



## ICT Awareness

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## Outline

1. Conception of ICT Awareness
2. Content of ICT Awareness
3. Pilot Test and Follow-Up Plan



### 1. Conception of ICT Awareness

**Awareness** is the lowest level  
of Affective Domain Objectives



### Affective Domain Objectives ---Krathwohl et al

- **Receiving (Attending ) Awareness**  
Willingness to receive  
Controlled or selected attention
- **Responding**  
Acquiescence in responding  
Willingness to respond  
Satisfaction in response
- **Valuing**  
Acceptance of a value  
Preference for a value  
Commitment
- **Organization**  
Conceptualization of a value  
Organization of a value system
- **Characterization by a value or value complex**  
Generalized set  
Characterization



### 1. Conception of ICT Awareness

**Awareness** is the lowest level  
of Affective Domain Objectives

Having knowledge or  
realization of sb./sth.  
— Oxford Advanced Dictionary

**Basic Knowledge of ICT**



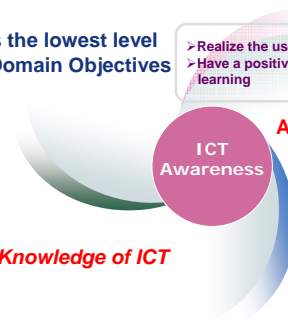
### 1. Conception of ICT Awareness

**Awareness** is the lowest level  
of Affective Domain Objectives

- Realize the usefulness and value of ICT
- Have a positive attitude toward ICT and its learning

**Awareness Building**

**Basic Knowledge of ICT**



## Rationales --- Building or Changing Attitude Toward ICT

- Indispensable Basic Knowledge 
- Activating Motivation as the Basis for the following 

## Motivation Design

**A R C S**

**A:** ICT is interesting and indispensable in present society  
**R:** ICT is closely related to agricultural production and daily life  
**C:** My counterpart can apply ICT easily, so do I.  
**S:** ICT helps others solve the problems that I usually meet.

## Outline

1. Conception of ICT Awareness
2. Content of ICT Awareness
3. Pilot Test and Follow-Up Plan

## 2. Content of ICT Awareness

- Introduction
- Main Body of Knowledge
  - ICT & Agriculture Production
  - ICT & Our Daily Life
- Some Relevant Cases

## 2. Content of ICT Awareness

- Introduction
 

**MIND BOGGLER:**  
Discuss the major change in the tools used in agriculture from ancient times till now.

  - Three stages of Human Society Development
  - ICT is the main tool in Information Society

**Learners will know and realize after :**

  - With the development of society, production tools and ways have been changing all the time.
  - The advanced tools and ways of production can promote the productivity and efficiency of farming.

## 2. Content of ICT Awareness

- Main Body of Knowledge
  - ICT & Agriculture Production
    - ICT & Crop Farming
    - ICT & Animal Husbandry
    - ICT & Forestry
    - ICT & Fishery
  - ICT & Our Daily Life
    - Access to Various Useful Information at Home
    - Process and Publish Information
    - Store Information
    - Transmit Information

## 2. Content of ICT Awareness

- Ms. Zhao and The ill orange Tree
- Wife of a migrant worker
- Online Product Trade

### • Some Relevant Cases

## 2. Content of ICT Awareness



### Three Activities :

1. Discuss about the change of production tools with the development of society.
2. Discuss about your family's main farming problems and the possibility of using ICT to improve product output and efficiency.
3. Please try to find people who have the experiences of solving problems with the help of computer and internet. Ask them to share experiences with you.

## Outline

### 1. Conception of ICT Awareness

### 2. Content of ICT Awareness

### 3. Pilot Test and Follow-Up Plan

## 3. Pilot Test and Follow-Up Plan

### ➤ method:

- Developed together with a Trainer
- Survey on Rural Areas Women

□ 30 Learning materials and questionnaires were handed out by mail, 24 got back.

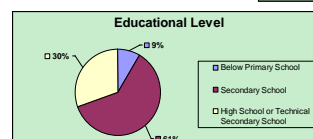
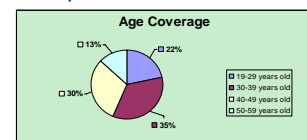
□ Geographical Coverage: HeNan, ShanDong, SiChuan, GuiZhou, GuangXi....



## 3. Pilot Test and Follow-Up Plan

### □ Basic Information of Participants:

78% above 30 years old




91% have secondary and above educational level

### 3. Pilot Test and Follow-Up Plan

❑ Prerequisites of Participants:

- ✓ Have ever **seen** computer: 91.3%;
- ✓ Haven't yet **used** computer: 60.9%;
- ✓ Haven't yet **surf the Internet**: 65.2%



### 3. Pilot Test and Follow-Up Plan


➤ About the content in learning Materials:

❑ Understanding of the Materials  
(We have selected difficult sentences to ask about comprehension)

- ✓ Have no difficulties in understanding those sentences: 78.3%;

❑ Relevance of the cases:  
(Have you ever met with the problems in those cases?)

✓ Frequently encounter:	26.1%;	} → 87%
✓ Have ever met with :	60.9%	
✓ Never met with:	13.0%	



### 3. Pilot Test and Follow-Up Plan


➤ About ICT Awareness Building

❑ About ICT and daily life: After reading learning materials, ICT

✓ Is useless in my life:	8.7%;	} → 87%
✓ Is far away from my life:	4.3%;	
✓ Is useful in my life:	39.1%;	
✓ Can improve my living quality:	30.4%;	
✓ Can raise my work efficiency:	17.4%;	

❑ About ICT learning attitude : Would you like to take part in some following ICT training?

✓ Would love to participate relevant training:	52.2%;
✓ Maybe go firstly, if it's useful, I will keep on :	21.7%
✓ Would like to, but without spare time:	26.1%




### 3. Pilot Test and Follow-Up Plan

➤ About ICT Awareness Building

❑ What do you think ICT can do for you ?

✓ Raise agricultural production efficiency:	13.0%;	} → 60.9%
✓ Acquire information:	39.1%;	
✓ Communicate with others:	8.7%;	
✓ Useless in my life:	4.3%;	
✓ Without responds:	34.8%;	




### 3. Pilot Test and Follow-Up Plan

➤ Revision Based on the Results of Pilot Test

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- Making words easier to read and understand.




### 3. Pilot Test and Follow-Up Plan

➤ Problems and Suggestions from Participants:

- More examples.
- More illustrations.
- Be closer to real life.

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Making a Plan for Trainer's Training



### 3. Pilot Test and Follow-Up Plan

#### Requirements For Training of Trainers

- ✓ Prepare more **successful cases of women** in rural areas with ICT;
- ✓ Be familiar with **women life in rural areas.**

- ✓ Using plain language **easy to understand**
- ✓ Help learners establish **confidence of Learning ICT**

Any suggestions?

Thank You for Your Attention!

