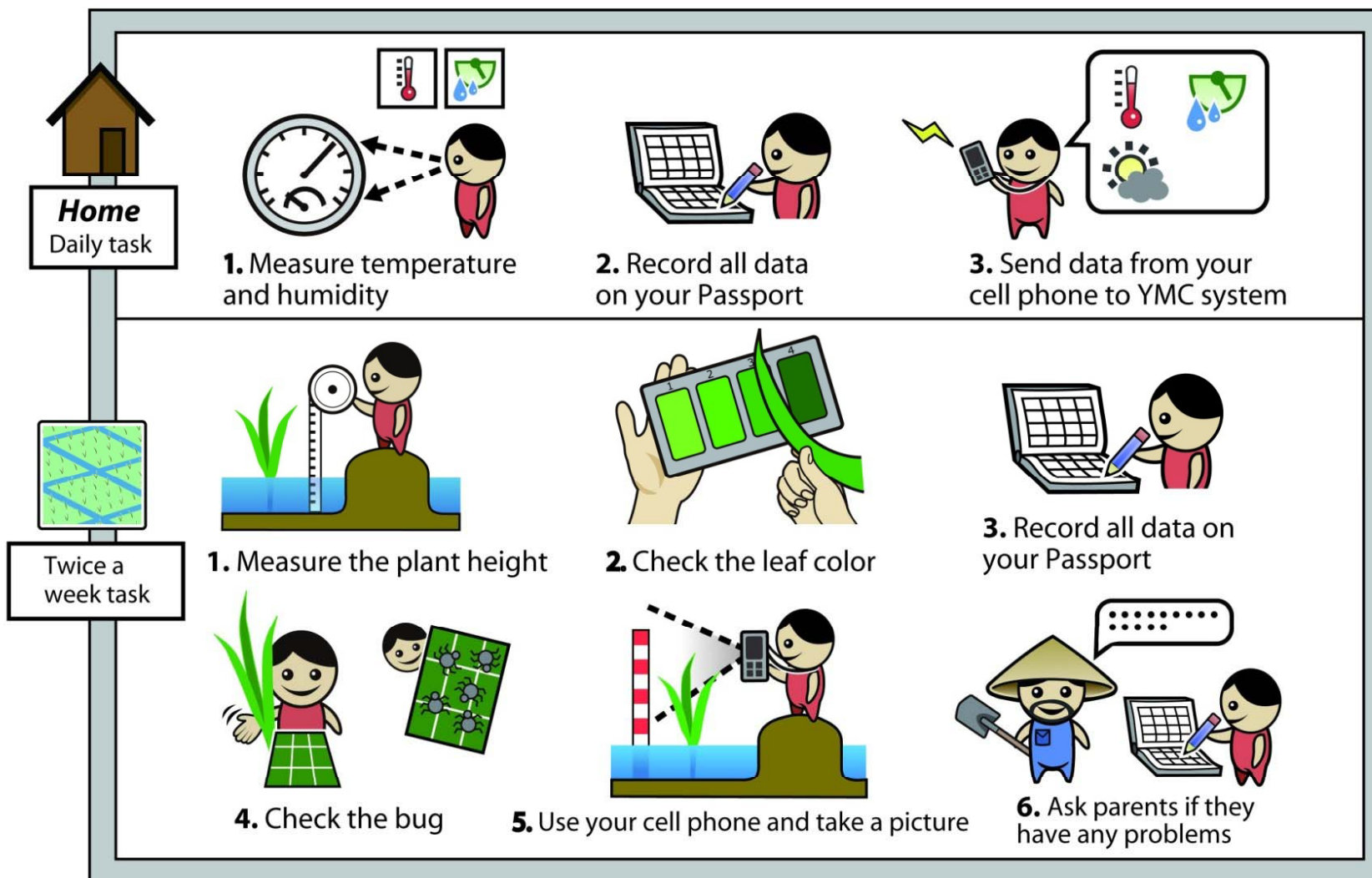
The Ministry for Agriculture and Rural Development (MARD)

