

New Job Opportunities in Rural Community in the Era of Information Society

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I. Transformation of Civilization

Hunting & gathering Society

Horticultural Society

Agrarian Society
(since 8000 BC)

Industrial Society
(since 17AD)

Information Society
(since 1970)



Evolution of Human Society

- ◆ Hunting and gathering society
- ◆ Horticultural society
 - Crop cultivation starts by women as well as hunting and gathering
 - Settle down as a small group
- ◆ Agrarian society
 - Agriculture starts
 - Settle down one place for a longer period
 - Community becomes important
- ◆ Industrial society
 - Town, city developed as cottage manufacturing become factory manufacture
 - Mass production & consumption
 - Concentration of capital, people and information
- ◆ Information society
 - Decentralization and deconcentration of people, capital and information

Agrarian Society

- ◆ Settle down one place for a longer period
- ◆ Characteristics of Agrarian Society
 - Village is a basic unit of settlement for inhabitation
 - Scattered inhabitation in small villages
 - Small scale cottage industry for mainly self-subsidizing.
 - Village is a small universe:
 - Political, social, economic, cultural and defense mechanism developed
 - Production, storage, processing and consumption are made in a village
 - Periodic Market is developed for exchanging goods such as food items, tools & instruments

A Rural Community in an Agrarian Society

A rural village is a small universe

- Active & Various Social organizations
- Pyramid type age structure
- High population growth rate
- Low productivity by using traditional technologies

Strong community solidarity

Industrial Society

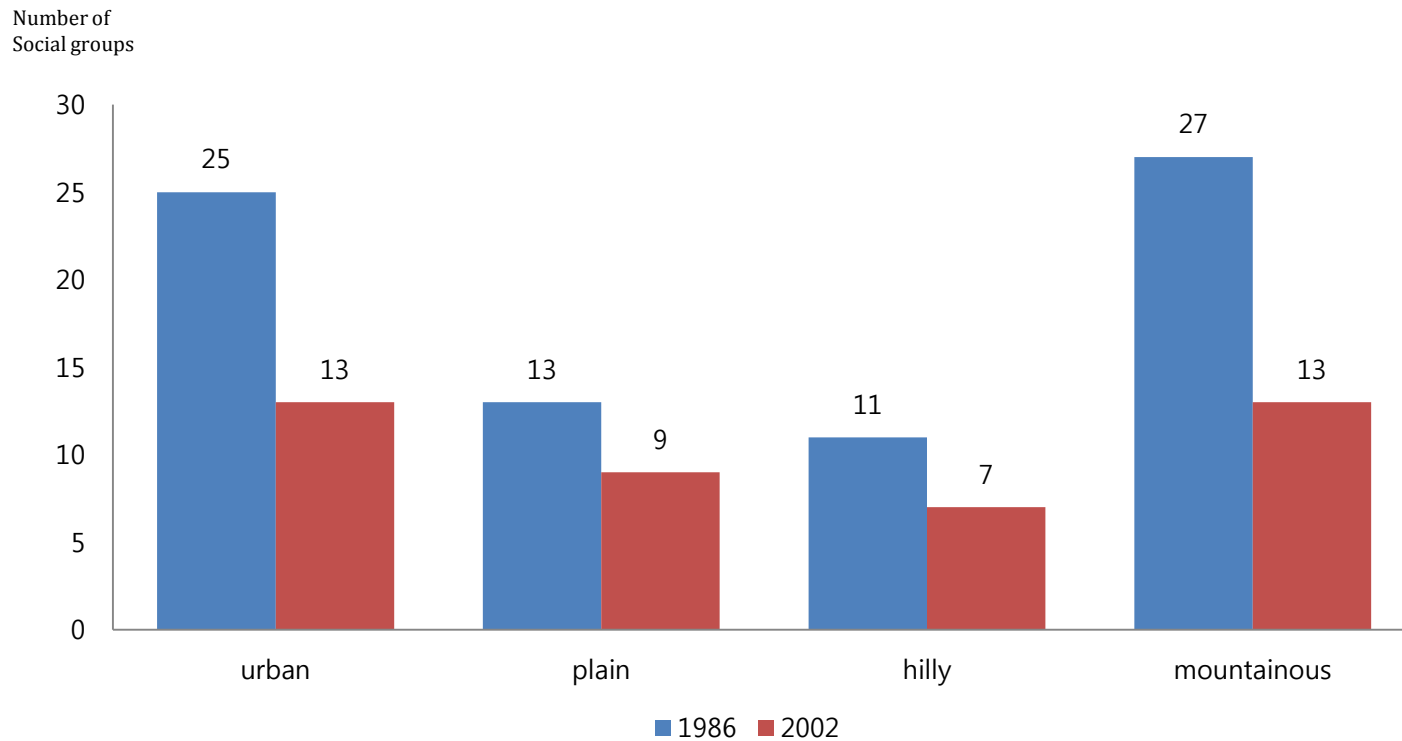
- ◆ Labor works are replaced by machine work and therefore, cottage industry is replaced by factory type mass production system
- ◆ Labor workers are migrating from rural villages to cities to work at factories, and therefore, cities are developed to accommodate people migrated from villages
- ◆ Characteristics of Industrial Society
 - Rural to urban migration and urban development
 - Mass production by standardized production system
 - Concentration
 - People, particularly educated, young and productive people migrate and concentrated in cities
 - Capital from rural areas accompanied by education and transferred to cities as forms of investment, industrial capital, etc.
 - Information on banking, data, statistics, ...etc.

