

# ORBICOM FORUM



Volume 9 • Number 3 • Summer 2001

www.orbicom.uqam.ca

ISSN 1095-4313

## Orbicom Welcomes New Ex-Officio Board Members

Orbicom is proud to welcome as ex-officio members of its Board of Directors, representing Orbicom's founding institutions (UNESCO and UQAM), two distinguished personalities who have left their mark in their respective fields of specialization. Dr. KHAN Abdul Waheed is succeeding Mr. Alain MODOUX as Assistant Director-General for Communication and Information, UNESCO, while Dr. Roch DENIS, the newly appointed Rector of UQAM, is taking over from Dr. Gilbert DIONNE. Both, Mr. MODOUX and Dr. DIONNE have retired from Orbicom's partner institutions in the course of this Summer. During their mandate as ex-officio Board Members, Alain MODOUX and Gilbert DIONNE have unfailingly supported our network they helped to build.



### Khan Abdul Waheed Assistant Director-General for Communication and Information, UNESCO

Born in 1947 of Indian nationality, Dr. Abdul Waheed Khan holds an M.Sc. in Agriculture (1965) from Agra University (India), an M.Sc. in Agricultural journalism (1970) and a Ph.D. in Mass Communication (1973) from the University of Wisconsin, Madison, USA.

Dr. Khan was appointed Assistant Director-General for Communication and Information at UNESCO in Paris on 2 July 2001. Dr. Khan is responsible for UNESCO's programmes and activities in communication and information. These focus on promoting equitable access to information and knowledge ; promoting freedom of expression, democracy and peace; and strengthening communication and information capacities, especially in developing countries. He is also responsible for coordinating UNESCO's contribution to the UN ICT Task Force and the World Summit on the Information Society which will be held in Geneva in 2003. (Full biodata available on Orbicom's web site).



### Roch Denis Recteur de l'Université du Québec à Montréal

Né en 1944 à Montréal, le recteur Roch Denis possède un doctorat d'État en science politique de l'Institut d'Études politiques de Paris (1979), un diplôme de 2e cycle de l'Institut d'Études politiques de Grenoble (1968) et des baccalauréats ès-arts et en science politique de l'Université de Montréal (1964 -1966).

Monsieur Roch Denis a été nommé recteur de l' Université du Québec à Montréal (UQAM) pour un mandat de cinq ans par décret du gouvernement du Québec après consultation auprès de la communauté universitaire. Il a pris ses fonctions le 1er août 2001. Monsieur Roch Denis possède une vaste expérience du milieu universitaire et est connu pour ses nombreuses contributions (articles, conférences, communications, etc.) sur les enjeux de l'enseignement supérieur. Il a pour mission de travailler à la relance de l'UQAM. Dans un premier temps le nouveau recteur s'appliquera à revoir la direction et à redonner sa place au travail de la pensée, à la créativité et à l'innovation, qui sont des valeurs reconnues à l'UQAM. Son expérience des relations internationales dans le domaine de l'éducation et son implication comme membre actif de la Commission canadienne pour l'UNESCO sont un précieux atout pour l'UQAM et Orbicom. (c.v. détaillé disponible sur le site web d'Orbicom).

## At the Parting of the Ways



Dear Orbicom Members,

In the last edition of Orbicom Forum, I called the Annual General Meeting (AGM) to take place, on-line, between 17 and 28 Sept. 2001. Much to my regret,

this will be the last such meeting that I shall preside.

This virtual meeting is of particular importance because I feel that our network is at the parting of the ways. Let me explain why. The front page of this edition is dedicated to our two new ex-officio Board members: Dr. Khan and Dr. Denis. It is coincidental that the two new institutional incumbents are taking office at the same time. But I am certain that they will soon develop a taste for Orbicom and will realize to what extent Orbicom can be useful to the mother organizations, UNESCO and UQAM.

