SEA-AIDS

Electronic networking among HIV/AIDS organisations in Asia Pacific

For further information, please contact:

Tim France, PhD

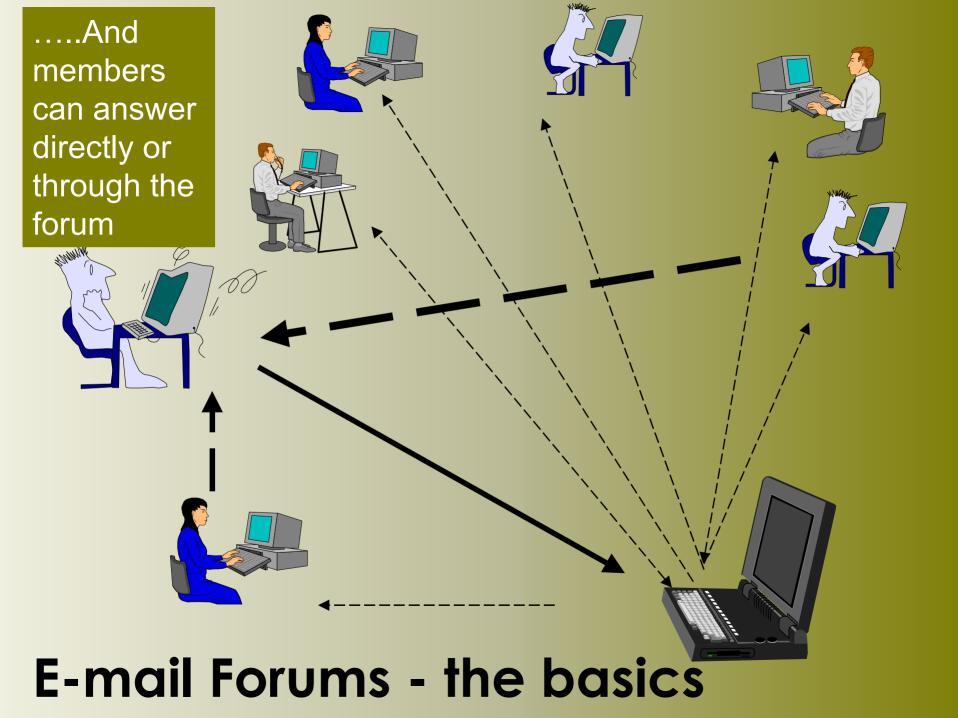
Health and Development Networks

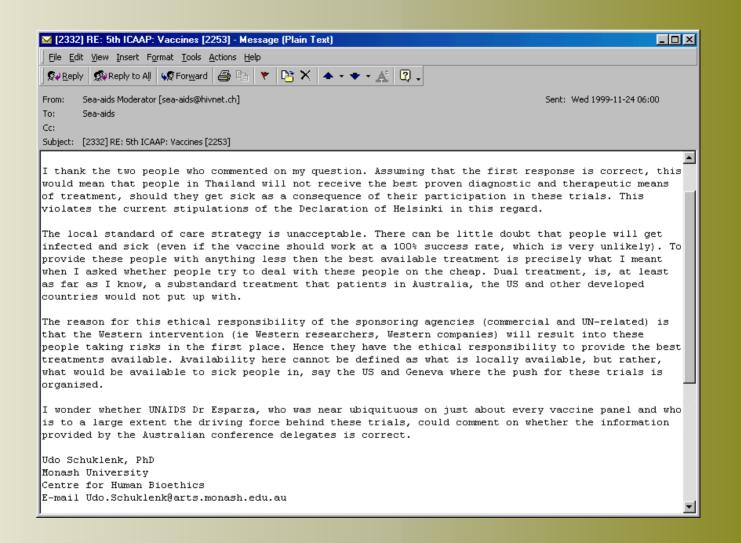
Email: tfran@hdnet.org