Rural to Urban Migration

- ◆ Rural to urban migration occurs selectively;
 - Educated and productive and young labor force are migrating selectively to urban areas
 - Aged people remain in rural communities
 - Rural population becomes aged, and are disorganizing community social groups
 - Farm households faced discontinuity due to the young generation from farm households educated in urban areas did not return back to rural areas for succeeding the parents farms

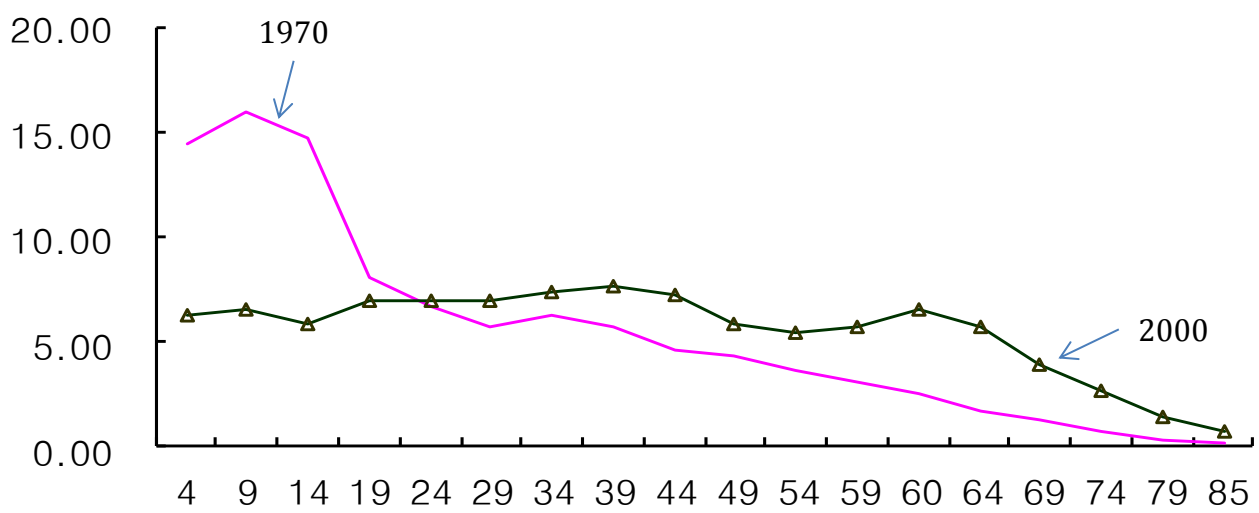
The Change of Community Social Groups

(The case of 4 village in Chungnam Province in Korea)



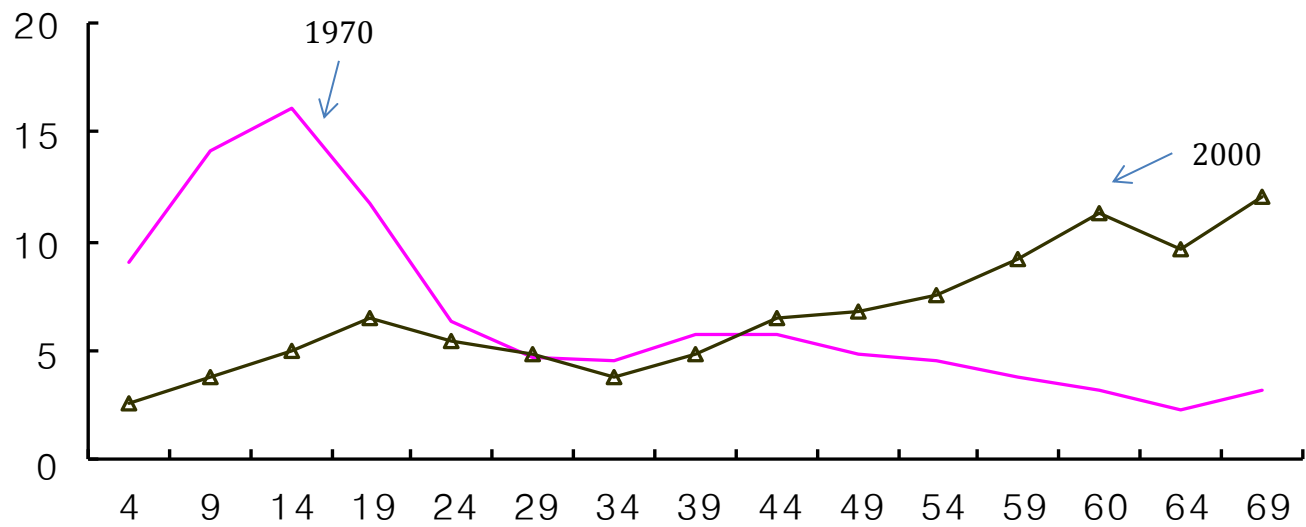
The Change of Age Structure of Rural Population

