

The logo for CIRCLE, featuring the word "circle" in a lowercase, sans-serif font. The letter "i" has a blue dot. The logo is flanked by two dark blue squares.

Social Influences on Information and Communication Technologies (ICTs) Innovation Diffusion in Small and Medium Scale Agribusinesses

Presented by

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Introduction

- Food security
- Risk reduction
- Vulnerability
- Poverty reduction/alleviation
- Climate change impact
- Resilience
- Improvement in productivity
- Capacity building
- Economic empowerment
- Power and leadership
- Gender issues



Small and medium enterprises (SMEs) Development through
“diffusion of technology innovation”



Question : How can social elements influence the diffusion of innovation process?

- Information and communication technologies (ICTs) innovation is Socio-technical in nature.
- Use of ICT or in other words ICT compliance, both at individual level and corporate organisations involve interaction between technology and People
- Hence our hypothesis is that “Actor-network theory” is more effective in sustaining a diffusion of innovation process than the traditional “diffusion theory”

Background to the study

Extension approach: SPAT, SMS, Steering committees, mechanization, hybridization, TAM etc.

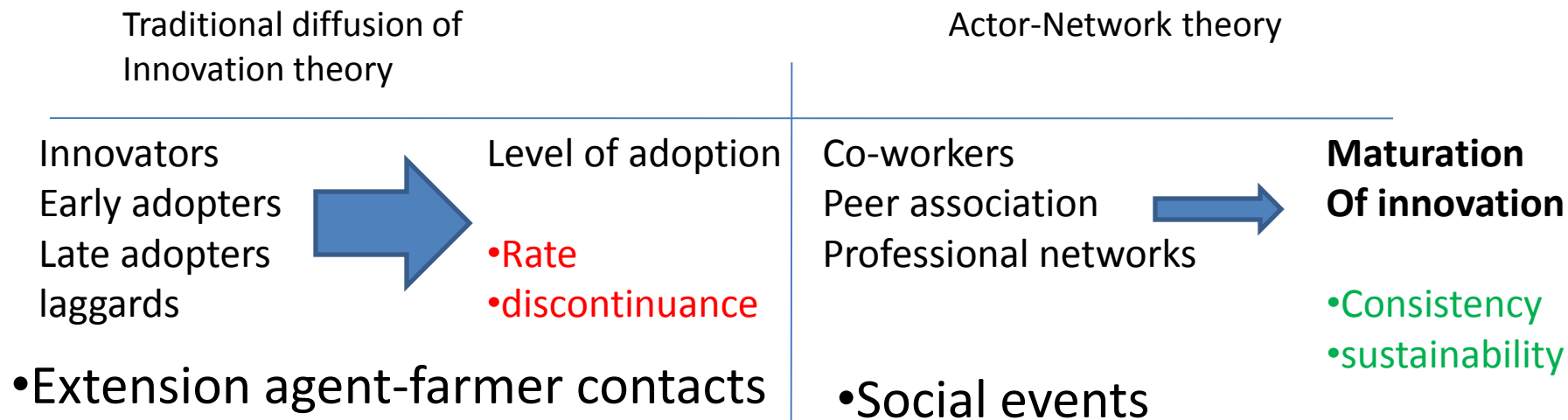
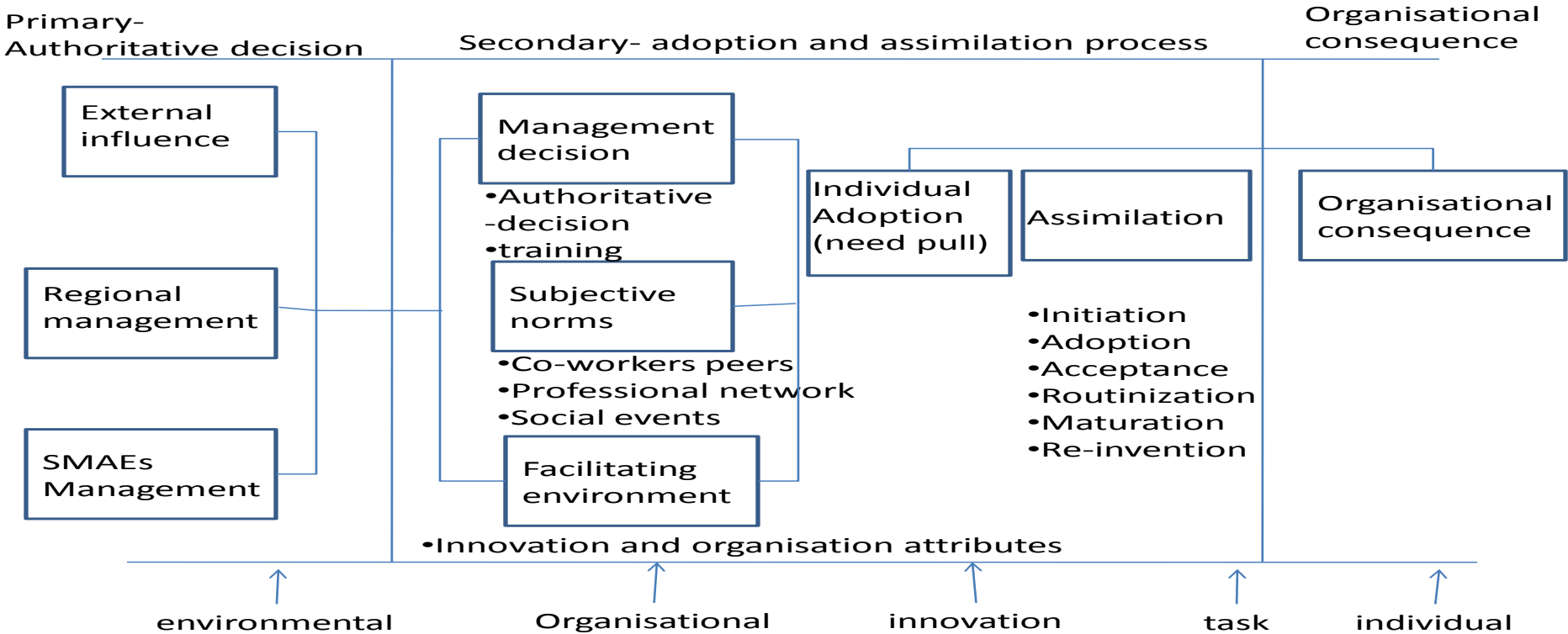




