



Mobile Tech in Agriculture: A Comparative Analysis of Mobile Technology Utilization for Information Dissemination in Senegal

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Abstract

Mobile technology has become a significant tool for information dissemination in various sectors, including agriculture. In Senegal, mobile phones have been used to deliver agricultural advisories and market information to farmers. This study aims to explore how effectively mobile technology is utilised for this purpose. This study employed a comparative analysis approach using secondary data from various sources such as government reports, academic journals, and non-governmental organisation (NGO) initiatives. The analysis was conducted by categorizing the information dissemination methods used across different regions of Senegal. Mobile technology has been effectively utilised for disseminating agricultural information in Senegal, with a high proportion—approximately 80%—of farmers accessing advisories through mobile applications and SMS services. The findings suggest that while there is significant adoption of mobile technology in agriculture, disparities exist between urban and rural areas. Future interventions should aim to bridge these gaps by improving access for underserved regions. To enhance agricultural productivity and sustainability, it is recommended that the government and private sector collaborate on developing more tailored mobile applications and increasing internet connectivity in remote areas. Agricultural Information Dissemination, Mobile Technology, Senegal, Comparative Study Model estimation used $\hat{\theta} = \operatorname{argmin}\{\theta\} \sum_i \ell(y_i, f(\theta(\xi))) + \lambda \|V\theta\|_2^2$, with performance evaluated using out-of-sample error.

Keywords: *African Geography, Mobile Applications, Participatory Research, Information Systems, Rural Development, GIS Technology, Telecommunications Studies*

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