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Innovative Methodology for Measuring the Digital Divide Unveiled

Dr. George Sciadas, Scientific Director for ORBICOM's Digital Divide Index (DDI) Project, presented his methodological design for the DDI at the IAMCR/ICA Symposium on the Digital Divide held in Austin, Texas, USA from 15-18 November 2001. The presentation was made at a roundtable organized by ORBICOM at the symposium.



The Orbicom team which travelled to Texas to participate in the Symposium, from left to right : José Carreño Carlón, George Sciadas, Pierre Giguère, Chin Saik Yoon and Subhash Joshi

Prof. Jose Carreno Carlon, the Mexican UNESCO Chair, and Dr. Subhash Joshi, ORBICOM Board Member also made country and regional presentations at the roundtable which was chaired by Mr. Pierre Giguère, Ambassador-in-Residence, ORBICOM. Dean Ellen Wartella, the US UNESCO Chair, and ORBICOM Treasurer contributed the introductory remarks.

Dr. Sciadas' innovative methodology attracted much interest amongst the participants, many of whom are engaged in different initiatives to measure various elements of the asymmetric/unequal diffusion of ICTs.

The proposed approach sets out to overcome inadequacies of past initiatives at cross-country comparisons. The earlier attempts had been restrained by a number of limitations: The choice of useful but disparate indicators; comparisons of interesting but ad-hoc groupings of data with no underlying framework; and frameworks which focus excessively on connectivity.

The DDI will be built around a conceptual model which will measure both the productive capacity and consumption patterns of countries and communities within countries. The consumptive elements of the model will measure the uptake (adoption) of ICTs, and the intensity of use of these technologies after adoption. It allows for the sectoral segmentation into individuals/households, businesses, and government.

The productive capacity measure will gauge the ICT skills of populations together with the ICT infrastructure of countries and communities. The former represents the capacities of labour while the latter represents the capital of countries and communities.

While the DDI will be built initially to undertake cross-country comparisons, the model can accommodate in-country comparisons as well in the future. Internal Digital Divides within countries, a rapidly evolving concern of researchers, policy-makers and practitioners, can be measured using the same model.

The concluding part of this pilot phase of the project is to populate the model using data from nine countries: Canada, China, Columbia, Finland, India, Malaysia, Mexico, Senegal, and South Africa. The full scale DDI is expected to be built after rigorous testing of the prototype.

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Congratulations Ellen !



It is of interest to underline that the "IAMCR and ICA Symposium on the Digital Divide" held on November 15-18, 2001, was co-sponsored and hosted by the College of Communications, University of Texas at Austin. Dean Ellen Wartella, UNESCO Chair in Communications and President of Orbicom Finance Committee, worked very hard to make this event happen, especially with the uncertainty that followed the horrible September 11 events, when people were hesitating to travel to the USA. Despite the adversity, the Symposium which attracted a few hundred specialists, was a real success. Ellen and her dedicated team, Joseph Straubhart, Nancy Jennings and Anne Reed, deserve our warmest congratulations for this extremely well organized and instructive conference.

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Congratulations Ellen!
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Antiguamente, el Rey escuchaba a sus consejeros



Septiembre 11. Mientras caían las Torres del World Trade Center, el mundo paró. Tiendas y almacenes, oficinas públicas y colegios, empresas y universidades todos detuvieron su ritmo para mirar una y otra vez las imágenes. No voló un solo avión sobre el cielo de Estados Unidos. De perfil y de frente, aparecían nuevas tomas para mostrar lo inconcebible. Desapareció la publicidad y cualquier otra noticia, MTV canceló sus transmisiones, se suspendieron las transacciones en las bolsas de comercio. La avalancha de discursos posterior a Septiembre 11, no tiene comparación con ningún otro acontecimiento medial de la historia de la humanidad. Programas especiales en todo tipo de canales segmentados de televisión, desde Discovery Channel hasta MGM con Noticias de Hollywood. Suplementos en diarios y revistas, enciclopedias en fascículos coleccionables, libros de investigación, reportajes y biográficos. Artículos de opinión y editoriales, ensayos de los más famosos intelectuales de nuestro tiempo. Secuencias de cartas de petición y presión en internet que a menudo se transformaban en acaloradas discusiones, decenas de chistes (como Estados Unidos no está para bromas algunos fueron desmentidos

