



Mobile Technologies in Agricultural Information Dissemination: A Case Study from Senegal

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Abstract

Mobile technologies have become increasingly prevalent in agricultural information dissemination worldwide. A mixed-methods approach combining qualitative interviews with quantitative data analysis was employed to assess the impact of mobile technology on agricultural productivity. Mobile apps significantly increased farmers' access to timely weather forecasts (85%), pest management information (70%), and market prices (60%). The integration of mobile technologies into agricultural practices in Senegal demonstrates a positive correlation between technological adoption and improved crop yields. Governments should invest in training programmes for farmers to maximise the benefits of mobile technology, while telecommunications companies could collaborate with agricultural extension services to enhance service delivery. Model estimation used $\hat{\theta} = \operatorname{argmin}\{\theta\} \operatorname{sumiell}(y_i, f\theta(\xi)) + \lambda \operatorname{Vert}\theta \operatorname{Vert}^2$, with performance evaluated using out-of-sample error.

Keywords: *Sub-Saharan, Agricultural Economics, Digital Divide, Mobile Apps, Ethnography, Information Systems, Remote Sensing*

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