DARD

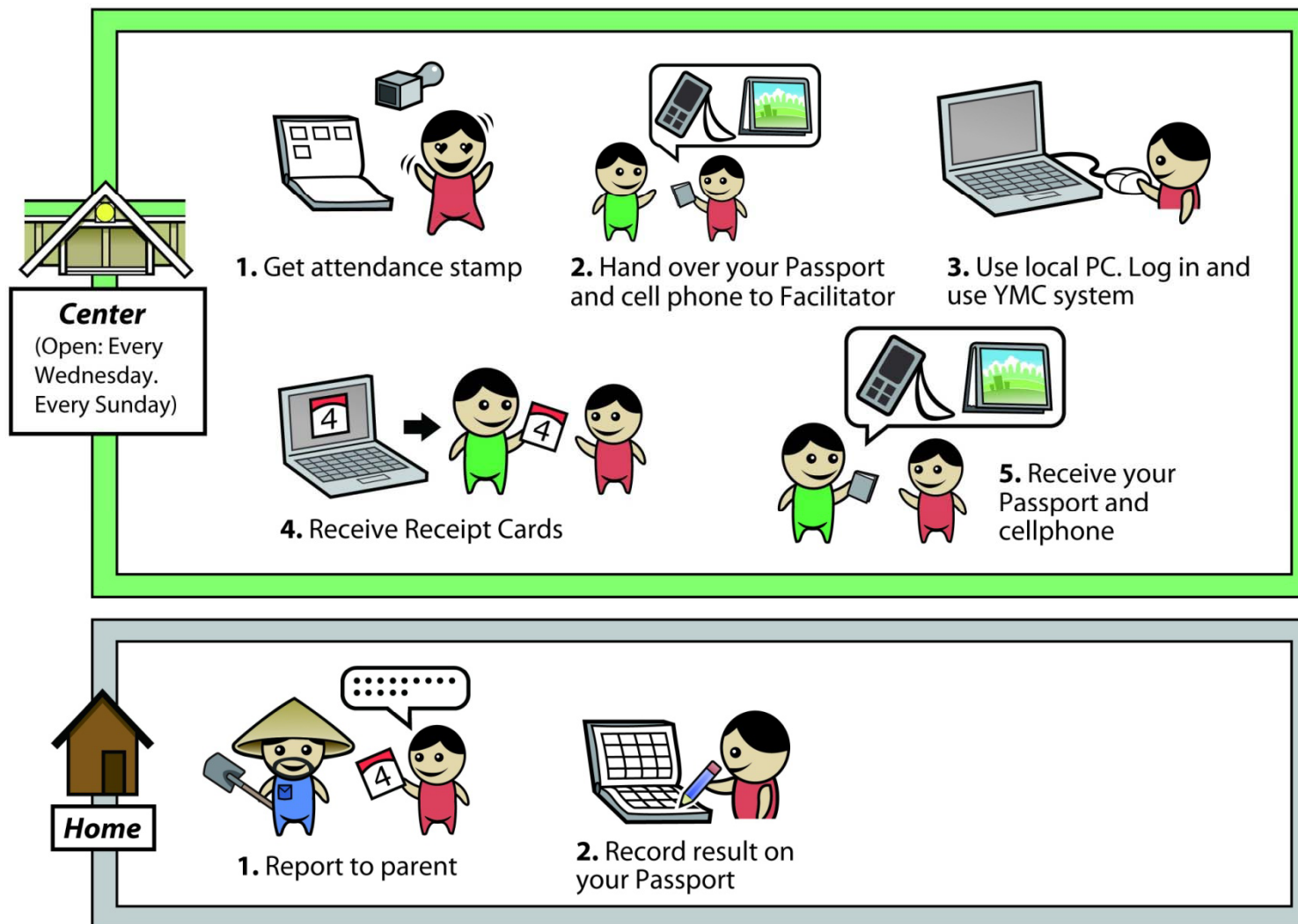
Vinh Long Province
4 hours from HCM



Youth Flow 1/2



Youth Flow 2/2



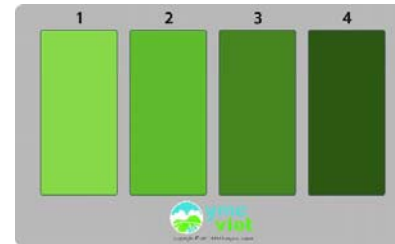
Tools used in YMC Viet



(1) YMC Viet Passport



(2) Measurement



(3) Leaf color plate



(4) Insect plate



(5) Mobile phone



(6) Recharger



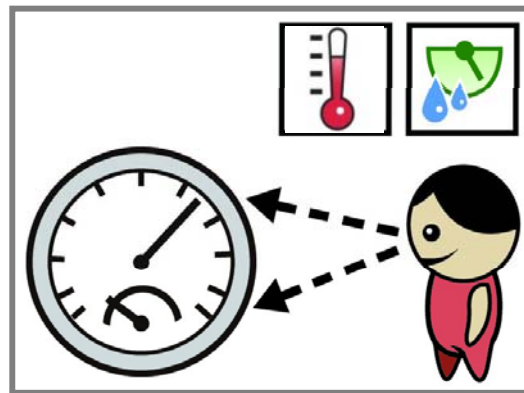
(7) Erasable pen



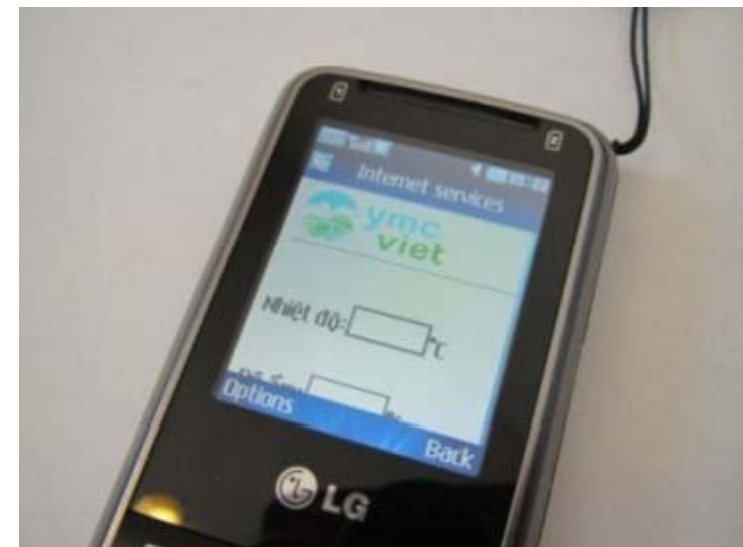
(8) Bag

Measuring Field Data

Temperature & humidity measurement



- * Youths measure them every day.
- * They record on YMCViet passport, and send data by mobile phone.



Recipe Cards for easier communication

Cards are used to tell parents about experts advices as it is easy to forget by the time you go home.






3. Gieo hạt




Có hai cách gieo hạt. Hai cách này khác nhau ở chỗ có cho nước vào ruộng trước khi gieo hạt hay không



Photo by the International Rice Research Institute



2. Phân bón






Có ba loại phân bón là nitơ, axit photpho ric, kali. Bình thường, phân bón hóa học dạng hạt được sử dụng nhiều, nhưng cũng có cả những loại phân bón hữu cơ khác. Tác dụng và cách sử dụng của từng loại khác nhau nên phải thảo luận với người ở hội nông nghiệp để sử dụng đúng thời gian thích hợp. Ngoài ra, sử dụng quá nhiều phân bón cũng không tốt. Tùy vào loại đất ở ruộng lúa mà sử dụng cho.

Nitơ

Axit photpho ric

Kali



2. Bệnh bạc lá



Bệnh bạc lá phát sinh ở cây lúc non, nhỏ. Đầu tiên lá chuyển màu vàng, từng chùm vàng xuất hiện. Những chùm này hợp lại với nhau làm cho phần đầu rìa của lá bị héo?



Photo by the International Rice Research Institute





Pre-interview conducted : between 13-Jan to 16-Jan)

30 youths (10 min. interview)

29 parents : farmers and their children participate project
(15 min. interview)

