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Blueskying the Possibilities of Social Networking

Community and the African Blogosphere

Wednesday, March 21st, 2007 in [Uncategorized](#)

You would think, with this international world and the power to network with people from varying cultures, that we would all reach out and try to come to know others. Get outside our own box, our own way of thinking. Why not get to know the bloggers from Madagascar, Chad and Namibia?

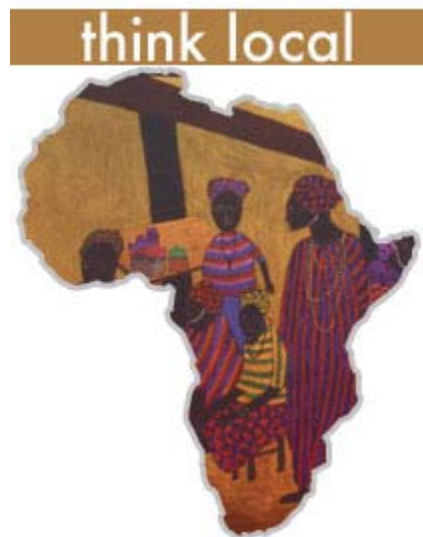
That is not what happens.

Instead, we see a lot of independent voices (the true power of the internet) that coalesce into communities of like-minds and like-backgrounds. These communities tend to operate, grow and strengthen within their own echo chamber. If enough noise is made, they grow. If enough independent thought is encouraged and a *lack* of centralized control is maintained, it is healthy. Kenyan, Nigerian and South African communities are all testaments to this, while others like Uganda and Madagascar are growing.

Can There be an African Platform?

When I first started talking about Zangu, a mobile platform that I envisioned would connect Africans, I thought of it on the global scale. I was wrong. **The strength Zangu (or any technology like it) will not be found in the connecting of Africans on an Africa-wide scale, but in the creation of a platform that connects people on the local level.**

It's not that we don't want to connect, or wouldn't be friendly and helpful if the need arose. It's that we are all too busy and have enough on our hands just trying to get by. This is true whether you're a local bicycle repair man or an international business leader. We use technology for convenience when the need arises.



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The Great Brazilian IP-Train Robbery

This article published by the Institute for Trade, Standards and Sustainable Development (ITSSD) focuses on Brazil's pursuit of Global IP Law Reforms that will weaken US Private Property Rights. From the introduction: "Princeton, NJ – March 19, 2007 – In a new University of Miami Inter-American Law Review article entitled, Brazil's IP Opportunism Threatens US Private Property Rights, trade and regulatory expert Lawrence Kogan tracks how Brazil is navigating internationally to 'railroad' the great American engine of intellectual property-based innovation and economic growth"...