

**THE EFFECTIVENESS OF THE USE OF INFORMATION AND COMMUNICATION  
TECHNOLOGY (ICT) IN DIASPORA ENGAGEMENT FOR THE PURPOSE OF  
NATIONAL DEVELOPMENT:  
A CASE STUDY OF JAMAICA**

**By**

**SENIOR, Lasheree**

**THESIS**

*Submitted to*

*KDI School of Public Policy and Management*

*In partial fulfilment of the requirements*

*For the degree of*

**MASTER OF DEVELOPMENT POLICY**

**2016**

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Approval as of July, 2016

## **ABSTRACT**

### **THE EFFECTIVENESS OF THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN DIASPORA ENGAGEMENT FOR THE PURPOSE OF NATIONAL DEVELOPMENT: A CASE STUDY OF JAMAICA**

**BY**

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Migration as a result of increased globalization has impacted population distribution worldwide and many countries now have considerably large Diasporas. These groups represent a valuable resource for exploitation by and partnership with governments for the purpose of social and economic development in their respective mother countries or homeland. In the face of advancements in Information and Communication Technology (ICT) and the changing composition of the Diaspora's constituents, the need for governments to procure effective tools and develop technologically innovative ways to engage Diaspora members who are increasingly technologically savvy, has become increasingly important.

Using primary data collected from individual Jamaican Diaspora members and representatives of key Government stakeholders in the Diaspora engagement process, as well as secondary data from previous research in the form of journal articles and case studies, this qualitative paper : (1) measures the perceived level of ineffectiveness of the current ICT-based Diaspora engagement mechanism in enhancing Jamaican national development, (2) identifies the major issues; and (3) recommends best practices for extrapolation in Jamaica.

In order to capture the impact of Diaspora engagement on national development, an attempt was made to find a correlation between effective engagement, particularly second and

subsequent generation members and their willingness to contribute to national development processes in the homeland, Jamaica. This paper also provides evidence that failure to adapt to advances in information and communication technology affects Diaspora engagement effectiveness and weakens cultural affinity and patriotism.

These findings support the idea that government's increased investment in more modern information and communication technology tools, particularly in line Ministries, Departments and Agencies (MDAs) which liaise directly with Diaspora members, is necessary, as it has the capacity to improve the efficacy of current engagement levels, and, by extension, increase the contributions of this group to social and economic national development, particularly those members who are from second and subsequent generations, as they are more likely to be less patriotic and increasingly lacking in cultural affinity to the homeland.

## **DEDICATION**

This thesis is dedicated to my family, friends and the beautiful people of Jamaica, wherever they may be.

## **ACKNOWLEDGEMENTS**

I would firstly like to express gratitude to my Lord and Savior, Jesus Christ for giving me the strength to complete this thesis. In addition to the foregoing, I would also like to thank my supervisors, Professors Choi Seulki and Choi Changyong, for their guidance and constructive criticism. I would also like to thank the dear friends I was fortunate to meet during the course of my studies at the KDI School of Public Policy and Management, for the contribution of their ideas, moral support and kind assistance.

I am also highly indebted to the various interviewees from governmental and non-governmental organisations, particularly individual Diaspora members and representatives from Jamaican Diaspora Organizations, the Ministry of Foreign Affairs and Foreign Trade of Jamaica (MFAFT) and its Overseas Missions, Jamaica Promotions Corporation, Cisco Systems, Mexico, Samsung Display Company, South Korea, The International Organization for Migration (IOM) and the Jamaica Diaspora Institute (JDI). Their kind assistance has proven invaluable in providing me with the necessary insight into the Government of Jamaica's Information and communication Technology (ICT) - based Diaspora engagement processes, its strengths, weaknesses and possible avenues for its improvement.

Special thanks also to my parents for their encouragement and continued interest in my academic pursuits.

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## LIST OF ABBREVIATIONS

**DAB:** Diaspora Advisory Board

**GOJ:** Government of Jamaica

**GDP:** Gross Domestic Product

**ICT:** Information and Communication Technology/ Technologies

**IOM:** International Organisation for Migration

**JaDF:** Jamaica Diaspora Foundation

**JamInUK:** Jamaicans Inspired United Kingdom

**JAMPRO:** Jamaica Promotions Corporation

**JDI:** Jamaica Diaspora Institute

**MDA/MDAs:** Ministries, Departments and Agencies (MDAs)

**MFAFT:** Ministry of Foreign Affairs and Foreign Trade

**MSME:** Micro, Small and Medium-Sized Enterprises

**NWGIMD:** National Working Group on International Migration and Development

**PPP:** Public-Private Partnership

**PIOJ:** Planning Institute of Jamaica

**VoIP:** Voice over Internet Protocol

## **CHAPTER ONE**

### **INTRODUCTION**

#### **I.1 Statement of the Problem**

The capacity of the Government of Jamaica (GOJ) to effectively utilize and improve its current Diaspora engagement mechanism by capitalizing on available networking technology is an issue of critical importance, as efficient Diaspora engagement has implications for both the economic and social development of the nation. This may be primarily attributed to the potential of the country's large Diaspora to invest and mobilize much needed resources in the forms of both financial and social capital.

In light of the foregoing and the inadequate fiscal resources available to the GOJ, like so many other developing countries, the GOJ must place a priority on adapting to changes in both its Diaspora and Information and Communication Technology (ICT), as it seeks to both heighten its responsiveness to and engagement of this group, with a view towards increasing Public-Private Partnerships (PPP) and propelling social and economic development.

It is expected that increased investment in ICT will better equip the GOJ to engage members of the Jamaican community residing overseas, as it seeks to attract the social and economic investments needed to make "Jamaica the place of choice to live, work and do business" (Planning Institute of Jamaica, 2009), for Jamaicans both at home and abroad, in keeping with Vision 2030, the National Development Plan.

#### **I.2 Significance of the Study**

Available literature suggests that ICT can potentially expand the GOJ's current engagement levels with its Diaspora. This increased engagement may, in turn, to attract an increased level of Public Private Partnerships (PPPs) between Diaspora members and the Government of Jamaica (GOJ), which may in turn redound to the social and economic benefit of the homeland (Jamaica) and investors in the Diaspora. Case studies on successful Diaspora engagement in other countries shows that connecting the matching skills of Diaspora members can lead to major advantages for

both the public and private sectors in the homeland, in terms of cost, value and quality of service delivery and even Gross Domestic Product (GDP).

PPPs between the Governments of developing countries such as Jamaica and their Diaspora members represents a largely untapped and limitless source of investment for essential infrastructure projects and may reduce the government's external debt to the alternative international financial institutions, including the International Monetary Fund (IMF) and related risks.

As part of its national development agenda, the GOJ has aimed at increasing private sector involvement, including by Diaspora members, in both economic development and public social infrastructural development, as it seeks to leverage private spending against public spending. Private involvement by Diaspora members in the national development processes can lead to the creation of long-term, domestic funding markets and can potentially enlarge the economy, stimulate job creation and entrepreneurialism, boost investor confidence and consumption, thus attracting even more foreign direct investment (FDI), and by extension boost growth and enhance the quality of public services to citizens.

### **I.3 Research Objective**

This study seeks to gauge the effectiveness of the Government of Jamaica's (GOJ's) Information and Communication Technology (ICT) – based Diaspora engagement in increasing this group's contribution to national development processes, both social and economic in nature, in Jamaica, the largest English –speaking Caribbean island.

### **I.4 Research Questions**

Based on the foregoing, this researcher has developed the following questions to measure the effectiveness of the Jamaican government in using modern technology for the purpose of Diaspora engagement:

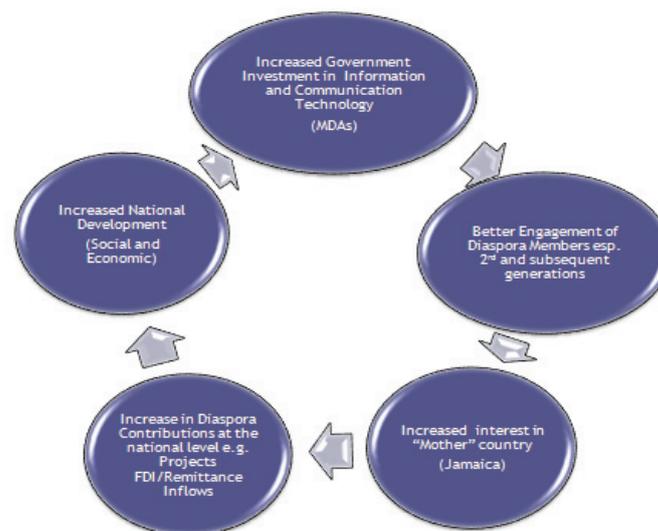
- 1. What are the current methods being employed by the Government of Jamaica in engaging members of its Diaspora?**

2. How much of a role does Information Communication Technology (ICT) play in the engagement of members of the Diaspora for the purpose of national development
3. How effective are the current methods of engagement, particularly among second and subsequent generation members of the Jamaican Diaspora?
4. Can increased effectiveness of the current Information and Communication Technology (ICT)-based Diaspora engagement mechanism lead to national development?

## I.5 Conceptual and Theoretical Framework

### I.5.1 Conceptual Framework

Figure 1. The ICT-Based Diaspora Engagement Cycle



Source: Author (2016)

The concept map above (See Figure # 1 above) outlines the basic logic used in the formulation of this research. As outlined above, it is expected that increased investment by national governments in Information and Communication Technology, particularly in key Ministries, Departments and Agencies (MDAs) will improve the engagement of Diaspora

members, especially those who are part of the 2<sup>nd</sup> and subsequent generations of Jamaican Diaspora members. This should translate into increased interest in the “mother” country (Jamaica), in the form of cultural affinity and patriotism across this subset of the Diaspora. This increased interest has the potential attract inflows of social and financial remittances and Foreign Direct Investment (FDI), which will redound to both social and economic development at the national level.

Key concepts discussed throughout this paper are also outlined below.

#### ***1.5.1.1 Diaspora***

‘Diaspora’ is defined by the Merriam- Webster Dictionary (2015) as “a group of people who live outside the area in which they had lived for a long time or in which their ancestors lived.” The International Organisation for Migration (IOM) provides a more fulsome definition of the word, stating that “Diasporas are broadly defined as individuals and members or networks, associations and communities, who have left their country of origin, but maintain links with their homelands. This concept covers more settled expatriate communities, migrant workers based abroad temporarily, expatriates with the nationality of the host country, dual nationals, and second-/third- generation migrants” (Perruchoud and Redpath-Cross, 2011).

Ionescu (2006) also notes that the term harkens to diverse international populaces, which manages to simultaneously settle elsewhere, while preserving various linkages with the ‘mother’ country, in spite of being not there physically. He also notes that the term leads to questions of:

...time, place of birth and citizenship, as well as subtle questions of identity and belonging. Countries have adopted different ways of referring to their “Diasporas”.

The wealth of existing terms is the first sign of the policy interest in these populations: “nationals abroad”, “permanent immigrants”, “citizen of (X) origin living abroad”, “non-resident of (X) origin”, “persons of (X) origin”, “expatriates”, “transnational citizens”. These terms are used to cover multiple realities that differ from country to country:

people settled in a host country on a permanent basis, labour migrants based abroad for a period of time, dual citizens, ethnic Diasporas, citizens of the host country or second-generation groups. The term 'diasporas' refers to expatriate groups which, in contrast to 'migrants', applies also to expatriate populations abroad and generations born abroad to foreign parents who are or may be citizens of their countries of residence.

This researcher is of the general view that Diaspora engagement on the part of the Jamaican government for the purpose of national development is largely ineffective. This is as a result of their failure to capitalize on the use of modern technology, which is especially critical to attracting the interest of increasingly technologically savvy Diaspora constituents, particularly second and subsequent generations of Jamaicans living overseas.

In relation to the origins of various Diasporas, Kapur (2010), makes note of four (4) major migration waves which have occurred in the last few centuries: "(1) the forced migration from Africa to the Americas in the seventeenth and eighteenth centuries; (2) the Transatlantic migration from Europe to the Americas in the late nineteenth and early twentieth century; (3) the labor migrations from China and India to other parts of Asia, Africa, and the Caribbean (and from China to the Americas); and (4) the mass movements of populations in the aftermath of World War II." The author also notes three (3) significant migrant streams which have become evident in more recent years: "(1) forced migrations resulting from civil war and ethnic cleansing, and the impact of the World Economic Crisis from Afghanistan, Africa and the Balkans; (2) Unskilled and semi- skilled labor migration: from South Asia to the Middle East; from Central America and Mexico to the United States; from Indonesia and Myanmar to Thailand and Malaysia; from the Maghreb to Southern Europe; and (3) Skilled migration from lower income countries, particularly within Asia and Africa, to industrialized countries in Europe and the Americas.

### ***1.5.1.2 Development***

According to the United Nations Development Programme (UNDP), ‘Development’ is the process of “creating an environment in which people can develop their full potential and lead productive, creative lives in accordance with their needs and interests...[and] expanding the choices people have to lead lives that they value”. This definition focuses on the human aspect of development instead of ignoring it in favour of focusing solely on income and other financial indicators, which is often the case with traditional economic definitions of the concept.

Similarly, the World Bank (2000) notes that:

It is true that economic growth, by increasing a nation’s total wealth, also enhances its potential for reducing poverty and solving other social problems. But history offers a number of examples where economic growth was not followed by similar progress in human development...To be sustainable, economic growth must be constantly nourished by the fruits of human development such as improvements in workers’ knowledge and skills along with opportunities for their efficient use: more and better jobs, better conditions for new businesses to grow, and greater democracy at all levels of decision-making.

