

WS 97 - How to create relevant Internet Governance Content

Session Title	How to Create Relevant Internet Governance Content
Date	9 December 2016
Time	9:00 - 10:30
Session Organizer	<p>Co-Organizers</p> <p>Dustin Phillips – ICANNWiki</p> <p>Adrián Carballo - CCAT LAT Centro de Capacitación para América Latina y el Caribe</p> <p>Julio César Vega Gómez - AMIPCI Asociación Mexicana de Internet</p> <p>Olga Cavalli - Internet Society Argentina Chapter – South School on Internet Governance</p>
Chair/Moderator	<p>Olga Cavalli</p> <p>Dustin Philips</p>
Rapporteur/Notetaker	Adrián Carballo - CCAT LAT Centro de Capacitación para América Latina y el Caribe
List of Speakers and their institutional affiliations	<p>Aquino Ribeiro, Renata University of Paraíba</p> <p>Solis, Cynthia - Lexis</p> <p>Bárbara Marchiori – Organization of American States</p> <p>Chung, Edmond – Dot Asia</p> <p>Alaraj, Nadira ISOC Palestina Chapter (remote)</p> <p>Lucena, Cláudio – Paraíba State University</p> <p>Catherine García Porras -The Hague University</p> <p>Olga Cavalli – ISOC Argentina Chapter and South School on Internet Governance</p> <p>Dustin Philipps – ICANNWiki</p>

<p>Key Issues raised (1 sentence per issue):</p>	<p>Creating high-quality, relevant Internet governance is essential to building capacity for a strong multistakeholder model that is truly inclusive, multicultural and multilingual.</p> <p>In order to promote a multicultural environment, we need to respect the important role that language plays in culture.</p> <p>To engage a diverse set of stakeholders from a diverse set of regions, localised content will need to be developed in a bottom up way that reflects the views and values of the groups that we are trying to reach.</p>
<p>If there were presentations during the session, please provide a 1-paragraph summary for each Presentation</p>	<p>No presentations</p>

<p>Please describe the Discussions that took place during the workshop session: (3 paragraphs)</p>	<p>The session began with moderators setting the scene, by describing the importance that culture and language play in educating people and demonstrating the importance of Internet governance. While demonstrating this importance, the organizers also highlighted the difficulties in creating and maintaining this content in a way that addresses the need for multicultural and multilingual content in a sustainable way. Based on answers from the audience, when asked about their native language, it was determined that over $\frac{3}{4}$ of the audience spoke a language other than English as their native language, providing a clear example of why relevant Internet governance content is so important.</p> <p>A variety of obstacles were identified from both sides of the content issue. On the content creation side, panelists raised a number of key issues, including the difficulty of translating technically dense subject areas such as cybersecurity, the additional complications created by non-latin scripts, engaging stakeholders that don't understand the significance of the material and the differences that exist between regional dialects of the same language. Additionally, the importance of the messaging was highlighted.</p> <p>From this set of issues, there was general agreement from the panelists on several key points. Several panelists concurred that issues need to be presented to different groups of people in different ways, in order for the message to resonate with them. This was considered important not just across cultures, but also stakeholder groups. The panel also shared experiences about the difficulties they face in producing translated content. Many of the panelists agreed that there is a demand for content in localised languages, but several of them stated that the capacity to produce that material is not available. An example of this was tied back to audience input at the beginning of the session, when over $\frac{3}{4}$ stated that English was not their native tongue. It was highlighted that the workshop was not translated, which inherently limits and/or excludes them from important conversations. The purpose of this workshop was to find ways to address realities like this one.</p>
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<p>Please describe any Participant suggestions regarding the way forward/ potential next steps /key takeaways: (3 paragraphs)</p>	<p>For dealing with content at live conferences and events, participants suggested several possible ways in which the need for multicultural and multilingual content could be addressed. One recommendation was using the remote participation tools, such as live transcripts for more effective for in person participation for those that speak a language other than English. It was acknowledged that this was not a perfect solution, but could be an improvement. The general agreement however, was that simultaneous translation is the best solution that we currently have for enabling diverse participation and that it is something that Internet governance discussion forums should invest in.</p> <p>For creating content that is localised and relevant, a number of methods were suggested, which in most cases can work together. First, was that each audience may need customized content in order for them to recognize the significance of the issue. This requires understanding the audience. This transitioned into the second suggestion, which was to identify leaders in different communities that can act as an ambassador to that community as well as a source of knowledge for localised content.</p> <p>Finally, it was suggested that we do not minimize the importance of translating content just because we find that a lot of people speak sufficient English. This was raised for two reasons. First, it does not acknowledge or respect the fact that those that do not speak English still have an important voice and role in the governance of a resource that will be connecting to billions of non-English speakers over the next decades. Second, if English is used as the only language, we inherently lose some of the cultural inputs that are an ingrained part of any language.</p>
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