

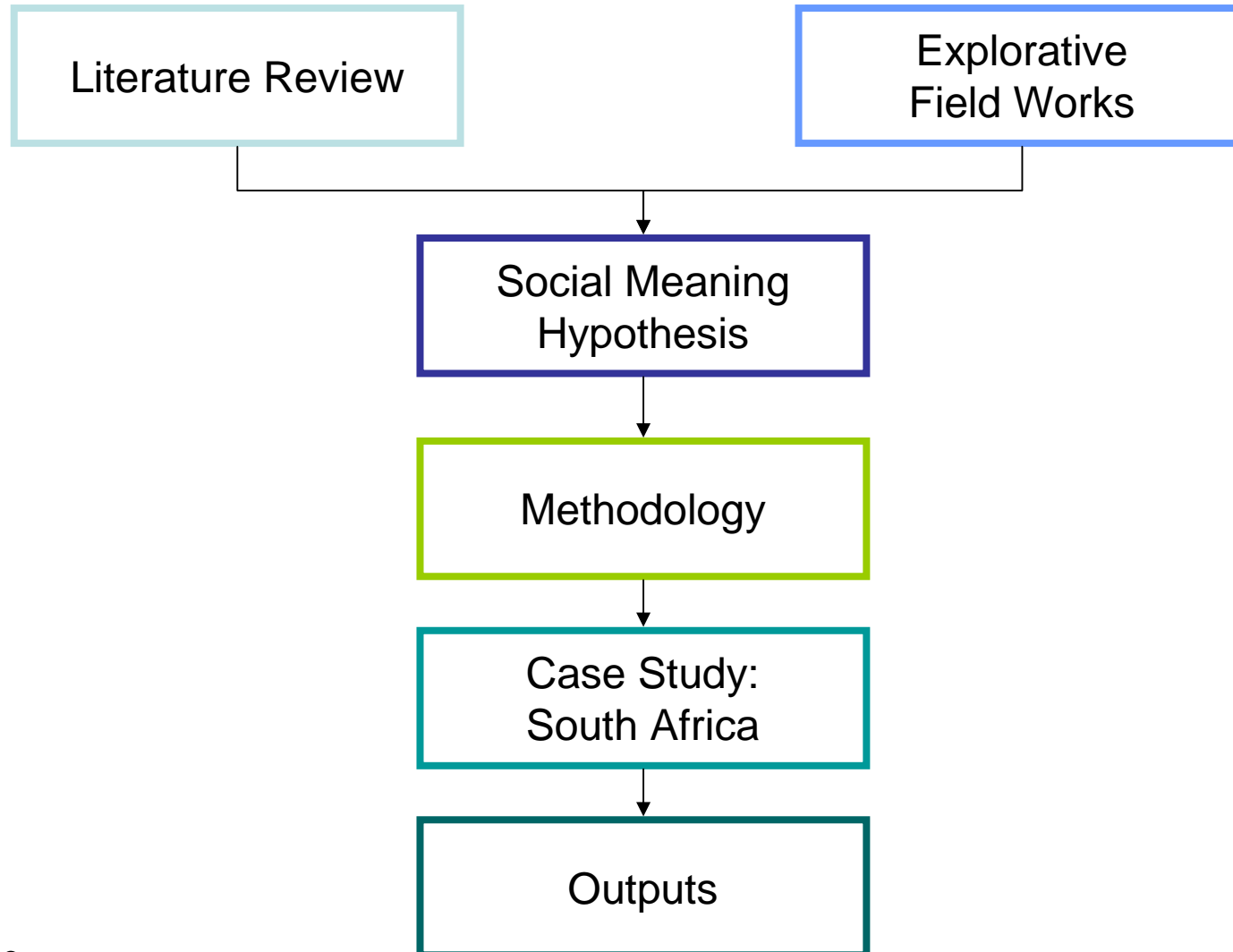


# Telecentres and Social Meanings

PhD Research Presentation  
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# Presentation Structure

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# Telecentre Taxonomies

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Services-o. Approach			Technology-o. Approach
Gomez and Hunt [1999]	Colle and Roman [2001]	Owen and Darkwa [2001]	Jensen [2001]
<ul style="list-style-type: none"> <li>•Basic t.</li> <li>•T. franchise</li> <li>•Civic T.</li> <li>•Cybercafe</li> <li>•MPCC</li> </ul>	<ul style="list-style-type: none"> <li>•Cybercafe</li> <li>•Telecentre</li> <li>•Internet Access Point</li> </ul>	<ul style="list-style-type: none"> <li>•Commercially-oriented communication centres</li> <li>•Community/education-oriented communication centres</li> </ul>	<ul style="list-style-type: none"> <li>•Micro t.</li> <li>•Mini t.</li> <li>•Basic t.</li> <li>•Full service t.</li> </ul>

Other authors giving definitions or classifying telecentres are: Ernberg [2001], Etta and Parvyn-Wamahiu [2003], Oestmann and Dymond [2001],...



