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Mobile-Mediated Agricultural Information Dissemination in Senegal: A Technological Approach

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Abstract

Mobile technology has become an integral part of daily life in Senegal, with a significant proportion of the population accessing services via mobile applications. A mixed-methods approach was employed, combining quantitative data from surveys ($N = 200$) *with qualitative insights gathered through interviews* ($n = 15$). Mobile applications significantly enhanced the dissemination of agricultural knowledge among farmers, with a notable increase in adoption rates by over 40% compared to traditional methods. The findings underscore the potential of mobile technology as a powerful tool for facilitating agricultural information exchange and improving farming practices. Policy makers should support further development and integration of mobile platforms into agricultural extension services, while stakeholders need to ensure data security and privacy. Agricultural Information Dissemination, Mobile Apps, Senegal, Technology Adoption

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