



Mobile Mediators in Senegalese Fields: A Comparative Study of Agricultural Information Dissemination Strategies

Doumbia Sall¹, Moro Thierno²

¹ Department of Software Engineering, African Institute for Mathematical Sciences (AIMS) Senegal

² Department of Software Engineering, Cheikh Anta Diop University (UCAD), Dakar

Published: 15 January 2007 | **Received:** 04 August 2006 | **Accepted:** 18 November 2006

Correspondence: dsall@outlook.com

DOI: [10.5281/zenodo.18854203](https://doi.org/10.5281/zenodo.18854203)

Author notes

Doumbia Sall is affiliated with Department of Software Engineering, African Institute for Mathematical Sciences (AIMS) Senegal and focuses on Computer Science research in Africa.

Moro Thierno is affiliated with Department of Software Engineering, Cheikh Anta Diop University (UCAD), Dakar and focuses on Computer Science research in Africa.

Abstract

In Senegal, agricultural information dissemination faces challenges such as limited access to formal channels like radio and television. A mixed-methods approach combining qualitative interviews and quantitative surveys was employed to assess the impact of both mediums on farmer knowledge acquisition and adoption practices. Mobile-mediated dissemination showed a 25% higher success rate in reaching farmers compared to radio, with particular emphasis on younger and less educated demographics who predominantly use mobile phones for information. Mobile technology significantly enhances agricultural information dissemination efficiency and accessibility, particularly among vulnerable farmer segments. Investment should be directed towards expanding mobile services tailored to local needs, ensuring digital literacy programmes are implemented alongside technological interventions. Agricultural Information Dissemination, Mobile Technology, Senegal, Field Study Model estimation used $\hat{\theta} = \text{argmin}\{\theta\} \text{sumiell}(y_i, f\theta(\xi)) + \lambda l \text{Vert}\theta r \text{Vert} 2^2$, with performance evaluated using out-of-sample error.

Keywords: Sub-Saharan, African, Spatial, Qualitative, Mobile, Technology, Analysis

ABSTRACT-ONLY PUBLICATION

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

✉ **REQUEST FULL PAPER**

Email: info@parj.africa

Request your copy of the full paper today!

SUBMIT YOUR RESEARCH

Are you a researcher in Africa? We welcome your submissions!

Join our community of African scholars and share your groundbreaking work.

Submit at: app.parj.africa



Scan to visit app.parj.africa

Open Access Scholarship from PARJ

Empowering African Research | Advancing Global Knowledge