

Research Design for PAN L10n Phase II (Draft)

Regional Research Component for Content

Mumit Khan
BRAC University

Introduction

The Regional Research Component (RRC) for content in PAN L10n Phase II is tasked with synthesizing the work on content across all the Country Partner Institutions (CPI). The primary tasks for the RRC for content may be summarized as following:

- Provide the guidelines for content collection and creation; this includes providing recommendations on the complete content collection and creation life-cycle;
- Provide an understanding of the intellectual property rights (IPR) related issues, and coordinate the IPR related issues among the CPIs; and
- Coordinate the overall collation and dissemination of the content collected and created the PAN L10n Phase II project.

To achieve the objectives laid out for RRC-content, the first step is to collect the existing “best practices” on content development cycle, and then to help the CPIs adapt their processes to take advantage of this knowledge. This would of course require surveying the CPIs on their existing practices, as the CPIs may already have good processes in place that may be replicated by the other CPIs. RRC-content will provide an overview of the existing content related (also applicable to software in most cases) licenses available for use, and provide guidelines on how to choose an appropriate license for content developed as part of the PAN L10n Phase II project. The last step is to collect and collate the various content related deliverables from the CPIs throughout the tenure of the project, with the goal to effectively publish and disseminate the content.

The following sections describe the overall research design of RRC for content for PAN L10n Phase II.

Content development cycle

While the volume of content being generated in a various domains is growing at a large pace, there has not been much published research on methodologies for developing the content. In order to provide recommendations on complete content development cycle to the CPIs, the RRC-content team must first survey the best practices in this area, and disseminate that to the CPIs. The following steps will be taken:

1. Survey of existing content development methodologies, especially those being used by the CPIs in Phase II. This includes the nature of the content, the technologies being used, the IPR regimes in place, etc. This will provide a

baseline of the content development methodology across the PAN L10n Phase II CPIs. The survey questionnaire is provided in Annex I.

2. Review the published literature for the content development methodologies. This review will specifically address the issues of target group selection, needs assessment, content distribution media and issues of accessibility.
3. Review the various technologies being used by content developers, for both content development/collection and dissemination, and the suitability of these technologies in the context of PAN L10n CPIs.

Intellectual Property Rights Regimes for Content Publishing

The availability and accessibility of the published content is heavily influenced by the IPR regimes used for the content, and as such a key issue to be undertaken by RRC-content. The range of content development, from creating content “from scratch” to creating derived content (either through translation or collection of existing content), requires an understanding of the IPR issues involved in collection, publication, and distribution of the content being generated under the project. The goal is to provide the CPIs with an understanding of the range of IPR related issues, and then to provide guidelines on what IPR regime to use for publication of the content being developed. The following steps will be taken:

1. Survey the IPR regimes in place in the various countries, keeping in mind the international treaties.
2. Compile the various licenses that are available, from very restrictive ones typically used by the conventional book publishers to those being used for “free/open” content.
3. Provide guidelines on what the CPIs may choose to publish their content under, with specific references to the suitability of the different licenses for the different types, and different origins, of content being developed.

Content coordination and publishing

The RRC for content is tasked with coordinating the content from various CPIs to ensure timely publication of these contents, and to ensure that the content is as widely disseminated as possible. To make that happen, RRC-content will take the following steps:

1. Maintain a Wiki with content related issues, from content development methodologies to licensing issues.
2. Maintain regular communication with CPIs to coordinate the content development process.
3. Provide assistance on content publication and dissemination issues.

Summary

There is a range of different types of content being developed by the PAN L10n Phase II partner institutions, and there are hosts of issues that need to be addressed and resolved in order to make the content relevant, usable, accessible, and of benefit to the target communities. The RRC for content team is tasked with synthesizing the content research across the PAN L10n Phase II project, providing guidelines on complete content development cycle, content licensing issues and technologies related to content collection, creation and dissemination.

