

Cultural Considerations

Indigenous Knowledge

- Who's to protect the IP of the poor?
- Disney rewriting traditional stories
- Protecting Traditional Cultural Expressions
- Medicines out of context
 - Nigerian shaman in D.C. jail
- West African bone-setters
- The Lagos Marriot
- HIV-AIDs drugs from \$10,000 to \$365 a year

Cultural Considerations

- Illnesses have a social/spiritual side
- Harmony is critical; non-confrontational
- Survival on the edge
- Polychronic
- “Family” can be broader
- Community “we before me.”

Cultural Considerations

- Eye contact, laughing, touch minefields
- Silence tells a story
- Holistic understanding
- Sacred objects out of context
- Privileged outsiders need to listen

Cultural Imperialism

- Western “shock and awe”
 - Quantity
 - Quality
- Media diversity
- Where am I?
- “Nothing about us without us” - PWD rights
- Bollywood, Nollywood
- Media photos: who is identified?

Fools Rush In

- Kenyan peanuts
- Open source software
- Million Book Project
- Shovelware
- Africans with Magical Powers
- Cell phone U
- Paul Farmer in Haiti (“Mountains Beyond Mountains”)
- School band

All Things Considered

- Alieu Conteh - [Telecomm in Congo](#)
- Cell phones are empowering billions
 - Highly transactional
 - Safety, cost savings, assurance, status
- Top-down business model
- Ngozi Okonjo: [Aid versus Trade](#)

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