(The case of Korea during 1970~2000)



The Change of Age Structure of Farm Population

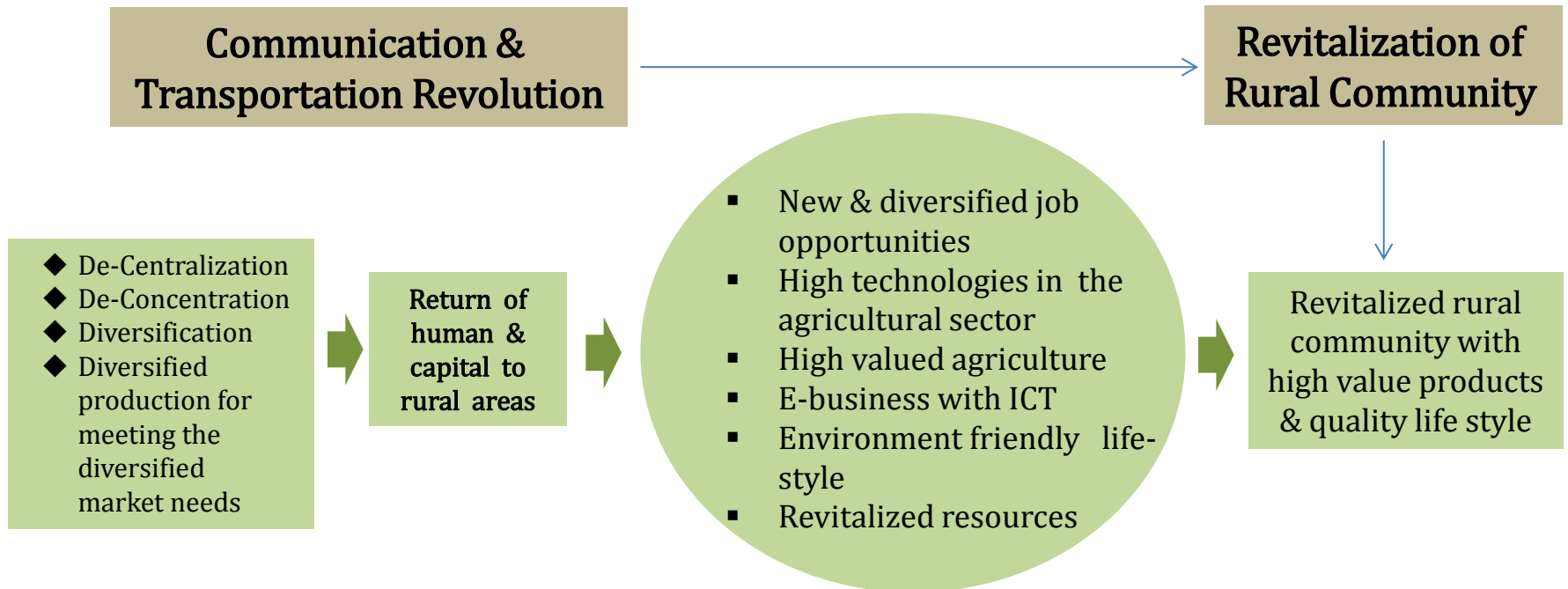
(The case of Korea during 1970~2000)