Interviews are conducted by trained interviewers at households where youths and their parents live.

Post-interview: between 26-Feb to 02-Mar)

30 youths 15 min.

29 parents 20 min.

Objective of interviews: To see any differences how youths feel about rice farming, parents work, and using new technology.

To see any differences in parents view of their children's education, involvement to rice farming, and usefulness of program



- All youths who participated projects show increase in their interests to rice farming. 86% said they got very interested, 14% said they got interested through YMCViet.
- All participants answered that time family spent to talk about rice farming increased.
- Youths enjoyed to use PCs and ask questions to Experts, then gaining knowledge about rice farming, and communicate them to their parents.
- Parents find surprising that their participated youths who never show any interests in rice farming or their work as farmers, they are happy that youths are seriously observing paddy and speak about rice and farming to them.
- Over 90% of parents answered YMCViet provided useful information from their children.
- Wide range of discussion took places in family, from cultivation, harmful insects, diseases of rice, different species of rice. Parents said they want more information about how to select species of rice, and want to know more about agrichemicals and prevention of insects.
- Youths participation encouraged by Rice quiz and experiences using tools like PCs and phones.
- Over 90 % of parents did ask questions about rice farming to experts through their children.
- All youths wished to participate program like this, Parents expressed continuation of project like this where they can inquire about fertilizer, chemicals, species to increase their profitability.



Copyright © 2011 NPO Pangaea, Japan