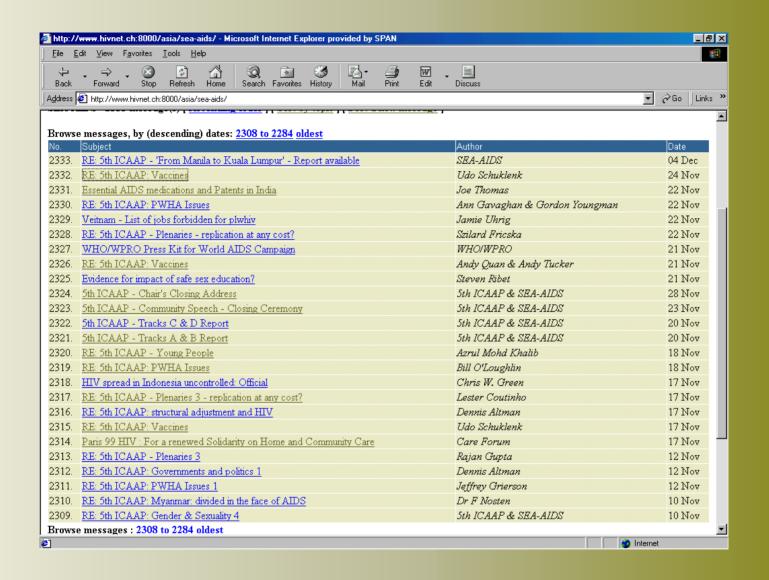
Quick introduction

- 1996 2002
- Demonstrated the potential of electronic networks to strengthen exchange and partnerships on a previously unimagined scale
- >2,500 forum participants
- Cost-effective
- Training is cheap
- Access rapidly expanding among key players