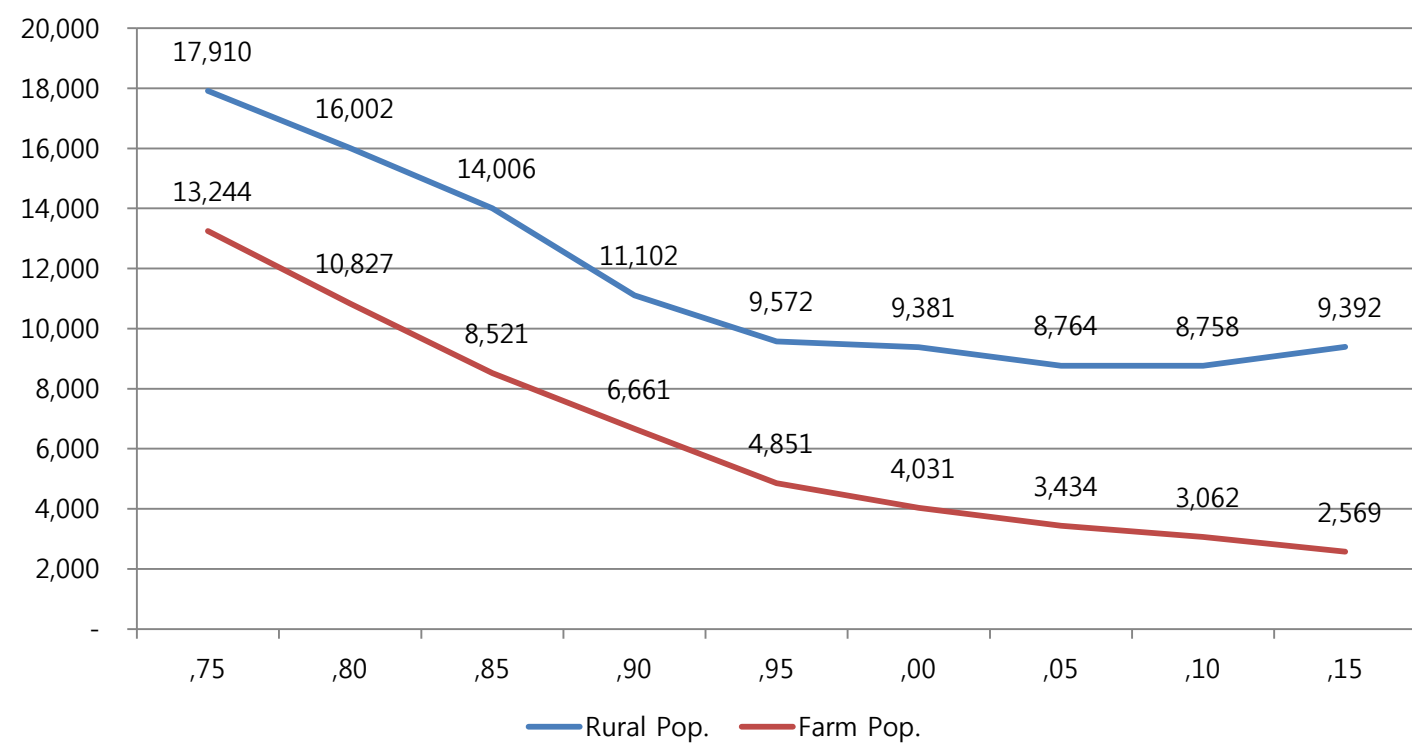
Information Society

- ◆ Information society is evolved by the revolution of communication and transportation
 - Internet use : most information are diffused through inter net
 - Distance is not important to reach, but the accessibility is.
- ◆ Characteristics of Information Society
 - Decentralization : small town and rural community becomes important
 - Decentralization: information, capital, people, jobs,..etc.
 - Diversification
 - Hand made becomes more valuable than factory mass production
 - diversity, individuality, personality are respected
 - Young people has a trend to choose a nature and environment friendly life rather than urban life

A Rural Community in an Information Society



The Change of Rural Population in Korea (1975~2015)



The Change of Lifestyle in Different Societies

Societies	Factors for change	Value change	Result of the change
Agrarian	<ul style="list-style-type: none"> ◆ Village settlement ◆ Man labor oriented industry 	<ul style="list-style-type: none"> ◆ communality ◆ small periodic market ◆ Cottage industry 	<ul style="list-style-type: none"> ◆ Self-reliance economy ◆ Selling surplus ◆ village community ◆ Agrarian culture
Industrial	<ul style="list-style-type: none"> ◆ Machine replace man labor ◆ Factory production ◆ Farmers become factory workers 	<ul style="list-style-type: none"> ◆ Concentration ◆ Centralization ◆ Standardization ◆ Mass production 	<ul style="list-style-type: none"> ◆ Rural to urban migration ◆ Commercialized farming ◆ Standardized behavior ◆ Decline of agrarian culture ◆ Idleness of rural resources
Information	<ul style="list-style-type: none"> ◆ Revolution of communication and transportation ◆ Distance lost meaning 	<ul style="list-style-type: none"> ◆ De-concentration ◆ De-centralization ◆ Personalization ◆ Diversification 	<ul style="list-style-type: none"> ◆ Revitalization of remote areas ◆ Development of rural centers/cities ◆ Consumer oriented production ◆ Agriculture becomes high vale industry ◆ Revalued rural resources ◆ Return migration to rural areas

