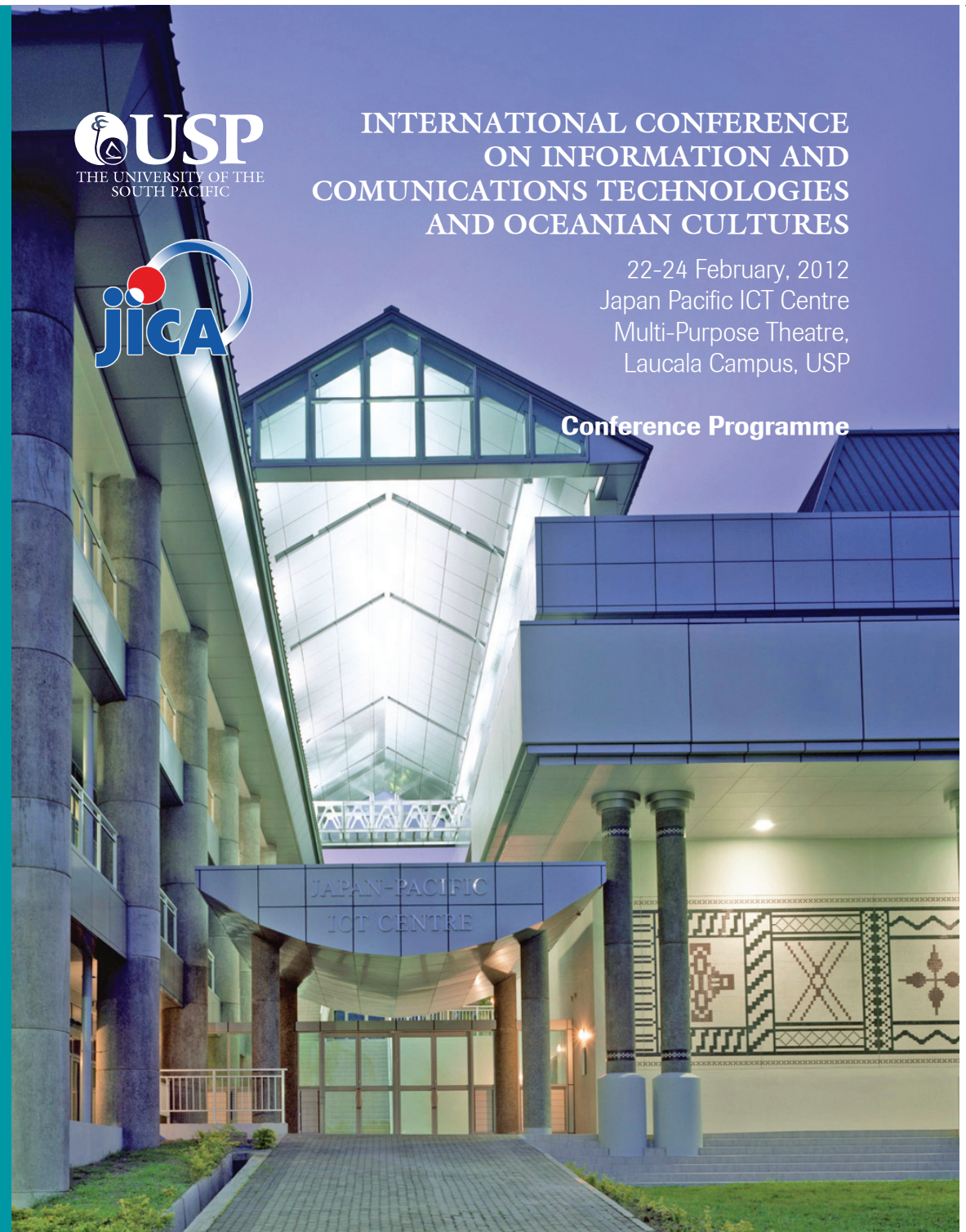




INTERNATIONAL CONFERENCE ON INFORMATION AND COMMUNICATIONS TECHNOLOGIES AND OCEANIAN CULTURES

22-24 February, 2012
Japan Pacific ICT Centre
Multi-Purpose Theatre,
Laucala Campus, USP

Conference Programme





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Welcome Message by the Vice Chancellor and President The University of the South Pacific

Professor Rajesh Chandra

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It is my great pleasure to welcome you to the International Conference on Information and Communication Technologies and Oceanian Cultures being held during February 22nd – 24th, 2012. We are delighted to host you at the University of the South Pacific, Laucala Campus, Suva, Fiji.

This is the first time that an international conference with such a theme - ICT and Oceanian Cultures - is being held anywhere in the world. It is also the first event to be held in the new state-of-the-art Multi-Purpose Theatre of the Japan Pacific ICT Centre here at the University, and coincides with its official opening on 22nd February 2012. We are privileged that this important conference is being held here and we are pleased to have been able to attract renowned researchers, anthropologists, ICT experts, film makers, economists, and engineers and technical professionals from a wide range of industrial, governmental organisations as well as academic and research institutions. During this conference, these scholars and practitioners from all over the world, particularly from Japan and the Pacific, will get together with staff and students at the USP and share their knowledge, expertise and good practices in ICT and the preservation of cultures, traditional knowledge, language, music and dance.

