Broadband as a tool for rural development

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What I will talk about

1) How did we get to where we are?
2) Emergent properties of broadband access
   - Faster information exchange
   - More complex data transmissions
   - Hyper-interaction between users
   - Always-on implications
3) Lessons for rural development
The Connecticon
Emergent Properties

- Self organisation – sorting out the weakest links
- Stability domains – the safety nets
- Memes – viruses of the mind
- Complex system cycles – been here before.
- Natural selection – the graveyard of ideas
- What does this mean for rural development?
Faster information exchange

- Rural businesses & SME
- Real time savings on information transfer
- New networks and business opportunities
- Side effects on training and learning
- New applications e.g. webcam
More complex data

- Scots–Irish Gaelic poetry
- Extension of offline activities
- Complex high quality images, text, and audio
- Built-in interaction
- Educational resource
- Masterclasses etc
Hyper-interaction

- ICT Consultancy
- Rural base but wide customer base
- Revised working practices
- Wide range of customer applications
- Competitive edge
Always-on

- Welsh Internet Radio
- International 24/7 coverage
- Gateway to other Welsh language activities
- Merchandising spin offs
- Educational and advocacy role
Formal Learning
Contextual Communities

- Self organising groups of learners
- May be structured or not
- May be work or topic based
- May be open and distributed
- Will be flexible and transient
Informal Learning
Web 2.0

- Participative rather than Passive Receptor
- Peer–to–Peer
- Collaborative rather than single author
  - Wikis, blogs, web/podcasts, social networking,
- Attention rather than Information is premium commodity
- Tests veracity and applicability
- Context in addition to Contents
- Truly multi–media
Rural Sustainability

- Reduced travel costs and travel time
- Less environmental impact
- Education can be local AND global
- Local economic multiplier
- New social networks & diversity
- New intellectual & economic skills
- Higher quality of life perceptions
- Retention/attraction of skilled citizens
- Reduces urban-rural disparities