New Job Opportunities in Rural Areas in the Information Society

ICT Based Jobs in Rural Community

◆ In the Public Sector

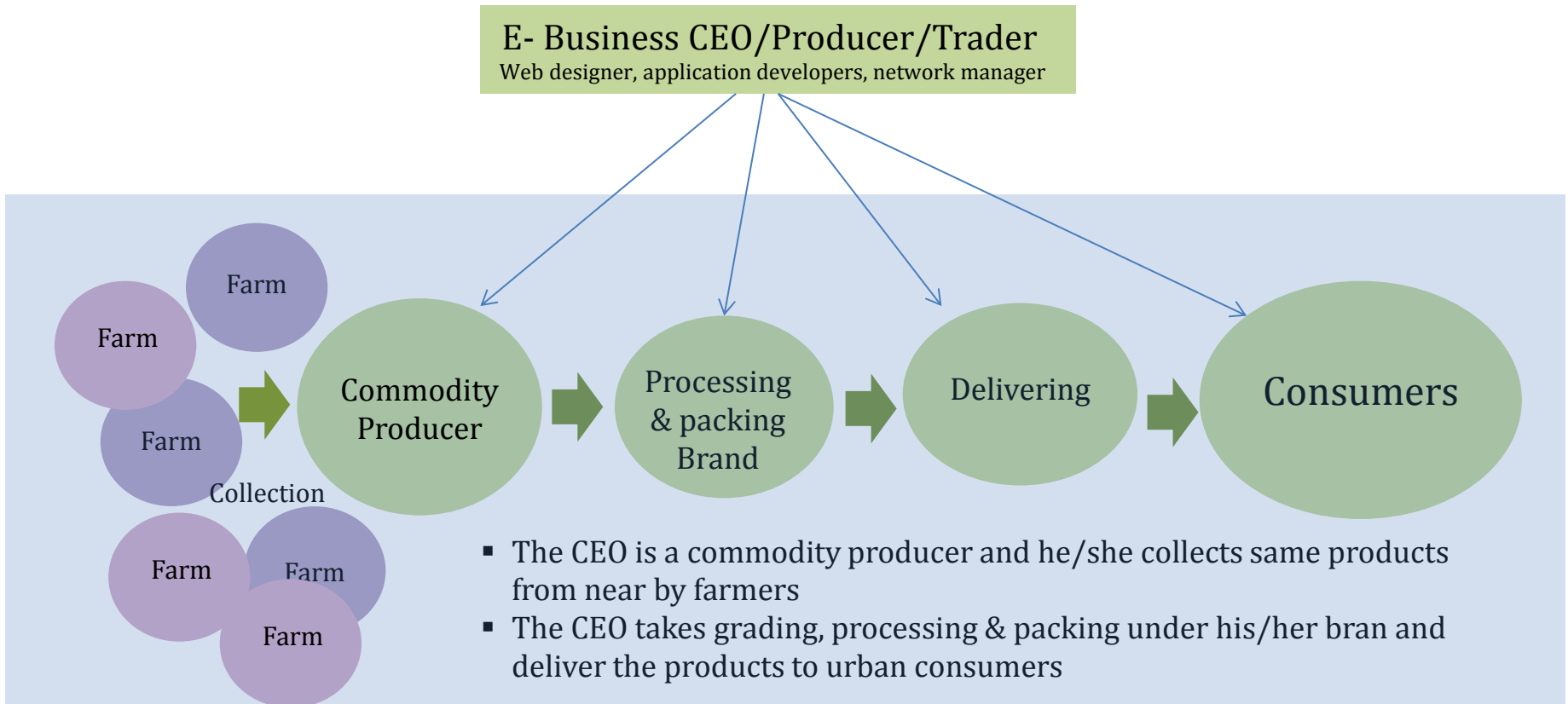
- Jobs related to the E-business
- Information service program of government in the agricultural and rural development sector has increased, and employees increased in rural communities
 - Portal service
 - Information on market price of agricultural products, pest control, environment control for horticulture, fruit tree cultivation and livestock management
- E-learning programs