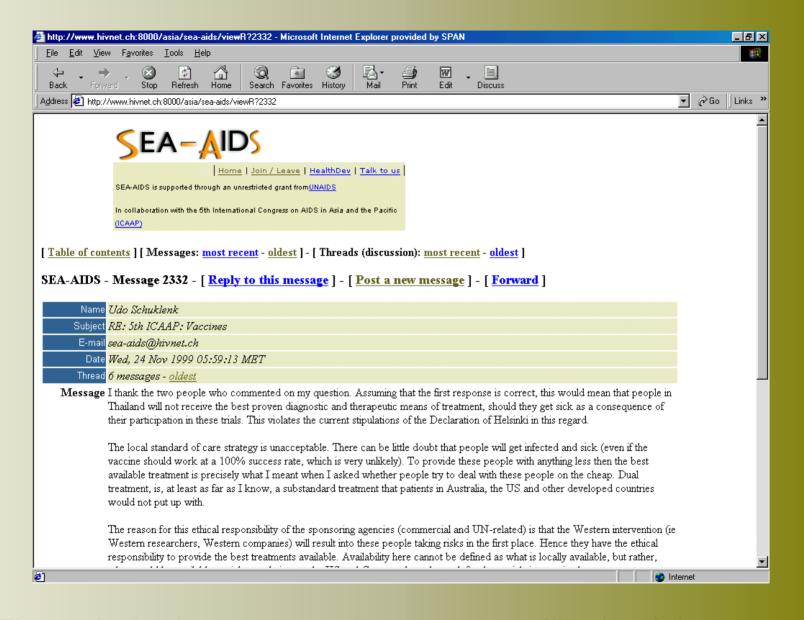




This is how postings appear in your email inbox

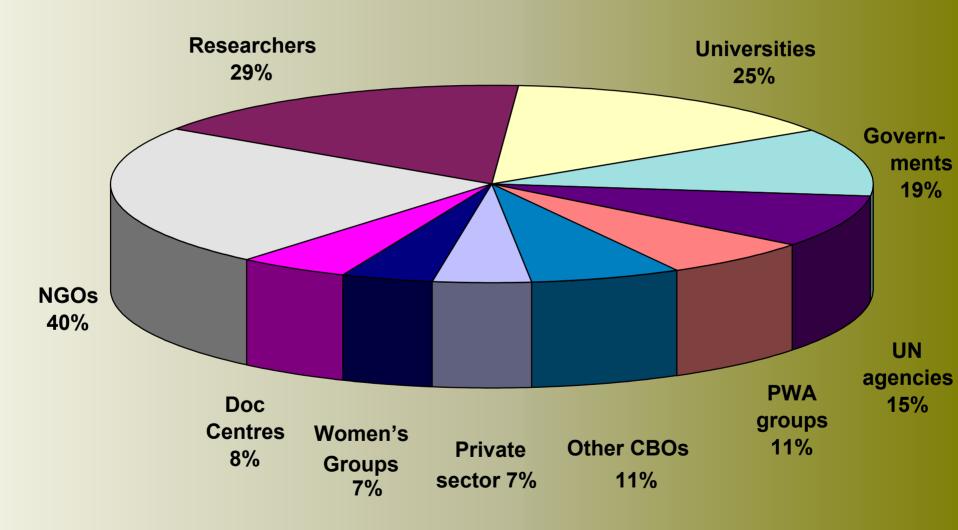


... and they can be reviewed through the internet too

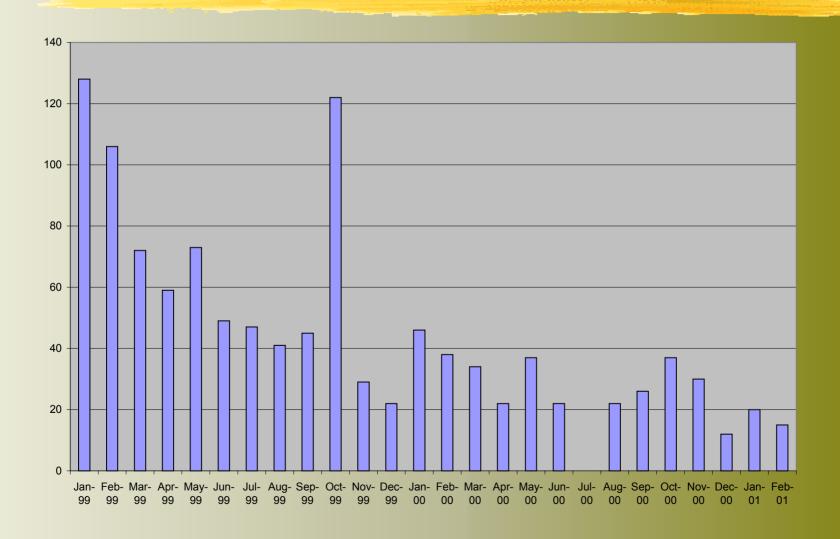


Through the internet you have options like 'reply', 'forward this message', and 'post a new message' etc.

What do we know about forum members?



