Cyber Newspaper as Media of E-Learning for Low Carbon Trade and Climate Change

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Abstract- This paper aims at revealing the role of five favorite cyber newspapers in Indonesia as media of e-learning particularly for low carbon trading and climate change. Since the Education for Sustainable Development has not yet implemented in Indonesia, cyber newspapers function also as media of e-learning for 35 respondents. One cyber newspaper has been consistently publishes special column on the issues of global warming (pemanasan global) everyday. This research may contribute to the body of knowledge of e-learning that cyber newspapers play role as e-learning media to certain extent.

Keywords- Cyber newspaper, e-learning, carbon trade, climate change.

I. INTRODUCTION

To date, online newspapers or cyber newspapers are becoming popular in Indonesia, even the traditional newspapers also publish online version of their news. The success of detik.com a prominent cyber newspaper, one of the survived dotcom companies since the late of 1990’s because of severe economic crisis beset the country, now is followed by okezone.com to serve the online readers. The advantage of cyber newspaper dotcom is its ability to present real-time news second by second news report. Unlike the cyber newspapers that have been the expansion of traditional newspaper, the cyber newspaper dotcom relies on the community interactive journalism. However, the disadvantage of dotcom newspapers tend to present facile analysis of their news.

The similar phenomenon occurred in the United States (Dibean, 2001). The role of many online newspapers has yet to be defined. In some cases, online editions are not much more than electronic versions of the parent newspaper. Some others are a hybrid of printed newspaper and original content. Some online news sites contain large amounts of original content created by separate staffs. Sources of news and information are being widened to meet the needs. At least one journalist has argued that online newspapers should think of themselves as full-service independent Web sites. He argued that sites should work with 24-hour deadlines and update content on a frequent and regular basis.

Indonesia is an archipelago consists of 17,000 island between the Indian and Pacific ocean, given the vast geographic location, the disadvantage of traditional newspapers are not able to reach all parts of Indonesia. Accordingly, remote areas are catered by cyber newspapers, in addition, since English is considered as language barrier for most people in remote areas, therefore, national cyber newspapers are necessity to them. Cyber newspapers are not only play role as information media, but also most importantly, as learning or e-learning media. This is consistent with situation in Western Isles in Scotland.
Citizens of rural and remote areas have similar needs to those of urban areas, but are disadvantaged in a number of ways. For example, low population density means a lower taxation base to support essential services; geographical remoteness means transportation difficulties; distance from markets can be a disincentive to new business growth; finally, remoteness usually means a lack of access to education, training and professional updating. Economic diversification is considered a key survival mechanism for many rural communities, and high-speed network access offers opportunities for tele-work, call-centre operations, and other distance-neutral applications and services (Mason, 2004).

Research shows that a substantial portion of the waking hours of many persons is spent in reading, frequently during daily activities, most reading time is spent on newspapers and magazines (Sharon, 1973), newspaper also plays role as effective tool in classroom, a discussion in newspaper. A discussion of a newspaper article is not only bringing the new atmosphere to the class but also providing students with an opportunity to make discussion and analysis on the basis of the real situation and illustration (Schaupp & Lane, 1992).

Carbon trading is the idea of trade similar to the trading of securities and commodities in a market place. Carbon would be given an economic value, allowing people, companies or nations to trade it. The carbon trade came in to respond to the Kyoto Protocol, signed in by 180 countries in December 1997, it called 38 industrialized countries to reduce greenhouse gas emissions between the years 2008 to 2011 to levels that are lower 5.2% than those of 1990. Carbon is an element stored in fossil based fuel such as gasoline, diesel fuel, oil and coal. When fuels are burned or consumed, carbon dioxide is released and causes as what we call as “green house effect”. The value of the carbon would be based on the ability of the country owning the carbon to store it or to prevent it from being released into the atmosphere. Therefore, the better you store it, the more you can charge for it. A market would be created to facilitate the buying and selling of the rights to emit greenhouse gasses. The industrialized countries could buy the emissions rights from another nations whose industries do not produce as much as the gasses.

Report on the finding of the international panel on climate change (IPCC) on 2007 revealed that global warming since 1750 is unequivocal, as is now evident from observation of increases in global average air and ocean temperatures, widespread of melting snow and ice, and rising global average sea level and we humans are the main cause. The warming trend over the last 50 years (1955-205) twice that for the last 100 years. Since the 1905, the average temperature of the planet has increased 2.5%. Over the 25 years from 1970 to 2005, it went up to 4% (0.55 C) (Nortia, 2008).

This paper intends to study the role of prominent cyber newspapers in Indonesia such as detik.com, okezone.com, kompas.com, tempointeraktif.com, suaramerdeka cybernews.com that play role as e-learning media for the students with respect to low carbon trade and climate change.

II. LITERATURE REVIEW

Previous research on traditional newspapers as well as cyber newspapers’ coverage on climate change and low carbon trading are considered not many. Roy et al (2008) conducted research on environmental impacts of providing Higher Education (HE) courses by campus-based and distance learning method. Method of the study takes the form of environmental audit, with data from surveys of 20 UK courses – 13 campus-based, seven print-based and online distance learning courses – covering travel, paper and print consumption, computing, accommodation, and campus site impacts.
Results were converted into energy and CO2 emissions per student per 100 hours of degree study. Findings – Distance learning HE courses involve 87 per cent less energy and 85 per cent lower CO2.