ICT Based Jobs in Rural Community

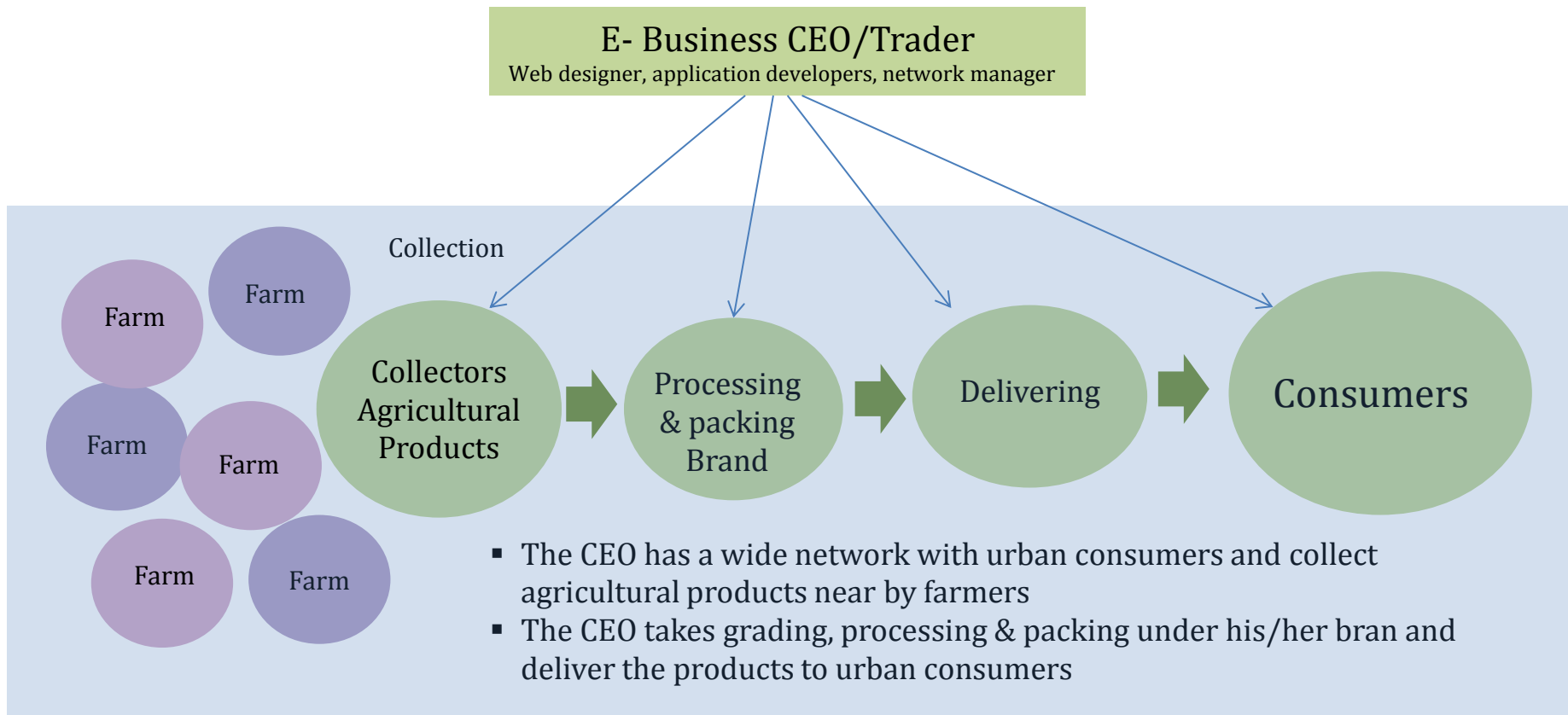
◆ In Private Sector

- E-business related jobs
 - E-business CEO & employees
 - Community managers /business operators
 - Employees on production, collection, processing & packing and delivering
- B&B and employees in related business
- Commentators on the eco-tourism, culture and rural life
- Diversified jobs in rural centers to engage in production activities and provide services for the people in rural communities

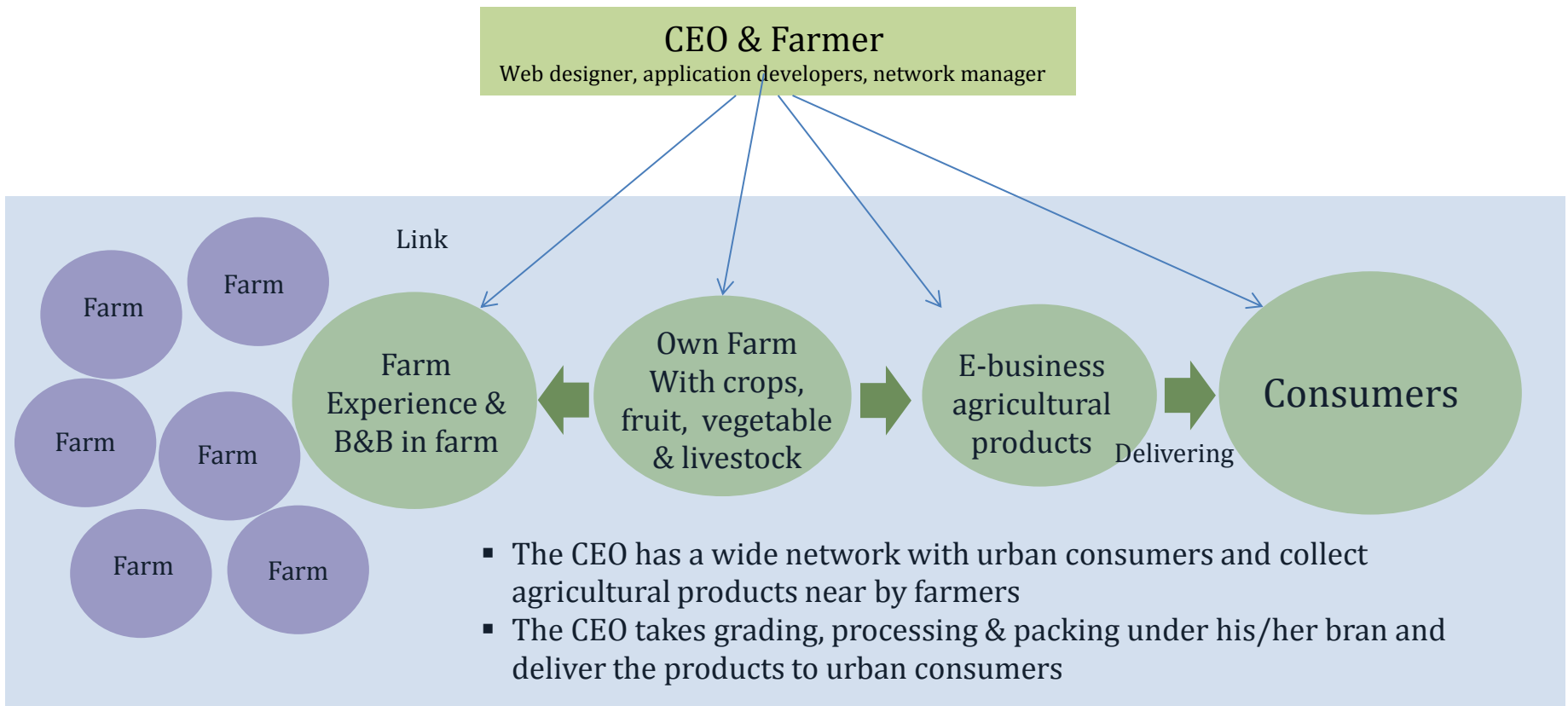
E- Business Model with Agricultural Production, processing & marketing