In keeping with the aforementioned definition of Diaspora, this study will examine the effectiveness of ICT-based Diaspora engagement for both economic and social development in Jamaica.

### ***1.5.1.3 Information and Communication Technology (ICT)***

As correctly noted by Zuppo (2012), various, oftentimes conflicting definitions of Information and Communication Technology (ICT or ICTs) exist. Hence, definition is usually based on context, as the term is used differently in education to include benchmarks of digital literacy, while in other contexts, ICT definitions may encapsulate references to the “economic sector and regulations, information technology disciplines, socioeconomic development, and governance.” (Zuppo, 2012)

ICTs are defined by Zhang, Aikman and Sun (2008), as “technologies used by people and organizations for their information processing and communication purposes” (p. 628).

Conversely, the Information Technology Infrastructure Library (ITIL) defines ICT as:

The application of science to the processing of data according to programmed instructions in order to derive results. In the widest sense, ICT includes all communications, information and related technology. The term Information Technology (IT) is used in a narrower sense, typically excluding telecommunications (voice) technology, while including data networks (although almost all networks today are digital), as a reference to the systems that support information processing.

However, the following definition proffered by TechTerms.com is most applicable to this study:

ICT refers to technologies that provide access to information through telecommunications. It is similar to Information Technology (IT), but focuses primarily on communication technologies. This includes the Internet, wireless networks, cell phones, and other communication mediums. In the past few decades, information and communication technologies have provided society with a vast array of new communication capabilities. For example, people can communicate in real-time with others in different countries using technologies such as instant messaging, voice over IP (VoIP), and video-conferencing. Social networking websites like Facebook allow users from all over the world to remain in contact and communicate on a regular basis. Modern information and communication technologies have created a "global village," in which people can communicate with others across the world as if they were living next door. For this reason, ICT is often studied in the context of how modern communication technologies affect society.

## **I.5.2 Theoretical Framework**

### ***I.5.2.1 Justice Theory***

The first of these theories which has been identified by reviewing academic literature, is the Justice Theory. “Perceived justice is actually a broad multifaceted construct, encompassing three dimensions: distributive justice and procedural justice” (Alexander and Ruderman, 1987; Bies and Shapiro, 1987; Clemmer and Schneider, 1996). As noted by authors Blodgett, Hill and

Tax, (1997); Bitner, Booms and Tetreault (1990); and Solomon, Suprenant, Czepiel and Gutman, (1985), the Justice theory is critical in the marketing of services, as it highlights the importance of procedure and person-to-person communication during the service encounter. This particular theory is applicable in this context, as this study is primarily involved with measuring the effectiveness of Diaspora engagement, and determining whether the members of the Jamaican Diaspora are being communicated with in a direct, easily identifiable and coherent manner

In further relation to the Justice Theory, Blodgett, Hill and Tax (1997) , also consider perceived justice, which they categorize as follows: “distributive justice (e.g., perceived fairness, equity, equality, and need), procedural justice (e.g., process control, decision control, accessibility, timing/speed and flexibility), and interactional justice (e.g. explanation/causal account, honesty, politeness, effort and empathy) as a valuable framework for explaining customers’ reactions to complaint episodes.” The foregoing categories are critical to this study, as previous studies have shown that Diaspora members in locales with lower concentrations of their country-men and those with lower incomes often feel under-served in comparison to their counterparts in heavily Diaspora- populated areas and those with higher incomes, especially in terms of government engagement with respect to national development.

#### ***1.5.2.2 Contrast Theory***

Contrast Theories will also be used in this study through the application of the (1) Assimilation and (2) Contrast effects. According to Sherif and Hovland (1961), The assimilation effect “maintains that there are latitudes of acceptance and rejection in one’s perceptions.” This idea is supported by Yi (1990), who notes that “If the disparity between expectation and performance is small enough, to fall in the consumers’ latitude of acceptance, one will tend to assimilate the product rating toward one’s expectations”. Hence, when product expectations (in

this case, government engagement of the Diaspora) are not met causes exaggeration on the part of the consumer (Engel and Blackwell 1982; Howard and Sheth 1969; and Cardozo 1965). This theory is applicable in this instance, as it will help this researcher to ascertain whether there is a disparity between the stated expectations of Diaspora members and policymakers in relation to the effectiveness of methods of engagement currently being used by the Jamaican government and their suitability for achieving the ultimate goal of national development.

### ***1.5.2.3 Productivity Paradox***

Finally, but possibly most important to this study, is the Productivity Paradox or the Solow Computer Paradox, which posits that there is a negative correlation between investment in technology and productivity and/or output (Dreyfuss et. al, n.d). As noted by Crafts (2002), "...a number of alternative theories have been posited to explain the productivity paradox, ranging from ideas about inadequate measurement of productivity, to the necessary lag period before actual gains in productivity. Hence, modern evidence which shows large increases in productivity in companies that have invested heavily in IT and what he refers to as the true paradox of why Solow and supporters of his theory should have expected more of ICT."

In the context of this study, it will be examined whether or not increased investment in ICT-based Diaspora engagement tools is a pre-determinant of how effective such engagement will be in terms of involving Diaspora members in national social and economic development processes, as all available literature points to this positive benefit.

## CHAPTER TWO

### LITERATURE REVIEW

#### II.1 Historical Overview of Jamaican Migration Patterns

The Draft Jamaican National Policy and Plan of Action on International Migration and Development (PIOJ, 2015) notes that:

Migration has been an almost constant feature of both the historical and modern periods of Jamaican life. As it pertains to emigration flows or external migration of Jamaicans, this can be traced to the early to mid 20th century, when there were significant outflows of Jamaicans to Cuba, Panama, the USA and UK, firstly during the period of the first and second World Wars due to the need for additional manpower, and subsequently in the 1950s to assist with Post-War Reconstruction.

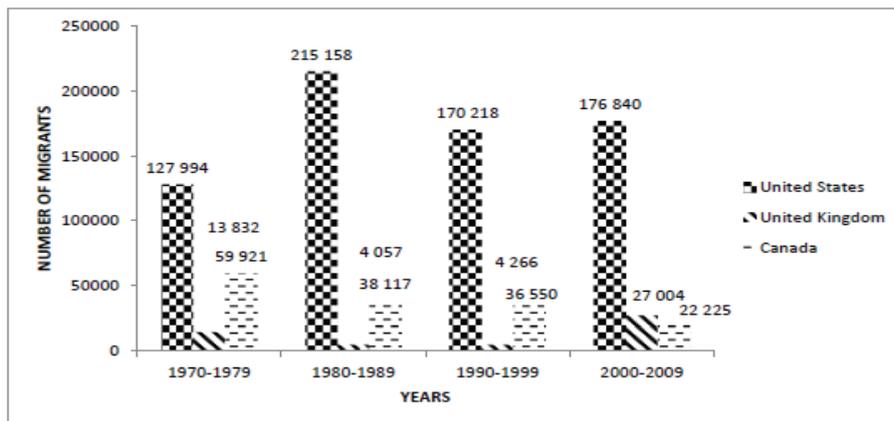
This information is supported by authors Phillips & Phillips (1998), who also acknowledge that, “In the case of Jamaica, like much of the Commonwealth Caribbean, the period of significant migration to Britain... occurred between 1948 and 1962, after the Second World War and is commonly referred to by the British Broadcasting Commission (BBC) as ‘Windrush Season’, after the name of the *Empire Windrush*, the first steamer to transport West Indian emigrants to England.” (diGJamaica, n.d.)

In the latter, Post-Independence part of 20<sup>th</sup> century Jamaica’s history, emigrants tended to venture more towards Canada, the USA and UK to work in the traditional and emerging sectors (see Figure# 2 below), largely as a result of more favourable immigration policies in the USA and Canada, which recognized the positive impact of immigrants on economic growth and national development. These policies, however, have since become more restrictive, with greater preference being given to skilled and educated migrants, in keeping with labour market demands, thus resulting in ‘brain drain’, which is described by Perruchoud and Redpath-Cross (2011) as

“emigration of trained and talented individuals from the country of origin to another country, resulting in a depletion of skills resources in the former.” (Perruchoud and Redpath-Cross, 2011)

As noted by the Statistical Institute of Jamaica (2014), “This long history of the movement of people has created a large Jamaican Diaspora, the size of which is not known” but which is often estimated to be somewhat similar in size to the island’s domestic population of approximately 2,717,991 as at the end of 2013. (see Table# 1 below).

**Figure #2: Mainstream Migration to the United States of America, United Kingdom and Canada, 1970 to 2009**



Source: PIOJ (2015) from *Economic and Social Survey Jamaica*, various years

**Table#1: Size and Geographical Distribution of the Jamaican Diaspora**

USA	UK	Canada	Other Locations	Total
1,700,000	800,000	300,000	200,000	3,000,000

Source: Mona School of Business and Management (2015)

## II.2 Special Characteristics and Trends in Jamaican Emigration

Jamaican Diaspora populations differ significantly not just in their location but also in their socio-demographic characteristics. The Draft National Policy and Plan of Action on International Migration and Development notes that “research shows that Jamaican emigrants are predominantly from the productive age group 15-40 years; female; and highly skilled.” (PIOJ, 2015)

The following special characteristics and trends associated with the Jamaican Diaspora and emigration have also been highlighted by the International Organisation for Migration (2012) in its 2010 Country Profile that:

- Emigrants to the USA and Canada was mostly either under 18 years or between 30-39 years;
- 51.1 per cent [%] of migrants to Canada fell within the 0-29 age group for the period 2006-2010;
- High emigration levels among the young, skilled, working-age population and young persons under the age of 20 continue to increase. The trend in the emigration of skilled professionals, including nurses and teachers, which started in the 1990s has continued, with students both secondary and tertiary students forming a large part of this group. Large numbers of female migrants also means there is a dual phenomenon of absentee mothers and left behind or ‘barrel’ children;
- Some emigration is transient and is usually through government managed programmes with the USA and Canada for employment in farm work and the hospitality industry;
- Remittances are usually sent out of feelings of obligation and may either be monetary or non-monetary and collectively equalled 14 per cent of the national GDP in 2010. These monies play a great role in poverty reduction, but do not often translate into savings ;

- There are numerous gaps in the data on indicators of migration;
- From 2000–2010, a total of 254,655 Jamaicans migrated to the three (3) main destination countries. This included 196,665 (77.2%) to the USA, 33,962 (13.3%) to the UK and 24,028 (9.4%) to Canada (PIOJ, Economic and Social Survey Jamaica (ESSJ), 2010; STATIN, 2011)
- Nearly one quarter (24%) of emigrants to the USA were under the age of 18, and over half (53.7%) were in the primary working age cohort of 18–44 years (PIOJ, 2004–2010), while a further 116,739 were unemployed.
- The majority of Jamaican emigrants to Canada for the period 2000 to 2010 were classified as either newly employed or unemployed for various reasons, including free will, retirement to students. A third of these individuals were below 20 years of age, while 42 per cent [42%] were between the ages of 20 to 39 years (ibid.)
- Emigrants to the United Kingdom for the period 2004-2010 included 1,755 students

Based on the foregoing characteristics and trends, it is safe to make the following, general assertions about the Jamaican Diaspora: (1) The majority of new migrants are young persons, generally below the age of 40 years; (2) In keeping with stricter immigration restrictions, the majority of emigrants are highly skilled and educated; (3) Jamaican migration patterns are often circulatory in nature, meaning there is room for return migration and the necessary resettlement and reintegration of these individuals into the Jamaican society; (4) Remittances from Diaspora members constitute a significant portion of the national Gross Domestic Product (GDP); and (5) Many gaps exist in the available literature and data pertaining to Jamaican migration patterns and by extension the Jamaican Diaspora.

### **II.3 Development and Migration in the International Framework**

The definitive link between international migration and development has been explored by a number of international bodies, including the United Nations (UN) in its 2013 High Level

Dialogue (UNHLD) on International Migration and Development, the Organisation for Economic Cooperation and Development's (OECD's) Development Centre and the 2015 Global Forum on Development. This is demonstrative of the important gains which may be derived from migration, not only for migrants themselves, but for their countries of origin and destination

The IOM has noted that “The overall development potential of the people referred to as Diasporas can reach significant levels, involving such areas as business creation, trade links, investments, remittances, skills circulations, exchange of experiences and even impacts on social and cultural roles of men and women in the home society.” (IOM, n.d.)

The aforementioned acknowledgment of the potential benefits which can be achieved by engaging Diaspora members is not restricted to the IOM, however, and according to Mullings (2012), interest in the potential impact which Diaspora members can have on development has increased among both development practitioners and institutions alike over the past decade. These migrants, who are usually skilled professionals, are increasingly being viewed as important actors who can aid poverty-reduction and development programmes in their home countries. This was largely due to numerous studies carried out during the 1990s, which sought to document the relationship between emigrants and their family members abroad as well as the potential for migrants to transform developing countries (Global South), mainly by way of remittances, including those of Itzigsohn (1995), Portes, Guarnizo and Landolt (1999).

As stated by the World Bank (2005), “interest in the development impact of remittances has increased because they continue to be the largest financial flow to the region after Foreign Direct Investment (FDI).”

Studies have also shown that “Remittance flows to developing countries are expected to reach \$414 billion in 2013 (up 6.3% since 2012), and \$540 billion by 2016. Global remittance

flows were also projected to reach \$550 billion in 2013 and more than \$700 billion by 2016. These increases are projected in spite of a \$10 billion downward revision in the data due to the introduction of the Sixth Edition of the IMF Balance of Payments Manual and the reclassification of several developing countries as high-income countries.” (World Bank, 2013)

It is also to be noted that one of the Preparatory Meetings of the 2015 Global Forum on Development spoke to the potential of remittances in sustainable development financing.

