



## ABSTRACTS: How Economic and Cultural Value in Small Markets can be sustainable beyond the Age of Media Convergence

**Media Convergence has changed both the industry structure and conventional regulatory framework in telecommunication. Traditional monopoly power of network carriers has not weakened yet, but it is limited in the network market. Global platform providers like Google and Facebook have built up their market power. Their business model, called two-sided market approach, is a major resource of their power which has invaded the sphere of network and content business. Vertical integration between platform layer and terminal layer is the other source of market power.**

In such a global trend, how small markets are able to protect their local economic and cultural values?



### Associate Professor Greg Dvorak

GREG DVORAK spent his formative years living in Kwajalein Atoll, Marshall Islands, where he was first exposed to the legacies and enduring contradictions of colonialism in Oceania. Having studied and worked for over a decade in Japan after graduating with a degree in Asian Studies from Rutgers University, he went on to pursue an MA in Pacific Islands Studies at the University of Hawai'i in 2004 and a PhD in Cross-Cultural History from the Australian National University in 2008. His work deals mainly with

the intersections between nation, history, environment, and identity in Japan and Oceania. He is currently an Associate Professor in the Graduate School of Law at Hitotsubashi University in Tokyo.

## ABSTRACT UPLOADING OCEANIA: Cultural Challenges and Possibilities for ICT in the 21st Century Pacific

**In many respects the “new” technological waves of information and communications that have been revolutionizing our world can build upon the ways that Pacific Islanders have always been resourcefully and creatively building communities across the seas and between islands over the centuries; yet now, on a global scale, there is much untapped potential in these technologies to nurture heritage, perpetuate or re-imagine Oceanian cultures, and link Islander communities and individuals in unprecedented ways. There are also now many new opportunities for Oceania to become more visible to the rest of the earth, thus mobilizing ICT as a means of filling the virtual “hole in the doughnut” and making it hard for the superpowers that fringe the Pacific to ignore their small island**





nation neighbors. These positive possibilities are counterbalanced by growing concerns that the same advances can misguidedly reproduce colonialism and Westernization, by requiring Islander communities to conform to the technological and cultural priorities of those who create these technologies in the first place. In this talk, I hope to explore some of the conversation that has emerged around ICT and indigenous culture, and to consider how ICT can be used effectively in ways that honor local knowledge and wisdom. Looking at contemporary cultural and environmental examples from Micronesia, Japan, and different parts of Oceania, this talk aims to suggest some constructive directions for ICT in the coming years and decades.

## ■ PANELIST

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### ICT and Cultural Policies



**Mr Aslam Hayat**

“Muhammad Aslam Hayat is Centre Director of the “Pacific ICT Regulatory Resource Centre,” a project being administered by LIRNEasia for the World Bank. The PIRRC is located within the University of the South Pacific in Suva, Fiji, and is developing innovative ways of providing regulatory support to all the Pacific Island countries. Mr. Hayat is an ICT legislation, policy and regulation expert from Pakistan with a focus on emerging markets. He did LLM in International Business Law with ICT law and also PGD in EC Competition Law from Kings College, London.”

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**Dr Elise Huffer**

Elise is the Culture Adviser for the Human Development Program of the Secretariat of the Pacific Community, the oldest intergovernmental regional organization in the Pacific. In this role, Elise is responsible for promoting the development of the cultural sector in the Pacific Islands region, working directly with governments, non-governmental organizations and other regional and international agencies. Some of her major areas of work are the protection and promotion of traditional knowledge through legal and non-legal measures; the promotion of contemporary Pacific artists and producers; support for the preservation of cultural heritage, and the advancement of development policy





which integrates cultural factors, including Pacific norms. Prior to joining SPC, Elise designed and coordinated the Pacific Studies Program at the University of the South Pacific (a regional university which has 12 member States) and was responsible for the Institute of Pacific Studies Publications. During her 11 years at the USP, Elise's research was focused on Pacific norms of governance and development, gender and culture.