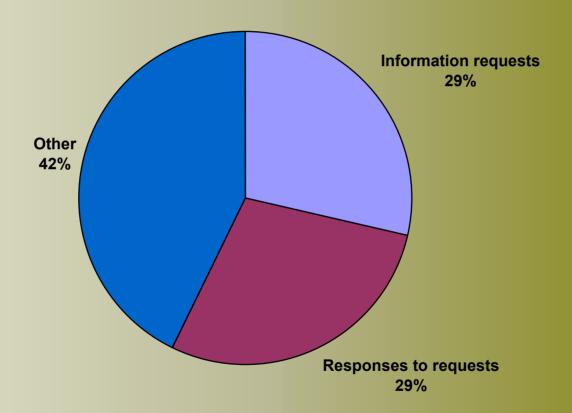
Forum activity



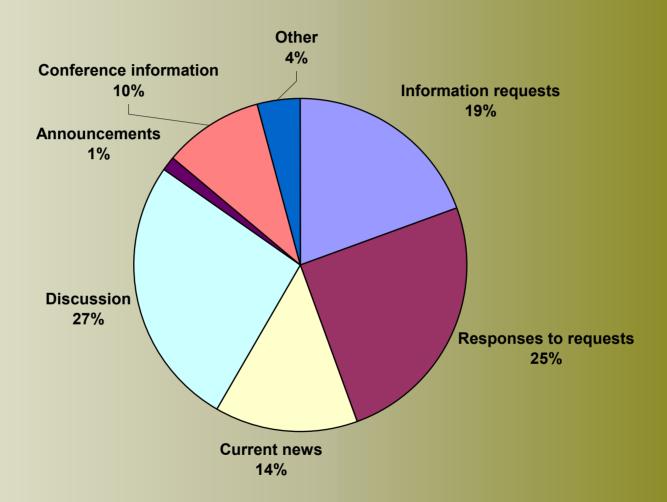
What do members discuss?

- A Requests for information or assistance
- B Responses to a specific request
- C Current news/issues
- D Sharing of opinions/ discussions around a specific topic
- E Announcements of resources
- F Information on on Conferences/workshops/seminars/events etc
- G Other

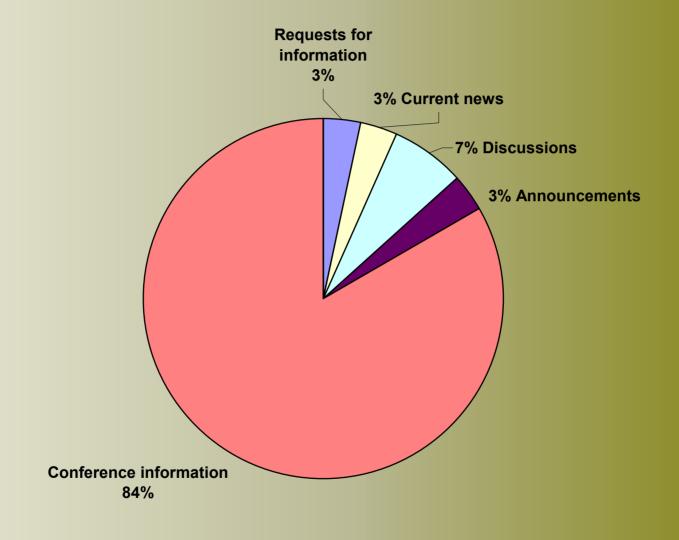
February 1996 (n = 7)



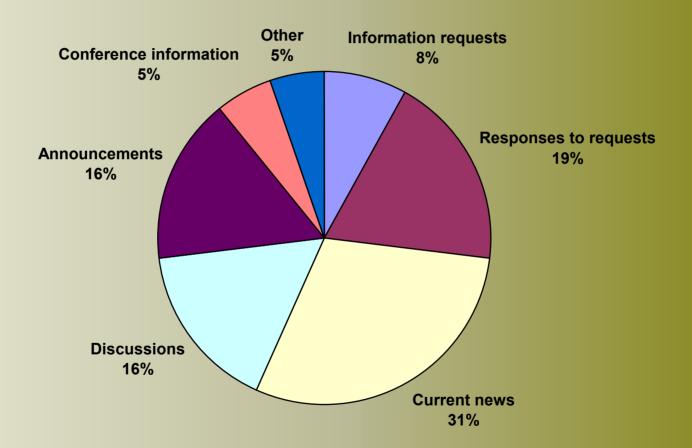
March 1999 (n = 72)



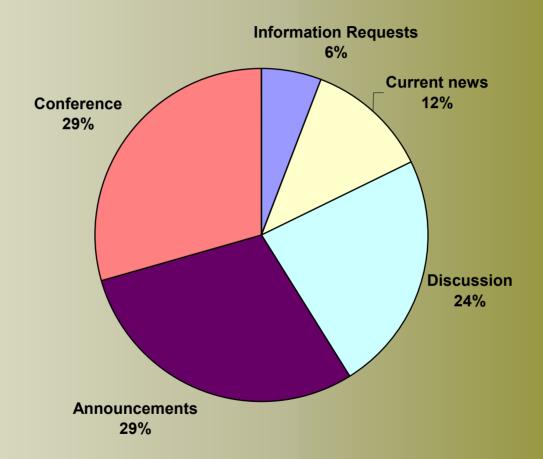
November 1999 (n = 30)