#### **II.4 The importance of the Jamaican Diaspora to National Development**

Vision 2030, Jamaica’s National Development Plan does not explicitly identify migration as a contributor to socio-economic development; however, the need to bolster the country’s aptitude for monitoring migrant streams is stressed. Explicit reference is, however, made to the connection between Migration and Development (M&D) in Goal #6 of the related National Population Sector Plan, which states “International migration is adequately measured, monitored and influenced to serve the development needs of Jamaica.” (Population Task Force, 2010). In other words, it is hoped that present and future mainstreaming efforts will “...ensure that migration meets the development needs of the country, with strategies to be employed including Diaspora mobilization, border management, labour mobility and decreasing the negative impact of migration on families, particularly children.” (IOM, 2012)

One of the core goals of the Draft Jamaican National Policy and Plan of Action on International Migration and Development is “ensuring that the Jamaican Diaspora is fully and effectively engaged in national development through strategic partnerships by the year 2030.” (PIOJ, 2015). Based on the foregoing, the Draft Policy acknowledges the present and potential role of Diaspora members in national development processes. However, it also speaks to the potentially negative impact of cultural affinity on the Diaspora engagement process, noting that:

The strength of the Diaspora resides in the level of allegiance and patriotism that is exhibited by emigrants. Evidence of this is underscored by the significant contribution that is made towards nation building in the form of cash and non-cash remittances and the commitment of the GOJ to protect and safeguard the rights of its citizens wherever in the world they may be, to ensure the optimization of afforded opportunities...The size, constituent skills and location of the Diaspora offer development opportunities. Working with the Diaspora through local community development, outreach to second and older generations, Jamaican migrants, and trade promotion are some of the common positions from which mutual benefits can be derived for the migrants, their families and country.

This observation is corroborated by the research findings of the Jamaican Diaspora Institute (JDI), the operational arm of the Jamaica Diaspora Foundation (JADF), which suggests that “Jamaicans overseas have been important in improving household income and Jamaica’s foreign currency reserves.” (JDI, 2011)

The Vision of the Draft National Diaspora Policy also speaks to “Transformative engagements and partnerships providing an enabling environment for the empowerment of the Jamaican Diaspora to realize their fullest potential and enhance their well-being while optimizing contributions to national development.” It also recognizes the interconnectedness “...between migration and countries of origin, transit and destination...” and also highlights the fact that this is “...especially [true] for developing countries, whose migrants provide critical support towards the social and economic development of their countries of origin.” (MFAFT, 2012)

In keeping with Jamaica’s thrust towards increased ICT-based engagement of the Diaspora for the purpose of involving them in the national development processes, a number of intermediate outcomes and actions are outlined in the Draft Policy and Plan of Action on Diaspora and Development, some of which are listed below:

#### **Intermediate Outcomes**

- ❖ An environment that builds trust and increases cooperation among Diaspora groups and between the Diaspora and Jamaica;

- ❖ Established enabling environment that stimulates the increased involvement of the Diaspora in economic growth and development in areas such as investment, entrepreneurship, innovation and overall business activity in Jamaica”;
- ❖ Systems, mechanisms and processes are strengthened to facilitate engagement;
- ❖ Nationalism and cultural connectivity are enhanced among Jamaican migrants and their descendants; and

#### **Actions**

- ❖ Engage in Diaspora mapping and establish a Diaspora observatory to build an information base, social networks and connectivity with the Diaspora;
- ❖ Create an enabling environment to attract Diaspora investments to foster entrepreneurship, business development, innovation, and direct investment (including Diaspora bonds, and financial and money market instruments) for priority sectors of the economy;
- ❖ Facilitate initiatives to support the transfer of human capital and engage the Diaspora in the return and transfer of skills and talent for development;
- ❖ Engage in Diaspora Mapping and establish a Diaspora observatory to build an information base, social networks and connectivity with the Diaspora;
- ❖ Establish training and capacity building programmes for national institutions (inclusive of the ministries responsible for foreign policy and migrant labour); and
- ❖ Formalize reporting structures and processes between Jamaica and Diaspora organizations and facilitate support for institutional strengthening and capacity development

#### ***II.4.1 Remittance in the Jamaican Context***

The World Bank (2009) has noted that inward flows of remittances to Jamaica increased consistently on an annual basis for the period 2004-2008, moving from US\$522 million in 1994 to US\$2180 million in 2008 or 14.5% of the GDP, representative of a steady source of capital in spite of the Global Financial Crisis at the time which resulted in a 5–8% decline in remittance flows which continue to surpass the levels of both FDI and Official Development Assistance (ODA) in the country. As it pertains to remittance levels in Jamaica, even more recent data

shows that personal remittances received as a percentage of GDP (Personal remittances, received (% of GDP)) remained fairly constant, fluctuating between 14 and 15% in the case of Jamaica for the period 2010-2014 (World Bank, 2015).

Remittances represent an invaluable source of income and a lifeline for poverty alleviation for many Jamaicans and the repatriation of funds accounts for a significant percentage of Jamaica's GDP, 30% as at June 2015. Remittances is one of the top three (3) sources of foreign exchange for the country in addition to earnings from exports and tourism and according to the Bank of Jamaica's (BOJ's) Remittance Update, as at December 2015, net remittances for the year 2015 totalled US\$1,481,800,000, which represented a growth of US\$47.8 million or 3.3% relative to 2014. Total remittance inflows for 2015 amounted to US\$2,226,000,000, representing an increase of US\$69,000,000 or 3.2 % relative to the previous year. These inflows were above the average of US\$1,840,000 for the previous five (5) corresponding periods (2010-2014) and far above the 2008 Global Financial Crisis levels. This increase in total remittance inflows reflected an increase of US\$79,200,000 in inflows through remittance companies

In light of the foregoing, it is evident that there is enormous potential for the channeling of financial resources into national development processes.

## **II.5 Technology as a means of increasing Diaspora engagement for the purpose of National Development**

As it pertains to existing literature on Diaspora engagement effectiveness, a number of journal articles exist, which support this author's view that many governments have yet to capitalize on the utilization of Information and Communication Technologies (ICT) in engaging their extensive Diasporas for the purpose of national development. This is mainly due to their failure to adapt to modern technology and to adopt more innovative approaches which would

better equip them to more effectively engage their respective Diasporas, particularly those members of the second and subsequent generations.

In keeping with the foregoing, Sahai (2013) notes the changing composition of Diasporas overtime, which undoubtedly requires corresponding adaptation by home governments to changing levels of engagement. The author states that “India is no more a supplier of unskilled and semi-skilled workers, but is emerging as a source of high-tech workers and professionals. Indians are manning the health services of the UK, motel industry in the USA and have emerged as entrepreneurs in the Silicon Valley in the USA...” Similarly, in the case of Jamaica, emigration patterns over the past decades have seen the mass migration of Jamaican nationals or human capital, which ultimately lead to the ‘brain drain’ phenomenon, but capital outflows to developed countries as well, thus resulting in various developmental challenges.

Sahoo and Patnaik (2010) highlight that one of the best ways to address these challenges is to engage and exploit the skills and knowledge of the very people that have left and their descendants, noting that “With the emerging networking society, a few strategic options are emerging in the development scenario. Engaging diaspora in various areas of their expertise is one of them.” The authors also note that, “Today Diasporas are often termed as the worldwide web, which can be connected for promoting the interests of the countries of their origin.”

In relation to what exactly needs to be done by governments to engage their Diasporas, the recommendations of Sahai (2013) in relation to improving Indian Diaspora engagement are applicable to developing countries such as Jamaica. The author’s recommendations include: (1) “focusing on Generation X, as connecting to them in greater numbers is absolutely essential; (2) the promotion of better communication with its Diaspora; and (3) paying greater attention to the

ethnic media, establishing a new scheme; and ensuring greater, regular and better connectivity with Diaspora organizations.”

As it pertains to methods for improving communication with and the engagement of Diaspora members, Thandi (2014) points to the internet as a viable and cost effective means for Diaspora engagement, noting that “The Internet offers an enormous potential for leaders in the homeland and Diaspora communities to exchange and share information quite instantly and cheaply.” He further notes the diversity of issues and levels of engagement which can be attained by governments, stating that “...information can pertain to business and investment opportunities, skill shortages, databases on Diaspora-based and homeland experts, progress reports on on-going or new philanthropic projects, organizations offering opportunities for social and cultural exchanges and briefings on new multi-lateral initiatives on Diaspora engagement.”

## **II.6 International Best Practices in ICT-based Diaspora Engagement for Development**

The United States Agency for International Development (USAID, 2008), noted in a document entitled *Diaspora-Development Nexus: The role of ICT*, that ICT could be used for both uniting members of the Diaspora and has the potential to increase this group’s influence in all aspects of the homeland and their status as development partners, a fact which has gone fairly under-recognised by most development agencies. In fact, the agency goes on to note that

...few types of donor programs offer potential models to effectively leverage Diaspora participation, including those that focus on nurturing NGOs, and creating successful partnerships with private voluntary organizations (PVOs) and private sector institutions.

South Sudan, Chile and India are all cited by the USAID as international best practices in incorporating ICT in Diaspora engagement for the purpose of national development (USAID, 2008).

### ***II.6.1 South Sudan***

In the case of South Sudan, the USAID's Diaspora Skills Transfer Program for Southern Sudan which uses the Sudanese North American Diaspora Database (SNADD) to attract talent in the fields of health and education from amongst registered Diaspora members was cited. The USAID (2008) makes the observation that "...such databases also complement human capital needs of government agencies, NGOs, and the private sector to promote 'brain gain' programs for expatriates to return permanently to their home countries, and 'brain circulation' for those who only want to return temporarily."

### ***II.6.2 India***

The USAID (2008) also notes that "India's U.S.-based Diaspora has instigated significant investments back home from multinational companies in the information technology sector, including Intel and Oracle. In keeping with the foregoing, Lowell and Stefka (2004) made the observation that this has led to: (1) an increase in high-skilled jobs in India, (2) the conception and rapid expansion of the domestic software industry, and (3) increased exports, thereby helping to improve its overall economic growth.

### ***II.6.3 Chile***

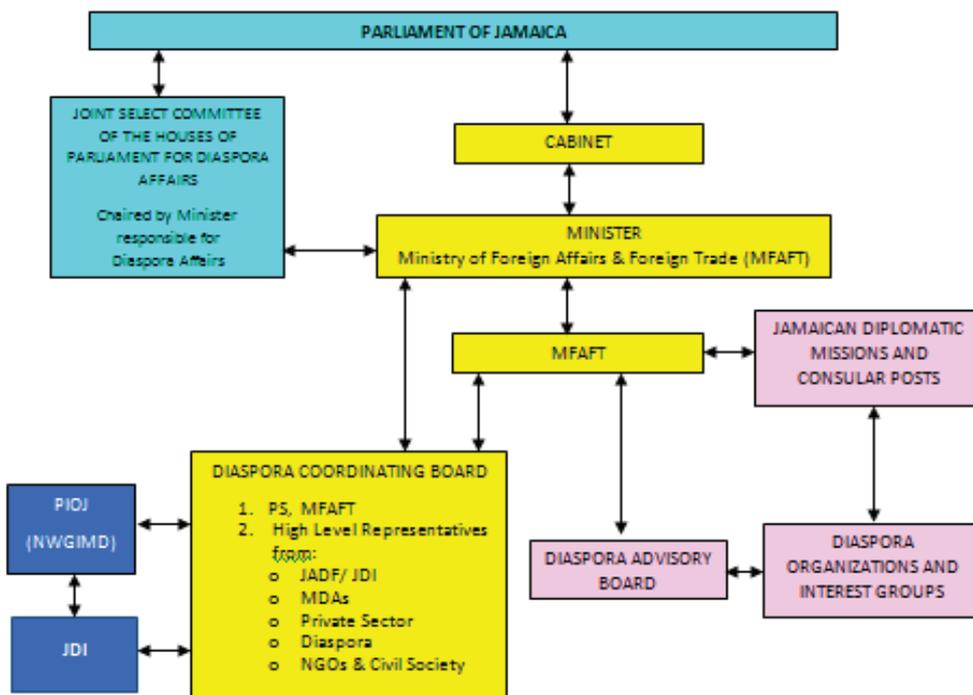
Also of note is Chile, which has developed a web-based Diaspora skills bank, ChileGlobal, which "...seeks to promote the incorporation of the country into the "knowledge society", through experience, learning and international contacts of advanced human capital of Chile located abroad". (Fundacion de Imagen de Chile, 2013)

In addition to the foregoing, somewhat expected levels of ICT engagement, the USAID (2008) also examines the potential for ICT-based engagement in maintaining both cultural and religious affinity which has the potential to lead to contributions to social and economic development in the homeland in certain Diaspora communities, is also evident; for example Israel (Jews) and India (Hindus).

### II.7 Structure of the Jamaican Diaspora Engagement Framework

The structure of the Jamaica’s Diaspora engagement framework is quite expansive and incorporates a number of Ministries, Department and Agencies (MDAs) and non-governmental bodies/groupings outlined in Figure #3 below. However, only the roles of a few will be highlighted for the purpose of this study.