# Literature Review

Definitions, Taxonomies and  
Sustainability (Success) Factors

# Telecentre Definitions

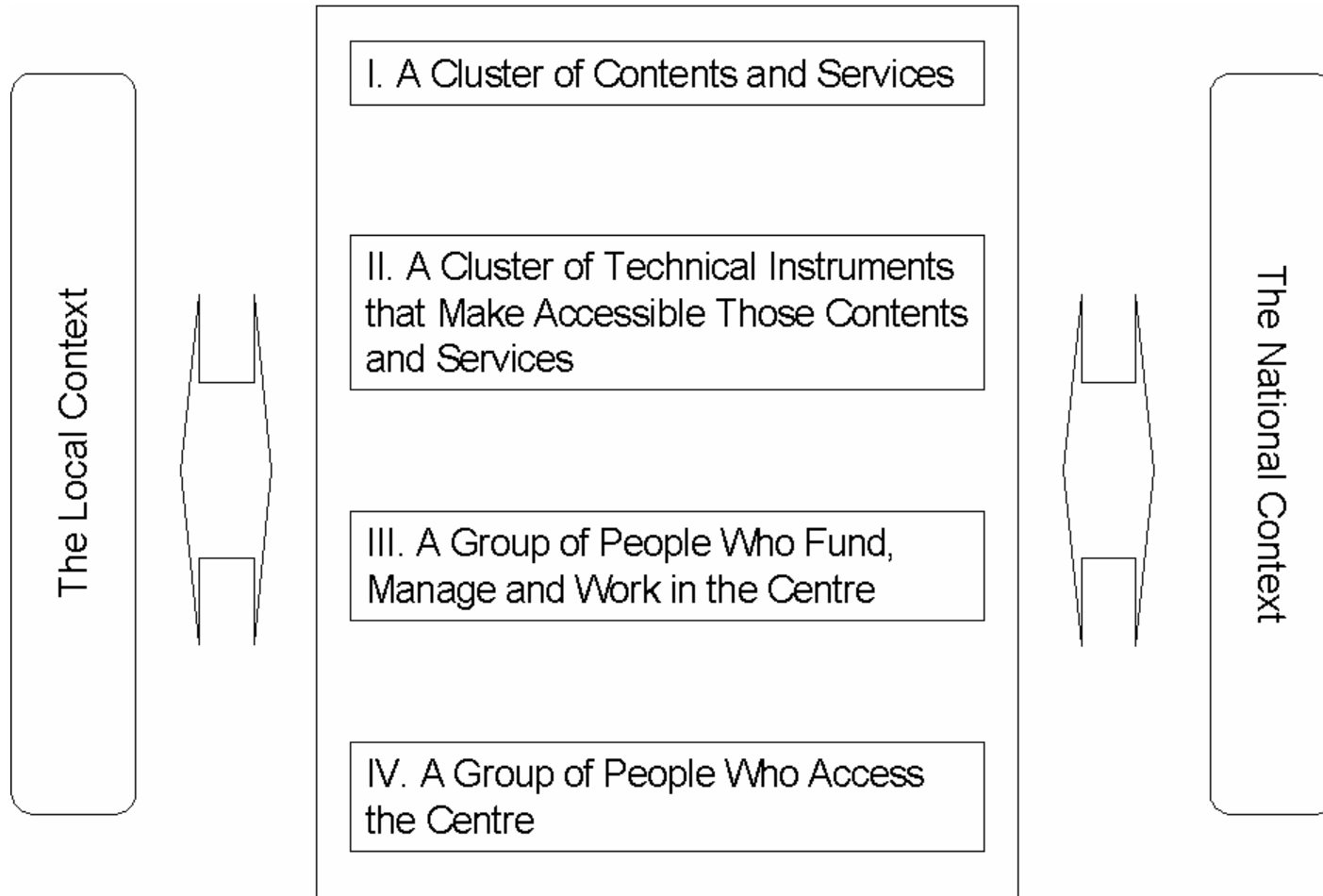
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“A telecentre is a location that facilitates and encourages the provision of a wide variety of public and private information-base goods and services, and which supports local economic or social development.”

