Global Equality and Diversity Conference

London 4 November 2014

DIGITAL DIVIDE VS GLOBAL DIVERSITY:

Managing Information and Knowledge for a Sustainable Competitive Business

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Director - Middle Eastern Knowledge Economy Institute (MEKEI), University of Brighton
Senior Lecturer - Science Policy Research (SPRU), University of Sussex

World Association for Sustainable Development

MEKEI Middle Eastern Knowledge Economy Institute

SPRU Science and Technology Policy Research

US University of Sussex

Outline

- Overview - Understanding the Concept
- Digital Divide
- Global Diversity
- Digital Dilemma
- Conclusion - Q&A

Overview

The nature of work is changing

Disconnected work place

More complex work environments

Interactions with unknown people

Cross medium

Cross location

Cross cultural

Cross organisation

Seamless

The rules of business are changing

Structure-based

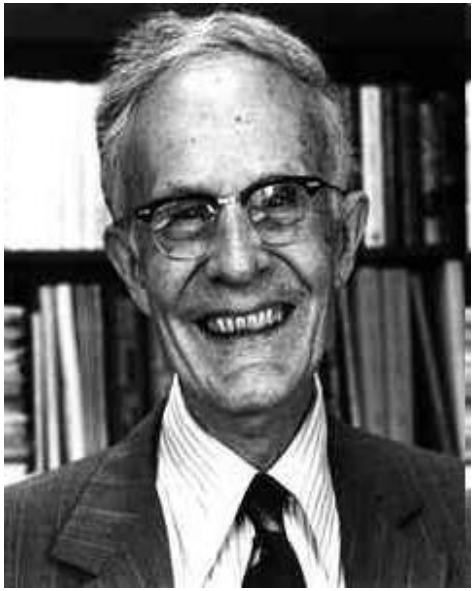
Procedures-control-compliance

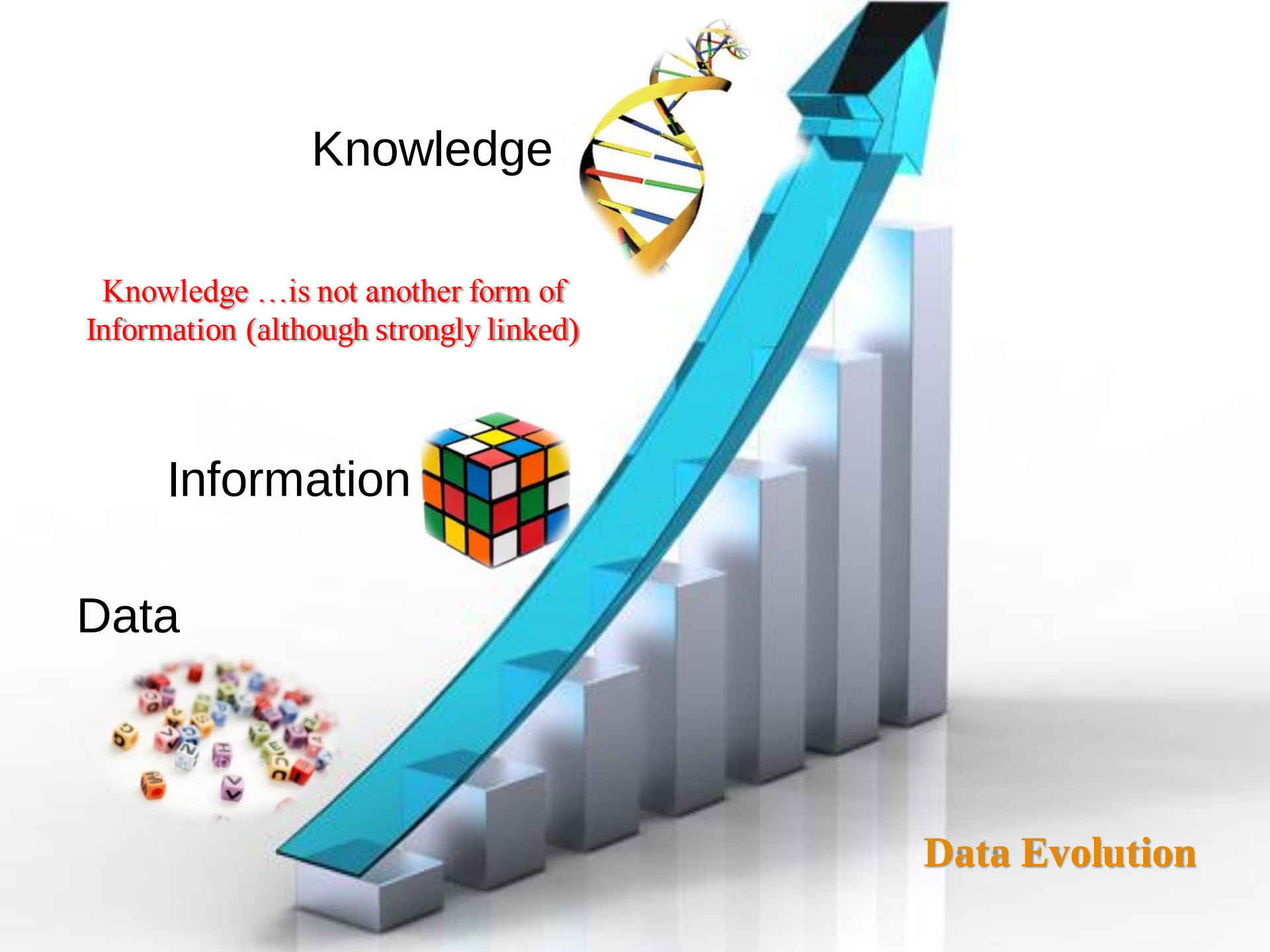
Knowledge-based

People-empowerment-participation

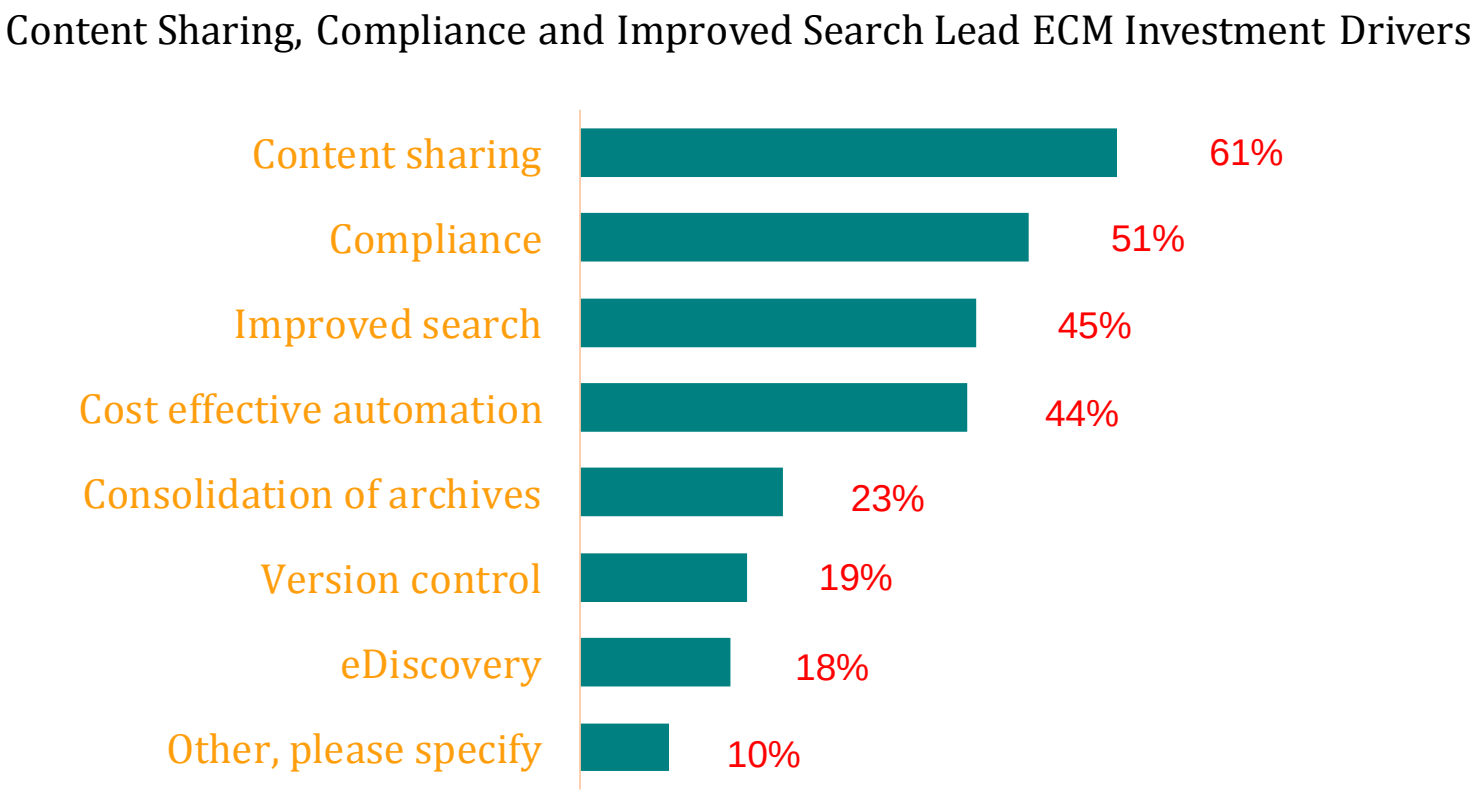
Theodore W. Schultz
Nobel Economics Prize Laureate

"***The man who farms as his forefathers did*** *cannot produce* ***much food no matter how*** *rich* ***the*** *land* ***or how*** *hard* ***he*** *works***..** *technical change* ***is the*** *critical* ***factor in raising*** *productivity* ***and the role of the*** *government* ***is to*** *promote* ***technical change*****……People who are rich find it hard to understand the behaviour of poor people.** ***Economists are no exception!***"




Knowledge
Knowledge …is not another form of Information (although strongly linked)
Information
Data
Data Evolution

Why is Managing Information Important?



Source: Forrester's October 2009 Global Enterprise Content Management Online Survey