**Figure # 3: Organizational Chart of the Governance and Administration Structure & Relationships for Diaspora Policy Implementation**



Source: Ministry of Foreign Affairs and Foreign Trade of Jamaica (2015)

### ***Ministry of Foreign Affairs and Foreign Trade***

At present, the Minister and Ministry of Foreign Affairs and Foreign Trade (MFAFT) has substantive responsibility for coordinating the implementation of the policies pertaining to Diaspora Affairs, including the Draft National Diaspora Policy. The MFAFT in turn interacts with its Overseas Missions and Consulates, the Diaspora Advisory Board.

### ***The Jamaica Diaspora Foundation***

The Jamaica Diaspora Foundation (JaDF) and its operating arm the Jamaica Diaspora Institute (JDI), assists the GOJ to strengthen and deepen the engagement and involvement of the Diaspora.

### ***The Planning Institute of Jamaica***

The Planning Institute of Jamaica (PIOJ) coordinates the National Working Group for International Migration and Development (NWGIMD), which is responsible for the National Plan and Policy for International Migration and Development, to which the Diaspora Policy is linked.

### ***The Joint Select Committee of the Houses of Parliament for Diaspora Affairs***

This Committee is chaired by the Minister of Foreign Affairs and Foreign Trade and is an important forum for considering views and concerns on issues related to the Diaspora, which require either the revision of existing policies or the development of new policies.

## **II.8 Legal and Regulatory Framework of the Jamaican Diaspora Engagement Mechanism**

Jamaica is a signatory to a number of international agreements pertaining to Diaspora matters and migration, including the United Nations Convention against Transnational Organised Crime and the International Declaration of Human Rights.

A number of legislations have also been passed at the domestic level which also have the potential to impact the Diaspora's ability to engage with the homeland, including the Charitable Organisations (Tax Harmonisation) (Miscellaneous Provisions) Act 2013, which has greatly facilitated easier philanthropic contributions in cash and kind to the health and education sectors. The Jamaican Constitution and the Jamaica Nationality Act also have implications for citizenship and immigration status, particularly second and third generation Jamaicans. Other legislation which may impact Diaspora participation in the areas of investment and trade are: (1) the Access to Information Act; (2) the Exchange and Control Act Jamaica Export Free Zone Act; (3) Shipping Act; (4) International Financial Companies Act; The Urban Renewal Act; (5) Recruiting of Foreign Workers Act; and (6) Aliens Act.

## **II.9 The Current use of ICT for Diaspora Engagement in Jamaica**

### ***The Mapping Jamaica's Diaspora Project***

Perhaps the most ambitious ICT-based Diaspora engagement initiative is the eighteen (18) month Mapping Jamaica's Diaspora Project, which was funded by the International Organisation for Migration (IOM) through its Development Fund. The Project was designed to ascertain the location, interests and skills of the Jamaican Diaspora, in order to better engage them and was launched at the beginning of January 2014 at the Ministry of Foreign Affairs and Foreign Trade of Jamaica. It was meant to end in June 2015, but was further extended to twenty-one (21) months, in order to facilitate the collection of additional data as a result of low response rates.

The Project which was hosted on the now inactive website [www.mapjadiaspora.iom.int](http://www.mapjadiaspora.iom.int), featured two (2) survey instruments developed by a Special Working Group, a general survey to be completed by individuals and another to be completed by Diaspora groups and associations. In

order to accommodate less technologically savvy Diaspora members, hard copies of both surveys were developed and circulated to the country's Missions Overseas and the members of the Diaspora Advisory Board (DAB) for dissemination.

### ***Other ICT- based Methods of Engagement***

Other ICT- based Methods of Engagement which are being employed by the country to increase Diaspora engagement and involve them in national development processes include: emails, social media (including the Ministry of Foreign Affairs and Foreign Trade's recently established Facebook page) as well as the Ministry of Foreign Affairs and Foreign Trade's and Overseas Missions' websites. As it pertains to the latter, it should be noted that general observation by the researcher indicated that a number of Missions' websites are either outdated or dysfunctional. Similarly too, the website of the Ministry of Foreign Affairs and Foreign Trade, the Ministry with substantive website is frequently unavailable due to apparent maintenance reasons.

## **II. 10 Hypothesis**

Based on the findings of foregoing literature and preliminary observation by the researcher, it is expected that, in the case of Jamaica, the use on Information and Communication Technology in Diaspora engagement will be found to be ineffective for the purpose of increasing this group's contribution to both social and economic national development processes.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **III.1 Research Design**

In order to explore the effectiveness of the GOJ's use of ICT in Diaspora engagement for the purpose of national development, this study utilized a qualitative approach. All four (4) research questions were operationalised using textual analysis and coding of interview and responses compared with available literature.

Interviewees responses were used to: (1) ascertain the current ICT-based methods being used to engage Diaspora members for the purpose of national development; (2) gauge perceptions of the effectiveness of the current mechanism in engaging Diaspora members for the purpose of national social and economic development, particularly those from second and subsequent generations; (3) determine the challenges being faced by the GOJ in its ICT-based Diaspora engagement; and (4) glean recommendations from both experts in the field and individual Diaspora members as it pertains to the best approaches for the improving ICT-based Diaspora engagement in order to achieve this group's contributions to national development processes.

#### **III.2 Research Instrument and Data Collection**

This researcher employed one main instrument for the purpose of gathering the data necessary for formulating this qualitative research, i.e. Interviews. The Interviews conducted varied in length and the number of questions asked. Interviews were formulated to glean a range of information and included a mixture of both structured (closed-ended) and unstructured or open-ended questions which were a mixture of both nominal, ratio and interval scales being posed to interviewees.

### **III.3 Selection of Interviewees**

The target population of interviewees was ten (10) individuals. However, while the researcher wanted to expand the sample size, there was a lack of willingness to participate in the study, especially in a timely manner. Using both the non- random or purposive sampling techniques the interviewees were selected based on their willingness participate, ability to facilitate an interview and also the fact that they fell within the target population for this research, which was Migration Studies and/or Diaspora Management, ICT practitioners and prominent members of the Jamaican Diaspora Movement. Special care was taken to ensure that the majority of the interviewees were not members of the Jamaican public sector, in order to decrease the possibility of bias and provide a certain level of objectivity in this study's findings.

For the purpose of this study, a total of ten (10) experts were interviewed either in person, either via telephone or the Voice over Internet Protocol (VoIP) tools MagicJack or Skype. Individuals interviewed were from both Governmental and Non-Governmental Organisations (NGOs), and included representatives from the following Organisations: Jamaicans Inspired United Kingdom (JamInUK), the Ministry of Foreign Affairs and Foreign Trade of Jamaica (MFAFT) and its Overseas Missions, Jamaica Promotions Corporation (JAMPRO), Cisco Systems, Mexico, Samsung Display Company, South Korea, the International Organization for Migration (IOM) and the Jamaica Diaspora Institute (JDI), the operational arm of the Jamaica Diaspora Foundation (JaDF).

Members of the sample population were directly contacted by the researcher and made fully aware of the main research topic and the aim of the study prior to their agreement to be interviewed, and were asked to facilitate a face-to face or telephone interview with the researcher

at a time of their convenience, bearing in mind the researcher's deadline. Sample interview questions were forwarded prior to interviews for interviewees' perusal (See Appendix I).

Interviewees were asked a range of questions from their years of employment, to their perception of the effectiveness of the Government of Jamaica's current ICT-based Diaspora engagement, particularly with respect to capitalizing on the potential of this group to advance national socio-economic development. This included institutional self-assessments by some of the participants. Interviewees' views were also sought in relation to possible methods for improving the use of ICT for the purpose of Diaspora engagement and by extension national development. Verbatim transcripts for the various interviews were then prepared and returned to interviewees for their review and signature of authorization.

#### **III.4 Procedures for Data Analysis**

Responses were compiled and analyzed by the researcher using textual analysis to code responses to the research questions used to operationalize both the independent and dependent variables. The findings of the study were then deduced based upon the comparison of interviewees' responses with information from the available literature.

## CHAPTER FOUR

### PRESENTATION OF FINDINGS AND ANALYSIS

This section of the study contains the presentation of the findings from the primary data collected during the conduct of interviews. Textual analysis was utilised to interpret responses to interview questions (See Appendix I), following which similar responses to interview questions were encoded into groups manually, as seen in the Table 2 below.

#### IV.1 Introduction to Interviewees

##### *Ambassador Sharon Saunders*

Ambassador Saunders is a former High Commissioner of Jamaica to Trinidad and Tobago, Deputy High Commissioner to the United Kingdom and currently serves as the Director of the Diaspora and Consular Affairs Department in the Ministry of Foreign Affairs and Foreign Trade. She is a career diplomat, having joined the Jamaican Foreign Service in 1981.

##### *Consul General Lloyd Wilks*

Mr. Wilks is the current Consul General of Jamaica to Toronto, and a former Director of the Diaspora and Consular Affairs Department at the Ministry of Foreign Affairs and Foreign Trade. He is a career diplomat with more than 25 years of experience in the Jamaican Foreign Service.

##### *Professor Neville Ying*

Professor Ying is the Executive Director of the Jamaica Diaspora Institute (JDI). He is also the Acting Executive Director of the Mona School of Business at the University of the West Indies, Mona Campus, Professor of Business Development and Director of Labour Studies at the Mona

School of Business and Management. Professor Ying is a Fellow of the Institute of Management Consultants Jamaica.

***Dr. Shallon Stubbs***

Dr. Stubbs is a Jamaican and Senior Engineer at Samsung Display Company in Yongin, Gyeonggi-do, Republic of South Korea and a former lecturer at the University of Technology of Jamaica. He is proficient in virtual metrology development, control system design, mathematical modelling and machine learning algorithms.

***Mr. Robert Scott***

Mr. Scott is an international business development specialist and the Vice President, Trade & Business Development at Jamaica Promotions Corporation (JAMPRO), with responsibility for export, overseas market development and linkages.

***Mr. Nathaniel Peat***

Mr. Peat is the former Chairman of Jamaicans Inspired UK (JamInUK) and Co-Founder and CEO at GeNNex Elite Limited as well as an Ernst and Young Trustee and Board Member at the Ernst and Young (EY) Foundation.

***Ms. Keisha Livermore***

Ms. Livermore is the Head of the Representative Office of the International Organisation for Migration (IOM) in Jamaica

***Mrs. Rukiya Brown***

Ms. Brown is a Programme Coordinator at the Representative Office of the International Organisation for Migration (IOM) in Jamaica.

***Mr. Gregory Lemmon***

Mr. Lemmon is a Co-Founder and Consultant at UBIQUITY Limited and a former Information Technology Manager at O'Neal Webster for almost six (6) years.

***Mr. Mario Nunoz***

Mr. Nunoz is an Engineer Network Consultant at Cisco Systems, Mexico

## IV.2 Coding and Interpretation of Responses

**Table 2. Coding and Interpretation of Interviewees' Responses**

Primary Data Source (Interviewee)	Coding/ Interpretation
<i>1. Consul General Lloyd Wilks</i>	
<p>Technology should play a central role in general Diaspora engagement for the purpose of national development. It is a most essential tool for that purpose, as Diaspora engagement is a peculiar task, especially since there may be a disparity in spread even within small areas such as cities. Hence, networking is most effective through the use of technology such as social media and other ICT tools.</p> <p>Virtual spaces also facilitate faster and more efficient document transmission, consensus building polling, canvassing and knowledge sharing.</p>	<p><b>The importance of ICT in Diaspora engagement</b></p>
<p>This kind of adaptation is especially necessary, due to changing migration patterns where persons have been observed to be moving more deliberately within the Caribbean (CSME). Hence, there is a need to anticipate and respond appropriately to changing migrant patterns by establishing the necessary communication networks and changing approaches to engagement.</p> <p>Second and subsequent generation Diaspora members naturally have less affinity for things associated with Jamaica. However, in addition to these demographic changes and migratory patterns, there are also differences in the objective circumstances and psycho-</p>	<p><b>The importance of prioritizing simultaneous adaptation to changes in both the Jamaican</b></p>

<p>social position of the actual migrant turned Diaspora member. All of these changes require a concomitant response from the GOJ if it is to maintain and increase Diaspora engagement.</p> <p>As it pertains to PPP in particular, distance makes technology the most effective tool for creating a tripartite framework for consensus building among the multiple civil society stakeholders. ICT tools such as virtual meetings are more efficient and facilitate increased and more rapid response rates from Diaspora members wherever they may be in the world.</p>	<p><b>Diaspora and technology</b></p> <p><b>The potential of effective ICT based Diaspora engagement in increasing PPP between the Diaspora and the GOJ</b></p>
<p>Neutral (Neither Effective nor Ineffective). The GOJ uses ICT extensively, for example in database development (Mapping Project), engagement and communication with the Diaspora, as well as the staging of Biennial Diaspora Conferences. However, there is still considerable room for improvement, as these facilities have not been sufficiently developed to the height or intricate and robust level of proficiency at which they are able to function.</p>	<p><b>The effectiveness of the GOJ's use of ICT in Diaspora engagement in mobilizing Diaspora members in the national development process</b></p>
<p>Neutral (Neither Effective nor Ineffective). There is considerable room for improvement by Diaspora-based NGOs. Not all of the NGOs are tapping into the same space simultaneously and networking is weak. The establishment of proper ICT platforms could make the work of these organisations easier by</p>	<p><b>The effectiveness of the Diaspora-based NGOs in mobilizing Diaspora members in the national development process</b></p>