Distance learning HE courses involve 87 per cent less energy and 85 per cent lower CO2 emissions than the full-time campus-based courses. Part-time campus HE courses reduce energy and CO2 emissions by 65 and 61 per cent, respectively, compared with full-time campus courses. The lower impacts of part-time and distance compared with full-time campus courses is mainly due to a reduction in student travel and elimination of much energy consumption of students’ housing, plus economies in campus site utilization. E-learning appears to offer only relatively small energy and emissions reductions (20 and 12 per cent, respectively) compared with mainly print-based distance learning courses, mainly because online learning requires more energy for computing and paper for printing.

Salathong (2009) did research on understanding how Thailand’s newspapers cover climate change issues, to study challenges and possibilities to employ climate change coverage to ESD (Education for Sustainable Development) teaching and learning, and to suggest how to make the climate change coverage to promote ESD. Methodologies are based on the triangulation of the interview with eight key informants and the content analysis of three national newspapers. The study yielded two main findings. The status quo of Thailand’s newspapers coverage on climate change: Thailand’s newspapers have prioritized climate change but there were some differences between quality newspapers and popular newspapers. Suggestions to cover climate change in the context of ESD and choices and challenges to employ them in ESD learning: generally, the coverage of climate change in the context of ESD shared many things in common with producing good environmental coverage. Although the coverage are very promising to educate the public about climate change as well as promote ESD learning, there are still many challenges due to the quality and the educational content of the coverage. The coverage in the context of ESD should reflect the interconnection among the main three pillars of sustainable development and the future-oriented view. Moreover, the successful ESD story should be a compelling story with impact.

### III. RESEARCH METHOD

This study undertook students’ knowledge on low carbon trading and climate change based on their experience reading cyber newspapers on the internet. Their main preferences are independent cyber newspapers (dotcom newspaper) such as detik.com and okezone.com and the rest are online version of traditional newspaper such as kompas.com, tempointeraktif.com and suaramerdeka.com. Non probability purposive sampling was undertaken, the criteria of the participant were those knowledgeable about climate change and or low carbon trading and those read regularly the cyber newspapers on the internet. Twenty graduate school of business students who took e-commerce subject and global business strategy subject were drawn as the respondents. Whereas, fifteen students of undergraduate school of business who took current issues on business subject were drawn as respondents of the study.

### IV. FINDINGS

Four open questions are addressed to the respondents, questions are described as follows:

1. Please describe thoroughly global climate change?
2. Please describe thoroughly low carbon trading?
3. Please elucidate question number 1 and number 2, and the media you read about these issues?
4. Please clarify the role of cyber newspaper to broaden your insights?

With respect to the first question, all graduate school students comprehend about the knowledge of climate change, while three out of fifteen students of undergraduate school are not understand what will be the implication of climate change. Those three undergraduate students actually conversant about climate change, however, the cause and implication of climate change, they have little knowledge concerning that issues. With respect to the second question, four out of twenty students of the graduate school do not know about low carbon trading, while the figure is much higher on the undergraduate school students who do not know about low carbon trading, only one student out of fifteen of undergraduate school is able to answer correctly regarding low carbon trading.

In answering the third question, all respondents admit that they know the issue of climate change from their favorite five prominent cyber newspapers in Indonesia and according to them those cyber newspapers are as follows:

1. www.detik.com the nature of the report is real time, minute by minute coverage
2. www.okezone.com the nature of the report is real time
3. www.kompas.com the nature of the report is deep analysis
4. www.tempointeraktif.com the nature of the report is investigative
5. www.suaramerdeka.com the nature of the report puts emphasis on provincial news.

All respondents answer fourth question that the presence of cyber newspapers are broadening their insights related to the environmental issues for example global climate change, however, they do not have sufficient information regarding low carbon trading. Most importantly, since the cyber newspapers are in Indonesian language, therefore, those are understandable, presenting real example of daily life, enhancing their information regarding global climate change. The interesting thing from their remarks are cyber newspapers play role as media of e-learning since in Indonesia the ESD (Education for Sustainable Development) has not yet implemented in the curriculum, therefore, cyber newspapers for the moment are useful media for learning.

Second step was undertaken to assess the intensity and quality of the cyber newspaper whether they prioritize the climate change and low carbon trading, however, the result is only one media www.kompas.com that consistent to the environmental issues. Consistent to the Salathong (2009) study, there are some differences in analysis between popular cyber newspaper and quality newspaper. Kompas.com publishes special column on global warming coverage everyday an example of the news is as follows:

Indonesia Adalah Kilometer Nol Perubahan Iklim

Sekitar 50 aktivis Greenpeace, menggelar aksi dengan membentangkan banner berukuran 20/30 meter di kawasan hutan di Kampar, Riau, Kamis (12/11).

Jumat, 13 November 2009 | 08:51 WIB

Laporan wartawan KOMPAS.com Fikria Hidayat.

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