



Adoption Dynamics of Mobile Agriculture Apps Among Northern Tanzanian Smallholder Farmers: An Ethnographic Exploration

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Abstract

Mobile agriculture apps have gained traction in various agricultural settings to enhance productivity and sustainability. In northern Tanzania, where smallholder farmers face significant challenges in accessing market information and financial services, mobile apps offer a potential solution. The study employed qualitative methods including participant observation, semi-structured interviews, and document analysis over a six-month period. Data were collected from 50 smallholder farmers across three districts of northern Tanzania. Farmers exhibited varying levels of interest in mobile apps; with approximately 40% showing moderate to high engagement, indicating potential for app adoption despite initial scepticism. Findings suggest that while technical limitations and cost are major barriers, socio-economic factors such as access to electricity and internet connectivity play a crucial role in shaping farmer decision-making. To enhance adoption rates, initiatives should focus on bridging digital divide through community education programmes and improving app functionality to better meet farmers' needs.

Keywords: *African Geography, Smallholder Farmers, Mobile Technology Adoption, Participatory Research, Agricultural Development, Sustainability Models, Community-Based Approaches*

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