<p>improving interconnectedness.</p>	
<p>In the first instance, the deployment of the required resources to Jamaica’s Overseas Missions leaves much to be desired. This includes not only the latest and most effective ICT tools and infrastructure, but the training of personnel who possess a firm grounding in Migration Studies and the research skills to extract data. These can then be used to enhance Diaspora engagement for the purpose of national development.</p>	<p><b>Challenges facing the GOJ in fully utilizing ICT in Diaspora engagement</b></p>
<p>Thought should also be given to how we start our Missions. ICT tools may be useful for gathering information about the demographic to be serviced in particular areas, as well as their skills and interests. This data can only serve to enhance the GOJ’s connectivity with and engagement of this group and enhance business and philanthropic sector engagement, especially in the fields of health and education.</p> <p>Need for the refinement of current mechanisms by incorporating ICT in Diaspora engagement processes in order to gain more traction.</p>	<p><b>Recommendations</b></p>
<p>Yes. However, this goes hand in hand with other things, including:</p>	<p><b>The potential to increase second and subsequent generations’ contributions to</b></p>

<ul style="list-style-type: none"> <li>▪ Training of staff to use ICT tools such as databases;</li> <li>▪ The establishment of an appropriate framework;</li> <li>▪ Development of a mandate to get the best possible results from these resources; and</li> <li>▪ Use of ICT tools and data gleaned with them in alignment with national priorities.</li> </ul>	<p><b>national development</b></p>
<p>IOM database for the Mapping Jamaica’s Diaspora Project, which allows for the identification of the specific interests of Diaspora members and thus their engagement along these lines.</p> <p>Various Outreach Programs on ICT platforms including social media and the internet. These ICT tools enable information sharing and the real time engagement of Diaspora members in various activities, and help to simultaneously raise the Mission’s, Diaspora’s GOJ’s and Jamaica’s profile.</p> <p>Videos for private Jamaican companies, as well as Ministries, Department and Agencies (MDAs) are also displayed on the Consulate’s televisions and its social media pages, to inform visitors of the latest developments and offerings from these entities. This is currently being done on a small scale and will be expanded. The content of these videos range from investment opportunities, to historical, scientific, social and cultural discussions.</p> <p>Radio broadcasts and social media are also used to</p>	

<p>promote special events. Most recently, Bob Marley Day (6<sup>th</sup> February) and Patty Day (22<sup>nd</sup> February). This helps to popularize Jamaican culture, cuisine etc. and advance national interests in destination/ host countries such as Canada.</p>	<p><b>Government Spearheaded ICT -based projects</b></p>
<p>Many projects, particularly of a philanthropic nature, various uses of ICT tools including spreadsheets, document sharing applications (e.g. Dropbox), newsletters and videoconferencing. The Education Taskforce which consists of Diaspora members in Canada, the United Kingdom and the United States of America often relies on such platforms to carry out its work in Jamaica.</p> <p>Web-based tools are increasingly becoming the go-to for anyone seeking to engage large groups. They are more cost effective and facilitate more targeted or deliberate information sharing.</p>	<p><b>Complementary ICT-based projects being employed by Non-Governmental Organisations (NGOs)</b></p>
<p>Social media, emails, telephone and the Consulate website.</p>	<p><b>ICT- based Diaspora engagement by Missions Overseas</b></p>
<p>Lower Middle Income</p>	<p><b>Income levels of Jamaican Diaspora members</b></p>
<p>While remittances are the most popular contribution, approximately US\$ 2 billion per annum, Diaspora members contribute in all of the aforementioned ways. Social remittances or contributions in kind are the second most popular contribution.</p>	<p><b>Diaspora members' most common contributions to national development</b></p>
<p>Most Jamaicans are interested, however their response levels vary. There are approximately 400,000 members of the Jamaican Diaspora in Canada, with</p>	<p><b>Interest in supporting the national development process</b></p>

<p>approximately 300,000 of them residing in Toronto. Of this number, less than half actively demonstrate willingness to contribute to national development.</p> <p>It is important to note that while contributions often take the form of monetary donations, all contributions are not always tangible and are therefore not really measurable. For example, due to varying interests, contributions to the national development process may take the form of discussions promoting Jamaica which may cause others to become interested in visiting or contributing to the country.</p> <p>Younger Diaspora members' investments tend to be more deliberate in their investments as they tend to be less patriotic and more skeptical in comparison to their older counterparts. Their contributions often take the form of support for the domestic tourism industry, with vacations for special annual events such as Appleton Special Dream Weekend. A number of them also make social contributions by participating in voluntary education and health missions. Hence, the GOJ must meet Diaspora members at their varying points of interest as there are many intangibles.</p>	
<p>0-5 years. It is somewhat difficult question to answer that question. However, from reports and general discussions, most seem ready to act/ mobilize their support in the short term.</p>	<p><b>Preparedness to contribute to National Development Processes</b></p>
<p>Yes</p>	<p><b>Interest in receiving information on local business and investment opportunities</b></p>

<b>2. Ambassador Sharon Saunders</b>	
<p>Technology is immensely important but not presently fully utilized. However, the Government of Jamaica recognizes that it must be used to connect with our Diaspora wherever they are.</p> <p>In addition to fostering communication with Diaspora members e.g. e-newsletters, teleconferencing, technology also facilitates communication with Jamaica’s Overseas Missions.</p>	<b>The importance of ICT in Diaspora engagement</b>
<p>It is a global imperative given the current state of our world. Technology represents the way forward. Hence, it requires the application of greater resources in the form of capital investment.</p> <p>The prioritisation of investment in technology will facilitate communication with an even wider range of stakeholders across the various levels of engagement.</p>	<b>The importance of prioritizing simultaneous adaptation to changes in both the Jamaican Diaspora and technology</b>
<p>The Mapping Jamaica’s Diaspora Project, undertaken in collaboration with the International Organisation for Migration (IOM). The Ministry of Foreign Affairs and Foreign Trade will eventually sign an agreement to take possession of the Database and Mapping tool.</p> <p>The Diaspora Beat e-newsletter is published on a bi-monthly basis by the Ministry.</p> <p>Teleconferencing has also been used to facilitate the participation of Diaspora Advisory Board Members in meetings.</p>	<b>Government Spearheaded ICT -based projects</b>
<p>I am not aware of any functional complementary projects. However, the IOM Development Fund is developing the “Engaging the Diaspora Online for the Development of their Country of Origin” project, which will benefit Jamaica and a number of other countries. The project will be funded through the IOM</p>	<b>Complementary ICT-based projects being employed by other MDAs and Non-Governmental Organisations (NGOs)</b>

<p>Development Fund under its Developing Capacities in Migration Management Programme. The project will include a large ICT component, and will revolve around identity and capacity building, but I cannot elaborate further.</p>	
<p>4 “Somewhat Effective”. The Government’s use of ICT is in an embryonic stage and rudimentary. ICT tools and solutions which are currently being employed lack sophistication and the ability to facilitate complex Diaspora engagement. The Draft National Diaspora Policy speaks to improving the current ICT framework.</p>	<p><b>The effectiveness of the GOJ’s use of ICT in Diaspora engagement in mobilizing Diaspora members in the national development process</b></p>
<p>The GOJ does not have the capacity and effective technological engagement is a work in progress. However, the need for capacity building in this area has been addressed in the Draft National Diaspora Policy.</p> <p>In addition to a lack of capacity among civil servants in using ICT platforms and applications, expertise in identifying ICT tools and solutions which can be used to increase engagement is also lacking.</p> <p>The GOJ also lacks the financial resources to invest in the latest ICT tools and hire consultants where necessary.</p>	<p><b>Challenges facing the GOJ in fully utilizing ICT in Diaspora engagement</b></p>
<p>Objectives and needs must firstly be identified. Following which the necessary ICT tools may be determined.</p> <p>Diaspora engagement is a consultative process and Jamaica can learn from countries that have been successful effectively engaging their Diasporas, e.g. Mexico and Israel.</p>	<p><b>Recommendations</b></p>
<p>ICT is one of the better methods of increasing Diaspora engagement, but it is not the Holy Grail or only tool which can be used. However, there is a need for its increased use given changing demographics in the Diaspora.</p> <p>Definitive focus on the Diaspora is important and efforts should be made to ensure that affinity is</p>	<p><b>The potential to increase second and subsequent generations’ contributions to national development</b></p>

undiluted. The use of ICT platforms such as Social Media and interactive video-conferencing are far more effective than traditional pen and paper.	
Middle Income	<b>Income levels of Jamaican Diaspora members</b>
Emails, E-Blasts, Biennial Diaspora Conferences (face-to-face)	<b>ICT- based Diaspora engagement by the GOJ</b>
<p>There is a need for lateral thinking and heightened awareness of ICT-based knowledge management and best practices in Diaspora engagement. In other words, there no need for reinvention of the wheel as there are existing modalities and methods which may be employed.</p> <p>In addition, all public servants should have an understanding of the importance of mainstreaming Diaspora affairs across all Ministries, Departments and Agencies (MDAs).</p>	<b>Recommendations</b>
<p>Remittances are the most common contribution at approximately US\$2 billion, followed by monetary charitable contributions and charitable contributions in-kind. The high volume of remittances can be attributed to affinity, as Diaspora members are able to support friends and relatives because of their improved earning power and increased disposable income.</p> <p>Investment is the least popular form of contribution and one of the recommendations arising from 6<sup>th</sup> Biennial Jamaica Diaspora Conference was the formation of the Jamaica Diaspora Investment Company, which would enable the group to invest through the Jamaica Stock Exchange (JSE).</p>	<b>Diaspora members most common contributions to national development</b>
<p>Yes. However, the GOJ has not been effective in relaying information requested on local Micro, Small and Medium-Sized Enterprises (MSMEs). The Jamaica Cultural Development Commission should be fulfilling this role, while Jamaica Promotions Corporation (JAMPRO) is responsible for providing information on larger business interests.</p>	<b>Interest in supporting the national development process</b>

<p>Diaspora members are very interested. However, there is a lack of information on the role they can play. Hence, their interest is heightened when they do know, as for many of them their connection with the island is intact.</p> <p>In light of the foregoing, the Government and by extension the Ministry of Foreign Affairs and Foreign Trade has been on a path to educate Diaspora members on the mutual benefits which may be derived from the engagement process.</p>	
<p>The viability of projects is usually a major question. As a result, dialogue facilitation is extremely important in bringing together all disparate elements.</p> <p>The ability to act is also dependent on the individual's financial situation and disposable income, which prevents many from acting on their interests.</p>	<p><b>Preparedness to contribute to National Development Processes</b></p>
<p><b>3. Professor Neville Ying, Jamaica Diaspora Institute (JDI)</b></p>	
<p>Communication is a central feature of engagement and ICT is an essential communication tool. This is best demonstrated by the experiences of countries such as Ireland and India, both of which have successfully incorporated deliberate ICT policies in their respective Diaspora engagement thrusts.</p> <p>The use of ICT has undoubtedly led to these countries deriving strategic value in the form of their national development and the improvement of their international stature. Of note, is the fact that India, which possesses immense ICT capacity, is the largest recipient of remittances, which can only serve to further bolster the country's financial resources.</p> <p>The importance of ICT in Diaspora engagement can be seen in the new National Diaspora Policy being developed by Jamaica which emphasizes the importance of using ICT platforms in engaging the Diaspora especially the 2<sup>nd</sup> and 3<sup>rd</sup> generation members. It may also be seen in the 2015 Biennial Diaspora Conference which was shaped around the former. The Conference's programme stressed the</p>	<p><b>The importance of ICT in Diaspora engagement</b></p>

<p>importance of using ICT platforms in engaging the Diaspora for mutual benefit and also highlighted the correlation between the policy as well as planned and previous ICT use.</p> <p>There was also heavy reliance on ICT to garner comments from Diaspora members on the National Policy and Plan of Action for International Migration and Development, which served as a springboard for the development of the new National Diaspora Policy.</p> <p>Increased engagement through ICT based platforms has the potential to lead to increased cultural affinity in younger Diaspora members and encourage them to reconnect with their roots/family members.</p>	
<p>The prioritisation of ICT use in engaging Diaspora members in national development and PPP is critical, as it enables the Government to communicate with the different age groups. ICT provides an avenue for the development of cultural affinity in Diaspora youth by bridging the generational gap, for example, through the use of social media platforms. This is important for maintaining a connection with the evolving Diaspora and sustaining the flow of capital and social investments made by this group in the face of aging Diaspora in major locations: USA, UK and Canada. In this connection, ICT use is also important in engaging the Diaspora for investment ventures in Jamaica through equity investment through the Jamaica Stock Exchange.</p> <p>It is also anticipated that an E-mentoring aspect will be added to the Diaspora Youth Connect Project, which is a collaborative effort between the Institute and CUSO International.</p>	<p><b>The importance of prioritizing simultaneous adaptation to changes in both the Jamaican Diaspora and technology</b></p>
<p>The Jamaica Diaspora Connect web portal (<a href="http://jamaicadiasporaconnect.com/">http://jamaicadiasporaconnect.com/</a>), which is maintained by the JDI, functions as the main ICT tool used to engage Diaspora members. The portal was initially used to conduct a test-run of an omnibus</p>	

