



Video- Conferencing for Outreach Communication Strategy to Enhance Academic Publishing and Research Communication in Africa

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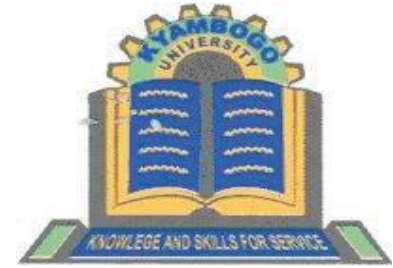
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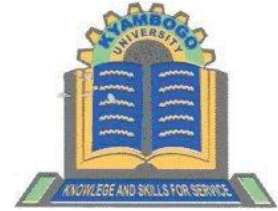
Purpose



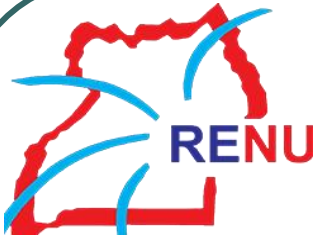
- The paper presents the effectiveness of video-conferencing community outreach projects in enhancing research ethics communication for public awareness in Uganda.
- It set out to establish how vital the practice of research ethics in cross-cultural environment was, in enhancing, the smooth tripartite interactions among the researchers, communities, and host institutions.



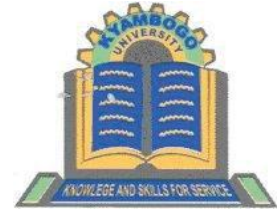
Objectives



- To get an overview of community outreach research issues and communication strategies;
- To establish researchers' outreach methods or approaches;
- To identify the ethical challenges facing inter-cultural research in the country;
- To assess the key enablers of community research ;
- To discover creative methods of infusing ethics in a cross-cultural community research.



Problem Statement



- Although university - community video conferencing (meeting) technology provides multiple research, policy, and publications communication benefits and opportunities for sustainable development goals (SDGs) in Africa, its adoption or diffusion is still wanting due to lack of awareness.
- In addition, a government commissioned study has described productivity of Ugandan PhD holders as 'dismal.'
- AICAD research project and community outreach evaluators, found that most AICAD/JICA funded projects which were implemented by AICAD member university researchers from Uganda were generally less effective and very unsuccessful in their community outreach operations.



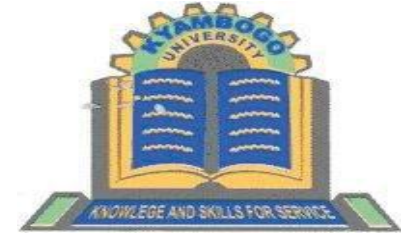
Methodology



- This review was conducted by sourcing documents, current literature and news bulletins, online search engines, through discussion with :
 - Key informants;
 - Communication theories and best practice;
 - Documents from Ugandan government specifically the ministries of education;
 - Finance through the Uganda National Council of Science and Technology;
 - SIDA, DAAD, EU, AfDB, AICAD, JICA, UNICEF;
 - Lessons learned from research ethical practice.



Results 1/2



- The findings were very disappointing, community outreach video conferencing policies are lacking in most universities.
- Video conferencing can fill the multiple gaps like wrong: attitudes, behaviour, methodology, project perceptions, communication strategies, & cross – cultural interactions;
- There were common field research themes, agreements, modalities, methods (surveys, clinical trials, experiments, labs, pilots), communities, networks, & funding sources;
- Too many absentee field researchers; fictitious research sites; group conflicts, & weak research ethics culture.
- Lack of capacity, experience, ICT infrastructure, facilities, networking, & effective communication strategies.



Results 2/2



- There are multiple gaps in university coordination, concepts, methods, planning, budgeting, and implementation leading to project failures, budget overruns, conflicts, and disincentives;
- Video conferencing outreach activities use a variety of methods such as: community media literacy (including radio, TV, internet, mobile phones, newspapers, ICTs), school curricula, presentations, public meetings and focus groups, surveys, promotional posters and brochures, contests and special events, telecenters, community centers, internship placements, distance learning. Virtual field trips, arts, and field labs.
- Prior idea of levels or nature of change one wants to effect (knowledge, attitudes, and practice) is vital for effective planning, implementation, and evaluation of outreach activities for the target video conferencing community audience.



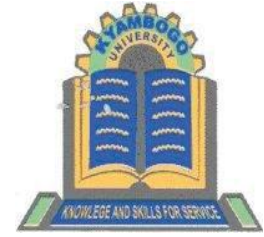
Conclusions



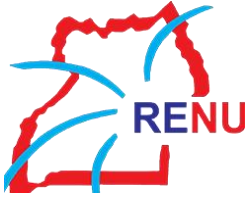
- Community participation ensures trust, effective communication, and social acceptance of the innovations.
- Inter-cultural community involvement promotes ethical research good practice among the researchers themselves on one hand, and inter-cultural demographics plus the host institutions, on the other benefit from video conferencing.
- Outreaches are critical for achieving early adoption diffusion of research ethics and culture in communities.
- Video conferencing should be well planned, implemented, monitored, and evaluated for enhanced participation, transparency, empowerment, mutual trust, sustainability, and gender equality to achieve SDGs in Uganda & Africa.



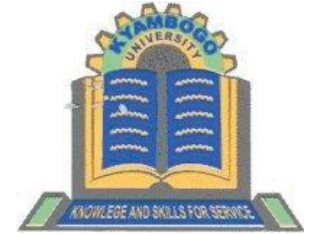
Lessons Learned



- Effective video conferencing outreach policy will fast-track Africa's long – term 7 dreams for via ICT - led research & publications dissemination:
 - 1) A prosperous Africa with inclusive & sustainable development;
 - 2) An integrated, united continent with Pan- Africanism for Renaissance;
 - 3) Good governance, democracy, human rights, justice, & the rule of law;
 - 4) A peaceful and secure Africa;
 - 5) A strong cultural identity, common heritage, values, and ethics;
 - 6) Africa where development is people-driven; and
 - 7) A strong Africa, united, and globally influential.
- Video conferencing technology is viable, accessible, affordable, cost cutting, time saving, interactive, efficient, effective, flexible, & vital.
- Video conferencing can be moderated to benefit the deaf by signers.
- Video conferencing propels public, private, & community partnerships.
- Video conferencing promotes gender equality for inclusive education.



Recommendations for Research & Practice



- Enhance video conference funding for climate change research & policy dissemination projects.
- Strengthen South-South, North-South collaboration, ICT access, research culture, local capacity building, & community outreach
- Recording video conferences made available in a variety of ways like CDs, DVDs, streaming video.
- Improving distance education, other applications like meetings, academic, dissertation or thesis defences, telemedicine, palliative care, as well as online conferences.
- Enhance outreach programs like: industrial training (IT), school and college practice, community practice, distance learning, open education for good relationships among all stakeholders.
- Software for local translations
- Electronic dictionaries & guides
- ICT literacy for children & women
- Innovative video conferencing outreach awareness campaign as regular institutional education, research, publications, training, and dissemination programs



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- Vice Chancellors, University Councils, Top Managements, Students, Technical, Support, & Administration Staff of participating Universities
- Ubuntu Secretariat Personnel & RENU Conference Committees;
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- Imperial Golf View Hotel Management, Technical, & Support staff;
- May God Bless You All.
- Thank You for Your Kind Attention.