Source: Forrester Research Inc

Digital Divide

ICTs Revolution

Industrial

↓

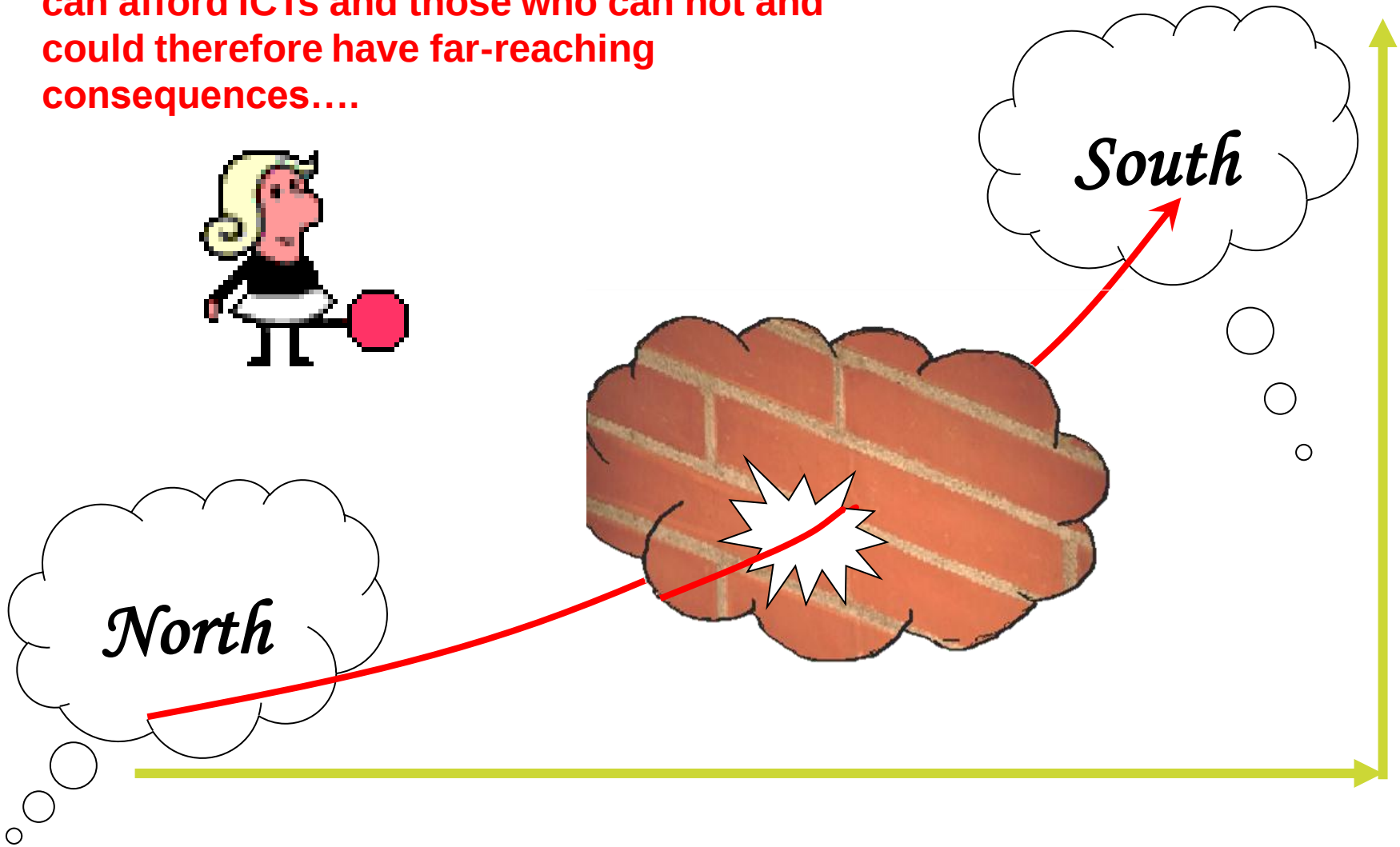
Information

↓

Globalization

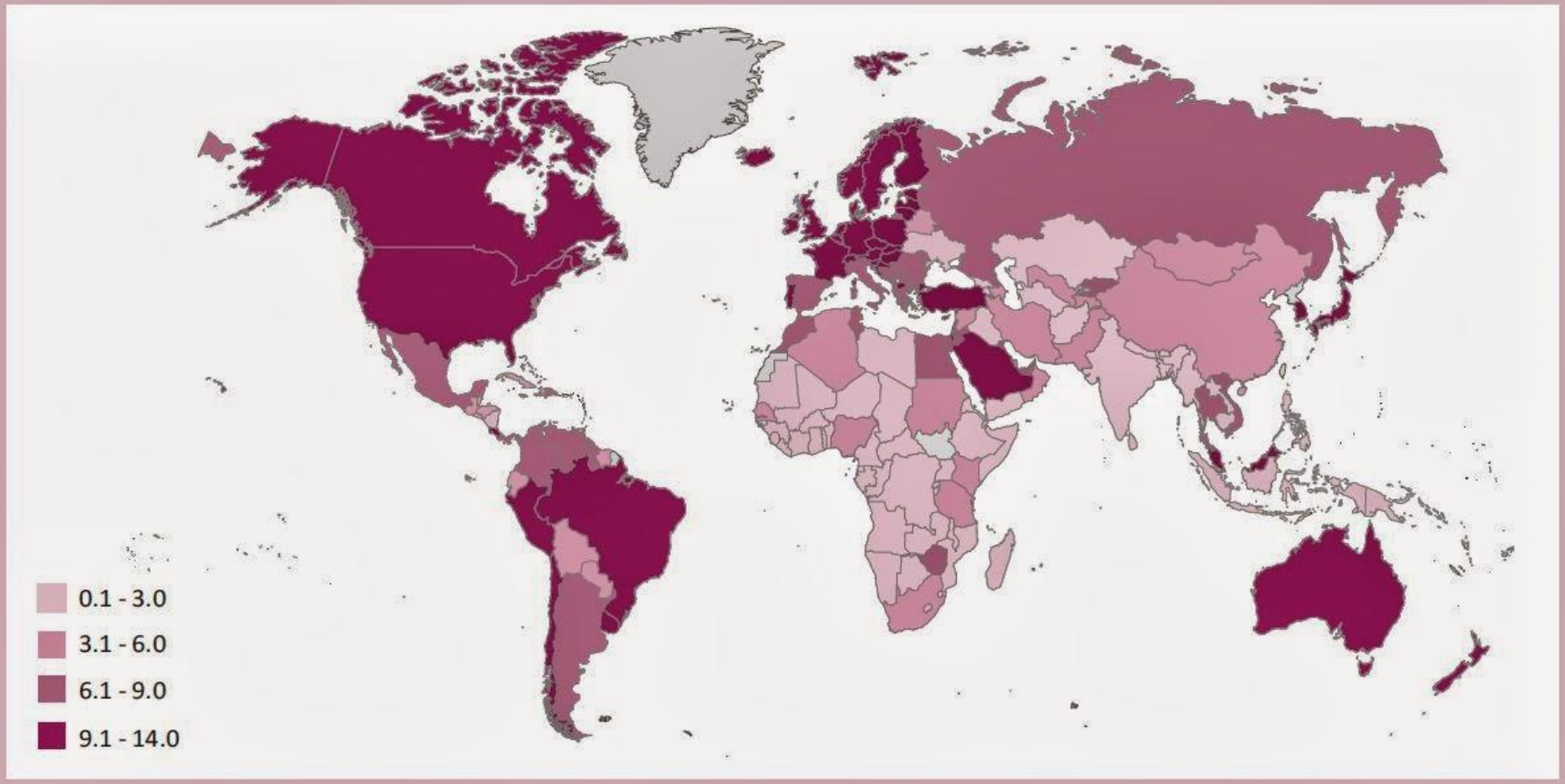
Digital (*knowledge*) Divide

The invisible border, that separates those who can afford ICTs and those who can not and could therefore have far-reaching consequences….



Digital Natives

Figure 4.2: Digital natives as a percentage of total population, 2012



Source: ITU.

Population of networked youth, aged 15-24, with five years or more online experience

Mind the Digital Gap

Europe:
deep divide between the most advanced Nordic economies and countries in Southern, Central and Eastern Europe is remarkable and alarming.

Latin America:
weaknesses in the political and regulatory environment
the existence of large segments of the population with a low skills base
poor development of the innovation system

Sub-Saharan Africa:
costly access to technology
low skills base
unfavourable business conditions

21st Century Talks (UNESCO 1999)

Francisco Sagasti

Former Chief of Strategic Planning
Senior Adviser World Bank

"…..Globalization brings us into contact with one another, but it also strengthens profound divisions and fractures in terms of our capacity to generate and utilize knowledge…. There is a real risk of ***two civilizations*** *emerging: one based on the capacity to generate and utilize knowledge; the other passively receiving knowledge from abroad and deprived of the ability to modify it….The world now faces the prospect of this* ***Knowledge Divide becoming an unbridgeable abyss****"*