For UNESCO, Orbicom still has to become the preferred partner (with of course the necessary budgetary backing) for the implementation of UNESCO's strategy to favor the use of ICTs to build the knowledge society. In support of this strategy, all of Orbicom's initiatives are already focussing on ICTs for knowledge. Its uniqueness being the sole UNESCO network which brings together academics, communications professionals and institutional decision makers of all sectors of communications, making Orbicom a truly special UNESCO network cannot be stressed enough.

To UQAM, Orbicom's International Secretariat located within its walls constitutes an extraordinary window to the world. The association of UQAM academics to a number of Orbicom's present-day ICT related researches around the world is worthy of consideration. Moreover, the connection to over 230 Orbicom members in more than 60 countries is unequalled by any other NGO in town; this is one of our strongest trumps. I stress on the obvious advantages for UNESCO and UQAM to be associated with Orbicom because with the advantages of association with Orbicom must come the commitments to support its Secretariat's infrastructure costs. . .P.2

**Continuation of page 1 : At the Parting of the Ways**

It is not true that a research network like Orbicom can be self financed, and I repeat what I said during the last Board meeting that it is unusual for an organization like UNESCO to give birth to a child, to be proud of this child and then to let it die out of starvation.

Our network is also at the parting of the ways because in the course of this year, fundamental ICT researches with extraordinary potential have taken off, making Orbicom a truly stimulating research network in communications. This is due in great part to the Secretariat's teamwork under the unflagging leadership of Professor Charron and to the strong work of the Co-president of Orbicom's Research Committee, Mr. Chin Saik Yoon, our indefatigable Associate member from Malaysia.

As I look back to the very beginnings of Orbicom I am impressed at how far we have come in six years. This is mirrored by the rapid development of ICTs that enables our network to generate and share knowledge amongst members and with partners. Unfortunately this capacity remains available to only a small portion of mankind.

Orbicom shares the goal of the Global Knowledge Partnership (GKP) of which it is an active member and of UNESCO to bridge the divide between those who have ICT access and those who do not. Finally, Orbicom is at the parting of the ways because to the election of new Board members will follow the appointment of my successor as well as the new Vice-president. The honor of presiding over Orbicom has been mine for the first period of Orbicom's life, and I have enjoyed working with a dynamic and committed group of people.

I hope that with the support of all, the people selected to replace Carmen and me, will enjoy the job as much as I have, and that they will impress a strong leadership. For my part, I look forward to playing an active role in the continuing good work of this important collaborative venture called Orbicom.



## **Orbicom increasingly Focussing on ICTs**

### **New Initiatives in Africa and Asia Brought to Life**

Over the last twelve months, the President of Orbicom's Research Committee and Associate member Mr. Chin Saik Yoon, has been very active in the development of research proposals likely to receive support of funding agencies.

A new initiative that must be perceived as complementary to the Digital Divide Index project has been submitted to international partners. **The Digital Review of Asia Pacific**, to be undertaken jointly by the Asia-Pacific Development Information Programme (APDIP) of UNDP, the Pan Asia Networking (PAN) of the International Development Research Centre and Orbicom, will constitute a comprehensive review of the state of diffusion, adoption and application of new information and communication technologies in the Asia-Pacific region and will result in a joint publication.

Une autre initiative impliquant Orbicom a été développée en partenariat avec le Centre inter-universitaire Paul Gérin-Lajoie. Il s'agit de la création du **Réseau international pour la formation des maîtres en Afrique (RÉFORMA)** qui vise le renforcement de la formation des maîtres en Afrique. Pour ce faire, le projet RÉFORMA envisage, d'une part, la mise en place de réseaux de communication entre des universités du Nord et des institutions et organismes africains chargés de la formation des maîtres et de la recherche en éducation et, d'autre part, entre les institutions africaines elles-mêmes. Ces réseaux auront à utiliser des modes de communication basés en grande partie sur les TIC. La phase de développement du projet reçoit le soutien du Centre de Recherche pour le Développement International (CRDI) du Canada. Orbicom s'implique au niveau de l'élaboration du projet en partageant son expertise dans la mise en place de réseaux virtuels et de l'utilisation des TIC pour des fins de développement.