como rumores en CNN), múltiples cartas de Premios Nóbeles. Búsqueda de culpables, de explicación, de respuesta, de sentido. Los tiempos complejos de la comprensión son diferentes de los de la noticia. Curiosamente la respuesta se gesta en el terreno caliente de las imágenes. En la emoción del vivo y en directo. En la ignorancia de lo sucedido. Los jefes de estados no tienen mucho más información que los ciudadanos.

Algunos menos. Mientras un ciudadano se puede pasar horas frente al televisor, suponemos que un mandatario no podrá destinar el mismo tiempo a la caja informativa. El Rey de Jordania, que el 11 se encontraba en vuelo a Nueva York, declararía en una entrevista a Larry King, que él y su comitiva habían tenido que devolverse debido al atentado, pero que sólo se habían dado cuenta de la magnitud de lo sucedido cuando, llegando a Londres, habían visto las imágenes en CNN. La imagen como explicación. Ver para creer, se transforma en ver para saber.

Sobre esas imágenes resonaron las palabras del Presidente de Estados Unidos "fue un ataque de los Hacedores de Satán", "El Bien prevalecerá", se proclamó la necesidad de una "Cruzada" y la operación de retaliation (la Ley del Talión) pasó a llamarse "Justicia Infinita". Lenguaje fundamentalista cristiano para responder al "extremismo islámico".

Se instalaba la Guerra Santa como escenario y el choque de civilizaciones como telón. Pero pareciera que nunca antes hubo tanta conciencia de la importancia del poder de las palabras como definidoras de realidades. Mientras Bush hablaba de "guerra", Chirac, el presidente de Francia, insistía en "conflicto". Los países islámicos, aliados indispensable para combatir el terrorismo, cuestionaron que la Justicia Infinita sólo estaba en manos de Allah, y la operación pasó a llamarse "Libertad Duradera".

Se eliminó del léxico la palabra cruzada y lo que connotara guerra religiosa o pudiera parecer ofensivo al Islam. Una semana después del atentado, el presidente Bush, que nunca había superado la sombra de desconfianza por una victoria conseguida, en un recuento de votos que muchos consideraban fraudulento, era ovacionado en la Sesión Conjunta del Congreso. Su discurso se hacía cargo de las sutilezas del lenguaje. Separar al Islam de los terroristas, incluso valorarlo porque "sus enseñanzas son buenas y pacíficas". El eje pasó a ser la defensa de la Libertad. "El avance de la libertad es el gran logro de nuestro tiempo, y ahora depende de nosotros" decía en su discurso.

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Continuación en el Web site de Orbicom.

La réglementation des sites sur Internet



L'absence d'encadrement du réseau Internet surgit quand un juge français a interdit sur son territoire l'affichage de pages web incluant la vente d'objets nazis. Même publiées hors de France, des informations associées à un régime politique de haine raciale sont illégales.

Un juge américain a déclaré depuis que Yahoo! a le droit de ne pas se soumettre à ce jugement étranger sur des pages web hébergées aux États-Unis. Yahoo! s'était fait dire en mai 2000 de prendre toutes les mesures restrictives, puisqu'un groupe d'experts estima que les filtres peuvent bloquer 90 % des demandes des internautes français.

le Tribunal de Grande Instance de Paris prononça en novembre 2000 une interdiction avec une amende financière dissuasive. Yahoo! acquiesça mais demanda l'avis de la Cour de District de San José. Le juge californien estima le 8 novembre dernier qu'il ne peut "mettre en application une décision étrangère qui viole la Constitution américaine car elle gèle simultanément la liberté d'expression à l'intérieur des frontières américaines". Une victoire pour la liberté de parole selon Yahoo! et les libertaires américains, la poursuite est aussitôt allée en appel. La décision ultime dans cette affaire influencera l'évolution de l'Internet. D'autres sont concernés, tels Amazon.com ou eBay qui s'autorégulent déjà en retirant les livres ou objets litigieux. Le gouvernement allemand a une législation sévère mais refuse d'intervenir davantage.