Global Diversity

the faces of K*

Open Access for Africa

Challenges, Recommendations and Examples

EDITED BY
SAMUEL DANDFSKY

United Nations ICT Task Force Working Group
on the Enabling Environment

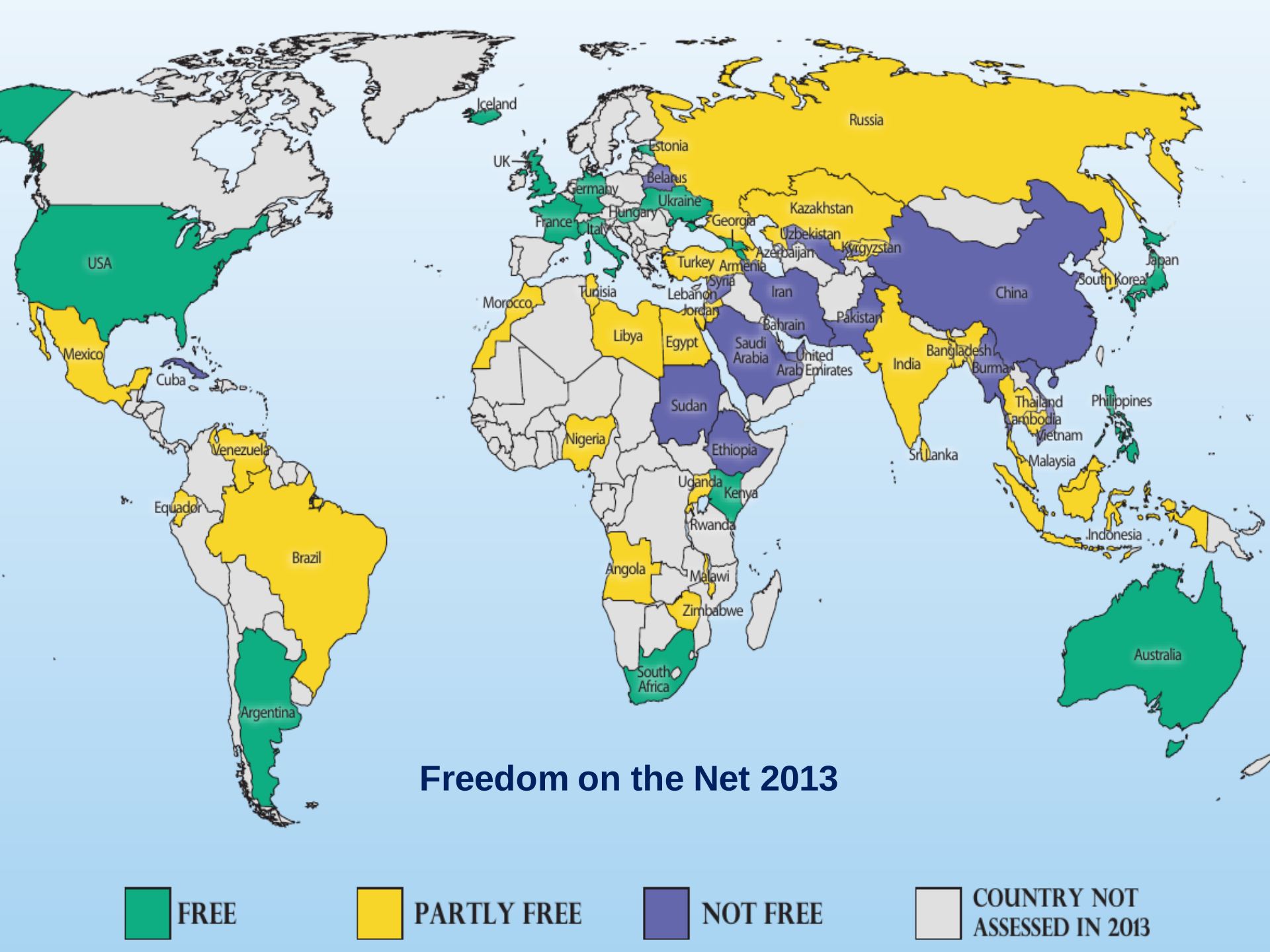
IDRC CRDI

United Nations

United Nations Information and Communication Technologies Task Force

Towards Knowledge Societies

UNESCO World Report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USA
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Armenia
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South Korea
Tunisia
Lebanon
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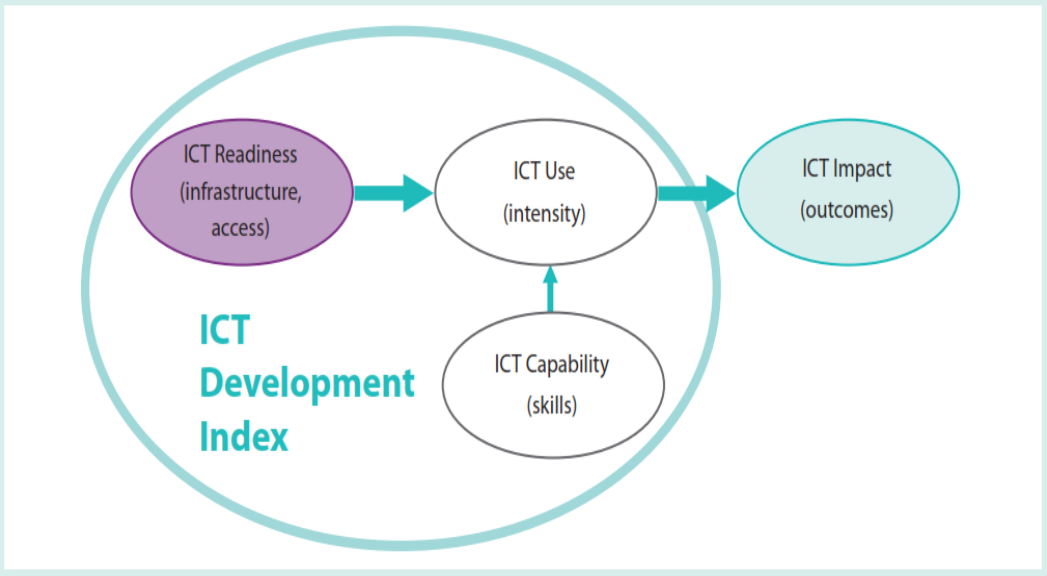
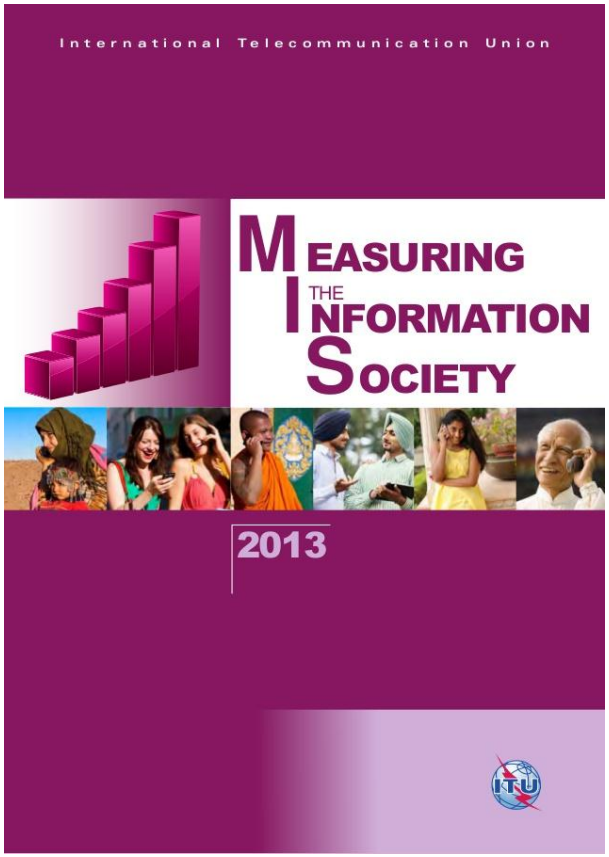
Bahrain
Libya
Egypt
Saudi Arabia
Bangladesh
Mexico
United Arab Emirates
India
Burma
Cuba
Thailand
Philippines
Sudan
Cambodia
Vietnam
Nigeria
Venezuela
Ethiopia
Sri Lanka
Malaysia
Uganda
Kenya
Equador
Rwanda
Indonesia
Brazil
Angola
Malawi
Zimbabwe
Australia
South Africa
Argentina
Freedom on the Net 2013
FREE
PARTLY FREE
NOT FREE
COUNTRY NOT ASSESSED IN 2013

ICT Development Index (IDI) 2013

ICT Development Index

- ICT Access Sub-index
  - Fixed-telephone subscriptions per 100 inhabitants
  - Mobile-cellular telephone subscriptions per 100 inhabitant
  - International Internet bandwidth (bit/s) per Internet user
  - Percentage of households with a computer
  - Percentage of households with Internet access
- ICT Use Sub-index
  - Percentage of individuals using the Internet
  - Fixed (wired)-broadband subscriptions per 100 inhabitants
  - Wireless-broadband subscriptions per 100 inhabitants
- ICT Skill Sub-index
  - Adult literacy rate
  - Secondary gross enrolment ratio
  - Tertiary gross enrolment ratio





