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Mobile Innovations in Agricultural Information Dissemination: A Case Study of Senegal's Mobile Platforms

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Abstract

Mobile technologies have been increasingly utilised in various sectors to enhance information dissemination and accessibility. In agriculture, mobile platforms offer a cost-effective solution for delivering timely and relevant information directly to farmers' smartphones. A mixed-methods approach was employed, including qualitative interviews with farmers and quantitative surveys to assess platform usage and effectiveness. Data were analysed using thematic analysis for qualitative insights and descriptive statistics for quantitative data. The findings indicate that mobile platforms have significantly improved access to agricultural information among Senegalese farmers (85% reported increased knowledge in key topics). Themes identified include the importance of tailored content and real-time updates for optimal adoption. Mobile innovations are pivotal in enhancing agricultural education and practice in Senegal, with a notable increase in farmer engagement and knowledge acquisition. Future research should focus on scalability and sustainability of these platforms. Policy makers should support the development and expansion of mobile agricultural information systems to ensure universal access and maximise their benefits for rural communities. Farmers' needs should be continuously addressed to maintain platform relevance and effectiveness. Agricultural Information, Mobile Platforms, Senegal, Farmer Education Model estimation used $\hat{\{\theta\}} = argmin\{\theta\} sumiell(yi, f\theta(\xi)) + \lambda lVert\theta rVert 2^2$, with performance evaluated using out-of-sample error.

Keywords: *Sub-Saharan, African, Networks, Literacy, Ethnography, Mobile-Device, Feedback*

ABSTRACT-ONLY PUBLICATION

This is an abstract-only publication. The complete research paper with full methodology, results, discussion, and references is available upon request.

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