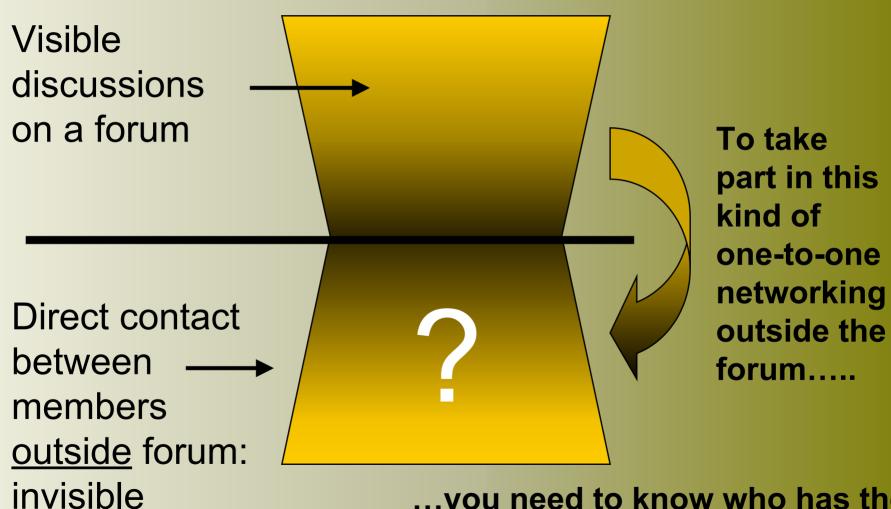
May 2000 (n = 37)



February 2001 (n = 17)

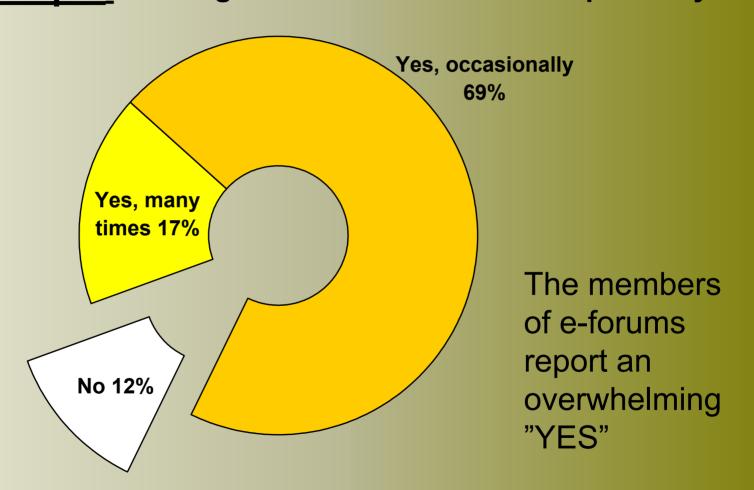


Are discussions visible to other forum members?



...you need to know who has the same issues or concerns

We asked forum members: Have e-mail forums helped you find people working on the same issues or topics as you?



Nice to meet you...



... in person - finally.

Also known as the:

"Oh, so you're"

"Oh, you're younger/older than I thought"