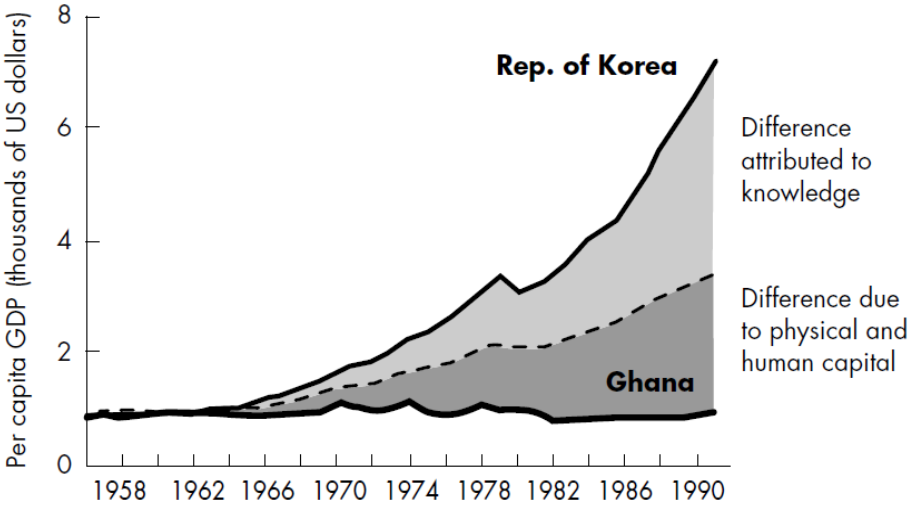
ICT Development Index (IDI), 2011 and 2012

Economy	Rank 2012	IDI 2012	Rank 2011	IDI 2011
Korea (Rep.)	1	8.57	1	8.51
Sweden	2	8.45	2	8.41
Iceland	3	8.36	4	8.12
Denmark	4	8.35	3	8.18
Finland	5	8.24	5	7.99
Norway	6	8.13	6	7.97
Netherlands	7	8.00	7	7.85
United Kingdom	8	7.98	11	7.63
Luxembourg	9	7.93	9	7.76
Hong Kong, China	10	7.92	10	7.66
Australia	11	7.90	15	7.54
Japan	12	7.82	8	7.77
Switzerland	13	7.78	12	7.62
Macao, China	14	7.65	13	7.57
Singapore	15	7.65	14	7.55
New Zealand	16	7.64	18	7.31
United States	17	7.53	16	7.35
France	18	7.53	19	7.26
Germany	19	7.46	17	7.33
Canada	20	7.38	20	7.14

Learning from Korea and Taiwan

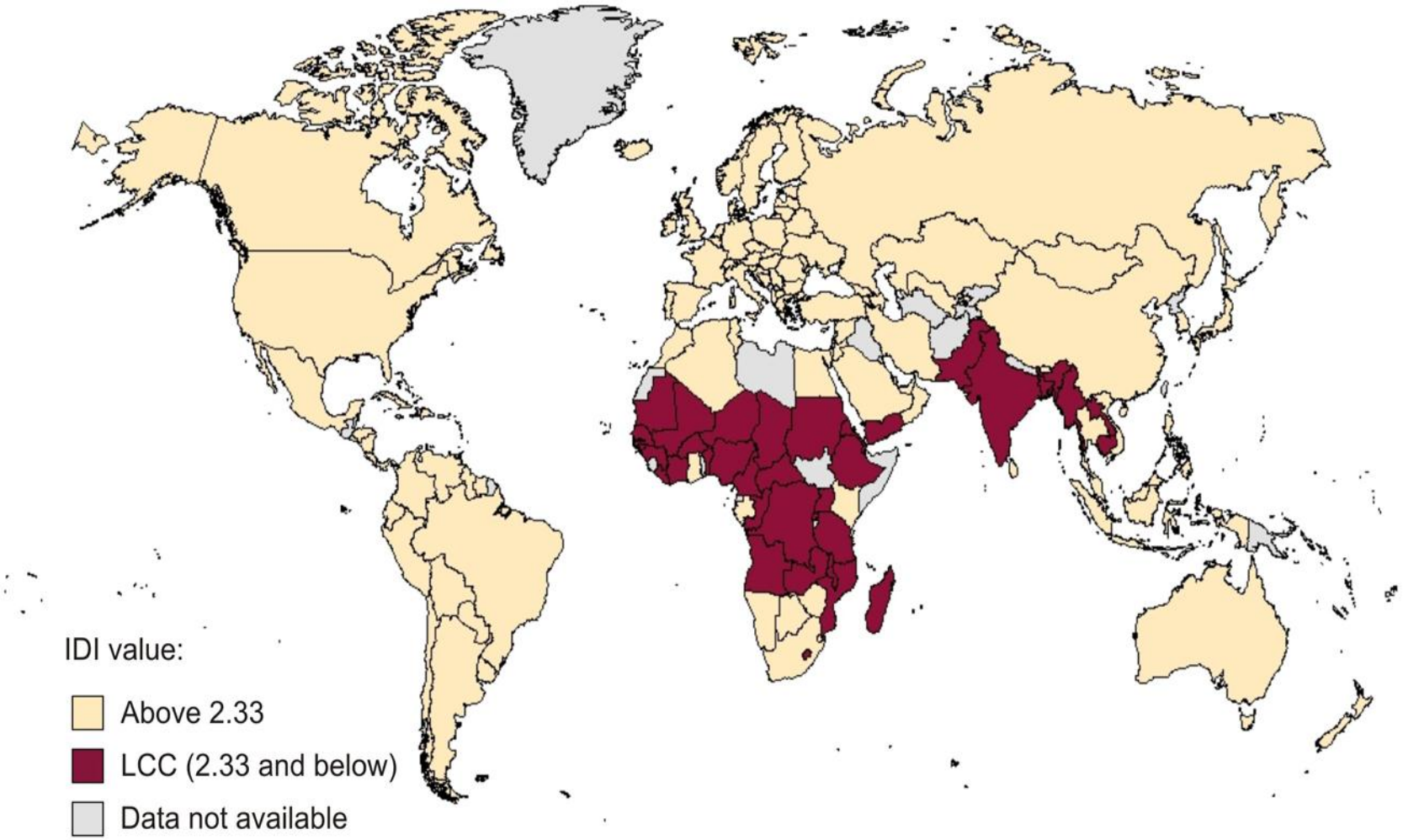
- ICTs continue to be a key priority area and helped the country to become a robust economy, and overcome the 2008 financial crisis.
- All households have high-speed Internet access (2012).
- One of the highest average advertised broadband speeds in the world.
- Driven growth and innovation, increased transparency and made the country one of the key ICT exporters in the world.

Figure 1.1 Knowledge as a Factor in Income Differences between Countries: Ghana and the Republic of Korea, 1956–90



Source: World Bank (1999c): 22.

1962: Taiwan GNP = poorer African nations
1986: moved up 47 places; GDP growth 8% - 10% p.a. (company growth much faster)



Least Connected Countries 2013

United Arab Emirates

UAE records the highest increase in rank, shooting up 12 places to 33rd in the IDI 2012.

UAE economy is heavily dependent on oil and therefore the government embarked on the diversification of the country's economic resources such as approaching development from a *Knowledge Management* perspective by adapting policies to increase *know how and knowledge attributes* that can improve people's lives in myriad ways (World Bank Report, 1998/99).

Change in IDI ranking		
IDI rank 2012	Country	IDI rank change
33	United Arab Emirates	12
52	Lebanon	9
29	Barbados	7
64	Seychelles	6
41	Belarus	5
60	Costa Rica	5
85	Mongolia	5
132	Zambia	5
11/135	Australia/Bangladesh	4*
54/115	Oman/Zimbabwe	4*

Learning from India

Indian call centres recruit UK graduates - silicon.com Page 1 of 2

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Offshoring

Indian call centres recruit UK graduates

Lured by career opportunity and two months' paid travelling...

