

# “Mapping Gender in the Information Sector: From Reality to Discourse”

From Alternate to New Paradigms: What Do Views  
from the Grassroots Say?

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# About the research

- Title: A Study to Examine the Most Effective Tools of Information and Communication Used by Intermediary Groups to Reach Grassroots Women in Asia and the Pacific
- 5 country: Philippines, Thailand, India, Fiji & PNG
- Why this study?
- Notion that access to new technology will lead to women's empowerment and development
- New ICTs are given higher value over the traditional and alternative tools and channels ==> fundamental changes in the socio-cultural, economic and political situations of the grassroots communities.

- Successes, challenges and gaps created by convergence of new ICTs and other info-com tools in development work among the grassroots
- How far have intermediary groups (NGOs, People's Organisations, Civil Societies) adapted to these challenges?
- Has the infusion of new ICTs into development framework effectively addressed the fundamental problems in education, health, human rights, and widespread poverty?
- Will this new paradigm contribute to genuine women's empowerment and development?

# Current Findings ....

- Use variety of communication tools and strategies in order to reach their grassroots women partners!
- Traditional and mainstream forms still dominate due to the following reasons:
  - a. lack of electricity in some areas;
  - b. prohibitive cost of the computer;
  - c. lack of internet connection/services;
  - d. low literacy rate;
  - e. non-English speaking (the language of the internet);
  - f. Lack of funds inability to buy load.

# Current Findings

- **Communication Strategies:** Traditional mostly used include: lectures and demo, story telling, training, panel discussions, interviews, role playing, demonstration, meetings
- **New modes:** powerpoint & text brigade
- **Traditional tools:** flipcharts, newsletters, books, films, cartoons, photos, kraft paper, primers, chalk and blackboard, comics, radio, community/bulletin boards, pamphlets, television, theatre, letters, telephone/fax
- **New ICTs:** mobile phones & computer/internet