Cette affaire soulève plusieurs problèmes, principalement celui de la réglementation mondiale de l'Internet - forme et contenu - et cette question est loin d'être résolue. Les divers forums spécialisés, associatifs (ISOC) ou institutionnels (UIT, OMC), traitent surtout des aspects techniques, économiques et sociologiques des nouvelles technologies de l'information et des communications (NTIC) et moins des aspects réglementaires, certainement les plus délicats. S'y ajoute la croissante complexité des sujets invoqués qui sont interdisciplinaires, multiculturels et polytechniques.

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Chronique complète sur le site web d'Orbicom



New Orbicom Executives

On 14 December 2001, the election process to fill the two positions previously held by Rainer von Schilling and Carmen Rico de Sotelo in Orbicom's Executive Committee ended. As prescribed in Orbicom's statutes, the Board of Directors held a vote in support of a recommendation made by the two institutional ex-officio members, Dr. Abdul Waheed Khan of UNESCO and Rector Roch Denis of UQAM, to appoint Mr. Alain Modoux, Associate Member from Switzerland and Professor José Carreño Carlón, Chair Holder from Mexico, respectively President and Vice-President of Orbicom.

Orbicom Forum conveys, on behalf of the membership, its sincere congratulations to Alain and José, and its best wishes for very successful mandates. The two new executive members are strong supporters of Orbicom from the very beginning and are active in the implementation of Orbicom's current action plan they contributed to design during the Mexico meeting of July 2000.



Alain Modoux Associate Member

One of Orbicom's founders, Alain Modoux was until the end of June 2001 Assistant Director-General of UNESCO for Communication and Information. He has retired from UNESCO and is now a Consultant in Communications in Geneva. He has accepted a non remunerated special mandate from the Director-General of UNESCO, Mr. Koichiro Matsuura, to help UNESCO prepare for the World Summit on the Information Society (Geneva, December 2003). Associated for 12 years with UNESCO, Alain has played an instrumental role in bringing into play the "New Communication Strategy" adopted in November 1989 by the General Conference to replace the highly controversial "New World Information and Communication Order". The many actions carried out since then under his direct responsibility to promote press freedom, media independence and pluralism led the Organization to gain worldwide recognition among its governmental and non-governmental partners as well as the media. For many years, he was member of the Board of the International Public Relations Association (IPRA) and became its President in 1988. In 1989, he received in Dallas (USA) the "Pinnacle Award for International Communication" and, in 1997, the "Medal of Honor (1st Grade)" awarded by the Council of Rectors of St Klement Ohridski, Sofia University (Bulgaria).



José Carreño Carlón UNESCO Chair Holder

Professor José Carreño Carlón is the current Head of the Communication Department of the Iberoamericana University of Mexico and UNESCO Chair Holder "Telecommunications and Society". He holds a Ph.D. in Public Communication (Universidad de Navarra) and a Master degree in Public International Law (Rijks Universiteit Laiden). Prof. Carreno has held a number of distinguished public positions in Mexico, notably Director-General of Social Communication at the Presidency of the Mexican Republic, Federal Representative (diputado) for the XXIInd district, Ambassador to the Kingdom of the Netherlands... He is a reputed university specialist in communications in Latin America and has always demonstrated particular interest in Orbicom initiatives, taking the leadership to advance the debate on the equitable access to ICTs by organizing a successful conference in Mexico in November 2000 which brought together academics and representatives of the private sector. He also participated in Orbicom's round table on the Digital Divide Index project at the symposium in Austin, last November. Prof. Carreno is the author of a number of publications including "Themas fundamentales de Derecho de la Informacion en Iberoamerica", Mexico, UIA, 1998.