### **A Methodology to Measure the Digital Divide**

*The Orbicom Forum* of spring 2001 reported on the launching of the **CIDA-Orbicom Digital Divide Index project (DDI)** and outlined its main parameters. As we all know, this is one of the main research initiatives proposed at the Mexico meeting of July 2000 and incorporated in Orbicom's plan of action.

Following the DDI advisory group meeting of last March, a crucial part of the research has already been accomplished under the leadership and expertise of Dr. George Sciadass of Statistics Canada, the Scientific Co-Director of the DDI project, with Mr. Chin Saik Yoon. A twenty six page scientific methodology to measure the digital divide has been produced and will be the subject of discussions amongst the DDI advisory group on 7 September in Ottawa before it is tested with a sample of eight countries in four regions of the world. The draft document describes the framework, the model, the indicators and the technical specifications.

### **Bell Canada apporte son soutien financier à la recherche d'Orbicom sur la confiance dans le commerce électronique.**

Parmi les propositions du plan d' action d' Orbicom figure celle sur les mécanismes de la confiance dans les divers aspects des nouvelles technologies. Cette initiative a été présentée sous une forme plus globale par le titulaire de chaire de l'Université de Constance, notre collègue Rainer Kuhlen à la rencontre de Mexico en juillet 2000. La recherche d'un indispensable partenaire du secteur privé en contrepartie du soutien financier gouvernemental pour le volet canadien du projet sur **la Confiance dans le commerce électronique** a porté fruit puisque 29 000 \$ canadiens ont été commis par Bell Canada, le leader canadien des télécommunications. En mai dernier, une équipe de chercheurs de l'UQAM dirigée par les professeurs Yves Théorêt et Magda Fusaro s'est mise à l'oeuvre et devrait conclure ses travaux pour la fin de l'année.

## *Orbicom Virtual Annual General Meeting: September, 17th-28th 2001*

### *Gracias Rainer, Carmen, y los otros miembros de Orbicom que dejan el Consejo Directivo*

Es con gran pena que aplicamos los estatutos de Orbicom que limitan a los miembros que han integrado su Cuerpo Directivo a dos períodos, y que privan así al Comité Ejecutivo de continuar con dos de sus más dedicados directivos. El Presidente **Rainer Von Schilling**, Editor del Mannheimer Morgen y miembro asociado de Orbicom, y la Vicepresidenta **Carmen Rico de Sotelo**, Directora de Relaciones Internacionales de la Universidad Católica del Uruguay, están terminando su ejercicio en este Consejo. Ambos han estado asociados a Orbicom desde el principio y a través de sus imprescindibles contribuciones en el transcurso de los años, se dedicaron a nuestra red desde su juventud. Ejercieron conjuntamente y con mucho entusiasmo un liderazgo que condujo a Orbicom a su madurez.

Adicionalmente a la partida de Carmen y Rainer, otros miembros del Consejo como **Chin Saik Yoon**; nuestro muy activo Co-presidente del Comité de Investigación y Publicaciones; **José Marques de Melo**, **Göran Sjöberg** y **Yassen Zassoursky** llegan también a término en sus funciones en el Consejo Directivo de Orbicom. Todos ellos siempre han contribuido generosamente a la red y han trabajado duro para verla desarrollarse y convertirse en la respetable organización que es ahora. Fueron grandes embajadores de Orbicom en las tareas del Consejo y ciertamente permanecerán como miembros activos de Orbicom. ¡Gracias a todos!