## Ms Repeta Puna

Repeta is a Policy Advisor to the Prime Minister on matters pertaining to Renewable Energy, Environment, ICT amongst others. She was responsible for the development of the Cook Islands National Policy on the Protection, Promotion and Preservation of Traditional Knowledge which resulted in a Cook Islands Traditional Knowledge Bill being drafted. That bill is scheduled to be presented to Parliament for enactment this month. Repeta was also instrumental in developing the current Cook Islands National ICT policy. Repeta has a Master of Philosophy in Public Policy from the Auckland University of Technology.

## Digital Content and Existing Online Resources and IPR



### Dr Jan Rensel

Jan Rensel earned a PhD in cultural anthropology based on her research on the island of Rotuma. She joined the UH Center for Pacific Islands Studies (CPIS) as editor in late 2001. In addition to a co-edited book on the social implications of housing change, Dr Rensel has published several articles on socioeconomic change and migrant communities, including many with her husband, UH Professor Emeritus Alan Howard. They worked closely with the late Elizabeth Inia to publish her books about Rotuman proverbs and ceremonies (through USP's Institute for Pacific Studies);

they have also written a history of the Rotuman people. Besides serving as managing editor of the Pacific Islands Monograph Series and The Contemporary Pacific: A Journal of Island Affairs (TCP), Dr Rensel spearheaded the move to make TCP back issues and other CPIS publications freely available online via the UH institutional digital archive, ScholarSpace.



### Dr Regina Rudrud

A graduate of The University of Hawaii at Mānoa (UHM) Department of Anthropology ecological Anthropology Program specializing in Maritime and Fisheries Anthropology and The UHM School of Ocean and Earth Science Technology Department of Oceanography Graduate Ocean Science /Ocean





Policy Program specializing in Sea Turtle Conservation Biology, she is currently completing her PhD dissertation on cultural constructions that manifest the high esteem, great regard, and deep respect for sea turtles held by Pacific Island populations and the implications of this high cultural valuation for conservation and management of sea turtle resources in the region as well as the revitalization of the cultural traditions, laws and rituals that surround them. With a background in computer science, Regina's current projects involve the use of computer technologies in distance education. Collaborating with the University of the South Pacific (USP) Oceania Centre for Arts, Culture and Pacific Studies, she is developing an Online/Distance and Flexi Learning Course to increase student learning and teacher capacity at all 14 campuses of the USP. She is also working with the Marine Resources Authority and Ministry of Education in the Republic of the Marshall Islands (RMI) to strengthen marine turtle conservation efforts by developing curriculum to effectively increase public awareness, knowledge, and understanding regarding the cultural significance of turtles and the urgent need to protect turtle populations. Areas of expertise: Oceania, Polynesia, Hawaii, Micronesia, Marshall Islands (RMI), Melanesia, Fiji, Caribbean, Cayman Islands



### **Dr Theresa Koroivulaono**

Theresa Koroivulaono works as an Instructional Designer at CFDL. She first started work at CFDL in 2002 and has also been responsible for consultancy projects, team-building initiatives and staff development across the USP community. Theresa completed her PhD in English at the University of Auckland in 2009. Her doctoral thesis interrogates the spaces between oral and written literatures and the functions that online networks serve in transmitting and 'storing' artifacts of oral narratives and literatures. She is also a chef by trade, specializing in Cajun-Creole cuisine. Any form of terrestrial exercise and outrigger canoeing rate among her top five "preferred things to do".

## **Culture, Education & ICT: Social Networks & eLearning**



### **Ms Cresantia Frances Koya**

Cresantia F. Koya is a Lecturer in Education at the University of the South Pacific. She is married to Tongan Artist Lingikoni Vaka'uta and they have twin teenage daughters. An artist and poet, her research interests include Indigenous Research frameworks, Cultural Epistemology, Curriculum Development, Teacher Education, Education for Citizenship and Education for Sustainable Development (ESD). She currently teaches 'Theories and Ideas in Education' and "Curriculum Development' courses in the School of Education. Her community work includes





capacity building for youth, women and Pacific Teachers. She is currently working on a number of initiatives including an examination of education for citizenship through the arts and ESD; Spokenword as an extension of cultural expression; and mainstreaming ESD through the arts. She is an also a PhD Candidate at the University of the South Pacific exploring Art, Culture and Resilience in ESD in the Pacific.