The conference is a celebration of the long relationship between USP and the Governments of Japan and Fiji. Over the years, the Government of Japan has assisted the University and the people of the Pacific region in areas such as marine studies, ICT, distance and flexible education, climate change, sustainable development, human security and capacity building. This assistance has been through the bilateral assistance between the Government of Fiji and the Government of Japan. The University is greatly appreciative of the Government of Fiji's support since it was established in 1968.

This conference is also taking place at a time when Japan is commemorating losses suffered in the devastating earthquakes and tsunami that struck Tohoku, Japan in March 2011. During the three day conference there will be displays and a film screening on this natural disaster.

We also remember all those who lost their lives and possessions in the earthquakes in Christchurch and floods in Fiji. We would like to express our deepest sympathies and condolences to the people affected by the disasters and to the families of the victims in Japan, Christchurch and Fiji.





USP is mindful of its social responsibility and community engagement work and in relation to this has planned three fundraising events during the week of the conference to raise funds to help families who have lost all, including a fundraising dinner on Thursday 23rd February and two public showing of Vaka: The Birth of a Seer, a production written and produced especially for this conference. All proceeds will go towards the fundraising drive. Your support will be most welcomed.

I am also pleased that in this work, the University has been able to support five students: three from Christchurch and two from Tohoku, Japan to join the University for the first semester in 2012. They have registered as USP students for this semester and are living on campus with other students. They will be participating in this conference and other associated events.

The conference programme offers keynote presentations by well known experts, and covers a range of topics spanning many areas and issues of the use of ICT in the preservation of cultures, knowledge, language, song and dance and stories; the use of ICT to further the promotion of knowledge using cultural and Pacific content; the use of ICT to create new creative industries; and policies and legislation that cover this important area. We are further pleased that we have a number of panels that will discuss key topics on ICT and cultural policies, the impact of ICT on cultures, various challenging research and development topics on ICT and cultures, and the interesting topic of ICT and social networking and how this is affecting our cultures. The panel on social networking will feature reports of student research and will be most interesting.

A conference like this cannot be organized without the hard work and dedication of many people. We are fortunate to have an Organizing Committee whose members are drawn from JICA, our sister regional organizations, international bodies, staff and students from across the University who have prepared for this conference with diligence and dedication. I would like to thank the Conference Chair, Deputy Vice-Chancellor (Administration and Regional Campuses), Dr. Esther Williams and Committee members for their guidance and advice. I would like to express my gratitude to the technical team of officers from the Vice Chancellor's Office, Research Office, Development, Marketing and Communications, Oceania Centre for Arts, Culture and Pacific Studies, Property and Facilities, and the performers, for their time and great effort during the past months.

Last but not least, I wish to thank all the sponsors of the conference, especially JICA and Air Pacific. I also wish to thank the authors of the papers and the speakers, and all the participants. Thank you for your active participation in the conference

I sincerely hope that you will enjoy the conference and have a great USP experience, and enjoy Suva.

Professor Rajesh Chandra

Vice Chancellor and President
The University of the South Pacific



**INTERNATIONAL CONFERENCE ON INFORMATION AND COMMUNICATIONS TECHNOLOGIES
AND OCEANIAN CULTURES**
22-24th February, 2012
Japan Pacific ICT Centre, Laucala Campus, USP
Conference Programme

**Opening of the Japan Pacific ICT Multi-Purpose Theatre
PROGRAMME**

09.45am	All Guest Seated
10.00am	Arrival of Chief Guest
10.05am	Fijian Traditional Welcome Ceremony
10.30am	Official Welcome and Introduction of Chief Guest by the Vice Chancellor and President: Professor Rajesh Chandra
10.35am	Opening Address by the Ambassador of Japan: His Excellency Mr Yutaka Yoshizawa
10.45am	Opening Address by the Honourable Prime Minister of the Republic of the Fiji Islands: Commodore Josai Voreqe Bainimarama
10.55am	Vote of Thanks by the Deputy Vice Chancellor Administration and Regional Campus : Dr Esther Batiri Williams
11.00am	Prayer of Blessing of the New Multi-Purpose Theatre by the USP Chaplain: Father John Bonato
11.05am	Proceed to the unveiling of the plaque, cutting of ribbon and brief tour of the Multi-Purpose Theatre by VIP's
11.15am	Morning Tea and Entertainment by Oceania Centre for Arts, Culture and Pacific Studies



ICT AND CULTURAL POLICIES

WEDNESDAY 22nd FEBRUARY:

TIME	SESSION/ SPEAKER	TITLE	MODERATORS
12.00pm-12.45pm	KEYNOTE ADDRESS Professor Rajesh Chandra, The Vice Chancellor and President, USP.	Fully Leveraging ICTs for the Pacific: A Knowledge Hub @ USP	Dr. Akanisi Kedrayate, Dean, Faculty of Arts, Law and Education, USP.
12.45pm-1.15pm	SPEAKER: Dr Yoshio Utsumi, Ex-Secretary General of ITU and ex-Vice Minister of Japanese Ministry of Communications.	ICT for Development	Professor Vilsoni Hereniko, Professor of Pacific Studies and Director of OCACPS, USP.
1.15pm - 2.00pm	LUNCHTIME Film Showing - Skin Stories		
2.00pm - 2.45pm	KEYNOTE ADDRESS: Professor Konai Thaman, Professor of Education, Faculty of Arts, Law and Education, USP.	ICT and Pacific Cultures: Feifafa in Modern Clothing?	Dr. Esther Batiri Williams, Deputy Vice Chancellor, Administration and Regional Campuses, USP.
2.45pm - 3.30pm	Professor Kosuge College of Digital Arts, Digital Hollywood University, Japan.	The History of the Japan-Pacific ICT Centre and Regional Objectives and Aims - ICT and Cultural Policies	Mr Kisione Finau, ITS Director, USP.
3.30pm - 4.00pm	SPEAKER Ms Andie Fong Toy Deputy Secretary General, Pacific Islands Forum Secretariat.	ICT and the Preservation of Cultures: Ownership and Intellectual Property Rights	Dr Kesaia Seniloli Acting Dean, Faculty of Business and Economics, USP.

4:00pm – 5:30pm	<p>Panel Discussion: Elise Huffer, SPC.</p> <p>Repeta Puna, Advisor to Prime Minister, Cook Islands.</p> <p>Aslam Hyat, Director, Pacific ICT Regulatory Resources Centre, USP.</p>	ICT and Cultural Policies	Mrs Gisa Fuatai Purcell, ITU.
8:00pm – 9:30pm	<p>INAUGURAL PERFORMANCE ON ICT AND CULTURE by OCACPS</p> <p>VAKA: The Birth of a Seer</p>		

THURSDAY 23 RD FEBRUARY: DIGITAL CONTENT AND EXISTING ONLINE RESOURCES			
9:00am. – 9.40am	<p>KEYNOTE ADDRESS: Professor Kenji Saga Ex-Professor, Asia University, Japan.</p>	<p>Roles of the Japan-Pacific ICT Centre: Preserving Cultural Heritage in the Pacific and Creating New Cultures using ICT</p>	Dr Anjeela Jokhan, Dean, Faculty of Science Technology & Environment, USP.
9.40am – 10.30am	<p>Speaker: Professor Vilsoni Hereniko Professor of Pacific Studies, Director, OCAC-PS, USP.</p>	Preserving and Perpetuating Culture Through Film	Dr Akanisi Kedrayate, Dean, Faculty of Arts Law and Education, USP.



MORNING TEA			
10.30 – 11.00am	Speaker: Professor Masahiko Inami Keio University, Japan.	Beyond Visual Experience	Dr Theresa Koroivulaano, Acting Director, CFDL, USP
11:30 am – 12.00pm	Speaker: Professor Naoko Tosa Kyoto University, Japan.	Art, Culture and Technology	Dr Sunil Lal, Senior Lecturer, School of Computing and Mathematical Science, USP.
12.00pm – 12.30pm	Speaker: Mr Semi Francis Manager, Radio Pasifik, USP.	Preserving Cultures Through Radio: The New Radio Pasifik	Dr Samu Bogitini, Campus Director, Labasa, USP.
12.30pm – 2.00pm	LUNCHTIME Film Showing – One Voice		
2:00pm – 2.40pm	Speaker: Ms Delsa Moe, Polynesian Cultural Centre, Hawaii.	ICT and Reviving and Perpetuating Pacific Culture	Dr Sala Bakalevu, Acting Head of School, School of Education, Faculty of Arts, Law and Education, USP.
2.40pm – 3.30pm	Speaker: Professor Hitendra Pillay, Queensland University of Technology, Australia.	ICT Enhanced Delivery of Secondary Education Services: A Pacific Experience	Ms Joan Yee, University Librarian, USP.
3.30pm – 4.00pm	AFTERNOON TEA		

	Panel Discussion: Jan Rensel – Putting Pacific Islands Studies Materials Online at the University of Hawaii Dr Therese Koroivulaono – Technologising the Vaka: Talanoa online at USP Regina Rudrud – Perpetuating Pacific Studies and Indigenous Knowledge Through Online Courses Professor Hitendra Pillay Queensland University of Technology	Digital Content and Existing Online Resources	Professor Vilsoni Hereniko, Professor of Pacific Studies and Director of OCACPS, USP.
4.00pm -5.00pm			
6.00pm-7.00pm	Opening of art exhibition on ICT and Oceanian Cultures. Cocktail. Gallery of Oceanian Art, OCACPS.	USP HOPE FUNDRAISING DINNER TICKETS	\$100/ tickets for Cocktail and Dinner
7:00pm – 9:30pm			
FRIDAY 24 TH FEBRUARY: RESEARCH IN ICT AND CULTURE			
9:00am – 9:45am	KEYNOTE ADDRESS: Dr Gregory Dvorak:	Cultural Challenges and Possibilities for ICT in the 21st	Professor Susan Kelly, Deputy Vice Chancellor, Learning.