### *Six New Board Members*

During its last virtual meeting held in June this year, the Ex-officio Board members made the decision to recommend to the AGM the appointment of six members who will serve on the Board. They are:

-**Gabriel-Jaime Perez Montoya** of Colombia,

-**Steeffaan Verhulst** of United Kingdom,

-**Subash Joshi** of India,

-**Alain Modoux** of Switzerland,

-**Pius Njawé** of Cameroon, and

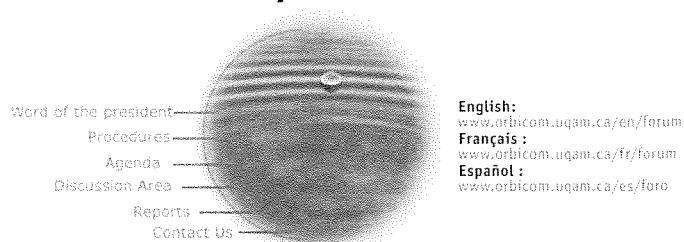
-**Elena Vartanova** of Russia.

No doubt they will receive an enthusiastic support from all during the upcoming virtual AGM. Prior to voting on these candidates, Orbicom members are invited to consult their detailed C.V.s on Orbicom's web site.

### *Draft Agenda*

- I. Welcome from the President
- II. Approval of the Agenda
- III. Approval of the Minutes of the last AGM (Sept 2000)
- IV. Report of the Board of Directors
  - 4.1. Report of the President
  - 4.2. Report of the Treasurer
  - 4.3. Approval of the Certified Financial Statements (2000-2001)
  - 4.4. Nomination of the Financial Controllers (2001-2002)
- V. Report of the International Secretariat
  - 5.1. Follow up on the 2001-2003 Action Plan: Status Report
  - 5.2. Development of the Network: New Chairs and New Associate Members
- VI. Report on the Chairs' Activities
  - 6.1. Report by UNESCO on the UNITWIN Program's Evaluation
  - 6.2. Overview of the Chairs' Local, Regional and International Activities
- VII. Board of Directors
  - 7.1. Motion of Appreciation for the 6 Out-going Board Members
  - 7.2. Endorsement of the 6 New Board Members
  - 7.3. Nominations to the Standing Committees
- VIII. Varia

### *To Participate in the AGM*



### *A Renewed Mandate for our Secretary General*

During the Orbicom's Board meeting of June 2001, Mr. Matsuura, Director-General of UNESCO and Dr. Dionne, Rector a.i. of UQAM, recommended to the Board of Directors to renew the Secretary General's mandate for a second term of three years effective September 2001. Professor Claude-Yves Charron of UQAM's Department of Communications was unanimously re-appointed. It is worth mentioning that all interventions made in support of Claude-Yves praised the incumbent. We are all thankful to our Secretary General for having accepted to continue to fulfill this extremely demanding task over his other academic duties during this crucial period of renewed leadership within Orbicom.

# People & Events *Conferences*

## Cambios de Orbicom en UNESCO



Sr. Ondobo



Sra. Rosa González

El nuevo Subdirector General para Comunicación e Información de UNESCO, Sr. KHAN Abdul Waheed, ha reubicado Orbicom en la División de Comunicación de su Dirección, bajo la responsabilidad del Sr. Claude Ondobo, Deputy ADG y Director de la División de Comunicación y del PIDC. El Sr. Ondobo es un viejo amigo de la red desde su creación. La Sra. Rosa González, quien hasta el verano de 2000 fuera la responsable del programa Orbicom por lo que está muy familiarizada con él, retoma nuevamente nuestra red en su portfolio. Orbicom estuvo bajo la órbita de la División Libertad de Expresión, Democracia y Paz durante los últimos doce meses. Orbicom confía en la continuación de la fructífera y mutua cooperación con el equipo de responsables de París.

La Red agradece a Miguel Sales quien tuvo a su cargo los temas y necesidades anteriores de Orbicom con un estilo muy diligente durante dicho período, y a su recientemente designado Director, Sr. Michael Hadlow, responsable de Libertad de Expresión, Democracia y Paz.