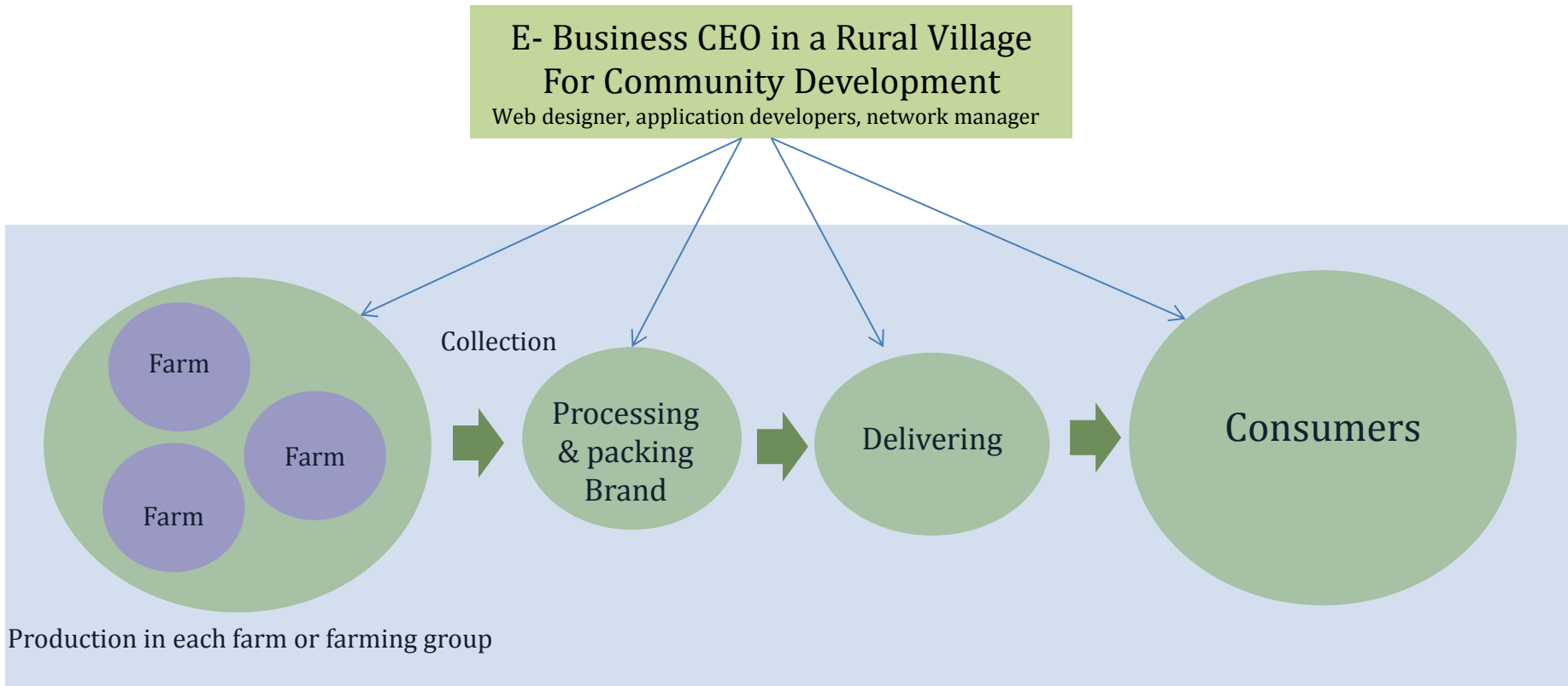
E- Business Model with Agricultural Trading