	Hitotsubashi University, Japan.	Century Pacific	Teaching and Student Services, USP.
9.45am – 10.45am	Panel Discussion: Frances Koya. Lecturer School of Education. John Usuramo. Campus Director, Solomon Islands. Dr Deogratias Harorimana, Graduate School of Business, USP. Eweata Matakite MA in Development Studies. Ashish Kumar MA in Education.	Culture, Education & ICT: Social Networks & eLearning	Dr Jito Vanualilai, Director Research, USP.
10.45am-11.00am	MORNING TEA		
11:00am – 11:30am	Speaker: Professor Alan Howard Emeritus Professor, University of Hawaii.	ICT and the Global Rotuman Community	Dr John Fatiaki Medical Practitioner, USP.
11.30am-12.00pm	Speaker: Dr Dilawar Grewal ICT Consultant.	ICT and Creative Industries	Dr Kazuyuki Tsuzuki, Director Japan Pacific ICT Centre, USP.
12.00pm-12.30pm	Speaker: Professor Minoru Sugaya Keio University, Japan.	How Economic and Cultural Values in Small Markets can be Sustainable Beyond the Age of Media Convergence	Dr Pramila Devi, Director Lautoka Campus, USP.

LUNCHTIME Film Showing – Memory of the Great East Japan Earthquake			
1.00pm – 2.00pm	<p>Panel Discussion:</p> <p>Prof Ansgar Fehnker, Prof of CS, USP.</p> <p>Prof Minoru Sugaya, Keio University, Japan.</p> <p>Dr MacKenzie, Campus Director Kiribati.</p> <p>Dr Kazuyuki Tsuzuki, Director Japan Pacific ICT Centre, USP.</p>	Impact of ICT on Culture	Professor Vijay Naidu, Head of School, School of Government Development and International Affairs, USP.
2:00pm – 3:30pm			
AFTERNOON TEA			
3:30pm – 4:00pm	<p>Panel Discussion:</p> <p>Professor Kosuge, College of Digital Arts, Digital Hollywood University, Japan.</p> <p>Dr Anjeela Jokhan, Dean, Faculty of Science Technology & Environment, USP.</p> <p>Prof Dvorak, Hitotsubashi University, Japan.</p> <p>Dr Jito Vanualailai, Director Research, USP.</p> <p>Dr Ana Koloto, Campus Director Tonga,</p>	Identifying Potential and Innovative Research Topics in ICT and Culture	Dr Esther Williams, Deputy Vice Chancellor, Administration and Regional Campuses, USP.
4:00pm – 5:30pm			



7:00pm – 8:00pm	CLOSING CEREMONY – Cocktail at Japan Pacific ICT Centre Rara
8.00pm-9.00pm	FIRST PUBLIC PERFORMANCE – Vaka: The Birth of a Seer

8.00pm –9.00pm	25th February Cultural Performance SECOND PUBLIC PERFORMANCE – Vaka: The Birth of a Seer
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■ CONFERENCE SPEAKERS/PARTICIPANTS



Professor Rajesh Chandra

Professor Rajesh Chandra is the Vice-Chancellor and President of the University of the South Pacific. He took up his position on 15th July 2008.

Professor Chandra was the Foundation Vice-Chancellor of the University of Fiji before being appointed to the University of the South Pacific post.

Prior to his appointment, Professor Chandra held various senior academic positions such as Acting Vice-Chancellor, Deputy Vice-Chancellor, Pro Vice-Chancellor (Academic) and Director of Planning and Development.

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From 1999-2003, Professor Chandra was the elected Chairman of the Executive Committee of the Commonwealth Universities' Study Abroad Consortium (CUSAC). He has held visiting professorships/research fellowships at McGill University; the Macmillan Brown Centre for Pacific Studies, University of Canterbury; the Pacific Islands Development Program, East-West Center, Honolulu, and the National Centre for Development Studies, Australian National University. From 1981-1985, Rajesh Chandra completed his PhD in Industrial/Development Geography at the University of British Columbia under the Canadian Commonwealth scholarship.

Professor Chandra has published over 48 articles in scholarly journals and books, authored/edited a number of books, and has presented over 70 conference and seminar papers. He has also acted as a reviewer for scholarly journals.

Professor Rajesh Chandra is committed to excellence in teaching and learning, greater utilization of ICTs in development, widening access to higher education, and promoting good governance. He is a Board Director of Transparency International Fiji.

Born in Maro, Nadroga (Fiji), Professor Chandra is married and has two children.