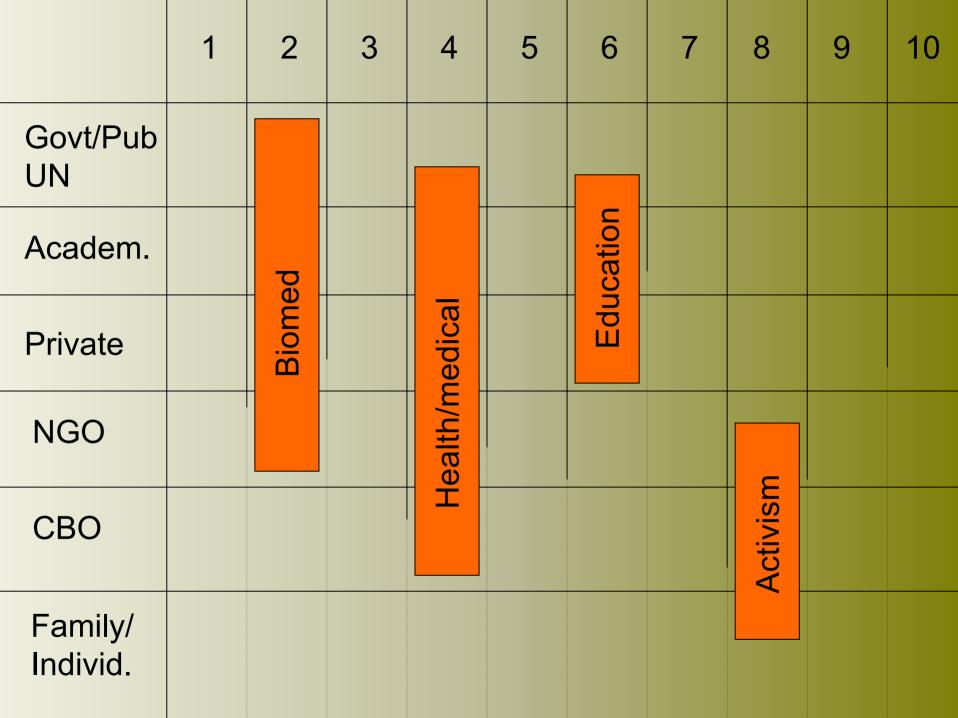
"Oh, you're a man!"

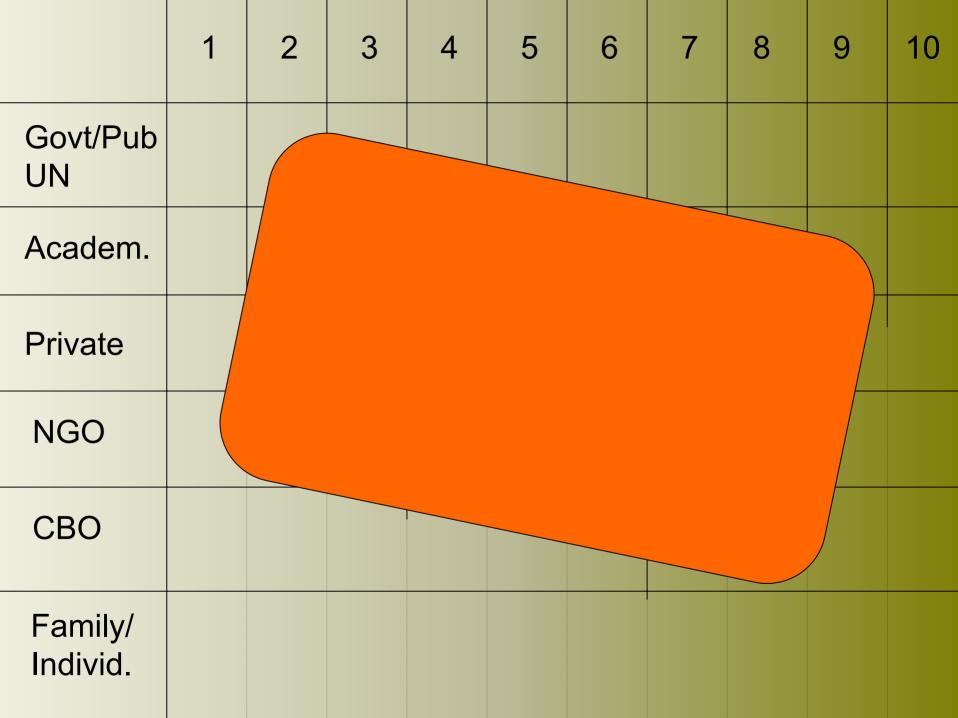
"What did you think I looked like?"