[IDRC website]

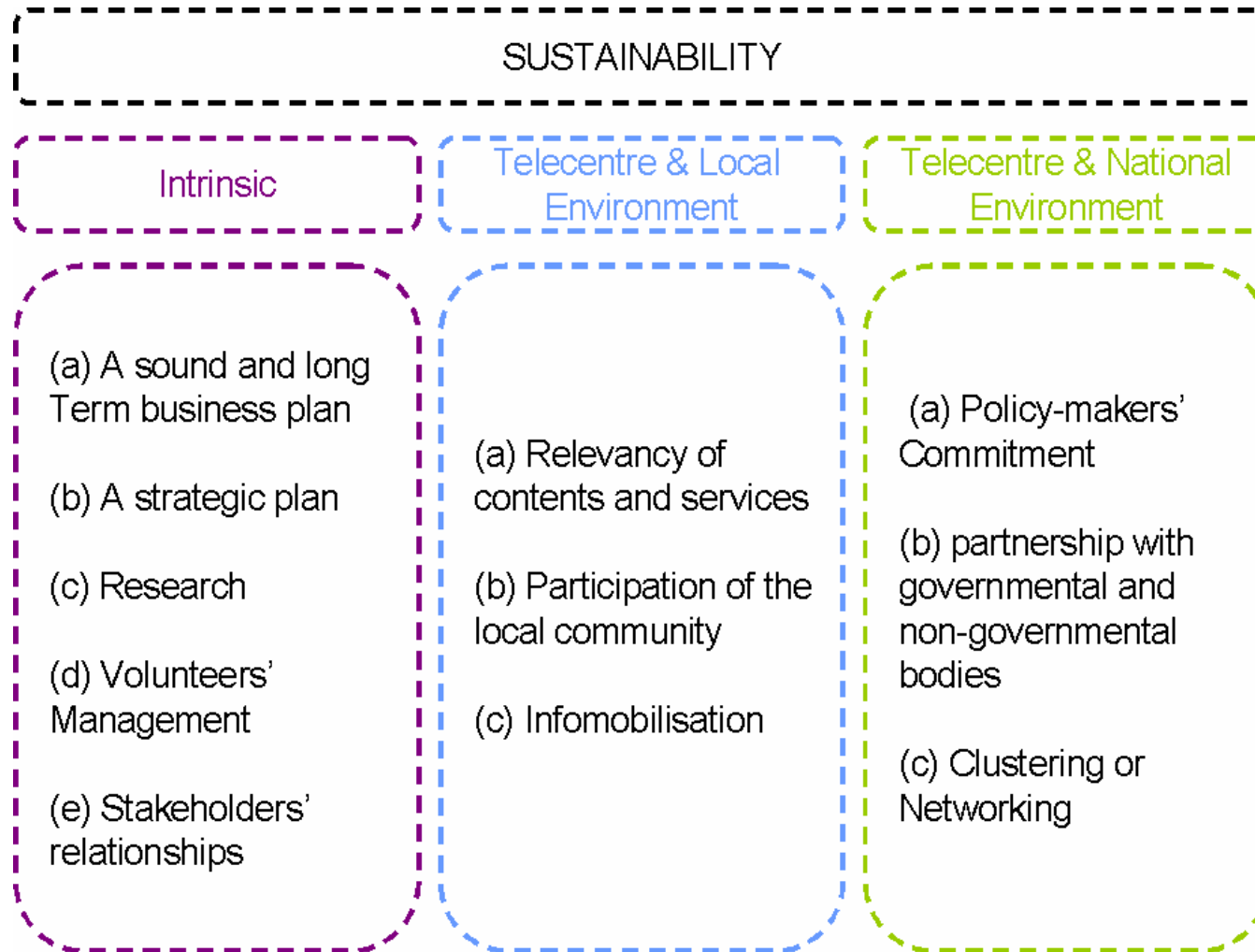
# Telecentres: A Systematic View

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# The Issue of Sustainability