Dr Esther Williams

Dr Esther Batiri Williams is the Deputy Vice-Chancellor of the University of the South Pacific, Administration and Regional Campuses. She has served the University in various capacities including Pro Vice-Chancellor, University Librarian, and A/ Director of Planning and Development, and is currently the chair of a number of University Committees. She is on the PANAsia ICT Research and Development Committee, Board of ProsperNET, Board of PACCERT, a number of regional committees in the area

of education, ICT, gender; and a number of international professional organisations. She has served on the Board of the Reserve Bank of Fiji, Yatulau Board, and was a Commissioner for both the Fiji Commerce Commission and Fiji Audio Visual Commission. Dr Williams obtained her BA and MA from Victoria University, Wellington, New Zealand and her PhD in Government from the University of Queensland, Australia. Her research interests are in ICT, gender, national political elections, and telecommunications policy. Dr Williams has published two books and numerous articles in the area of information, communication, libraries, gender and elections. Dr Williams also represented Fiji in squash in three South Pacific Games.



Professor Susan Kelly

Deputy Vice-Chancellor: Learning, Teaching and Student Services - Acting Pro Vice-Chancellor: Research

Prior to joining USP in 2010, Professor Kelly was President of Charles Drew University of Medicine and Science in South Los Angeles bringing \$136 million in new funding for construction, a new nursing school and medical research. Between 1998 and 2006 she was Vice-President of the Council for Adult and Experiential Learning; Provost and Executive VP of Argosy

University in Chicago; Dean of the School of Continuing Education, Associate Provost for Outreach and e-Learning, and tenured full Professor at the University of Wisconsin Milwaukee. In Australia, from 1975-1998 she had a varied career as an executive administrator in public, private and nonprofit institutions, also as an educator and researcher, management consultant, teacher and youth worker. She led the transformation of the Australian Psychological Society (APS) as its elected President in 1991-1992 and is a Fellow of APS. She has authored three successful books; published in the scientific and popular press and had a 30 year parallel career as a media psychologist and commentator. Professor Kelly has established a reputation as a turnaround specialist of mission-driven organizations.





Professor Yoshio Utsumi

President, Japan Telecommunications Engineering and Consulting Service (JTEC)
Visiting Professor, Waseda University, Japan
Ex Secretary General of the ITU
Ex Deputy Minister Posts & Telecommunications, Japan
1965 BA from Faculty of Law University of Tokyo,
1972 MA from Department of Social Sciences, University of Chicago, Chicago USA

2006 Honorary Doctorate from Waseda University,
2012 Honorary Member of IEEE, USA for leadership in policy and initiatives leading to the growth of information and communication technologies
1966 Joined Ministry of Posts and Telecommunication, Japan
1966-1996 Hold various positions in Japanese Govt.
1997 Deputy Minister for Posts and Telecommunications
1999 Elected as the Secretary General of the International Telecommunication Union (ITU) for two consecutive terms served until 2007.



Professor Toshio Kosuge

Professor of Digital Hollywood University, Professor Emeritus of University of Electro- Communications, Tokyo, Japan. He obtained Master's Degree in Public International Administration from International Christian University, Diploma of International Law from Hague Academy of International Law and LL.M from Leyden University, The Netherlands. He was in George Washington University as an exchange scholar.

He has specialized in information and communication policies and regulations. He also started class on international technical cooperation in ICT. He has been teaching in the universities more than thirty years.

He was a member of coordinators for PARTNERS, Post-PARTNERS and New PARTNERS Projects of International Cooperation among Asia-Pacific Countries including Pacific Islands for overcoming digital divide. He was also member of Feasibility Study Mission of USP Project for Communication Network. He served as JICA Expert in the Project on USP for Human Resource Development and Enhancement of USP Program of Information and Computer Science after JICA-USP net Project and a member of evaluation of the Project.





Professor Konai Thaman

Professor Konai, Professor of Pacific Education & Culture, and UNESCO Chair in teacher education & culture, USP. Has worked for USP since 1974 and held positions of Director of the USP Institute of Education, Head of the School of Humanities, & Pro-Vice Chancellor. Main areas of interests include: culture & education; indigenous education; gender & higher education; and teacher education. She is originally from Tonga, educated in NZ (BA), California (MA) and USP (PhD). Co founded the

Rethinking Pacific Education by and for Pacific Peoples in 2001. Professor Konai is currently involved in global work relating to the UN Decade of Education for Sustainable Development as well as Education for Peace & Intercultural Understanding. Is married to Prof Randy Thaman & they have two adult children & two grandchildren. For further information, go to www.usp.ac.fj/unesco-chair

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

The paper argues that ICTs are powerful tools for the further development of Pacific Cultures but care needs to be taken in determining the direction and use ICTs (policy making) in order to ensure that Pacific development in general and cultural development in particular, determine ICT policies and not the other way around.