So the value of SEA-AIDS....

...lies not so much in the amount of information exchanged......

together to share their own information, opinions and experiences on common objectives and needs

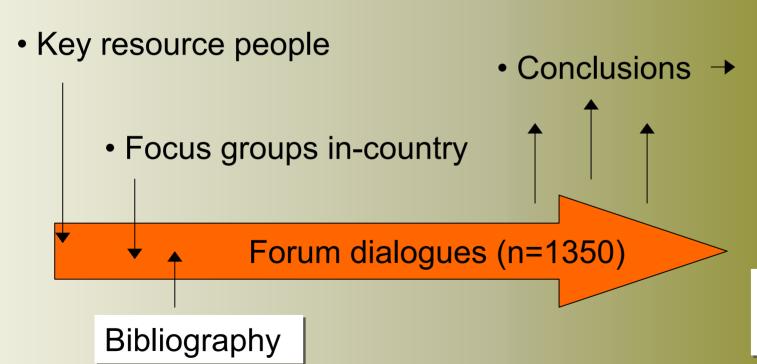




Stigma and HIV/AIDS in Africa (6 months)

Desk research

Forum membership drive



Consultation meeting

Research agenda

Who controls the majority of discourses on HIV/AIDS in 2001?

Discourses are mostly channeled through information systems and meetings:

- **Publications, newsletters**
- Mass media coverage
- **Conferences and other face-to-face meetings**
- The internet & web sites

Publications and newsletters

- Writers and editors
- Large international organisations
- Private sector (e.g., pharmaceutical and publishing)
- Industrialised countries?
- A small number of people



Mass media coverage

Media organisations (e.g., editors, journalists, advertising managers Large international organisations (e.g., through press releases and high-profile speeches) **Industrialised countries** A small number of people

Conferences and other face-to-face meetings

- International Advisory Boards
- International/national societies (e.g., IAS, ASAP)
- Local organising committees
- **Conference sponsors**
- Industrialised countries
- A small number of people



Who controls the majority of discourses on HIV/AIDS in 1999?

- Industrialised countries
- A small number of people

So who sets priority themes for electronic networks on HIV/AIDS?

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Benefits

- Information exchange and discussion
- Fostering new partnerships between members
- Raising local and national priority issues
- Input and content from affected communities
- Promoting self-representation;
- Shifting agenda-setting into the hands of communities most affected by the epidemic;

E-networking – To do's

- Most electronic forums are still used for dissemination and not discussion among members little bottom-up content
- There is still a lot of confusion between:
 - information technology, exchange of content, and networking among people
- National/regional USE, but not MANAGEMENT so again not fully bottom-up

E-networking – To do's

- Uneven access to e-mail (by country, sector, capital/ provincial & status)
- Single language (Thai, Chinese)
- Information overload & duplication
- Small number of 'active' participants
- No good 'road map ' of resources;



SEA-AIDS

Electronic networking among HIV/AIDS organisations in Asia Pacific

For further information, please contact:

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Health and Development Networks

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(additional slides just in case I need them)

Examples of moderation steps

- Basic member services simple member questions about forums, refer to archived discussions etc.
- Referral services refer requests to more appropriate information sources (student projects etc.), suggest suitable institutional contacts, explain confidentiality guidelines, frequently asked questions; pass on replies directly to original authors
- Edit for timeliness, readability, spelling etc., explanation of acronyms, de-jargon, & add contact details of authors
- Reply to authors requesting clarification, further information or reference materials
- Cross-reference to previous postings, discussions or other events/publications look for consistency of content, contrasting views etc.
- Add moderator comment, analysis, summarise main points, ask public questions

Content moderation -> increasing content relevance and 'density'

Inbox Increasing Background content 'density' reading/info Moderation steps Key Correspondents Invite comment Moderation increases content 'density' and relevance to users Postings to

forum users

(No moderation)

Inbox Low content 'density'

Postings to forum users

Without moderation, content density and relevance stay at this level