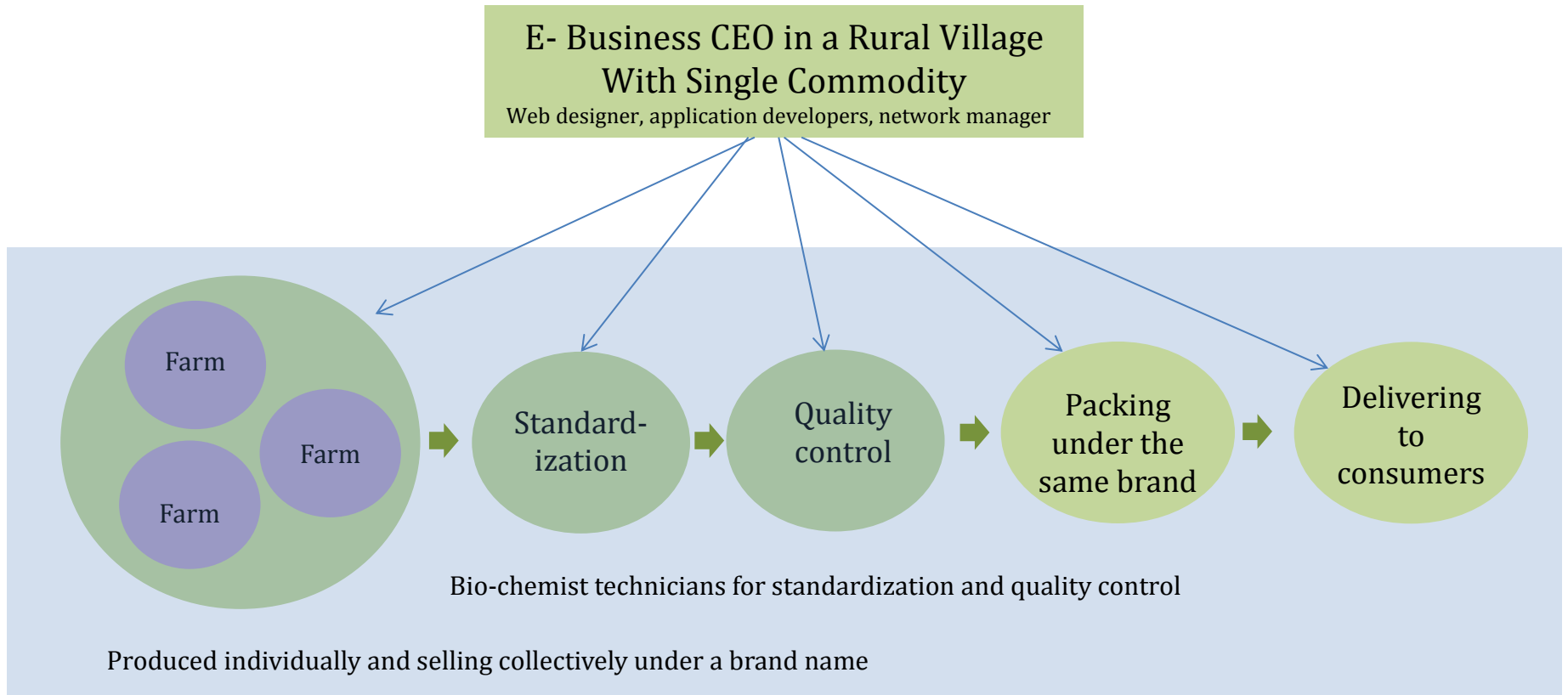
E- Business Model with Agricultural Production, processing & marketing



E- Business Model with Agricultural Activities in a Rural Community

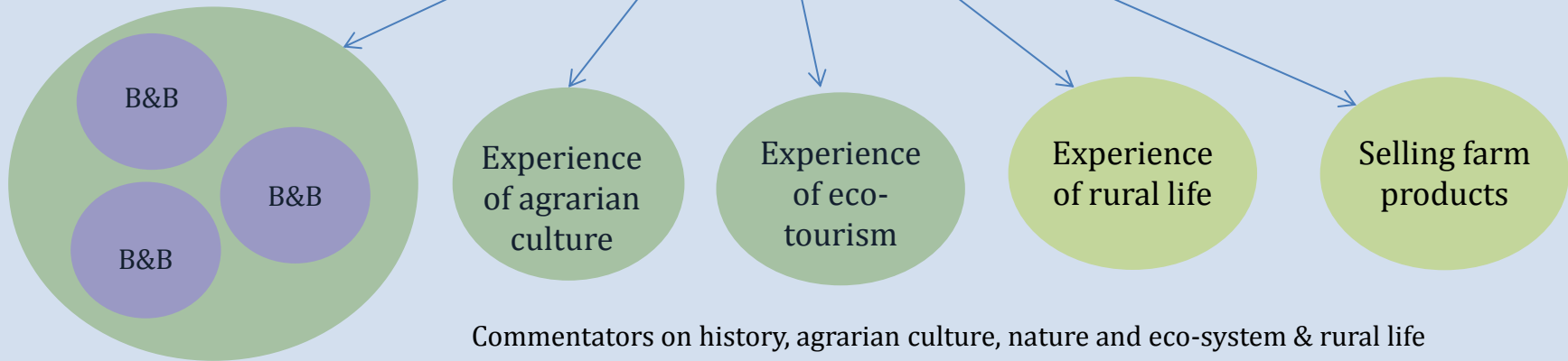


E-Business of Agricultural processing (ex: Soonchang soybean paste)



B&B Model & Jobs Related

**E- Business CEO in a Rural Village
Managing Community Business**
Web designer, application developers, network manager



Other Jobs

- ◆ CEO of SME and employees in various fields
- ◆ Community managers
 - Village is a kind of business entity, therefore, community leaders must be community managers in the fields of;
 - Resource management
 - Production and processing & marketing management
 - Social engineering for facilitating the development activities
- ◆ Specialist for training return migrators
- ◆ Teachers for kindergarten and social education programs
- ◆ specialist for sports and recreation for rural people
- ◆ Specialists for social security and welfare for rural elder people

Thank for Your Attention