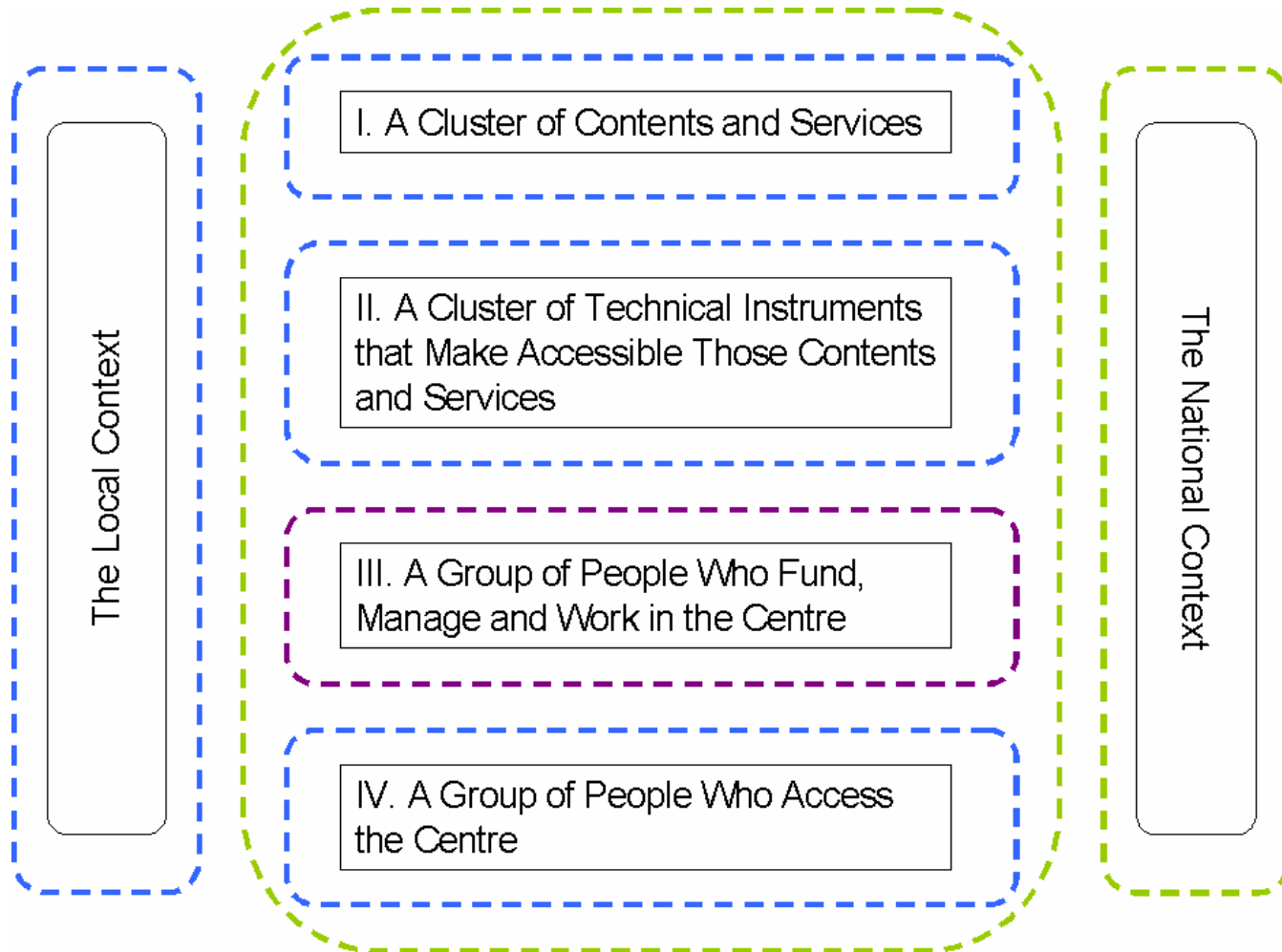
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Colle and Roman [2001], Colle and Roman [2002], Etta and Parvyn-Wamahiu [2003], Oestmann and Dymond [2001], Sabien [2001], Harris

# Sustainability in a Systemic View

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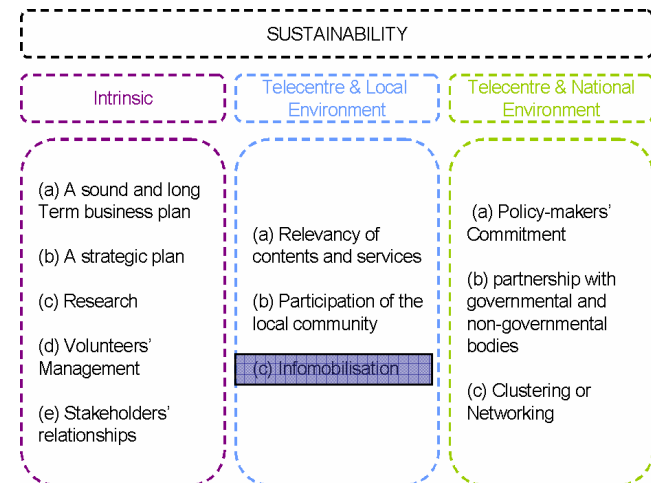




# Infomobilization

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- Helping the community to understand and express its information needs and showing people how they can reach this information through new technologies.





# Exploratory Field Works

Burkina Faso, Benin, Guinea  
2003 and 2004

# Exploratory Field Studies: 2003

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<b>Telecentre</b>	<b>Activities</b>
Community Multimedia Centre (CMC), Ouagadougou, Burkina Faso	<ul style="list-style-type: none"><li>▪ Interviews to the director (1) and the staff member (1)</li><li>▪ Observation</li></ul>
RESAFAD, Ouagadougou, Burkina Faso	<ul style="list-style-type: none"><li>▪ Interview to the director (1)</li><li>▪ Observation</li></ul>
Le Couturier Cybercafe, Ougadougou, Burkina Faso	<ul style="list-style-type: none"><li>▪ Interviews to the owner (1) and to the staff member (1)</li><li>▪ Observation</li></ul>
Community Multimedia Centre (CMC), Bamako, Mali	<ul style="list-style-type: none"><li>▪ Interview to the director (1)</li></ul>
Community Multimedia Centre (CMC), Banikoara, Benin	<ul style="list-style-type: none"><li>▪ Interviews to the director (1), to the staff member (1) and to the users (2)</li><li>▪ Observation</li></ul>