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Ms Andie Marie Fong Toy

1. Deputy Secretary General (Economic Governance & Security), Pacific Islands Forum Secretariat, Suva, Fiji, May 2011 (current).
2. Consultant on regional and international relations, Pacific Leadership Program, AusAid, November 2010 - May 2011.
3. Director, Political and Security Programme, Pacific Islands Forum Secretariat, Suva, Fiji, 2002-2008.
4. International Legal Adviser, Pacific Islands Forum Secretariat, Suva, Fiji, 1997 - 2002.
5. Legal and Political Officer, Pacific Islands Forum Secretariat, Suva, Fiji, 1994 - 1997.
6. Legal Officer, Association of University Staff of New Zealand (Inc.), Wellington, New Zealand, 1989 - 1994.
7. Research Officer, Association of University Staff of New Zealand (Inc.), 1987 - 1988.
8. Research Assistant to Professor A H Angelo, Tokelau Law Project, Law Faculty, Victoria University of Wellington, Wellington, New Zealand, 1986 - 1987





ABSTRACT: ICT and the preservation of cultures: Ownership and Intellectual Property

My presentation will discuss how intellectual property and the protection of traditional knowledge may provide a stable and predictable environment for the use of our culture in an ICT setting. It will focus on the conceptual features of intellectual property and traditional knowledge rights. Relevant legal systems and international treaties will be discussed as well as regional initiatives undertaken by the Pacific Islands Forum Secretariat and its technical partners in advancing the protection and promotion of traditional knowledge. It will also detail how intellectual property and traditional knowledge protection applies in the protection of cultural property when they are used in ICTs, and will offer recommendations



Professor Kenji Saga

1990-2002: Professor, Faculty of International Relations, Asia University, Japan

2002-2004: Research Fellow, Communication Research Laboratory

2004-2010: Research Fellow, National Institute of Information, Communication and Technology

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Special Activity Field:

Global Trends of International Telecommunications and Information Policy Analysis of International and National ICT Strategies and Submission of Policy Recommendations to International Organizations (APEC, PECC, APT and ITU) and Government of Japan MIC and JICA) and Governments of developing countries





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

Part I: Protection of the World Cultural & Natural Heritage

- a) **Global Activities by UNESCO**
- b) **Activities in the Pacific Islands Region**
- 1) **Steps to Strengthen World Heritage Activities**
- 2) **Pacific Islands Museums Association (PIMA) and PHN**
- 3) **Some examples of Museum and Other Pacific Collections**
 - a) **Eco-Tourism and Protection of the Cultural Heritage**
 - b) **Roles of Japan-Pacific ICT Centre: Conceptual Suggestion**
 - c) **Important subjects to be considered**
 - d) **Development of “Virtual museum and Digital Archive”**
 - e) **How to realize ‘Win-Win Relations’ between Heritage protection and Eco-tourism**

Part II: Creation of New Pacific Culture using ICT

- 1) **Step by step approach is essential**
- 2) **Present state of ICT infrastructure at schools in the Pacific Islands Countries**
- 3) **How to strengthen ICT education activities in schools**
- 4) **Conceptual Suggestions: To organize “Website Contest”**

Conclusions

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Professor Vilsoni Hereniko

Vilsoni Hereniko became the Director of the OCACPS in August 2010. Originally from Rotuma, he is the author of *Woven Gods: Female Clowns and Power in Rotuma* and co-editor of *Inside Out: Literature, Cultural Politics, and Identity in the New Pacific*, as well as authoring numerous scholarly articles, essays, and plays. Hereniko was the editor of the award-winning journal *The Contemporary Pacific* from 2002-2008 and his plays have been produced in Oceania, the United States, and England. His feature film *The Land Has Eyes* premiered at the Sundance Film

Festival, followed by screenings at international and indigenous film festivals around the world, as well as at the Museum of Modern Art in New York. Fiji submitted *The Land Has Eyes* to the Academy of Motion Pictures Arts and Sciences for Oscar consideration. Hereniko has also made a short narrative film and a documentary. He has been a keynote speaker at many national and international universities, including the Australian National University, the University of Southern California, and the University of Notre Dame. An award-winning teacher, he has taught at the University of the South Pacific, the University of Washington, and for the University of Pittsburgh (semester-at-sea). He was also a Fellow of Corpus Christi at the University of Cambridge in England.





ABSTRACTS: Preserving Culture through Film

Beginning with orature as the medium through which our ancestors preserved important knowledge, this presentation shifts to film as the medium of the twenty-first century. Much closer to the spoken word than print, film is the closest medium to real life: moving images that include facial expressions and body language, speech with all its associated features, color, setting, and so forth. But unlike orature that can change from one generation to another, a completed film freezes time, space, and human interaction. The preservation of “real life” for peoples and their cultures is therefore valuable for future generations because the best films (shorts, documentaries, and features) document the practices, values, and sensibilities of a people and their culture, and remind future generations of who they were, are, and could be. This short presentation illustrates through several examples the value of archiving film; it also surveys the most important sites for film preservation in Oceania.



Professor Inami Masahiko

Masahiko Inami is a Professor in the School of Media Design at the Keio University (KMD), Japan. His research interest is in human I/O enhancement technologies including bio engineering, HCI and robotics. He received BE and MS degrees in bioengineering from the Tokyo Institute of Technology and PhD in 1999 from the University of Tokyo.

