

New Forms of Community Access

Dr Jo Tacchi

**Centre of Excellence in Creative Industries
and Innovation**

Queensland University of Technology

j.tacchi@qut.edu.au

'Content' and 'Voice'

- Content:
 - Community-produced local multimedia content
- Voice:
 - Participation in social, political and economic processes, meaning making, autonomy and expression

'Engagement' and 'Knowledge Societies'

- Engagement:
 - The relationship between ICTs, agency and context; Issues of access versus effective use
- Knowledge Societies:
 - Capabilities to identify, produce, disseminate and use information to build and apply knowledge for human development

‘New Media Literacy’ and ‘Vernacular Creativity’

- New Media Literacy:
 - The ability to analyse, evaluate and use ICTs and the information and knowledge they carry along with the ability to create content
- Vernacular Creativity:
 - Everyday creative practices, locally specific and materially, culturally and geographically contextualised

Key Issues 1 & 2

Issue	Gap
<p><i>Technical vs. <u>content</u></i>: emphasis on technical infrastructure rather than content – the development and communication of ideas, information and thinking specific to particular contexts, by and for those people.</p>	<p>Insufficient attention to prioritising local content development.</p> <p><i>From access to engagement</i></p>
<p><i><u>Voice</u> vs. information</i>: emphasis on ‘pushing’ information, not enough attention on the use of ICTs to communicate a range of different ‘voices’ related to any issue.</p>	<p>Insufficient use of ICTs to increase ‘voice’ in development and communication of ideas, information and perspectives.</p> <p><i>New media literacies</i></p>

Key Issues 3 & 4

Issue	Gap
<p><i>Discrete vs. integrated communication:</i> tendency is to view new ICTs as separate from older ones. Strategies and programmes that mix them hold more promise.</p>	<p>Insufficient incorporation of new ICTs with older communication technologies.</p> <p><i>Community Multimedia Centres.</i></p>
<p><i>Potential vs. proof:</i> programme managers and agencies have insufficient tools to evaluate weaknesses in programme design and make adjustments mid-stream</p>	<p>Insufficient attention to ongoing and embedded evaluation of the impact of new ICTs.</p> <p><i>A need to build capacity.</i></p>

Finding a Voice and Being Heard

- New forms of community access, new forms of distribution
- New formats for multimedia content creation
- Multiple platforms
- Who will listen?