### **Mr John Usuramo**

Mr John Usuramo is the Campus Director for the University of the South Pacific, Solomon Campus.



### **Dr Deogratias Harorimana**

Dr Harorimana is a senior fellow in the Graduate School of Business at the University of the South Pacific

### **Post-Graduate Students:**

Eweata Matakite (Digital Divide in Kiribati), Masters of Arts in Development Studies  
Ashish Kumar (Student perceptions of eLearning), Masters of Arts in Education

### **Impact of ICT on Culture**



### **Professor Ansgar Fehnker**

Ansgar Fehnker has an interest in formal description and analysis of protocols and software. He received his PhD at the Radboud University, Nijmegen on verification in timed and cyber-physical systems, worked as PostDoc with the model checking team, at Carnegie Mellon University, Pittsburgh, USA, and then joined NICTA, in Sydney, Australia. His work was focused on automated techniques for the analysis of C/C++ as well as on formal verification of protocols for wireless networks.





## Dr Mackenzie Uentabo

Dr Ueantabo Mackenzie (BA MA S.Pac, PhD, W'gong) is the Campus Director for the University of the South Pacific Kiribati Campus

## Research topics in ICT and Culture



## Dr Jito Vanualailai

Dr Jito Vanualailai obtained his PhD in Applied Mathematics (Systems and Control Theory) from Kobe University, Japan, in 1994, after which he joined the School of Computing, Information & Mathematical Sciences of the University of the South Pacific, Fiji, where he is now an Associate Professor of Mathematics. His research interests include Stability of Nonlinear Systems, Artificial Neural Networks, Volterra Integro-differential Systems, Planning Algorithms, and Swarm Intelligence.



## Dr Anjeela Johkan

Dr. Anjeela Devi Jokhan is the Dean of Faculty of Science Technology and Environment and Acting Director of Pacific Centre for Environment and Sustainable Development at the University of the South Pacific. She Associate Professor in Biology, attained her PhD (Plant Physiology) at the University of Bristol, UK and her Masters in Biology, Post Graduate Diploma and Bachelors Degree from the University of the South Pacific. She has supervised 14 Master of Science and 2 PhD students. She has published number of Journal Articles and Conference proceedings. Furthermore she to attained number of external grants projects from ACP-European Union, Seventh Framework Programme, Korea International Cooperation Agency and Japan International Cooperation Agency. She has also developed several L&T processes in the Faculty.

As Dean of FSTE Dr. Jokhan has intimate involvement in the areas of ICT and Engineering, leading developments in these schools.





Dr. Jokhan is leading ICT in Education initiative at USP including the development of fully online courses, the upgrading USP's Learning Management System, developing several eLearning and mLearning tools to enhance learning of both on campus and distance students.

Dr. Jokhan has a keen interest in the area of ICT, particularly ICT driven education and support for learning.

Two weeks ago Dr. Jokhan attended an International Conference at the Keio University in Japan where she presented a paper on Digital Divide in Fiji.



### Dr Ana Koloto

Dr Koloto a former lecturer of Victoria University and Senior Lecturer at Auckland University, was a co-founder of Koloto & Associates Ltd the Centre of Excellence in Pacific Research and Advancement in 2001. Dr Koloto currently is the Campus Director for the University of the South Pacific, Tonga Campus.

## SESSION MODERATORS



KEYNOTE ADDRESS:

**Fully Leveraging ICTs for the Pacific: A Knowledge Hub@USP.**

**SESSION: Preserving and Perpetuating Culture Through Film.**

**Dr Akanisi Kedrayate:**

Dean, Faculty of Arts Law and Education

**SESSION: ICT for Development**

**SESSION: Digital Content and Existing Online Resources and IPR**

**Professor Vilsoni Hereniko**

Director, Oceania Centre for Arts Culture and Pacific Studies





**SESSION: The history of the Japan-Pacific ICT Centre and regional objectives and aims – ICT and cultural policies.**

**Mr Kisione Finau**

Director, Information Technology Services

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KEYNOTE ADDRESS:

**ICT and Pacific Cultures: Feifafa in modern clothing?**

**SESSION: Research topics in ICT and Culture**

**Dr Esther Williams**

Deputy Vice Chancellor, Administration and Regional Campus

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**SESSION: ICT and the preservation of cultures: Ownership and Intellectual Property Rights**