By **Andy McCue**

Published: Thursday 28 April 2005

Graduates from UK universities are being employed by UK firms to work in offshore Indian call centres on Indian salaries in an attempt to bridge the culture gap between agents and customers.

Digital Dilemma

High Failure Rate!!!

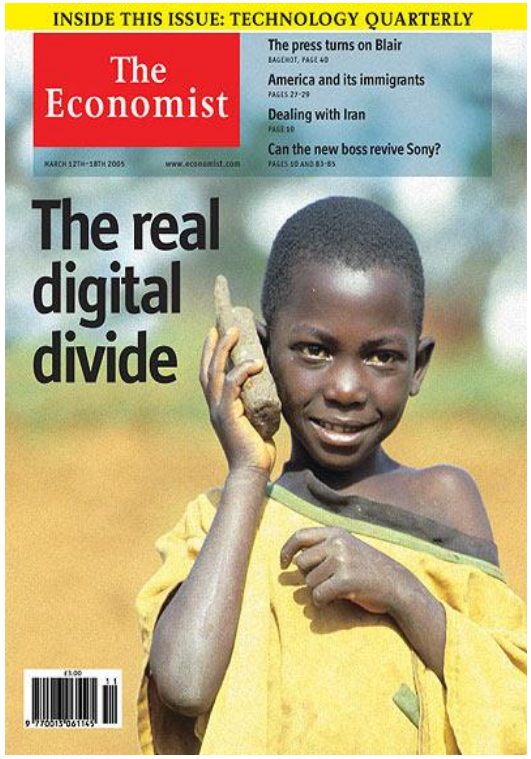
Most IM/KM projects have failed (Butler, 2003; Schultze and Boland, 2000).

80%

- Lack of awareness/understanding
- Lack of time – not a priority
- Lack of strong management support
- Culture and change management
- Opposition of technologies/activities
- Funding, timing and others

End-User Considerations

- New ICT products and applications are frequently designed in ignorance of DCs' realities and fail to address the needs of the most disadvantaged sections of the community (UN, 1998).
- Industrialized countries have been the dominant in technology, and their interest in the DCs has often been more concerned with the profitability of their own business enterprises than with any broader goals concerning the development of the receipt countries.
- Digital-only environment would exclude over 50% of scientists globally to scientific research (UK STC, 2004).
- Global markets, global technology, global ideas and global solidarity can enrich the lives of people everywhere. The challenge is to ensure that the benefits are shared equitably and that this increasing interdependence works for people – not just for profits (UNDP HDR 1999)



- Average African university (= broadband residential in Europe) pays 50 times more (various reports, ATICS, 2005)

Mobile Phone OR a Toilet?

The Triple Helix Cambridge
Cambridge – UK, 26 Oct 2009

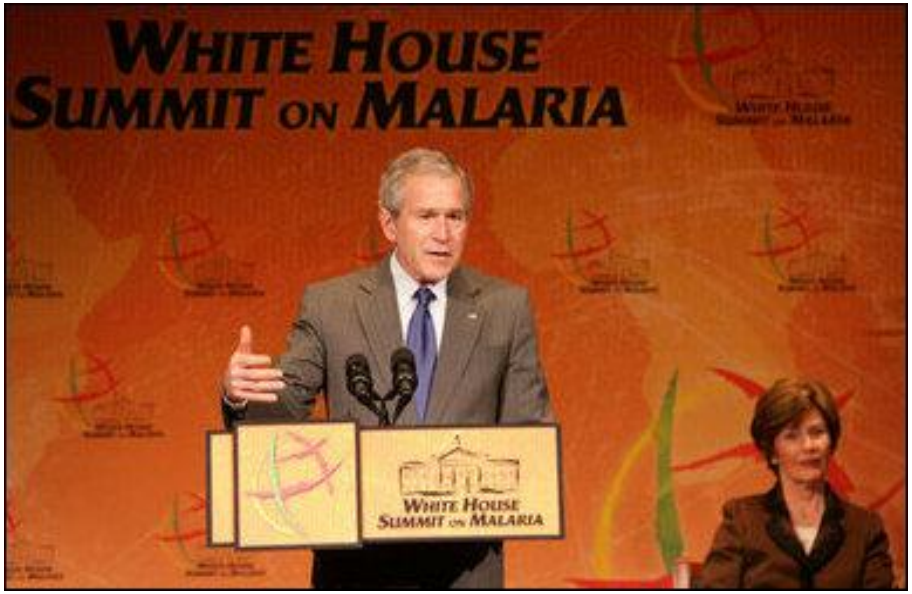
Technology has been touted as the panacea for the challenges facing developing countries. However, with limited resources, there is a need to prioritise and economise. Should we focus technological R&D on affordable basic infrastructure, or would it be more expedient to haul communities out of poverty “on the end of an ethernet cable”?

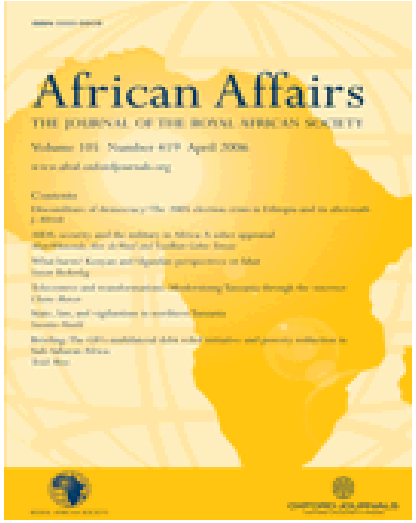
UNIVERSITY OF CAMBRIDGE

Professor Gideon Okelo
Executive Director, African Academy of Sciences

- ✓ …Quite a number of donors decide in the North what they want to do and bring it to Africa and say this is what we think you need. **It is like I come to your house and I tell you, you don't need salt today, you need sugar.** The needs should be discussed in advance and must involve all the sectors, not just the government.
- ✓ There is nowhere where the role of ICTs is more critical than in Africa. Access to information in any field is critical. **ICTs should be one of the issues on the agenda for North–South collaboration in Africa.**

How can ordinary users become more involved in decisions about ICTs?





Professor Miriam Were
Chair African Medical & Research Foundation

"most donors are in a rush. They are in a hurry to have results tomorrow. For instance, people say things like if we can produce this result within 3 years we can reduce poverty. ***We must address the issue of context much more carefully***. Many of our people live in absolute poverty so they will not say no, even if what we suggest doesn't make sense to them. ***They will in fact get involved knowing very well that this thing won't last."***

What types of new professionals are needed?