<p>version of the Mapping exercise and functions as a repository of information on and for the Jamaican Diaspora.</p> <p>It is at the forefront of ICT based Diaspora engagement this is evidenced by recent consultations with a delegation from Moldova, who regarded this web platform as a best practice that can guide their establishment a similar platform.</p> <p>The portal is one of the major initial ICT-based Diaspora projects in the country and it was established with funding from the European Union (EU). It incorporates the use of ICTs to increase engagement through the use of features such as social media elements. It also provides access to case studies and published papers on Diaspora-related matters and enables complementary linkages with MDAs.</p> <p>The Jamaica Diaspora Connect portal also hosted information pertaining to the staging of the 6<sup>th</sup> Biennial Diaspora Conference held in June 2015, and provided links to the websites of critical Ministries, Departments and Agencies (MDAs), including the Ministry of Foreign Affairs and Foreign Trade of Jamaica as well as private sector ‘Legacy Partners’.</p>	<p><b>Complementary ICT-based projects being employed by other MDAs and Non-Governmental Organisations (NGOs)</b></p>
<p>The GOJ is “Somewhat Effective” (3), as efforts are being made by different MDAs to engage with the Diaspora. These include JAMPRO, RGD, PICA, and NHT. However, present and future studies could obtain a more definitive measurement of the effectiveness of ICT use in Diaspora engagement by MDAs in particular, for example, the effectiveness of the Mapping Jamaica’s Diaspora Project as a tool for Diaspora Engagement.</p> <p>In order to translate Diaspora engagement into direct capital or social investments which affect overall national development, the effectiveness of JAMPRO and other MDAs in mobilizing Diaspora members in areas such as investment and support for healthcare</p>	<p><b>The effectiveness of the GOJ’s use of ICT in Diaspora engagement in mobilizing Diaspora members in the national development process</b></p>

<p>and education should also be researched.</p>	
<p>In order for the Jamaican Diaspora engagement mechanism to be effective, there should be greater focus on the strategic value of ICTs the importance of ICT in the process of communication with the Diaspora. Hence the architecture of ICT based platforms such as websites should not only facilitate additions and changes, but complementary linkages as well, as demonstrated by the Jamaica Diaspora Connect web portal operated by the Jamaica Diaspora Institute.</p> <p>The need for the constant revision of web based content to maintain its relevance was also stressed.</p>	<p><b>Challenges facing the GOJ in fully utilizing ICT in Diaspora engagement</b></p>
<p>Use ICTs to focus the Diaspora’s attention on opportunities related to areas outlined in the Medium Term Socio-Economic Policy Framework (MTF) for 2015-2018, and Vision 2030, Jamaica’s National Development Plan such as: Logistics Hub, Tourism, Creative Industries and Agro Parks.</p> <p>Focus on these areas will translate into mutual benefit for Jamaicans both at home and abroad and will ensure more inclusive growth, sustainable development and increased response levels to current and future ICT- based projects.</p>	<p><b>Recommendations</b></p>
<p>ICT based platforms enable communication with different age groups and this is of particular importance since the profile of the Diaspora is changing. Older Diaspora members contribute more but they are aging and less ICT savvy. Social media</p>	<p><b>The potential to increase second and subsequent generations’ contributions to national development</b></p>

<p>and other ICT based platforms are a natural part the younger generation’s communication process.</p> <p>Increased engagement through ICT based platforms has the potential to lead to increased cultural affinity in younger Diaspora members and encourage them to reconnect with their roots/family members.</p>	
<p>The GOJ needs to focus on the special interests of Diaspora members in the development of its ICT based and projects. This should help to increase Diaspora members’ response rates to and involvement in future projects.</p> <p>Cohesion and the mainstreaming of the idea of mutual benefit are also necessary if the various ICT based Diaspora engagement efforts of MDAs and the private sector are to be successful.</p>	<p><b>Recommendations</b></p>
<p>Yes. ICT based platforms enable communication with different age groups and this is of particular importance since the profile of the Diaspora is changing. Older Diaspora members contribute more but they are aging. Social media and other ICT based platforms are a natural part the younger generation’s communication process.</p>	<p><b>The potential to increase second and subsequent generations’ contributions to national development</b></p>
<p>Monetary Contributions to family/friends/relatives (Remittances)</p>	<p><b>Diaspora members most common contributions to national development</b></p>
<p>It varies on an individual basis. However, the most significant and consistent areas of support are remittances, as well as support for Healthcare and</p>	<p><b>Interest in supporting the national development process</b></p>

Education.	
<b>4. Mr. Nathaniel Peat, Jamaicans Inspired United Kingdom (JamInUK)</b>	
Extremely important. ICT plays a pivotal part in connecting with the Diaspora, as this group is already engaged in the use of platforms such as Facebook, Whatsapp etc.	<b>The importance of ICT in Diaspora engagement</b>
Yes. Definitely, this is already happening. A number of PPPs have been facilitated by investments in ICT, including the Jamaica Diaspora Connect portal.	<b>The importance of prioritizing simultaneous adaptation to changes in both the Jamaican Diaspora and technology</b>
Neutral. While social media platforms such as Twitter and Facebook are often utilized. Emails and features on the Jamaica Information Service (JIS) could also have a complimentary function.	<b>The effectiveness of the GOJ's use of ICT in Diaspora engagement in mobilizing Diaspora members in the national development process</b>
<p>Loss of cultural affinity among second and subsequent generation Diaspora members. This group's perception of Jamaica is dependent on what is relayed to them by their parents and grandparents</p> <p>Jamaica still hasn't fully grasped the idea of how ICT can be used to promote connectivity and the various aspects of Jamaican life, including religion and culture</p>	<b>Challenges</b>
<p>Web-hosted Question and Answer sessions with Diaspora members by the Jamaica Cultural Development Commission (JCDC).</p> <p>Web- hosted Virtual Experience videos of rural Jamaica</p>	<b>Recommendations</b>

<p>Online forums and quizzes would promote the GOJ's interaction with younger Diaspora members and encourage participants to learn more about Jamaica.</p> <p>Increased use of non- traditional social media avenues, including Vine, Snapchat and Pulse.</p>	
<p>Yes, young Diaspora members are heavily involved in the use of social media platforms such as Instagram, Snapchat, Facebook and Twitter, as well as instant messaging applications including Whatsapp.</p> <p>Increased investment in ICT should, therefore, lead to increased engagement of younger members of the Diaspora in national development processes.</p>	<p><b>The potential to increase second and subsequent generations' contributions to national development</b></p>
<p>There is keen interest in second generation Diaspora members to be involved in national development. However, they are often unsure of how to go about this process e.g. charity, enterprise.</p> <p>It is harder to quantify among third generation Diaspora members, as they are often in their early teens or younger. Hence, they typically see themselves as being British and not necessarily from Jamaica. This is usually either because older members of the family have not passed on the culture or there has not been any interest in Jamaica by their parents.</p> <p>For subsequent generations, sometime the last Jamaican that was actually born in Jamaica is a great-grandparent. Hence, they have completely lost their affiliation with Jamaica. Within the UK, Diaspora members of mixed heritage represent a larger percentage than those with strictly Jamaican roots and are therefore usually less interested in the country than pure-blooded Jamaicans.</p>	<p><b>Interest in supporting the national development process</b></p>
<p>Young is relative. If one were to consider Diaspora</p>	<p><b>Interest in receiving information on local</b></p>

<p>members between the ages of 30+ to 45 years, who are often young persons with families, these individuals are usually interested in investment opportunities in Jamaica. There are also even younger Diaspora members (20+ year olds) who want to relocate to Jamaica for both financial and social investment opportunities, e.g. charity work with at-risk youth.</p>	<p><b>business and investment opportunities among young Diaspora members</b></p>
<p><b>5. Mr. Robert Scott, Vice President, Trade &amp; Business Development, Jamaica Promotions Corporation (JAMPRO)</b></p>	
<p>Technology is vital to Diaspora engagement for two (2) main reasons, cost effectiveness and reach. The Diaspora is not amorphous and technology allows us to engage more of its members more easily than traditional snail mail. While a lot of business includes travel, technology allows for increased engagement.</p>	<p><b>The importance of ICT in Diaspora engagement</b></p>
<p>The GOJ must be as cutting edge as it can afford to be in engaging the Diaspora, particularly younger, technology and business savvy members of this group. Age dynamics makes the use of ICT increasingly unavoidable.</p>	<p><b>The importance of prioritizing simultaneous adaptation to changes in both the Jamaican Diaspora and technology</b></p>
<p>JAMPRO currently uses digital business cards encoded with videos as well as Quick Response (QR) codes which enable increased access to information by potential Diaspora investors and this is something that can be adopted by other Ministries, Departments and Agencies (MDAs).</p> <p>The continuous upgrading of Information Technology (I.T.) systems and an impressive website are also very important. JAMPRO launched a Mandarin website as well as an interactive web portal, Global Business</p>	<p><b>Government Spearheaded ICT -based projects</b></p>

<p>Connect in 2014, in keeping with its efforts to keep up with technological advances.</p> <p>In addition to the foregoing, JAMPRO has partnered with U.S.A based media outlet, Bloomberg L.P. and U.K. based Financial Times, in an effort to build relationships with potential and existing investors, though not limited to the Jamaican Diaspora.</p> <p>Laptops, Voice over Internet Protocols (VoIP) e.g. Skype, Teleconferencing, Videoconferencing tools e.g. GoToMeeting and software including Microsoft PowerPoint and Prezi are also employed on a regular basis. The services of a Social Media Specialist have also been engaged by the agency.</p>	
<p>While there is a need for specific targeting, the GOJ's e-governance outpaces other Caribbean islands.</p>	<p><b>Challenges</b></p>
<p>Neutral</p>	<p><b>The effectiveness of the GOJ's use of ICT in Diaspora engagement in mobilizing Diaspora members in the national development process</b></p>
<p>Increased investment in ICT and training of civil servants.</p>	<p><b>Recommendations</b></p>
<p><b>6. Keisha Livermore, Head of Office, International Organisation for Migration (IOM), Kingston, Jamaica</b>  <b>&amp; 7. Rukiya Brown, Programme Coordinator, International Organisation for Migration (IOM), Kingston, Jamaica</b></p>	

<p>Very, technology is currently the most effective way to reach a wide cross section of people in real time as it is able to transcend borders at very minimal costs. For a small island developing state with financial constraints with members of the Diaspora located in every continent, utilizing technology as a communication tool is therefore extremely important</p>	<p><b>The importance of ICT in Diaspora engagement</b></p>
<p>Yes. Currently technology is not being utilized in an effective way. Due the nature of the Jamaican Diaspora, and the financial challenges being faced by the Government it is important that cost effective strategies be utilized. Also technology as a mode communication is the best way of communicating with certain age groups (18 -40). This population is often not engaged as efforts need to be made to reach them in the way they know how to communicate.</p>	<p><b>The importance of prioritizing simultaneous adaptation to changes in both the Jamaican Diaspora and technology</b></p>
<p>IOM is currently implementing several projects that fall within this category. Specifically, IOM Kingston is currently engaged in project aimed at Diaspora engagement. This project is a sub-regional one seeking to identify members of the Diaspora in Jamaica, Belize, Guyana and Suriname who have indicated an interest in investing in their countries of Origin. The project aims to provide them with the necessary support to be able to achieve these goals</p>	<p><b>Complementary ICT-based projects being employed by other MDAs and Non-Governmental Organisations (NGOs)</b></p>
<p>Neutral</p>	<p><b>The effectiveness of the GOJ's use of ICT in Diaspora engagement in mobilizing Diaspora members in the national development process</b></p>
<p>Staffs within government with the desirable skills are not a part of project implementation. In addition, those asked to assist with implementation are often tasked with achieving other tasks and this is something that is added on, and not a part of their general job functions.</p>	<p><b>Challenges</b></p>
<p>Consider including this as a part of general job</p>	<p><b>Recommendations</b></p>

<p>functions and or objectives that will form a part of staff evaluation.</p> <p>Include basic training as a core course at the University level and or at the Ministry/agency level.</p> <p>Do refresher courses/sessions so that staffs stay abreast of technological advancement.</p>	
<p>With the evolution of social media the ability to increase engagement with a wider range of the Diaspora is now more attainable. Investment in ICT is therefore critical for the government to establish and monitor social media accounts specifically targeting first, second and subsequent generation Jamaicans.</p>	<p><b>The potential to increase second and subsequent generations’ contributions to national development</b></p>
<p>Remittances. It is a cultural expectation and norm for Jamaicans who migrate to send money home to support the family. This practice has been in place since after World War two when many Jamaicans emigrated to the United Kingdom. It has further been perpetuated with the feminisation of migration which saw women leaving their children behind as well as adults leaving their elderly parent to be cared for by a member of the family or a friend.</p>	<p><b>Diaspora members’ most common contributions to national development</b></p>
<p>Very, based on preliminary results from a survey carried out recently members of the Diaspora are very interested in contributing to the development of Jamaica’s development. There is however a sense of disenchantment as they feel as if the process to contribute is too difficult due to current procedures and policies.</p> <p>0-5 years, based on the Mapping Survey</p>	<p><b>Interest in supporting the national development process</b></p>
<p>Based on the mapping project data approximately 25% of persons surveyed interested in receiving this information.</p>	<p><b>Interest in receiving information on local business and investment opportunities among young Diaspora members</b></p>
<p>The skills are available, most if not all MDAs have staff dedicated to communication, ICT and public relations. These three areas are closely linked and it is important that these staff members if they do not</p>	<p><b>The GOJ’s capacity to effectively engage members of the Jamaican Diaspora</b></p>

