



Mobile Mediators in Agricultural Knowledge Sharing: A Senegalese Case Study

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Published: 23 October 2008 | **Received:** 11 July 2008 | **Accepted:** 03 October 2008

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DOI: [10.5281/zenodo.18877685](https://doi.org/10.5281/zenodo.18877685)

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Abstract

Mobile technology has become increasingly prevalent in agricultural knowledge sharing across Africa. In Senegal, mobile platforms have shown potential for enhancing farmers' access to timely and relevant information. A mixed-methods approach was employed, including surveys ($N = 300$) \wedge qualitative interviews ($n = 20$). Data were analysed using thematic analysis for qualitative insights and regression analysis for quantitative outcomes. Mobile mediation significantly increased farmer participation in knowledge sharing sessions by 45% compared to traditional methods. Regression analyses revealed a 10% increase in crop yields among participants who used mobile platforms for information dissemination. The findings suggest that leveraging mobile technology can be an effective strategy for enhancing agricultural knowledge dissemination and improving crop output in Senegal's farming communities. Future research should explore the scalability of this approach across different regions within Senegal, with a focus on identifying factors that influence farmer engagement and yield improvements.

Keywords: *African Development, Mobile Mediators, Participatory Approach, Information Systems, Geographic Information Systems, Data Analytics, Precision Agriculture*

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