Other Challenges - Ambiguous names

NEXT
DAY
DELIVERY
GUARANTEED
1pm

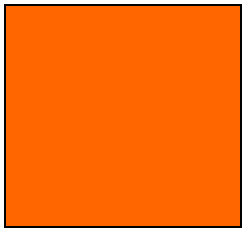
Boots

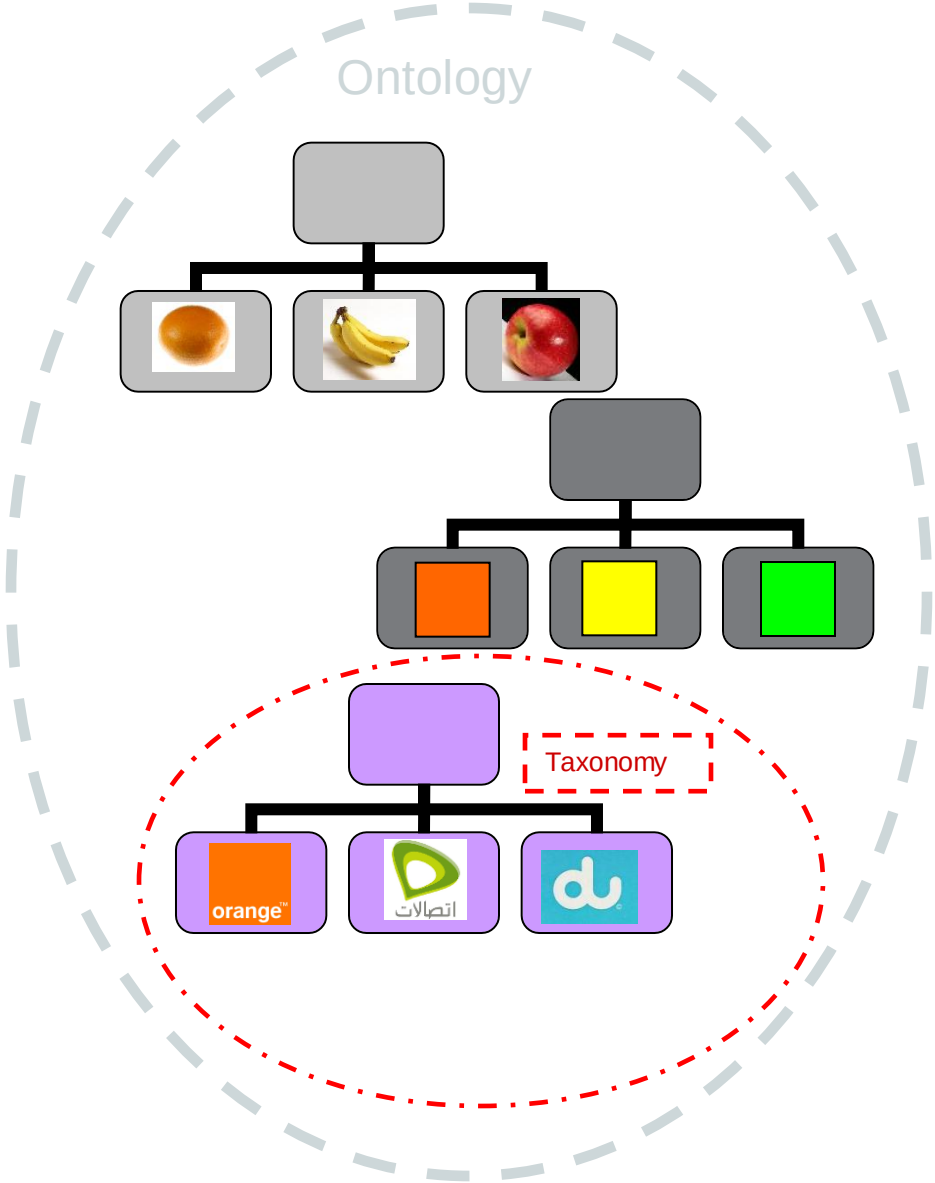
orange™

GAP

next

Other Challenges - Taxonomy & Ontology

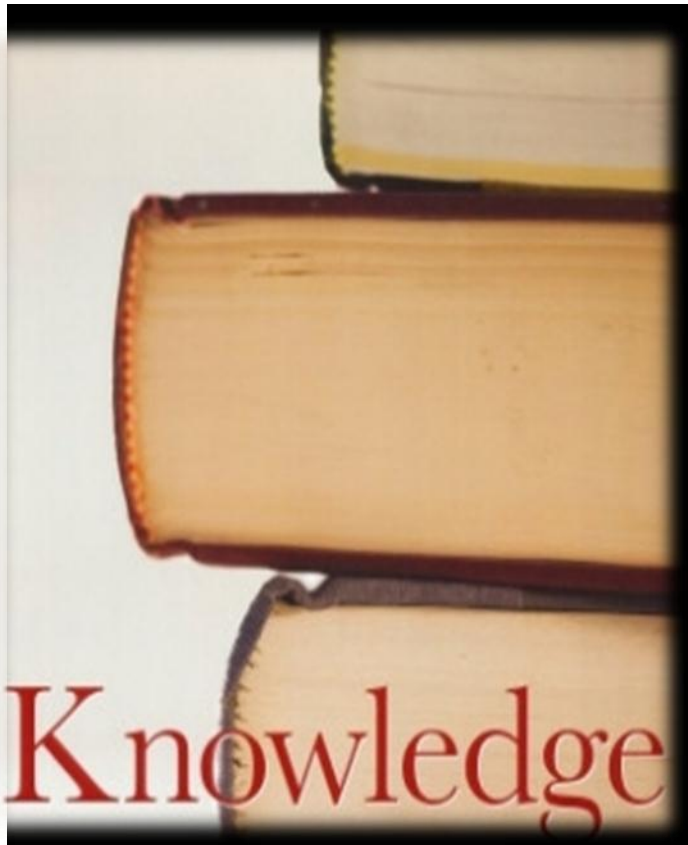




Conclusions

Case Studies: *Public and Private*

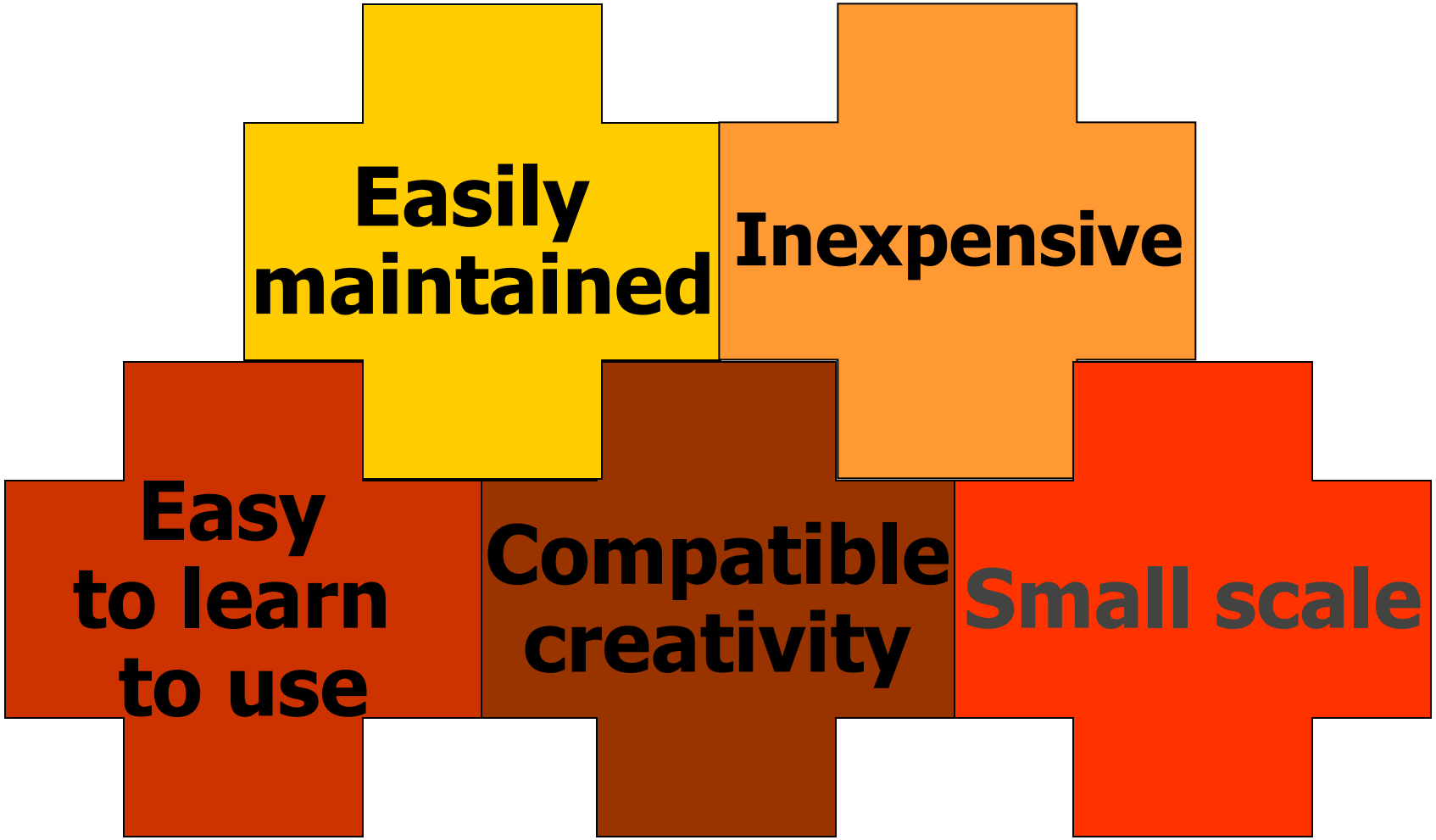
Can we manage knowledge?



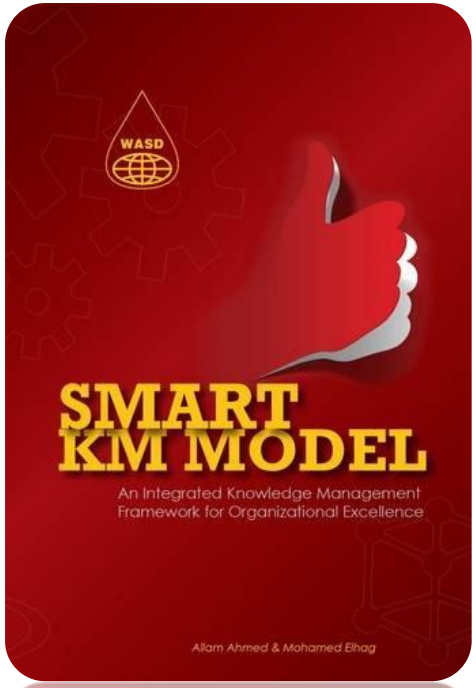
“You can’t manage knowledge – nobody can. What you can do is manage the environment in which knowledge can be created, discovered, captured, shared, distilled, validated, transferred, adopted, adapted and applied.”

Chris Collison and Geoff Parcell (2004)
Learning to Fly: Practical Knowledge Management from Leading and Learning Organizations

Technology….ICTs…



Integrated Framework for Organizational Excellence



Bridging the Divide 2004