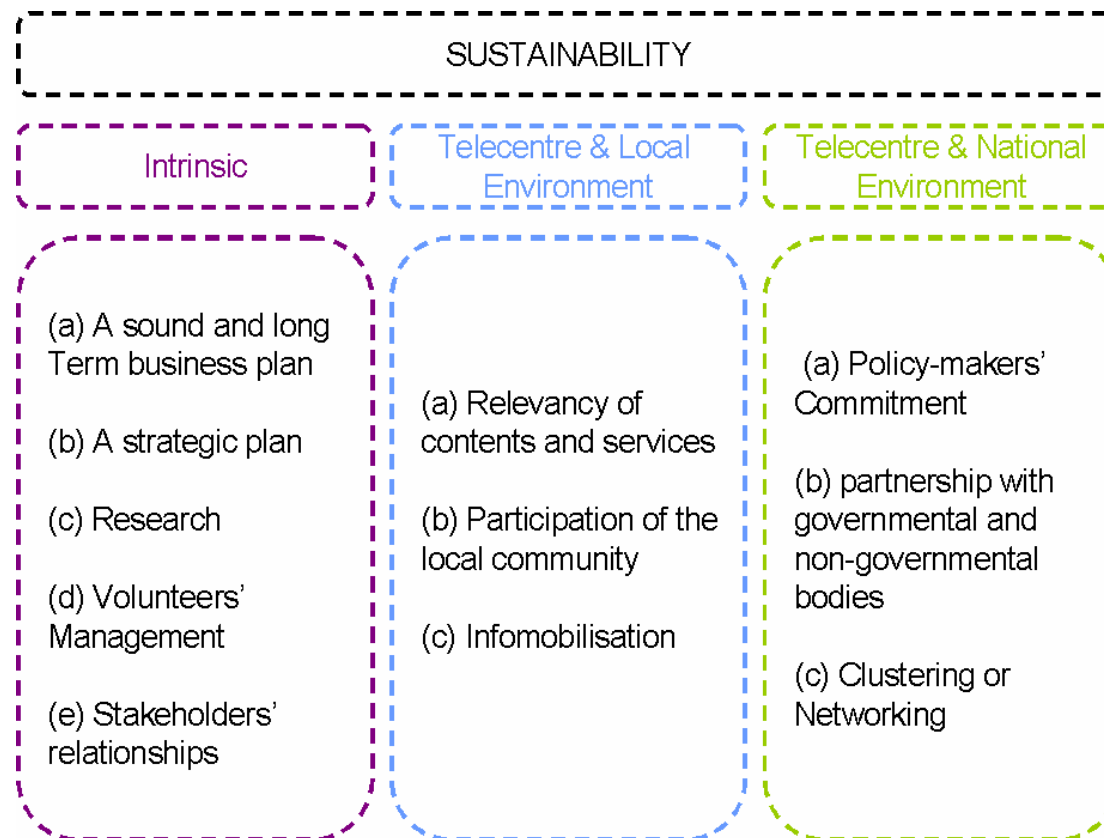
# Exploratory Field Studies: 2004

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<b>Telecentre</b>	<b>Activities</b>
Cybercentre, Conakry, Guinea	<ul style="list-style-type: none"><li>▪ Interview to the owner (1), to the staff member (2) and to the users (2)</li><li>▪ Observation</li></ul>
ISSEG Cybercentre, Conakry, Guinea	<ul style="list-style-type: none"><li>▪ Interview to the director (1), to the staff member (1) and to the users (6)</li><li>▪ Observation</li></ul>
RESAFAD, Conakry, Guinea	<ul style="list-style-type: none"><li>▪ Interviews to the directors (2) and to the users (1)</li><li>▪ Observation</li></ul>
INRAP, Conakry, Guinea	<ul style="list-style-type: none"><li>▪ Interviews to the director (1), the coordinator (1) and the users (4)</li><li>▪ Observation</li></ul>

# Exploratory Field Studies: Outcomes

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→ **Lack of integration of the telecentre in the life of the community and**

→ **Lack of a concrete perspective about the role of the telecentre and of ICTs in daily lives**

