

ISSUE: Lack of communication and education due to the absence of internet in rural zones (language and communication).

Question: Why is it fundamental to have knowledge about the absence of the internet in rural zones and how can this affect children's education?

Aim: Persuade and make people reconsider the well-off life they have and in what educational circumstances in which other people live, especially in the rural areas. Most of the people in the world do not have access to internet connections to communicate and have classes in this virtuality life-style. This report is to recognize the importance of the people living in rural zones and the importance of how people like us can give help in any possible way to overcome this issue in the best way.

cultural perspectives: To that extent, the shrinking of the 'digital divide' (and particularly the increased availability of broadband Internet in the countryside) is very welcome. However, there is a danger that non-users of the Internet are disenfranchised by such developments, and these include some of the most disadvantaged and vulnerable sectors of rural populations. There is thus a risk that, as the Internet increasingly becomes regarded as the default communication medium, a minority becomes progressively disadvantaged, first in relative and then in absolute terms.

Despite the high levels of connectivity in developed countries and the growing access in developing countries, digital inclusion in rural areas remains a strong concern for policy makers. Also, the internet advances in rural areas have been a problem not only for the lack of support and money, but also for their cultural vision of it. Studies have shown that most of the people living in rural areas grow without the uses of technology and aren't as accustomed as people living in towns. That's why this issue has been really difficult to be done since people don't know how to get into technology in a correct way and most of them reject the idea of having these new devices as their habit and new life-style.

Outcome: We would create an instagram account in which we would post videos, news, photos and reports about the topic ,so people can stay informed about the donations that people do and how this resources are implemented in the rural zones with the objective to improve the connections.Also create a movement through the instagram stories in order to reach a bigger audience in our LCB community .In this way we could evidence how successful our project has been.On the other side, we could use this virtuality-lifestyle nowadays to make online surveys asking people about the topic, and to know how much they are informed and give more useful information and sending foundation links and organizations in which you can donate money by watching videos or other stuff.

OUTCOME EVALUATION

How this is going to work:

For this outcome to work well, first we need to create an instagram account; we decided to choose instagram as our main source of information since it is one of the most influenced apps where a lot of viewers spend time and is easy to make people aware of the situation. Then, we show the purpose of the account and tell our viewers more information about the situation that is happening nowadays. We would make surveys and polls to take notes of how much people know about the lack of internet access in rural areas, and depending on the results we will do our analysis. Also, we would copy links of national,local foundations that could need help spreading their information.

Our target:

The main target of this project is the whole LCB community and maybe some near schools. If a little community starts by being informed about this problem,we can start by making a change in the educational sector.

How are we going to measure the success of this project?

As we mentioned before,creating a movement of awareness about the situation of the people who doesn't have the communicative tools we have,will be our way to measure the success of this project.Additionally the interactions with the users and the stories or posts will be another way in order to now how many people is watching and learning about our project.

Courses of action: Create a campaign in order to raise awareness about this situation and convince people to donate any monetary help in order to implement signal towers and buy some internet devices (phones, tablets, computers) to allow the victims guaranteed internet access.

Our solution would have a period of time of 1 to 2 years due to its long processes of logistics and contribution by the community, likewise the time to study each case in different students is necessary for a good process and the achievement for each goal proposed.

Reflexion: The lack of internet worldwide is one of the biggest problems for people living in rural areas, especially children and the greatest consequences are focused on the education of each individual that contains future repercussions in the professional field. A variety of people manage to be indifferent to issues that are alien to them and reality is in front of each person.

As a group we consider that if we could help, support and know the reality of many children who are affected by the lack of this essential resource, society would be different and more forceful with others and with ourselves.

The main objective of our project is to have a deep analysis and make people conscious of the different life-styles in the rural zones in order to live. In this case, in an educational environment that was affected due to covid-19.

Explanation :

As a team , this project started when we discovered through a talk made by a foundation in which they explained how the pandemic affected the population and how this was reflected in education, since as is well known, many people found shelter and education in school and just have this way to learn due to the lack of resources. We found out this was a really hard situation for the people of low incomes that mostly live in the rural zones where the signal barely enters, and social media didn't have the necessary influence to end this issue.

We wanted to persuade people to be conscious about other people's lack of education due to the pandemic, and why they should be grateful about the resources they have. To aim this objective we studied the cultural perspective of some countries like Colombia, Guatemala and Panama, leading as a result that most of them are sensitized when there are crisis situations and they choose to help in something to cushion the situation a bit, so we are confident that we have good participants

As an outcome, we decided to create an account on instagram who's one of the most influencer apps nowadays for different purposes: to persuade people to join the cause and spread awareness throughout, so everyone can help to donate or give monetary aid for old computers, cellphones, internet and others so the kids can receive a proper education while taking care of the covid-19 in the comfort of their homes and to prove people that the donated resources are not going to be diverted, and they will not be of private use but that we are truly committed to the cause; this would be shown by post and news.

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PRESENTATION

Why is it fundamental to have knowledge about the absence of the internet in rural zones and how can this affect children's education?

LANGUAGE AND COMMUNICATION: Lack of communication and education due to the absence of internet in rural zones.

Reason why we created this project:

Last year as we all know the COVID-19 pandemic started affecting not only the sick ones but also the people who live in rural areas and people who don't have enough economic incomes to live without working. When everything started we had a conversation with a teacher of students who live in rural areas and made us reflect on the situation the kids had to be living, as it wasn't possible to attend school kids had to find a way to connect virtually to keep with their learning processes, but the issue was that kids who live in rural zones didn't count with a lot of technological tools and in the same way in those rural zones the signal is very poor so it was harder to connect with their teachers leading to a bigger problem which was that the lack of communication and the pandemic was affecting the learning processes of children.

Our aim as a team with this report is to inform lcb students about the living situation of people in rural areas and give some tools to help these people to solve this problem in the best way. Additionally, we want students to reconsider and reflect on their quality of life and the opportunity they have of being part of a school, while there is another group of people that live in the rural zones where it's impossible to communicate and have virtual classes due to the lack of access to internet connections.

CULTURAL PERSPECTIVES

To that extent, the shrinking of the 'digital divide' (and particularly the increased availability of broadband Internet in the countryside) is very welcome. However, there is a danger that non-users of the Internet are disenfranchised by such developments, and these include some of the most disadvantaged and vulnerable sectors of rural populations. There is thus a risk that, as the Internet increasingly becomes regarded as the default communication medium, a minority becomes progressively disadvantaged, first in relative and then in absolute terms.

Despite the high levels of connectivity in developed countries and the growing access in developing countries, digital inclusion in rural areas remains a strong concern for policymakers. Also, the internet advances in rural areas have been a problem not only for the lack of support and money but also for their cultural vision of it. Studies have shown that most of the people living in rural areas grow without the use of technology and aren't as accustomed as people living in towns. That's why this issue has been really difficult to be done since people don't know how to get into technology in a correct way and most of them reject the idea of having these new devices as their habit and new lifestyle.

HOW LONG IS IT GOING TO TAKE TO OVERCOME THE PROBLEM: 1-2 Years

TARGET: lcb community and near schools

Our course of action:

Create an Instagram account to inform and persuade students to join the cause and spread awareness so we could create a bigger movement and start increasing our audience in order to people help with monetary aid for technological tools which will help kids to receive a proper education without risking their lives and going out of the houses.