Will media be a catalyst for change?
For the past two decades, the Sustainable Development Policy Institute (SDPI), has liaised closely with the media to learn, disseminate, caution and remind people of issues that matter for achieving sustainable development in South Asia.

The forms and formats of media are changing rapidly. Web 2.0 tools, social media and online social networking sites (SNS), have especially widened the role of web communications and are now linking individuals, groups, societies and ideas (both abstract and practical) in an unbelievably fast and at an ever changing pace.

But what is the role and vision of electronic and social media for the current millennium and the next 20-30 years? Can media tycoons separate their business interests from their corporate social responsibilities? Are Facebook, Twitter, Myspace, etc., merely tools to distract the ‘young and restless’ or can they provide any benefits to those in the global South? If the dramatic and tumultuous revolutions in the Middle East are the result of social media and SNS, how can their power be harnessed further to hold state and local level institutions accountable as well as strengthen them? And at what point do we start adapting these tools to benefit the poorest of the poor (if at all)? With reference to right to information and the question of ethics and privacy, what measures can the media take to balance both? How can media establish and exercise a code of conduct to make itself more credible and less vulnerable?

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