Thank you and "bonne chance" Alain and José !

Orbicom en la UNESCO



Como resultado de las reformas emprendidas en el Sector de la Comunicación y la Información de la UNESCO tras el nombramiento del nuevo Subdirector General, el Sr Abdul W. Khan, las relaciones con Orbicom vuelven a estar bajo la responsabilidad del Sr. Miguel Sales, que ya desempeñó esta función, de septiembre del 2000 a junio del presente año. El portafolio de Orbicom se mantendrá en el marco de la División de la Comunicación, que dirige el Sr. Claude Ondobo, Subdirector General Adjunto para el Sector.

Además de desempeñar las tareas relativas a Orbicom, el Sr. Sales tendrá a su cargo las relaciones con otras redes como Journet, participará en el equipo especial para la investigación académica en materia de comunicaciones y será el punto focal en la Sede para las actividades del Sector en América Latina y el Caribe. Orbicom agradece la cooperación de Rosa González, Especialista de Programa que tuvo a su cargo el portafolio de la Red hasta fecha reciente y que ha contribuido eficaz y amablemente a la consolidación de nuestros vínculos con la UNESCO.

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Le Recteur de l'UQÀM à l'UNESCO



Le Recteur de l'UQÀM, membre ex-officio d'Orbicom, le Professeur Roch Denis, a profité d'un voyage effectué à Paris pour rencontrer, jeudi 29 novembre 2001, son homologue au sein du Conseil d'administration du réseau, le Docteur Abdul Waheed Khan, Assistant Directeur-Général de l'UNESCO pour le Secteur de l'information et de la communication.

Au cours de la rencontre à laquelle a assisté monsieur Miguel Sales, responsable d'Orbicom à l'UNESCO, les deux membres institutionnels ont convenu de recommander les candidatures de messieurs Alain Modoux, membre associé, et José Carreño Carlón, titulaire de chaire, aux postes respectifs de président et de vice-président d'Orbicom. Ils ont en outre profité de cette première rencontre pour renouveler l'engagement des deux institutions-mères à l'égard d'Orbicom.

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North Dakota State University- Orbicom Training Program for Africa



The inaugural training program of the NDSU-ORBICOM initiative was held in Nairobi, November 11 to 13, and Otta, near Lagos, from November 15 to 17, 2001. The program was developed to advance the university's mission of active engagement with local, national, and international constituencies. The program also adds fillip to ORBICOM's objective of providing communication education and research to international communities.

This training was developed in response to the challenge from NDSU President Dr. Joseph Chapman that academic units should become national models of an engaged university and also define their next levels of excellence. In consultation with African partners, NDSU's Department of Communication designed this training program whose objectives are to provide training and research support to African communication professionals, develop and nurture partnerships with African communication networks, and encourage the development and sustenance of synergistic relationships between North-based and South-based agencies.

The ORBICOM General Meeting and International Conference, which was held in Montreal in 1999, identified with and adopted these objectives. The survey of participants showed that many of them would like to attend similar training programs. Many suggested some topics for such future training. These include the following: Managing Government Information Services, Conflict Management and Crisis Reporting, Measuring PR Efforts, Fundraising for Non-Profits, Integrated Marketing Communications for Specific Groups, and Media Relations.

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Orbicom participates in the infoDev Symposium 2001 of the World Bank

On 5 and 6 December 2001, in Washington, the *infoDev* program of the World Bank held its annual symposium on the theme "Information and Communication Technologies for Development: Lessons Learned and Directions for the Future". The Symposium was opened by James Wolfensohn, President of the World Bank Group. Two prominent international figures also addressed the audience during the opening session: Seymour Papert, a South African academic, Professor of Education and Media Technologies, MIT, well known for his challenging positions, and former President of Costa Rica, Jose Maria Figueres Olsen of the Center for Global Agenda of the World Economic Forum.