A Conference of the University of California, Berkeley in cooperation with the United Nations Industrial Development Organization (UNIDO)

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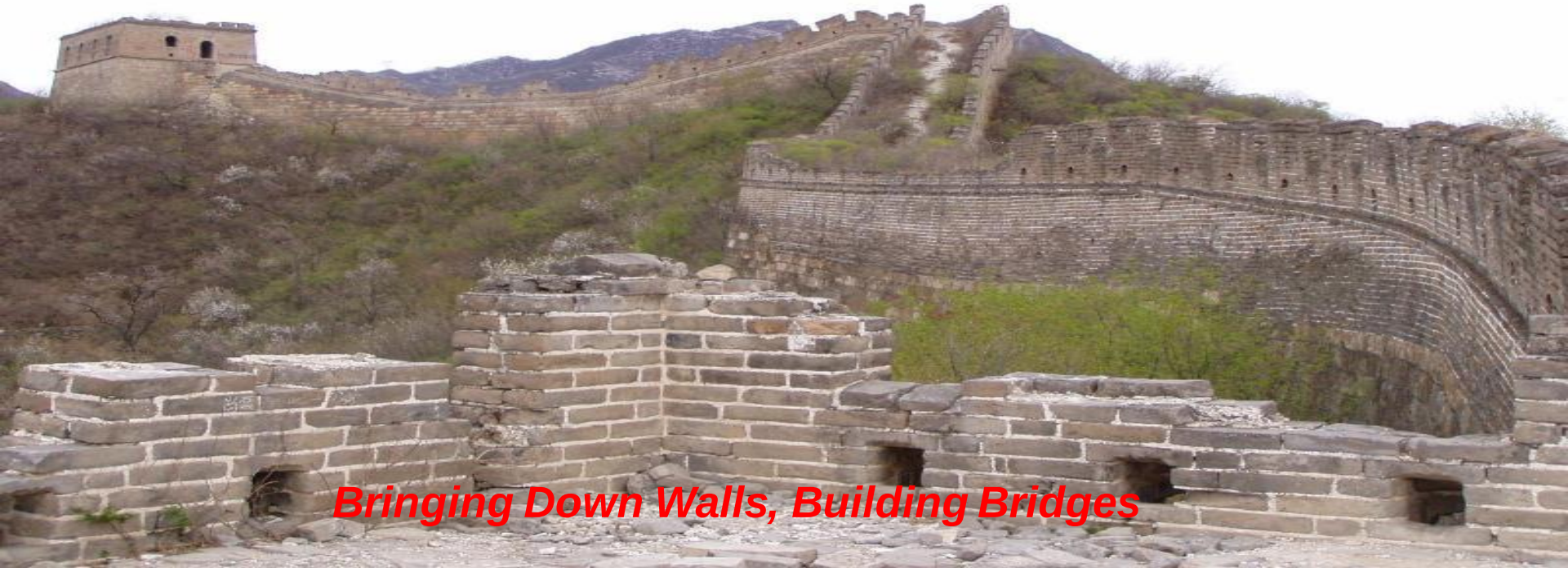
Professor Jeffrey D. Sachs

Director, The Earth Institute & Quetelet Professor of Sustainable Development, Columbia University

Special Advisor to UN Former SG Kofi Annan, 2005

"Everything that we think is at the core of our geopolitics, the *war against terror*, *Islamic fundamentalism* has almost nothing to do, in my opinion, with the real challenges that we face on this planet. They are a *distraction* and a *misunderstanding*. We had better be talking to each other in all parts of the world, understanding that the *biggest challenge* is not us against them, but the biggest challenge is all of us together to find a path to *sustainable development*."

to be continued……thank you..

Allamahmed.org