## Spreading Internet Services to Rural Areas Using Wireless IP Technologies



Orbicom's Board Member, Yasuhiko Kawasumi, General Manager Corporate Planning of Japan Telecom, and Vice-Chairman of ITU's Telecommunication Development Advisory Group, has tabled the final report of ITU's Focus Group 7.

*Orbicom Forum*, vol. 5, no 4, Fall 2001

-Production: P. Giguère, & C. Toupin.

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Dépôt légal : Bibliothèque nationale du Québec,

The Group has analyzed roughly sixty case studies from around the world in about one year of work on its website and completed its final report last fall. The report was released by the ITU in February in three languages in print and on CD-ROM.

This report recommends technologies for rural communications and presents six recommendations to the Telecommunications Development Bureau (BDT) for accelerating the development of rural communications as a means of solving the Digital Divide. In addition, the Task Force that Mr. Kawasumi chaired, has been set up to support the BDT's follow-up of these recommendations. The Task Force has drawn up a pilot project narrowly focused on enhancing the uptake of the Internet in rural areas and has set moving into implementation this year as a goal. The director of the BDT is now raising the necessary resources for this project from outside sources and has also called for cooperation from other agencies and institutes. Full text is available on : <http://www.ituaj.or.jp>

## Active Ad Workshop



Monique van Dusseldorp Orbicom Associate, has announced the first Active Ad workshop to be held in Amsterdam on 25 September 2001.

As part of a wider European Commission co-funded research project, this workshop will focus on real examples of success (and failure) in the pan-European interactive advertising industry and its findings will contribute to the research study produced by the project. Speakers will analyse recent campaigns designed for interactive television, wireless services and the increasing use of rich media. Expert panels will debate the future of the medium and the consumer's acceptance of the new methods of marketing. There will also be a special case-study on the use of automated agents to market products on the web.

<http://www.vandusseldorp.com/seminars/activead.asp>

INTERCOM 2001  
XXIV Congresso Brasileiro de Ciências da Comunicação  
3-7 Septiembre, 2001  
Campo-Grande, Brasileiro  
<http://www.intercom.org.br>

Telecom Reform: Policy Development and Strategies of Regulation  
September 9-15, 2001  
Rabat, Morocco  
<http://www.lirne.net/training>  
e-mail : [lirne@lirne.net](mailto:lirne@lirne.net)

Industries culturelles et dialogues des civilisations dans les Amériques  
17-19 septembre 2001  
Montréal, Canada  
<http://www.uqam.ca/gricis>

XII Congreso Latinoamericano y VII Nacional de Estudiantes de Comunicación Social  
17-22 Septiembre, 2001  
Bogotá, Colombia  
<http://www.javeriana.edu.co/>

Digital Opportunities for Central and Eastern Europe (CEE) - Community Multimedia Centres  
November 12-16, 2001  
Bucharest, Romania  
<http://www.unesco.org/webworld/bucharest.html>

2001 Symposium on the DDI  
November 17 - 19 2001  
Austin, United States of America  
e-mail : [wolfgang.donsbach@mailbox.tudresden.de](mailto:wolfgang.donsbach@mailbox.tudresden.de)

Pacific Telecommunication Council : Next Generation Communications : Making IT Work  
January 13 - 17 2002,  
Honolulu, United States of America  
<http://www.ptc.org>

VII Encuentro Iberoamericano de Ciencias de la Comunicación  
21-23 de Enero de 2002  
Madrid, España  
e-mail : [ibercom@multimedia.pt](mailto:ibercom@multimedia.pt)

Forum for Qualitative Research  
May 8, 2002  
Barcelona, Spain  
<http://www.barcelona2002.org>

Summit on the Information Society  
December 2003  
Geneva, Switzerland  
e-mail : [gerolf.weigel@deza.admin.ch](mailto:gerolf.weigel@deza.admin.ch)