Among topics discussed, were Country E-Readiness, Education and Distance Learning, Country Gateways, Public and Private Sector Synergies and "flagship" initiatives sponsored by the *infoDev* program. For Orbicom, (represented by Ambassador-in-Residence Pierre Giguère in absence of its Secretary General Claude-Yves Charron who could not travel to Washington for health reasons) the session on the assessment of E-Readiness was of particular interest in view of the work undertaken by our Network to measure the digital divide. Over the last three years, E-Readiness tools have been developed, aiming to determine how ready a society or economy is to benefit from ICTs. Questions like what is a "E-Ready" society, how is an assessment carried out and why do the results matter and how they can be used were part of the reflection. President Figueres took the opportunity to announce that his organization in cooperation with the World Bank will publish a "Global Information Technology Report" in 70 countries. In this connection, it is the intention of Orbicom's leadership to present to the *infoDev* program a request for a financial contribution to support, in part, Phase II of Orbicom's Digital Divide Index. The next *infoDev* symposium will take place in Hong Kong, China, in December 2002.

-The Editor

Confiance et sécurité les défis du commerce électronique

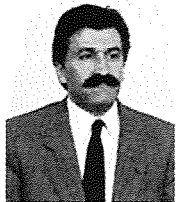
S'inspirant d'une initiative de Rainer Kulen —titulaire de la chaire UNESCO en communication de l'Université de Konstanz en Allemagne — sur les mécanismes de la confiance dans les nouvelles technologies, l'étude subventionnée par Développement économique Canada pour les régions du Québec et Bell Canada, s'est attardée à identifier les relations existant entre la création d'un sentiment de confiance durable et le développement du commerce électronique (projet TRUST). En particulier, les chercheurs d'ORBICOM ont voulu valider l'existence de variables socio-démographiques et socioculturelles comme critères primordiaux dans l'adoption, puis l'utilisation du commerce électronique. Le projet TRUST constitue la phase pilote d'une recherche d'envergure internationale dont l'objectif est de déterminer s'il existe des facteurs culturels propices — ou non — au développement du commerce électronique. Pourquoi le Japon effectue-t-il plus de transactions, malgré un faible taux de serveurs sécurisés ? Pourquoi les Italiens dépensent-ils plus que nous, toutes proportions gardées ?

L'entrée du Canada, et plus spécifiquement du Québec, dans la société de l'information a connu une nouvelle étape avec le déploiement du commerce électronique interentreprises (B2B) et des entreprises vers les consommateurs (B2C) au milieu des années 1990. Pourtant à l'automne 2001, les résultats attendus ne sont toujours pas au rendez-vous et ce, malgré une augmentation constante, mais timide, des taux de pénétration et d'utilisation d'Internet et du commerce électronique au Canada, comme ailleurs dans le monde. Ainsi, l'étude a cherché à comprendre de quelles manières il convient d'accroître la confiance des consommateurs vis-à-vis du commerce électronique pour favoriser son développement rapide et son appropriation ? Tendances lourdes de l'industrie des nouvelles technologies de l'information et des communications ou avatar d'Internet, le commerce électronique n'a pas encore obtenu ses lettres de noblesse. C'est pourquoi cette recherche intitulée Confiance et commerce électronique : de la théorie à la pratique montre qu'une nouvelle technologie passe nécessairement par diverses étapes allant de l'apparition, à l'adoption, puis à l'appropriation d'une nouvelle technologie. Ce n'est qu'à partir du moment où le phénomène est complété que le commerce électronique connaîtra une généralisation massive.

-Magda Fusaro

People & Events

Profesiones de la Comunicación: presente y futuro



Luis Humberto Marcos

Este nuevo siglo XXI trae con él cambios profundos en las profesiones de la comunicación, aunque no sea fácil antever las reales consecuencias de las alteraciones en desarrollo. Los cambios no se deben solamente a las innovaciones tecnológicas que de una manera acelerada tienen cambiado el panorama mundial de la comunicación y de las relaciones humanas y organizacionales a todos los niveles. Dependen además de las nuevas configuraciones del mundo del trabajo y de la importancia de la comunicación en sí misma, en la modernidad.