<p>belong to the same department work together. These units or departments are often small however and so the time needed to dedicate to ICT and Diaspora engagement related activities are often limited as responsibilities related to vetting information coming out of the MDAs and communicating at the local level takes precedence.</p>	
<p>Training of public servants, targeted funding, utilizing ICT tools appropriate for the population that the GOJ is trying to reach/engage. Recruitment of social media specialists or training of communication staff on the effective use of this medium is also a recommendation</p>	<p><b>Recommendations</b></p>
<p><b>8. Dr. Shallon Stubbs, Senior Engineer at Samsung Display Company and Member of the Jamaican Diaspora in the Republic of South Korea</b></p>	
<p>I think given the significant geographical and time zone differences between Jamaica and the location of some of its Diaspora members e.g. Asia, technology should play a very significant role in overcoming these challenges and ensuring continued and increase engagement with Jamaicans now working or studying in the region. The need for such has in recent time become even more relevant as the number of Jamaicans in that region has significantly increased.</p>	<p><b>The importance of ICT in Diaspora engagement</b></p>
<p>The number of Jamaicans studying and working in non-traditional Diaspora locations further afield such as Korea and Asia has increased significantly in recent years due to expanded scholarship offerings and increased job recruitment of Jamaicans. So, the earlier we put the necessary system in place to maintain communications, the less catching up will be required later.</p> <p>Incrementally adapting one’s system to meet changes is always a better and easier implementation strategy. The major players in Asia– China, Korea, and Japan are very wired in and technologically advanced</p>	<p><b>The importance of prioritizing simultaneous adaptation to changes in both the Jamaican Diaspora and technology</b></p>



<p>Jamaica. 3 Using the Diaspora registry to circulate periodical newsletter. 4. Putting in place or making recommendations to the government regarding technology to support distance/remote voting capabilities for Diaspora members, this last item in particular, would most definitely facilitate such an agenda. It may also be possible to use biometrics (finger print verification) or other ICT technology (electronic signature/encryption) to verify scanned uploaded documents for specific services.</p>	
<p>Yes, I believe it would. In my experience of living in 3 different countries for periods exceeding 3 years, the Jamaicans I come across, be it 2<sup>nd</sup> and subsequent generations, are always proud to identify with their heritage. I don't think the Jamaican government is fully tapping into and capitalizing on this pride and patriotism that Diaspora members possess and I think greater engagement is certainly the key to unlock this potential.</p>	<p><b>The potential to increase second and subsequent generations' contributions to national development</b></p>
<p>The technology has been around for years now and for the most part is open source (Java/Android/scripting). There is information floating around on the internet and based on my past experiences as a lecturer at the University of Technology, a lot of these stuff is taught in our local schools and university. Finally, identified persons can be sponsored for training and certifications in the necessary technologies to support implementation. So I do think we possess the capacity, as to whether the will and passion exist, that's I think is a more pertinent and difficult to answer question.</p>	<p><b>The GOJ's capacity to effectively engage members of the Jamaican Diaspora</b></p>
<p><b>9. Mr. Mario Munoz, Network Consultant, CISCO Systems Mexico</b></p>	
<p>Yes, as all over the world there are many technology changes that go to fast, it is important to prioritize the adaptation in order to be part of the rest of world. I</p>	<p><b>The importance of ICT in Diaspora engagement</b></p>

think it is important that a country can be part of the world, and one way is to be part of the global culture, that culture use new technologies in the day by day activities.	
More than increased investment in ICT is necessary. Interest is relative of the individual. If they know how they can use technologies then they will engage.	<b>The effectiveness of the GOJ's use of ICT in Diaspora engagement in mobilizing Diaspora members in the national development process</b>
<b><i>10. Mr. Gregory Lemmon, Co-Founder and Consultant at UBIQUITY Limited</i></b>	
Technology is a tool and like any tool it is only as critical as it readily and economically facilitates effective, clear and timely communication across or throughout the Diaspora.	<b>The importance of ICT in Diaspora engagement</b>
I don't think technology should become the focus to the exclusion of effective and clear communication. Certainly, I believe that technology can facilitate this but it should not replace the content of the message.	<b>The importance of prioritizing simultaneous adaptation to changes in both the Jamaican Diaspora and technology</b>
Twitter, Facebook, Instagram and Snapchat are at the top of the list because the target audience makes ready use of these platforms to communicate and consume information.	<b>The potential to increase second and subsequent generations' contributions to national development</b>
The primary challenge is how to effectively use the platforms stated above. The old methods – radio and Television are being or have been replaced by these new mediums. Understanding the shorter attention span of the target audience is also important and will encourage the crafting of more effective messages to engage them.	<b>Challenges</b>
Get the people responsible trained on the platforms; how to use them and their respective limitations  Provide training on how to craft shorter more engaging content for the target audience	<b>Recommendations</b>
Not particularly, use of the mentioned platforms is	<b>The effectiveness of the GOJ's use of ICT in</b>

largely free and while there are paid options research has shown that some of the biggest influencers on these platforms have a free account. It is not that they are paying to get their message out it is that their message is compelling enough to create a tribe or following.

**Diaspora engagement in mobilizing Diaspora members in the national development process**

### **IV.3 Discussion of Findings**

#### ***IV.3.1 The importance of ICT in Diaspora engagement***

The majority of interviewees agreed that ICT is of critical importance in the Diaspora engagement process. As noted by Consul General Lloyd Wilks, “Technology should play a central role in general Diaspora engagement for the purpose of national development. It is a most essential tool for that purpose, as Diaspora engagement is a peculiar task, especially since there may be a disparity in spread even within small areas such as cities. Hence, networking is most effective through the use of technology such as social media and other ICT tools. Virtual spaces also facilitate faster and more efficient document transmission, consensus building polling, canvassing and knowledge sharing.” His counterpart, Ambassador Sharon Saunders is in agreement, noting that, “Technology is immensely important but not presently fully utilized. However, the Government of Jamaica recognizes that it must be used to connect with our Diaspora wherever they are.”

The dispersion of the Jamaican Diaspora and changing demographics were also cited by a number of other interviewees as one of the major factors leading to the importance of ICT in Diaspora engagement, including Dr. Shallon Stubbs, a Jamaican living and working in South Korea. He noted that “...given the significant geographical and time zone differences between Jamaica and the location of some of its Diaspora members e.g. Asia, technology should play a very significant role in overcoming these challenges and ensuring continued and increased engagement with Jamaicans now working or studying in the region. The need for such has in recent time become even more relevant as the number of Jamaicans in that region has significantly increased.”

Mr. Gregory Lemmon, however, hinted at the fact that ICT effectiveness depends on context, noting that “Technology is a tool and like any tool it is only as critical as it readily and economically facilitates effective, clear and timely communication across or throughout the Diaspora.”

#### ***IV.3.2 Challenges facing the GOJ in fully utilizing ICT in Diaspora engagement***

There was general consensus as it pertains to the challenges facing the GOJ in its attempts to capitalize on ICT for the purpose of Diaspora engagement in national development. Including, “...the deployment of the required resources to Jamaica’s Overseas Missions...the latest and most effective ICT tools and infrastructure...the training of personnel who possess a firm grounding in Migration Studies and the research skills to extract data...”, as noted by Consul General Wilks.

Ambassador Sharon Saunders, the current Director of the Diaspora and Consular Affairs Department in the Ministry of Foreign Affairs also shared similar sentiments, and noted that “The

GOJ does not have the capacity and effective technological engagement is a work in progress.” She also noted that “...expertise in identifying ICT tools and solutions which can be used to increase engagement is also lacking...” and that “...The GOJ also lacks the financial resources to invest in the latest ICT tools and hire consultants where necessary...”

Mr. Lemmon, however, observed that the primary challenge is not lack of access to the proper ICT tools, but the knowledge of how to effectively use these platforms, including understanding the short attention span of the target audience (particularly members of the second and subsequent generations), which necessitates the crafting of more effective messages to engage them.

#### ***IV.3.3 The GOJ’s capacity to effectively engage members of the Jamaican Diaspora***

While the issue of capacity in terms of equipment and human resource skills arose frequently, as the majority of interviewees were of the opinion that the GOJ did not possess the requisite capacity to effectively use ICT in Diaspora engagement in its efforts to boost national development. Representatives from the IOM felt otherwise, and instead highlighted the fact that, “The skills are available, most if not all MDAs have staff dedicated to communication, ICT and public relations. These three (3) areas are closely linked and it is important that these staff members, if they do not belong to the same department, work together. These units or departments are often small, and so the time needed to dedicate to ICT and Diaspora engagement related activities are often limited, as responsibilities related to vetting information coming out of the MDAs and communicating at the local level takes precedence.”

This aforementioned view is supported by Dr. Shallon Stubbs, who noted that “The technology has been around for years now and for the most part is open source (Java/Android/scripting).” He also pointed to the plethora of information available on the internet,

and questioned whether the will and passion exist to make more effective use of ICT in the Diaspora engagement process for the purpose of national development. His sentiments were seconded by ICT Consultant, Gregory Lemmon, who observed that increased investment in ICT might not lead to increased effectiveness in engagement, as the use of some platforms is "...largely free and while there are paid options, research has shown that some of the biggest influencers on these platforms have a free account. It is not that they are paying to get their message out it is that their message is compelling enough to create a tribe or following."

The fact that public servants with the requisite skills are either not a part of project implementation or not solely dedicated to improving the engagement process was also highlighted as a major challenge by the IOM team.

#### ***IV.3.4 Government Spearheaded ICT-based Projects and Initiatives***

There are currently a number of GOJ spearheaded ICT-based projects which are aimed at increasing Diaspora engagement in national development, foremost among them the now dormant Mapping Jamaica's Diaspora Project which was developed in collaboration with the IOM. This project is supported by a number of other projects and initiatives aimed at both raising the country's profile and keeping Diaspora members informed, including e-newsletters, radio and television broadcast, the use of VoIP tools in Diaspora Advisory Board meetings and the streaming of information on possible investment opportunities in Jamaica's Missions Overseas.

#### ***IV.3.5 Complementary ICT-based projects being employed by other MDAs and Non-Governmental Organisations (NGOs)***

A few complementary, ICT-based Diaspora engagement projects are also currently being employed by MDAs and NGOs which have a direct effect on the GOJ's own interventions. As noted by Consul General Lloyd Wilks, "Web-based tools are increasingly becoming the go-to for anyone seeking to engage large groups. They are more cost effective and facilitate more targeted or deliberate information sharing." He also noted that a number of these projects are "...philanthropic in nature..."and rely on various ICT tools to facilitate information sharing, as seen with the tripartite Education Taskforce which "...often relies on such platforms to carry out its work [locally]."

For her part, Ambassador Sharon Saunders was "... not aware of any functional complementary projects..." However, she noted that one is in the design phase, and "...will include a large ICT component, and will revolve around identity and capacity building."

Professor Neville Ying also made note of "The Jamaica Diaspora Connect web portal (<http://jamaicadiasporacconnect.com/>), which is maintained by the JDI, functions as the main ICT tool used to engage Diaspora members." And cited its' status as somewhat of a best practice, with recent consultations with a delegation from Moldova regarding the establishment a similar platform.

The need for the mainstreaming and maintenance of ICT-based public- and private-sector Diaspora engagement interventions was also noted in this connection by Professor Neville Ying, who stressed that in order for current and future mechanisms to be effective, the importance of ICT as a means to an end in the communication process must be addressed. Hence the need for complementary linkages across Diaspora engagement platforms, as well as the constant revision of web based content to maintain its relevance.

#### ***IV.3.6 The importance of simultaneous prioritisation of adaptation to changes in both the Jamaican Diaspora and technology***

There was also a general consensus that simultaneous priority should be given to adapting to changes in both the demography of the Jamaican Diaspora and technology due to changing migration patterns where persons have been observed to be moving more deliberately within the Caribbean and non- traditional Diaspora locations like Asia. Hence, there is a need to anticipate and respond appropriately to changing migrant patterns by establishing the necessary communication networks and changing approaches to engagement.

This was especially true for the majority of interviewees, who were of the opinion that second and subsequent generation Diaspora members naturally have less affinity for things associated with Jamaica. As noted by Consul General Wilks, "...there are also differences in the objective circumstances and psycho-social position of the actual migrant turned Diaspora member. All of these changes require a concomitant response from the GOJ if it is to maintain and increase Diaspora." As noted by Ambassador Saunders, "The prioritisation of investment in technology will facilitate communication with an even wider range of stakeholders across the various levels of engagement." The maintenance and strengthening of these bonds over time is of particular importance "for maintaining a connection with the evolving Diaspora and sustaining the flow of capital and social investments made by this group in the face of aging" as correctly noted by Professor Neville Ying.

#### ***IV.3.7 The potential to increase second and subsequent generations' contributions to national development***

In keeping with the foregoing, interviewees' perception of the potential of increased investment in ICT-based engagement to increase second and subsequent generations' contributions to national development differed, with Dr. Shallon Stubbs and Professor Neville Ying outrightly saying it would,

others such as Consul General Wilks were a bit more cautious in definitively attributing potential increases in this group's contributions solely to increased investment in ICT-based engagement by the GOJ. The differences in these responses are yet another example of the contrast theory, and could also demonstrate that the Solow Productivity Paradox is being observed by public servants like Consul General Wilks, a possible explanation which has been posited for this is there is a lag period before actual gains from investments in ICT are observed.

Consul General Wilks highlighted the need for: (1) the training of staff in the use of ICT tools, (2) the establishment of an appropriate framework; (3) the development of a mandate to get the best possible results from these resources; and (4) the use of ICT tools and data gleaned with them in alignment with national priorities, as being necessary interventions if the GOJ is to succeed in increasing Diaspora engagement for the purpose of national development. In other words, as noted by Ambassador Saunders while "ICT is one of the better methods of increasing Diaspora engagement, it is not the Holy Grail..." even though it enables ease of communication and better communication as a result of changing demographics. Their sentiments were shared by Mr. Lemmon, who stated that "...technology should [not] become the focus to the exclusion of effective and clear communication... technology can facilitate this but it should not replace the content of the message."

These differences in opinion may be explained by the latitudes of acceptance discussed in the Contrast theory, which lead to exaggerations in differences between expectations and outcomes and also highlight the Solow Computer/Productivity Paradox as ICT investment isn't seen as automatically translating to productivity, which is, in this instance, engagement of Diaspora members in national development processes.

