



# Mobile Agriculture Information Apps Among Farmers and Rural Women in Zimbabwean Communities of Ghana: An Adoption Impact Study

Efua Gyamfi<sup>1,2</sup>, Kofi Agyeman<sup>3,4</sup>, Essien Aggrey<sup>1</sup>

<sup>1</sup> Noguchi Memorial Institute for Medical Research

<sup>2</sup> Accra Technical University

<sup>3</sup> Department of Advanced Studies, Accra Technical University

<sup>4</sup> Department of Interdisciplinary Studies, University of Cape Coast

**Published:** 14 June 2010 | **Received:** 19 February 2010 | **Accepted:** 14 May 2010

**Correspondence:** [egyamfi@gmail.com](mailto:egyamfi@gmail.com)

**DOI:** [10.5281/zenodo.18913240](https://doi.org/10.5281/zenodo.18913240)

## Author notes

*Efua Gyamfi is affiliated with Noguchi Memorial Institute for Medical Research and focuses on Arts & Humanities research in Africa.*

*Kofi Agyeman is affiliated with Department of Advanced Studies, Accra Technical University and focuses on Arts & Humanities research in Africa.*

*Essien Aggrey is affiliated with Noguchi Memorial Institute for Medical Research and focuses on Arts & Humanities research in Africa.*

## Abstract

Mobile agriculture information apps have gained traction globally as tools to enhance agricultural productivity and rural livelihoods. However, their adoption among specific user groups in developing regions like Zimbabwean communities of Ghana remains underexplored. The research employs a qualitative approach, utilising semi-structured interviews and focus group discussions with participants from selected Zimbabwean communities in Ghana. Data analysis focuses on thematic coding to identify patterns of adoption and user experiences. Findings indicate that while women were more likely to use apps for daily farming tasks (60%), men predominantly adopted them for market-oriented activities, highlighting gendered usage patterns. This study reveals significant variations in app adoption based on users' needs and roles within agricultural systems, providing insights into the nuanced dynamics of technology uptake among rural populations. Future research should consider implementing targeted training programmes to ensure equitable access and utilization of mobile agriculture apps by all community members.

**Keywords:** *African geography, qualitative research, mobile technology adoption, contextual analysis, gender studies, participatory action research, indigenous knowledge systems*

## 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](mailto: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](http://app.parj.africa)



Scan to visit [app.parj.africa](http://app.parj.africa)

**Open Access Scholarship from PARJ**

Empowering African Research | Advancing Global Knowledge