Al lado de estos cambios que alteran viejas profesiones y exigen nuevos perfiles profesionales es cada vez mayor el número de jóvenes que buscan en la comunicación el reto para su actividad profesional. El tema exige, por eso, profundas reflexiones que señalan la oportunidad del VII IBERCOM, programado con un abanico suficiente de ramas para los anchos abordajes que se desean.

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News from the GKP

Its Secretariat Moves from the World Bank to Malaysia while the Swiss Agency for Development is Entrusted with the Chairmanship

As a full fledged member of the Global Knowledge Partnership (GKP), Orbicom is most interested in the development of the Network of Networks, as the GKP is often called. At its 2001 Annual Meeting held in Geneva, the GKP elected a 9-member Executive Committee and made the decision to re-locate its Secretariat. The new Executive is composed of:

- The National Information Technology Council (NITC), Malaysia;
- The Government of Switzerland's Swiss Agency for Development Cooperation (SDC);
- The Government of Canada's Canadian International Development Agency (CIDA);
- The Information Technology and Telecom International, Nepal;

- The International Institute for Communication and Development, the Netherlands;
- The International Program for Africa, Canada;
- Propoor InfoTech Centre, India;
- Rescue Mission: Earth, Zambia;
- The World Bank, USA.

The Executive Committee appointed SDC as its Chair and the NITC as the host of the GKP Secretariat for a period of two years.

What is the GKP?

GKP is an evolving global network of public, private and not-for-profit organizations. The Partnership is committed to sharing information, experiences, and resources to promote broad access to, and effective use of, knowledge and information as tools of sustainable, equitable development through Information and Communication Technologies (ICT).

Founded in 1997, after Orbicom had acted as the "sounding board" in Canada in the preparation to the Toronto Conference, the GKP has a diverse membership base comprising public, private and not-for profit organisations from both developed and developing countries. The GKP network spans more than 15,000 nodes globally (i.e., member organizations, their affiliates, partners and country operations).

GKP promotes the "Knowledge for Development" agenda. As such,

- It raises awareness on the new challenges and opportunities in development presented by ICT;
 - It promotes the sharing of information, experiences, and resources to address development issues;
 - It advocates development issues of concern to the developing world in global policy dialogues; and
 - It creates vertical and horizontal linkages among development stakeholders and communities across multiple levels, i.e., at policy and action levels, as well as the global-regional-local levels.
- GKP partnerships are premised upon the following core principles: shared values, mutual respect, transparency and trust.

Public sector organisations, corporations and not-for-profit organisations are all eligible to be GKP Partners, i.e. governments and government agencies; government-funded organisations, including institutions of higher learning; multilateral organizations (network of governments and/or groups sponsored/supported by governments), multinational corporations and businesses; research institutions, aid agencies; civil society organisations; and charities & foundations.

GKP partners will benefit from value-added services such as online tools for networking and knowledge-sharing; updates on local, regional and global "knowledge for development" initiatives; opportunities for direct and indirect advocacy in global policy dialogues regarding "knowledge for development" issues; and opportunities to network and share knowledge on a regional and global basis with like-minded organisations.

One notable key activity of the GKP was the Second Global Knowledge Conference (GKII). The Government of Malaysia was given the honour to host this momentous event on behalf of the GKP. Themed "Building Knowledge Societies: Access, Empowerment, Governance", GKII was held in Kuala Lumpur on March 6-10, 2000 (Please view www.globalknowledge.org.my for complete documentation on GKII).

At GKII, one thousand conference participants came from both developed and developing nations. 120 countries were represented at GKII with 80% of the participants from the developing world. The concerns of developing countries in the Global Knowledge Agenda-setting process were highlighted in GKII's Global Knowledge Forum, which served as a platform for the articulation of interests, concerns, demands and challenges of knowledge-based development from the perspective of developing countries.

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