Figure 1: Conceptual framework adapted for the study



Findings/Results

Social Impacts of ICT Innovations **diffusion**

- ICTs have formed products and services adopted by agricultural practitioners
 - Resulting into better methods to improve their yields and farming practices.
- Using mobile phones and SMS, farmers have been able to
 - Expand distribution channels to more remote rural areas
 - Offer products and services to farmers that were not available to them before
- make online payments and ATM transfers, mobile transfers of money for the goods purchased without loosing to hoodlums

Social economic effects of ICT

	Pros	Cons
Broadcast services	<ul style="list-style-type: none"> • Imparting more knowledge/ consumer empowerment • Employment creation • Transparency / freedom of expression • Appreciation of culture diversity 	<ul style="list-style-type: none"> • Tribalism and hate speech due to the increased number of vernacular stations • Exposure to inappropriate content (moral degradation) • Relaying of conflicting information
Mobile phones	<ul style="list-style-type: none"> • Close of geographical divide (touch within despite time and space) • Accelerated communication • Decreased frequency of travel to deliver cash • Increased employment opportunities • Increased financial security • Improved saving culture • Increased culture of contributing to charity 	<ul style="list-style-type: none"> • Language alteration • More frequent than meaningful communication (<i>emotions cannot be expressed effectively using gadgets</i>) • Less personal (face to face) interactions • Increased financial fraud
Internet	<ul style="list-style-type: none"> • Close of geographical divide (people keep in touch despite time and space) • Increased opportunities 	<ul style="list-style-type: none"> • Moral degradation • Increased financial fraud

Factors that influence use /purchase of ICT services

- Price or the disposable income is the greatest influencer in purchase decisions for ICT products/ services followed by recommendation from friends/ relatives .Peer pressure has the least influence.
- Courier: - **quality, speed, cost and geographical reach is key**
- Mobile:- **quality, cost and value added services are key**

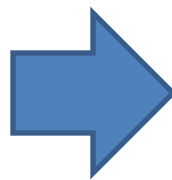
To what extent does each of the following factors influence your decision to purchase ICT products? Scale = 1- 3

	Mean score	%
Price/ amount of money that I have	2.67	89%
Recommendation by friends/ relatives	2.23	74%
Peer pressure	1.85	62%
Contact with extension agents	0.76	33%



Maturation of Innovation (Sustainability)

Evidence of continued diffusion process is reflected as follows:



- User friendly component
- More actors at a time
- Opportunities of re-invention

RECOMMENDATIONS

- There is need to re-conceptualize the diffusion of innovation process.
- Every innovation can be re-invented (**local content**) to suite the context in which it will be diffused.
- Diffusion of innovation process can incorporate more viable social and cultural imperative of the people or business organisations that are Expected to adopt such innovation irrespective of whether it is product Or process innovation.



Thank You ALL