**Dr Kesaia Seniloli**

Acting Dean, Faculty of Business and Economics

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**SESSION: ICT and Cultural Policies**

**Ms Gisa Fuatai Purcell**

International Communication Union

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KEYNOTE ADDRESS:

**Roles of the Japan-Pacific ICT Centre: Preserving Cultural Heritage in the Pacific and Creating New Cultures using ICT**

**Dr Anjeela Jokhan**

Dean, Faculty of Science, Technology and the Environment

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**SESSION: Beyond Visual Experience**

**Dr Theresa Koroivulaono**

Acting Director, Centre for Flexible and Distance Learning

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**SESSION: Art, Culture and Technology**

**Dr Sunil Lal**

Senior Lecturer, School of Computing, Information Systems and Maths

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**SESSION: Preserving Culture through Radio**

**Dr Samuela Bogitini**

Campus Director, Labasa Campus

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**SESSION: ICT and Reviving and Perpetuating Pacific Culture**

**Dr Sala Bakalevu**

Acting Head, School of Education

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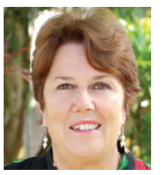
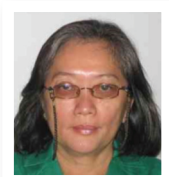
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**SESSION: ICT Enhanced Delivery of Secondary Education Services: A Pacific Experience.**

**Ms Joan Yee**

Librarian, University of the South Pacific

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KEYNOTE ADDRESS:

**Cultural Challenges and Possibilities for ICT in the 21st Century Pacific**

**Professor Susan Kelly**

Deputy Vice Chancellor, Learning Teaching and Student Services

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**SESSION: Culture, Education & ICT: Social Networks & eLearning**

**Dr Jito Vanualailai**

Director, Research Office

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**SESSION: ICT and the Global Rotuman Community**

**Dr John Fatiaki**

Medical Practitioner

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**SESSION: ICT and creative industries**

**Dr Kazuyuki Tzusuki**

Director, Information Communication Technology

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**SESSION: How Economic and Cultural Value in Small Markets can be sustainable beyond the Age of Media Convergence**

**Dr Pramila Devi**

Campus Director, Lautoka Campus

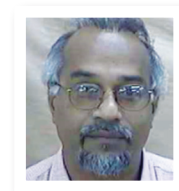
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**SESSION: Impact of ICT on Culture**

**Professor Vijay Naidu**

Head of School, School of Governments, Development and International Affairs

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## FILM SYNOPSIS

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### ONE VOICE

**Directed by Lisette Flannary (Filmmaker in attendance)**

ONE VOICE is a documentary film about a unique cultural celebration that has become a major local event in Hawai'i, broadcasted live on TV, played on the radio, and streamed on the Internet. It shares the thrill of the competition via the personal stories of the student song directors as they experience the trials and tribulations of competition in this annual high school event. Following the elected student song directors, the audience sees how the tradition creates an indelible experience that builds class unity, instills cultural pride, and builds character. The film also explores their world outside of school by meeting their families, or 'ohana, and revealing their hopes and dreams for the future. Through the stories and lives of these contemporary high school students, the audience will experience Hawaiian culture as it has survived,

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flourished, and grown through the universal power of music and song.84 mins; 2011; Pacific Islanders in Communications; USA.

Awards:

2011 San Francisco International Asian American Film Festival Audience Award - Best Documentary Feature

2010 Hawaii International Film Festival Audience Choice Award - Documentary

2010 San Diego Asian Film Festival Overall Audience Award

## SKIN STORIES

### Directed by Emiko Omori

Tracing back more than 2,000 years to the Pacific Islands, tattoo is an ancient art form that began as a rite of passage for Polynesians and has become a form of expression for people worldwide. Featuring traditional tattooing ceremonies, compelling interviews, and a breathtaking collection of tattoo body art, Skin Stories traces the roots of tattoo, highlighting individual stories and the evolution of cultural traditions in the Pacific. Skin Stories is an anthology of stories and stunning images gathered from the hotspots of Pacific tattoo: from the steaming landscape of Rotorua in New Zealand to the vibrant gathering of the first international tattoo convention in Apia, Samoa; from the terraced, lush taro fields of Maui and golden beaches of O'ahu, Hawai'i, to the California coast. First aired on PBS in 2003, Skin Stories unearths the personal stories of transformation, both from the tattoo masters and those who receive the marks.