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ABSTRACTS: Beyond Visual Experience

What are the challenges in creating interfaces that allow a user to intuitively express his/her intentions? Today's ICT systems are limited, and exploit only visual and auditory sensations. However, in daily life, we exploit a variety of input and output modalities, and modalities that involve contact with our bodies can dramatically affect our ability to experience and express ourselves in physical and virtual worlds. Using modern biological understanding of sensation, emerging electronic devices, and agile computational methods, we now have an opportunity to design a new generation of 'intimate interaction' technologies. This talk will present several approaches that use multi/cross modal interfaces for the areas of entertainment computing and device art.





Professor Naoko Tosa

NAOKO TOSA is an internationally renowned Japanese media artist, born in 1961 in Fukuoka, Japan. After receiving a PhD for Art and Technology Research from the University of Tokyo, she was lecturer at Musashino Art University (1989-1994) and she was researcher at Media Integration & Communication Lab in Advanced Technology Research Labs.(ATR) 1995-2001. She was a fellow at the Centre for Advanced Visual Studies at Massachusetts Institute of Technology (MIT) from 2002 to 2004.

Currently she is a professor at Kyoto University and a visiting professor of the National University of Singapore.

ABSTRACT: Art, Culture and Technology

What is Cultural Computing? We will discuss several serious issues, starting from the topic of art and technology, proceeding to the topic of culture and technology, and finally reaching to the topic of the new world based on the integration of these different concepts where both creators and viewers can reach deep mutual understandings. Today I will talk about good example cultural computing work of EXPO 2012 Korea Digital Gallery Art work.

Concept is follows.

From the ancient time both in Korea, China, and Japan, there has been a legend that four sacred beasts or four gods exist in four directions protecting people. These four gods are; the blue dragon of the east, the white tiger of the west, the red phoenix of the south, and the black turtle-snake of the south.

This idea has been related to the concept of "feng sui." Good fen sui is realized at a place with mountains in the back and water in the front, such as Yeosu city. It has been said that a place with good feng sui is well protected by the four gods.

In the Expo Digital Gallery, a main street of the 2012 Yeosu Expo, the images of these four gods will be shown in a huge ceiling LED display with the size of 250.6m x 23.04m and appealing their dynamic movements to the audience.

The background images express underwater scenes with traditional Asian landscape taste. This is based on the idea of integrating traditional Asian culture and the ocean, that is the main theme of the Expo.

At the same time as Expo would be an occasion to show people the vision of our future world. We tried to express how knowledge and wisdom came out of old concept of the four gods and also tried to express our future where people all over the world could be united filling the gap of various cultures.

After the dynamic movements of the four gods, they are merged and is represented by the blue dragon, as 2012 is the year of dragon.



Then the process of how human has progressed and obtained knowledge and wisdom throughout the long history is visualized by a group of old Chinese characters that came out of the blue dragon. These old Chinese characters gradually change into the normal Chinese characters and also change into a text.

Then we tried to express the future when people would have richer wisdom, exchange their wisdom and share their wisdom filling the gap of countries and cultures through the image that each of these characters would change into a form of Maitreya and they chat each other. Maitreya is a god that appears in the long future and is relevant to express the image of out future.

And then in the final stage the images of Maitreya change into the images of the four gods to express the dynamism human should maintain even in the future regardless of their country, culture and religion.



Mr Semi Frances

Mr Francis is the Station Manager for Radio Pasifik, the University of the South Pacific's Radio Station.



Ms Delsa Moe

- 1978 – 1999
Polynesian Cultural Center Highlights: 1978 - present
- Cultural Presentations Director, since 1999
 - Oversee operations of the Theater Dept, Cultural Islands Dept and Guide Services Dept
 - Co-Producer for “HA: Breath of Life” Evening Polynesian Production (2009 – present)
 - Producer for Hawaiian luau entertainment (on-going)
- Producer for “Rainbows of Paradise” Canoe Pageant (2002 – present)
- Producer for “Horizons – Where the Sea Meets the Sky” Evening Polynesian Production (1996 – 2009)
- Annual World Fire Knife Championship, MC and Steering Committee Member
- Annual “We Are Samoa Festival” Steering Committee Member
- Theater Managing Director
- Reservations Manager





- Guide Services Manager
- Account Executive, Incentive, Conventions and Group Sales
- Mistress of Ceremonies/Program Narrator
- Dancer
- Cultural Demonstrator

ABSTRACTS: Reviving and Perpetuating Pacific Cultures with ICT

Can the preservation and perpetuation of traditional cultures exist synergistically with modern technology, specifically information and communication technologies? The Polynesian Cultural Centre (PCC) in Laie, Hawaii is a living example of how ICT can be utilized to preserve traditional culture in a rapidly changing society dependent on technology. From training employees, to designing presentations and cultural workshops, marketing its message to the world, or preserving cultural artifacts and practices the PCC continues to successfully demonstrate how ICT can and should be utilized to present culture in a way that also preserves it for generations to come.