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# Social Meaning Hypothesis

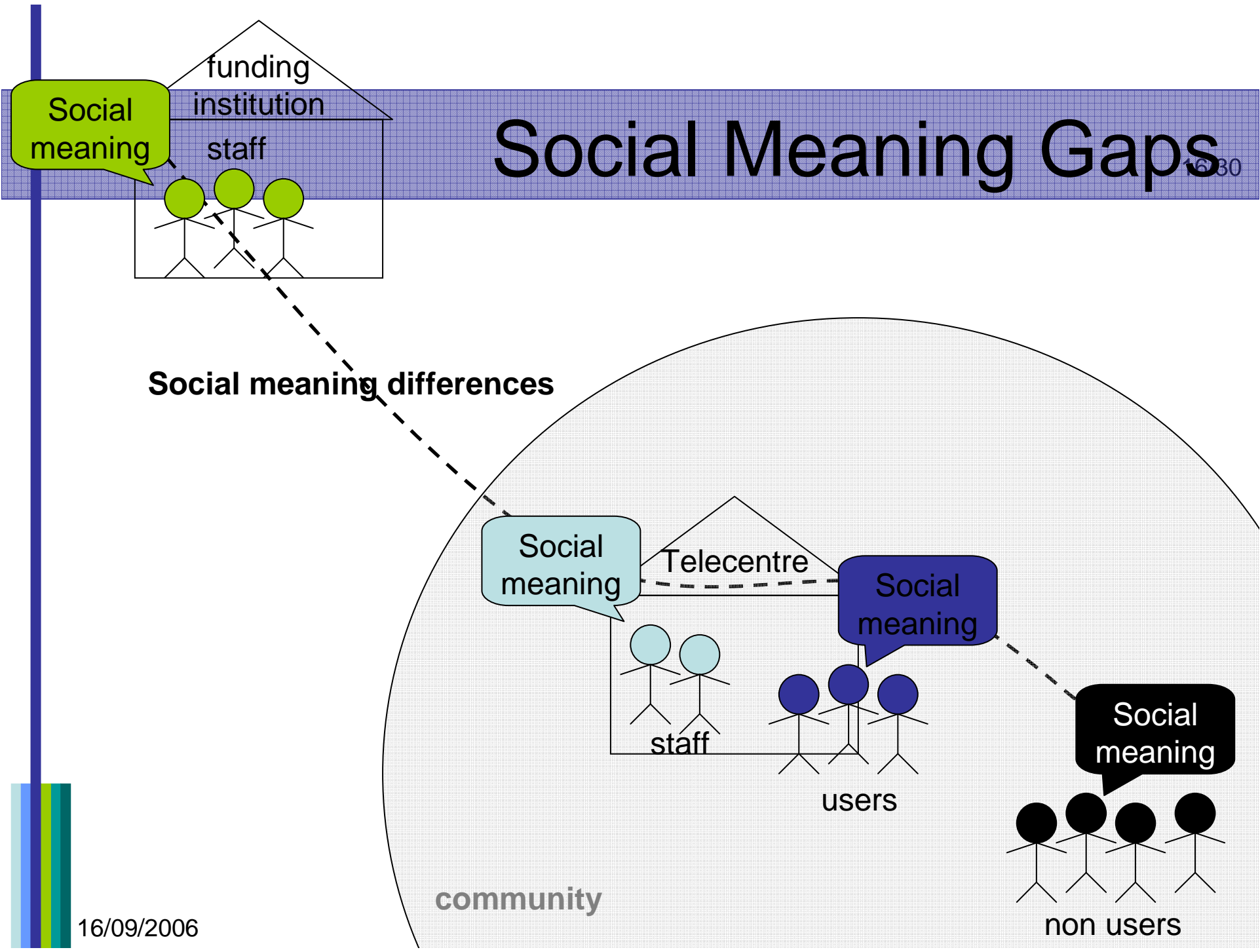
From Infomobilization  
to Social Meaning

# Social Meaning: A Definition

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- An object has a symbolic meaning.
- Behaviors associated with that object also carry symbolic meanings.
- The object and behavior may have different symbolic meanings depending on the context and on the agent.

# Social Meaning Gaps





# The Social Meaning Hypothesis

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- H1: The social meaning which a community gives to a telecentre strongly affect its (not-) use and the socio-economic impact of the telecentre in the community
  - H1a: The Social Meaning attributed to the telecentre by users, non-users, staff members, and members of the funding organization differ.
  - H1b: The complexity of Social Meaning decreases in the following order according to the group belonging: funding organization, staff members, users, non users.
  - H1c: Staff members and users have a more similar social meaning network in comparison to funding organization members and staff members.



# Methodology

Qualitative and Quantitative  
Methods

# Measuring Social Meanings

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- Goal: to perform a semiotic analysis of telecentres, charting the web of meanings attributed to telecentres, in terms of attitudes, beliefs and perceptions.
- (Qualitative) Semi structured Interviews:
  - Experiences
  - Perceptions (scenarios)
  - Media Exposures
  - Personal Background
- Target: Users, Non users, Staff members, (3 of each for telecentre) + funding institution member

# Analysing Social Meanings

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- Map analysis to find out meanings and relationships among them.
  - Primary and secondary meanings
  - Clusters of meanings
- Correspondence Analysis to graphically represent and interpret different primary meanings according to contexts and practices (ex: rural/urban, male/female, user/nonuser/staff,...)

