

Proposal Outline, Meaning of Development, Discussion of Case Studies



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Outline

- Suggested Proposal Outline - IDEAS
- Dominant Development Paradigm & New Development Paradigm
(E. M. Rogers, DOI Ch. 3, pp.131-132)
- Discussion of some DOI Case Studies

Suggested Proposal Outline - IDEAS

- Problem Statement – The Need?
- Prior Art – Current Solution?
- Benefits and drawbacks of current solution?
- New Idea/Innovation
- Benefits
- Community partner and/or social, cultural, geographic context
- Implementation-Work to Date or Implementation Plan
- Challenges
- Impact
- Project Timeline
- Short Team Biographies
- Budget

Past Meaning of “Development” -

- Economic growth through industrialization and urbanization
- Capital-intensive, labor-saving technology focus, mainly transferred from industrialized nations
- Centralized planning, mainly by gov't economists and bankers
- Failures to development lie mainly with developing nations, rather than in their trade or external relationships with industrialized countries (Rogers “individual blame” vs. “world-system blame”)

Meaning of “Development” Today

- A widely participatory process of social change in a society intended to bring about both social and market advancement (including greater equality, freedom and other valued qualities) for the majority of people through their gaining greater control over their environment (Singhal and Rogers, 2001)
- Priority of villagers, urban poor, women and other marginalized groups as main target audiences for development programs

Critiques of Diffusion Research

- Pro-innovation Bias – implication that all innovations are good and should be diffused rapidly
- Individual-blame Bias – tendency to hold the individual responsible for his/her problems, rather than the social system
- Recall Problem – inaccuracies when respondents asked to recall the time when they adopted a new idea
- Issue of Equality – socio-economic gaps are often widened as a result of the spread of new ideas

Some DOI Case Studies – Chapters 1-3

- **Water Boiling in a Peruvian village**
- **Dvorak Keyboard**
- **Hybrid Corn in Iowa**
- **Miracle Rice in Bali – Goddess and the Computer**
- **Stop AIDS in San Francisco**
- **Diffusion of News of September 11 Terrorist Attacks**
- **Diffusion of Electric Cars**
- **Pure Drinking Water in Egyptian Villages**
- **Preference for Sons in India and China**

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