

# **Towards a People-centered Approach to ICT Integration in Rural Communities in Developing Countries**

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There is an increased need for people-centered, bottom-up approaches to Information and communication Technologies (ICT) integration so as to maximize its benefits for the intended beneficiaries. This study explores what such an approach could entail in relation to the quality of life (QoL) definition more so of the rural poor in a developing country context. The study particularly focuses on QoL in terms of what people value in relation to what they can do or be, and relates this to the ICT characteristics of information and communication to define the opportunities people could derive from ICT. The study further presents preliminary findings of a pilot survey conducted in a selection of rural communities in Uganda. The survey aimed at establishing people's perception of the importance of ICT to their QoL, and how this affects/affected their ICT adoption and use.