

BASIC RESEARCH OF COMMUNICATION INFORMATICS FOR RURAL AREA

-The role of “Off-Talk” and media transition in marginal hamlet-

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Key Words: Off-Talk, Marginal hamlet, Communication Informatics, Text Analysis, Media, Suigen-no-sato

1. INTRODUCTION

This study aims to develop communication informatics for rural area (especially marginal hamlet) by “Off-Talk” study.

2. METHOD

(1) Macro Analytics by text analytics

Disclose “The History of Off-Talk for 27 years” from comprehensive bibliographic survey using newspaper (1988-2015, 943 articles) by Text Analytics

(2) Case Study in marginal hamlet

Disclose “Media ecology in rural area and position of Off-Talk” and “Problem of media transition” by case study in marginal hamlet (Suigen-no-Sato) in Ayabe city.

3. RESULT

(1) Macro Analytics by Text Analytics

Disclose practical use and changes of Off-Talk use by text analytics (figure 1). I made “Off Talk Map” (figure 2) and classify rural area that depopulated or not. From this map, A half of area which Off-Talk use was depopulated area.

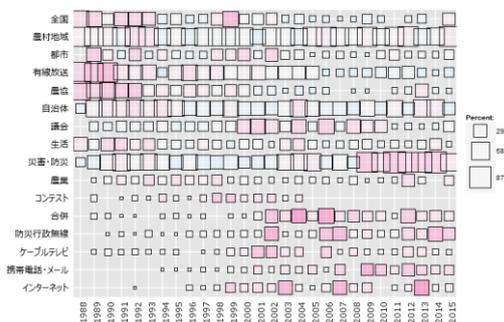


Figure1: Changes of Off-Talk use

(2) Case Study in marginal hamlet

Off-Talk telling local information and emergency announcement. Which is like “News of death” “Crisis information” “Local information”. It has roles of sharing local community knowledge.

Community function were supported by not only villagers but also relatives and supporters.

4. DISCUSSION

In this chapter, I propose “Communication Informatics for rural area” based on result.

Suggestion 1: Communication Informatics based on Extension Community

I suggest that new communication informatics is based on not only “village area” but also “Extension community” (son, daughter, relatives, etc... who helps villagers, lives outside of the village)”. Extension community which include village supporter as village member.

Suggestion 2: Communication Informatics by dual media.

It is difficult for elderly people to use IT equipment (mail and internet). So, community voice media like Off-Talk is so important for these people. But Extension media (or village supporter) is important to community support functions. It can implements using IT technology (ex. mail magazine). “Communication informatics are based on Extension Community” can implement by dual media is possible.

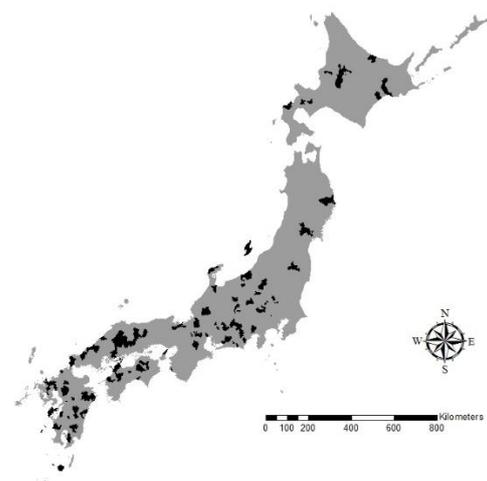


Figure 2: Off-Talk Map