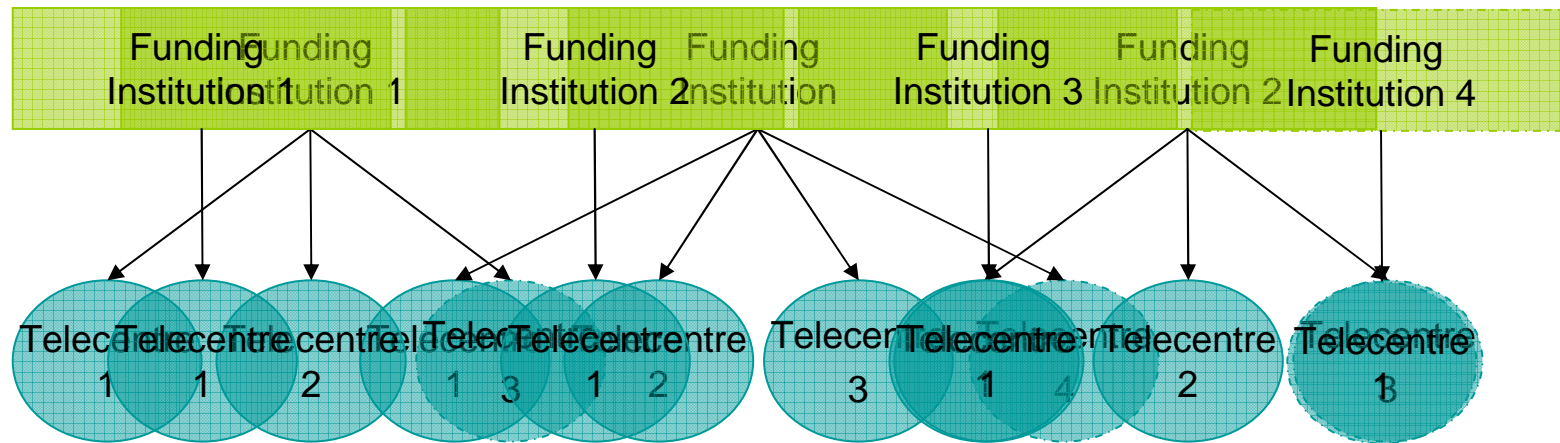
# Describing Users

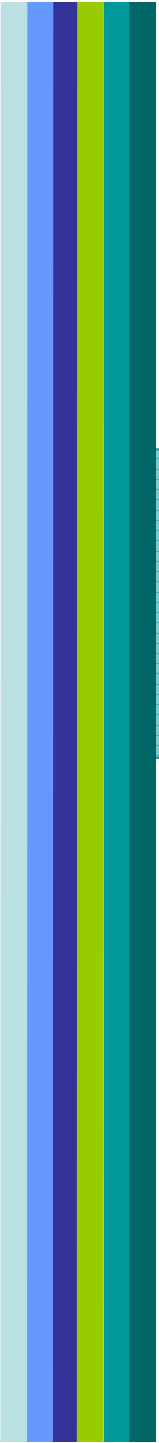
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- Goal: to define users behaviors and perceived knowledge regarding telecentres, ICTs and media.
- (Quantitative) Questionnaires (50 for telecentre)
  - You
  - You and the telecentre
  - You and technologies
  - You and the media (mapping the ITU infrastructure index)

