

SEAG-Symposium, 27.-31.8.2001, Los Baños, The Philippines
“Resource Management:
Private-Public Partnership and Knowledge Sharing”

**Information and Communication Technology Trends and Tools in
Research and Development: Some Philippine Insights**

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In the Philippines, the value of information and communication as indispensable tools to link Science and Technology with its intended clientele is recognized. Results of Research and Development (R & D) are useless without proper dissemination and adoption. To enhance adoption and application, however, purposive and effective communication tools and strategies must be utilized. As such, the Philippine Council for Agriculture, Forestry and Natural Resources Research and Development and the National Agriculture Resources Research and Development continue to develop mechanisms and strategies in enhancing technology management, promotion and commercialization

With the advent of E-commerce, tremendous opportunities are being provided for. In communication, the convergence of previously differentiated technological sectors (telecommunications, informatics or computer and information processing, and data and image transfer technology and interactive multi-media) provide us with the methods and media to a message faster, better and easier understood. This refocusing of communication trends and tools may be applied to the grassroots or to the local level to facilitate information sharing and access to information and knowledge, and catalyze participatory communication processes.

With these as a backdrop, it is the objective of this paper to share some insights, information and local experiences regarding how information and communication tools and trends are used in bringing about a more effective transfer of science and technology.

Specifically, this paper will cover the following topics:

1. Disseminating Research and Development (R & D) information through the Regional Applied Communication Offices
2. Packaging techniques of research information
3. The use of alternative learning systems and strategies in information and communication technology (ICT) for community development
4. Learning experiences regarding technology generation and dissemination, and
5. Recommendations to improve the transfer of science and technology

Keywords: Information and communication technology, science and technology, research information, communication trends and tools, research and development

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