56 mins; 2003, Pacific Islanders in Communications, United States. (Note: This film and hundreds of other titles from Asia and the Pacific can be streamed for free by USP students and staff at <http://usp.asiapacificfilms.com/institution/login>. Password is usp (all lower case).

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## THE UNIVERSITY OF THE SOUTH PACIFIC

The University of the South Pacific (USP) is the premier institution of higher learning for the Pacific region, uniquely placed in a region of extraordinary physical, social and economic diversity. Established in 1968, USP is one of only two universities of its type in the world. It is jointly owned by the governments of 12 member countries: Cook Islands, Fiji, Kiribati, Marshall Islands, Nauru, Niue, Solomon Islands, Tokelau, Tonga, Tuvalu, Vanuatu and Samoa. The University has campuses in all member countries. The main campus, Laucala, is in Fiji. The Alafua Campus in Samoa is where the School of Agriculture and Food Technology is situated, and the Emalus Campus in Vanuatu is the location for the School of Law.

The multi-cultural nature of the staff and student body give USP an exceptional character. It is a quality institution producing degrees comparable to those awarded by universities in Australia, New Zealand and the United Kingdom. Graduates from USP are found in important executive positions throughout the public and private sectors in all member countries and in numerous countries around the world.

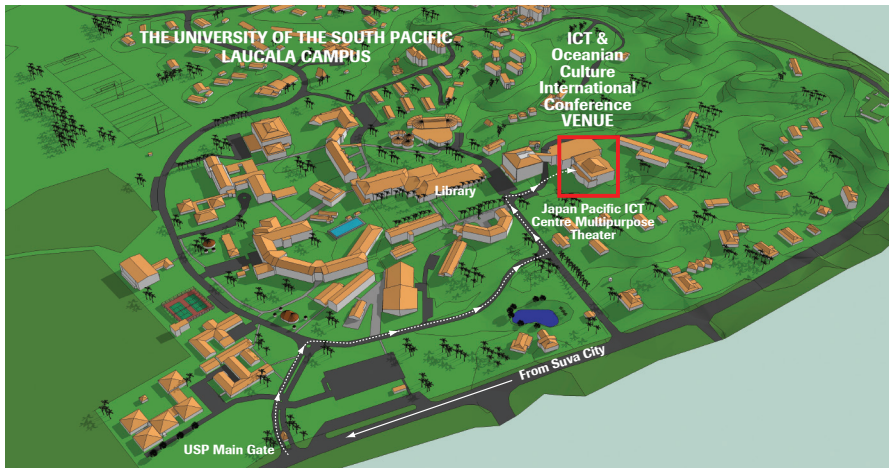
The University has set a high standard for quality in its research. Major research commitments include business management, teacher education, Pacific studies, marine studies, agriculture, science and technology.



## Conference Venue

The conference will be held at the Laucala Campus of the University of the South Pacific in Suva, Fiji. The Campus is located on Laucala Bay Road, about 4km from the Suva City centre.

The map shows the location of the University of the South Pacific Laucala Campus and the roads adjacent to the campus.



## Facilities

USP has modern teaching facilities connected virtually via the USPNet.

## USPNet

USPNet is a USP owned Wide Area Network (WAN) incorporating a 5MHz IP Satellite based technology to deliver and integrate distance learning, educational and administrative services throughout its 12 member countries. The University owns and operates this private network, purely for USP use. For USP's distant students and staff, USPNet provides for the opportunity to participate in interactive audio tutorials, (conducted from any campus), communicate by e-mail with a lecturer/tutor or another student, access the World Wide Web, access online MIS and banner applications, watch a live Video multicast, access multimedia material via Server downloads and live video conferences (and tutoring) with the Laucala Campus in Suva. Also full two way telephony will be implemented in the near future.