Professor Hitendra Pillay

PhD, MSc (UNSW) MA, BEd DipEd (USP)

School of Learning & Professional Studies, Centre for Learning Innovation, Queensland University of Technology, Brisbane, Australia

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ABSTRACT: ICT Enhanced Delivery of Secondary Education Services: A Pacific Experience

International research, both academic and development studies, have acknowledged the significant role ICT can play in enhancing the delivery and management of school education services (K-12). The benefits, particularly in the context of developing countries where, teacher quality and supply is often a concern, access to good teaching and learning resources are limited, communication networks for professional development is difficult and management and administration is constrained by a lack of efficiency and effectiveness, will be discussed in this presentation. The presentation will contextualise the above ICT enhanced benefits by sharing experiences from a current Asian Development Bank funded project (ADB Grant Number 0097-SAM) in Samoa. The Samoa SchoolNet and Community Access project provides an excellent research platform to evaluate some of the assumptions and value adding options through ICT integration in Education. An overview of the rationale, design and intervention strategies adopted in the project will be presented.





Professor Alan Howard

Alan Howard is professor emeritus in anthropology from the University of Hawai'i. His research has been concentrated in Polynesia, particularly on the island of Rotuma. In recent years, along with his wife, Jan Rensel, he has been studying and writing about the Rotuman diaspora, including Rotuman communities in Fiji, New Zealand, Australia, the United States, Canada, and Europe. He is especially interested in the problem of maintaining a globally scattered culture, and the role that cyberspace can

play in providing arenas for virtual communities. A major project over the past 15 years has been the Rotuma Website, which he created in 1996 and continues to maintain. In 2007 he and coauthored *Island Legacy: A History of the Rotuman People*.

ABSTRACTS: ICT and the Global Rotuman Community

Against the background of the Rotuman diaspora, this presentation will focus on the role of the Rotuma Website—which Professor Howard created in 1996 and continues to maintain—in providing a means for keeping people connected, circulating news from scattered Rotuman communities, and providing a venue for Rotumans to express views on issues of common interest. Also to be discussed is the increasing significance of social media, such as Facebook, for the global Rotuman community.

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Dr Dilawar Grewal

Dr. Dilawar Grewal is the Associate Provost for Integrated Planning, and Chief Information Officer (CIO) at Wagner College in Staten Island, NY. Previously, he was the Associate VP for Information Services/ Director of Research IT Services at the University of Kansas; Assistant Vice Provost for Research and Technology at East Tennessee State University; and Director at the Office of the Vice President for Research at Texas A&M University. He is well published and has over twenty years of experience in Information Technology and higher education. He

is also an international consultant in IT. He is a graduate of The Ohio State University and Texas A&M University.

Dr. Grewal is a technical and strategic advisor for government and companies in the areas of telecommunications, technological training and higher education technology leadership development. While he has extensive experience in designing technology related products in the area of security, his passion lies in the area of enterprise architecture and business relevance assessments for both companies and higher education institutions.





ABSTRACTS: ICT and Creative Industries

ICT is a term that includes three major components – Information, Communications, and Technology. It is very convenient to consider ICT as just technologies in the area of information and communications; however, ICT is much more than that. ICT truly is three different areas brought together under one umbrella.

Creative Industries, sometimes referred to as cultural industries, refers to a slew of activities that either produce or use knowledge and information as part of economic activities.

This talk explores the relationship between and potential offered by the rich heritages of the Oceanic countries and cultures, leveraging of common communications and information technology infrastructures, and integrative planning in context of developing creative or cultural industries. All three components of ICT are essential in developing creative economic endeavors that engage, preserve, and value the richness of the cultural diversity present in this part of the world. This talk offers strategies and practical ideas on generating productive creative industries that co-exploit ICT with other traditional uses of ICT.



Professor Minoru SUGAYA

Professor Sugaya, Minoru is a Professor of Media Policy and Economics at Keio University, Tokyo, Japan. After graduating Keio University in 1972, he had M.A. in public administration at International Christian University, M.A. in telecommunications at Michigan State University, and Ph. D. in International Christian University. He was visiting researcher at the Kennedy School at Harvard University in 1991 and at Michigan State University in 1992. In 1998, he was in the department of communication at the

University of Hawaii as a Fulbright senior researcher. He has published and edited a number of books including *The Transformation of Telecommunication Regulatory Structure in Japan*, *Keio Communications Review* (2009), *Video Content Industry and Film Policy* (2009 in Japanese), *Digital Content in the age of Transnational* (2007 in Japanese), *the Media Content Distribution in the East Asia* (2005 in Japanese and Korean), *Economics of Broadcasting Media* (2000 in Japanese and Korean), and *Media Industry Policy in the United States* (1997 in Japanese).

He also published many English articles including *Media Convergence Policy in Japan*, *Coping with Multimedia*, *Keio Communications Review*, 2000, *The Convergence of Telephone and Broadcasting in Japan*, *Keio Communication Review*, 1996; and *Cable Television and Government Policy in Japan*, *Telecommunications Policy*, 1995. He has served as several government committee members and chairpersons including universal service, cable television, and media convergence. In 2006, Former Minister of Ministry of Internal Affairs and Communications, Mr. Takenaka, designated him as a member of his study group on the future of telecommunication and broadcasting. He is also a president of the Japan Association of Information and Communication Research, a director of the Visual Information Promotion Organization.