# Sample Choice

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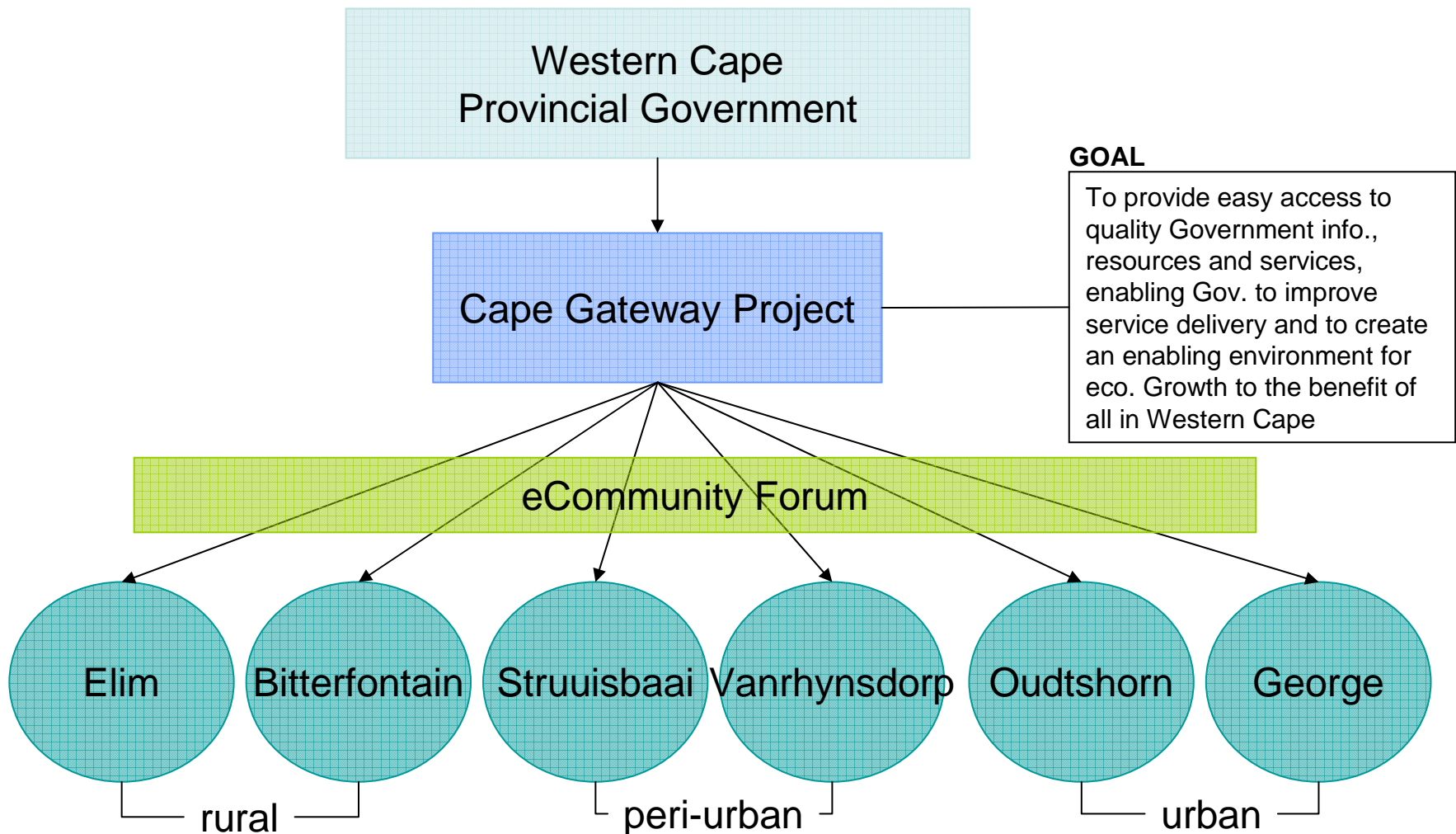


# Case Study: South Africa

Cape Gateway Project

# Cape Gateway Project

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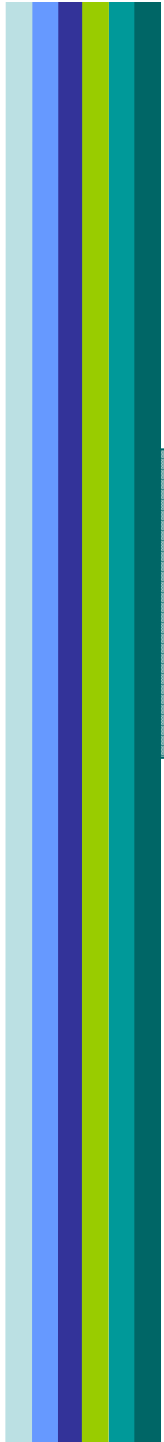


# Case Study: South Africa/1

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eForum Cape Gateway Initiative		
rural	Bitterfontain	<ul style="list-style-type: none"><li>•4 users</li><li>•3 non users</li><li>•1 staff</li><li>• questionnaires</li></ul>
	Elim	<ul style="list-style-type: none"><li>•questionnaires</li></ul>
Semi-urban	Struuisbaai	<ul style="list-style-type: none"><li>•4 users</li><li>•3 non users</li><li>•3 staff</li><li>•questionnaires</li></ul>
	Vanrhynsdorp	<ul style="list-style-type: none"><li>•2 users</li><li>•3 staff</li><li>•3 non users</li><li>•questionnaires</li></ul>
Urban	George	<ul style="list-style-type: none"><li>•questionnaires</li></ul>
	Oudtshorn	<ul style="list-style-type: none"><li>•3 users</li><li>•2 non users</li><li>•3 staff</li><li>•questionnaires</li></ul>

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# Outputs

# Outputs

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- Different social meaning networks according to different contexts
- Social meaning in comparison to other success factors found in the literature
- Corrective actions (ex. training, community participation,...)



Thank you!

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