#### ***IV.3.8 The potential of effective ICT based Diaspora engagement in increasing PPP between the Diaspora and the GOJ***

In relation to PPP, Mr. Wilks noted that distance makes technology the most effective tool for creating a tripartite framework for consensus building among the multiple civil society stakeholders. ICT tools such as virtual meetings are more efficient and facilitate increased and more rapid response rates. Dr. Stubbs also supported this view, noting that investment in effective ICT – based Diaspora engagement “...is very necessary for maintaining and increasing PPP, if neglected we risk decreasing even the existing volume and being left behind...” Mr. Nathaniel Peat also highlighted that a number of PPPs had been fostered through the Jamaica Diaspora Connect Portal managed by the JDI.

#### ***IV.3.9 Diaspora members’ most common contributions to national development***

There was general consensus among Diaspora members in terms of the most common contribution of Diaspora members to national development at the present time, with remittances which are approximately US\$ 2 billion per annum leading, followed closely by social remittances or contributions in kind. The high volume of remittances can be attributed to affinity, as Diaspora members are able to support friends and relatives because of their improved earning power and increased disposable income.

The representatives from the IOM noted that high remittance levels can be attributed to the fact that “It is a cultural expectation and norm for Jamaicans who migrate to send money home to support the family... [a] practice [which] has been in place since after World War II, when many Jamaicans emigrated to the United Kingdom. It has further been perpetuated with the feminisation of migration which saw women leaving their children behind as well as adults leaving their elderly parent to be cared for by a member of the family or a friend.”

Ambassador Saunders also noted that “...investment is the least popular form of contribution and one of the recommendations arising from 6<sup>th</sup> Biennial Jamaica Diaspora Conference was the formation of the Jamaica Diaspora Investment Company, which would enable the group to invest through the Jamaica Stock Exchange (JSE).”

#### ***IV.3.10 Interest in supporting the national development process***

The majority of interviewees felt that there was a general interest among Diaspora members to support the national development process. However, it was also noted that actual response levels or active demonstration of willingness, the type of contribution and areas of interest vary. The differences in younger Diaspora members and their business savviness which often overrides patriotism was also noted alongside the dearth of information on the role this sub-group can play and the mutual benefits to be derived from the engagement process.

In keeping with the foregoing, Ambassador Saunders noted that in general once information is available, interest is heightened, as their connection with the island is intact.

#### ***IV.3.11 Interest in receiving information on local business and investment opportunities among young Diaspora members***

Interviewees indicated that there was generally interest among members of this group. However, it was also noted that interest varies on an individual basis. For example, Nathaniel Peat noted that “Young is relative. If one were to consider Diaspora members between the ages of 30+ to 45 years, who are often young persons with families, these individuals are usually interested in investment opportunities in Jamaica. There are also even younger Diaspora

members (20+ year olds) who want to relocate to Jamaica for both financial and social investment opportunities, e.g. charity work with at-risk youth.”

#### ***IV.3.12 The effectiveness of the GOJ’s and NGOs’ use of ICT in Diaspora engagement in mobilizing Diaspora members in the national development process***

Interviewees were generally of the view that ICT- based Diaspora engagement efforts by the GOJ and NGOs were either Somewhat Ineffective or Neutral (Neither Effective nor Ineffective) and that the GOJ was not capitalizing on ICT in this area. As noted by, Consul General Wilks, “The GOJ uses ICT extensively, for example in database development (Mapping Project), engagement and communication with the Diaspora, as well as in the staging of Biennial Diaspora Conferences. However, there is still considerable room for improvement, as these facilities have not been sufficiently developed to the height or intricate and robust level of proficiency at which they are able to function.”

The issue of weak networking and the failure to establish proper ICT platforms was also cited as affecting effectiveness, in addition to the fact that the GOJ’s use of ICT is in an embryonic stage and rudimentary, with current ICT tools and solutions lacking sophistication and the ability to facilitate complex Diaspora engagement.

The aforementioned responses are all iterations of the distributive and procedural aspects of the Justice theory.

#### ***IV.3.12 Recommendations***

The following general recommendations for improving the effectiveness of the ICT-based Diaspora engagement process were made by interviewees:

1. The need to firstly identify the objectives and needs of the GOJ (mutual interest, investment, philanthropy etc.), following which the most suitable ICT tools may be determined;
2. Learning from countries that have been successful effectively engaging their Diasporas, e.g. Mexico and Israel;
3. ICT tools may be useful for gathering information about the demographic to be serviced in particular areas, as well as their skills and interests before establishing Overseas Missions;
4. Need for the refinement of current mechanisms by incorporating ICT in all aspects of the Diaspora engagement process in order to gain more traction;
5. Need for lateral thinking and heightened awareness of ICT-based knowledge management and best practices in Diaspora engagement;
6. All public servants should have an understanding of the importance of mainstreaming Diaspora affairs across all Ministries, Departments and Agencies (MDAs);
7. Special attention should be paid to areas of national priority in developing and implementing ICT-based engagement platforms. These are outlined in the immediate Medium Term Socio-Economic Policy Framework (MTF) for 2015-2018, and Vision 2030, Jamaica's National Development Plan;
8. The special interests of Diaspora members should be considered in the development of its ICT-based engagement projects. This should help to increase Diaspora members' response rates to and involvement in future projects.
9. Recruitment of social media specialists or training of public servants especially communication staff on the effective use of this medium, to enable their understanding of ICT tools, creation of effective messages and data extraction methods;
10. Targeted funding for ICT-based Diaspora engagement;

11. The development of more interactive ICT-based Diaspora engagement tools, e.g. incentivized online competitions , virtual experiences, online forums; and
12. Increased use of non- traditional social media avenues, including Vine, Snapchat, Pulse and Twitter.

## **CHAPTER FIVE**

### **CONCLUSION**

In conclusion, it has been found that while ICT plays a major role in the GOJ's Diaspora engagement process, the current ICT-based Diaspora engagement mechanism is largely ineffective, especially as it pertains to involving these individuals in national development processes. Based on the findings of this study, this is largely due to the fact that the current methods being employed by the Government of Jamaica in engaging members of its Diaspora are very simple or outdated. Hence, they do not facilitate the extraction of the necessary data which is needed to better determine the interests of Diaspora members and thus improve their engagement in national development. Where ICT programs are advanced, they are either beyond the remit of public servants or the individuals with the requisite skills are not being assigned to use them. In addition to the foregoing, a number of challenges, such as lack of funding, further hamper the GOJ's ICT- based attempts to effectively engage its Diaspora in social and economic development of the "Mother" country.

As it pertains to whether or not increased investments in ICT-based Diaspora engagement mechanisms automatically translates into national development, it has been found that while ICT

does have the potential to improve communication with Diaspora members, the actual engagement of Diaspora members and their contribution to national development processes or effectiveness, is ultimately determined by a number of factors, including: (1) interest, (2) income levels, (3) Patriotism/ cultural affinity and (4) the ability of Diaspora members to use ICT tools; (5) the ability of public servants to align ICT-based projects so that they serve the mutual interest of the nation and Diaspora members,(6) content and (7) the human resource capacity of public servants to manipulate ICT platforms and data gleaned from them for national benefit.

In light of the foregoing, it is recommended that the GOJ not only examine best practices in the field of Diaspora engagement and continue to mainstream Migration and Development across all relevant national policies and MDAs as outlined in both the Draft National Policy and Plan of Action on International Migration and Development and the Draft National Diaspora Policy, but that it also utilizes the skills available within the public service to identify the most suitable ICT tools for its engagement purposes and these specialists be dedicated to the development and Monitoring and Evaluation of current and future engagement mechanisms.

It is hoped that the introduction of these reforms in future and current Diaspora ICT-based mechanisms will lead to more targeted engagement and effectiveness and thus redound to the social and economic development of Jamaica.

It is also recommended that future studies quantitatively examine the findings of the now dormant Mapping Jamaica's Diaspora Project to further prove the aforementioned findings using raw data.

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**APPENDIX**  
**INTERVIEW QUESTIONNAIRE**

**Information Note:** The purpose of this interview is to ascertain your agency's views on *"The effectiveness of the Government of Jamaica's use of Information Communication Technology (ICT) in Diaspora Engagement for the purpose of National Development"*. Your responses will be analyzed qualitatively and will be included in a thesis submitted to the Korea Development Institute (KDI) School of Public Policy and Management in partial fulfilment of the requirements for the Master of Development Policy (MDP) Programme offered by that institution.

The interviewer is obliged to: (1) refrain from misquoting the interviewee, (2) to keep the interviewee's name confidential where requested (Please see the waiver at the end of this Questionnaire) and (3) will provide a copy of the final interview script for the interviewee's records and review prior to inclusion in the study.

Your kind response and time are greatly appreciated.

1. Name of Agency: **Consulate General of Jamaica to Toronto, Canada**
2. Name/s of Interviewee: Mr. Lloyd Wilks, Consul General
3. How many years have you worked with the Ministry of Foreign Affairs and Foreign Trade?
  - (1) 0-5
  - (2) 6-10
  - (3) 11-15
  - (4) 15-20
  - (5) 21-25
  - (6) 26 or more
4. How much of a role should technology play in general Diaspora engagement for the purpose of national development?
5. In your opinion, must the GOJ prioritize adapting to changes in both its Diaspora and technology, as it seeks to heighten its responsiveness to and engagement of this group with a view towards increasing Public-Private Partnerships (PPP)? Please give a reason for your answer.

6. What are the current ICT based projects being employed by your Consulate as it pertains to Diaspora engagement?

7. On a scale of 1-5, with '1' indicating "highly ineffective" and '5' "highly effective", how would you rate the Government of Jamaica's use of ICT in Diaspora engagement in terms of its ability to mobilize Diaspora members in the national development process?

- (1) 1 "Highly Ineffective"
- (2) 2 "Somewhat Ineffective"
- (3) 3 "Neutral"
- (4) 4 "Somewhat Effective"
- (5) 5 "Highly Effective"

8. On a scale of 1-5, with '1' indicating "highly ineffective" and '5' "highly effective", how would you rate your Consulate's use of ICT in Diaspora engagement in terms of its ability to mobilize Diaspora members in the national development process?

- (1) 1 "Highly Ineffective"
- (2) 2 "Somewhat Ineffective"
- (3) 3 "Neutral"
- (4) 4 "Somewhat Effective"
- (5) 5 "Highly Effective"

9. On a scale of 1-5, with '1' indicating "highly ineffective" and '5' "highly effective", how would you rate locally based Non- Governmental Organisations' (NGOs') use of ICT in complementary Diaspora engagement efforts, in terms of their ability to mobilize Diaspora members in the national development process?

- (1) 1 "Highly Ineffective"
- (2) 2 "Somewhat Ineffective"
- (3) 3 "Neutral"
- (4) 4 "Somewhat Effective"
- (5) 5 "Highly Effective"

10. What are the challenges faced by the Government of Jamaica in fully utilizing ICT in Diaspora engagement for the purpose of national development?

10 (b). What are some of your recommendations as it pertains to surmounting these challenges?

11. In your opinion, is investment in ICT the best possible means of increasing the engagement of Diaspora members in national development, particularly those from the second and subsequent generations? Why?

12. How would you classify the income- level of the majority of Jamaican- Canadian Diaspora members involved in both social and economic national development?

- (1) High Income
- (2) Upper Middle Income
- (3) Middle Income
- (4) Lower Middle Income
- (5) Low Income

13. What are the most common methods of communication used by your Consulate in engaging Diaspora members?

14. Do you believe that the Jamaican government is fully capitalizing on modern technology/ ICT in Communicating with its Diaspora members?

- (1) Strongly Disagree
- (2) Disagree
- (3) Neither Disagree nor Agree
- (4) Agree
- (5) Strongly Agree

15. What are your general recommendations for improving the current ICT based Diaspora engagement mechanism in Jamaica e.g. targeted funding, training of public servants etc.?

16. In your opinion, in which of the following ways have Diaspora members contributed the most to national development?

- (1) In Kind/ Non-monetary Charitable Contributions
- (2) Investment
- (3) Monetary Charitable Contributions to strangers
- (4) Monetary Contributions to family/friends/relatives (Remittances)
- (5) Pro bono work/Consultation
- (6) Other

16 (b). Why are members of the Diaspora more likely to contribute in this manner?

17. In your estimation, how interested are Jamaican-Canadian and other Diaspora members in supporting the national development process?

18. In general, how soon are Jamaican Diaspora members prepared to contribute to national development after an initial expression of interest?

- (1) 0-5 years                      (3) 11-15 years      (5) 21 years or more
- (2) 6-10 years                    (4) 16-20 years

17. Are the majority of Jamaican- Canadian Diaspora members generally interested in receiving information on local business and investment opportunities? Please elaborate.

(1) Yes

(2) No

18. In your estimation, does the Jamaican government currently possess the necessary technological capacity to effectively engage its Diaspora? Please give a reason for your answer

(2) Yes

(2) No

**Waiver:** "I [ \_\_\_\_\_ ] hereby give my permission for Ms. Lasheree Senior to interview me and quote my responses in a scholarly research paper. I understand that this research paper will be submitted to the Korea Development Institute (KDI) School of Public Policy and Management. I understand that I waive any claim to copyright to this material should the student ever publish it in a scholarly journal or in electronic format online. I understand that the author [will / will not] maintain my anonymity as a part of this interview. I hereby give my permission in the form of my signature below."

Signature \_\_\_\_\_

Date \_\_\_\_\_