



Technology Adoption and Knowledge Transfer in Ethiopian Agricultural Innovations: A Psychosocial Perspective

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Abstract

Ethiopia is a country where agricultural innovations are critical for sustainable development, but their adoption and knowledge transfer face significant psychosocial challenges. The study employs qualitative research methods including interviews with farmers, focus group discussions, and observations of agricultural practices. The psychosocial factors such as trust, communication channels, and gender roles significantly impact the success of agricultural innovations. Strategies should focus on strengthening community networks, enhancing female participation, and improving communication methods to foster better knowledge transfer.

Keywords: *African Geography, Psychosocial Factors, Social Capital, Community Participation, Technology Acceptance Model, Knowledge Spillover Theory, Cross-Cultural Psychology*

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