

**Utilization Information and communication technologies (ICT) in rural people education**<sup>1</sup> Hamid Mohammadi, <sup>2</sup> Azam Ghaffari<sup>1, 2</sup> Marvdasht Branch, Islamic Azad University, Marvdasht, Iran\*Corresponding author: [mehran11070@yahoo.com](mailto:mehran11070@yahoo.com)

**Abstract:** An important factor influencing the adoption of any new technology is an individual's perception of that technology. It is hypothesized by this research that one of the key perception aspects influencing the adoption of IT is the level of trust that the potential adopter has in the IT system and in those who use IT. Trust can be defined as "an individual's optimistic expectation about the outcome of an event" (Hosmer 1995). There are different aspects of trust related to IT. An individual must first trust that information technologies will work and that IT will be beneficial in accomplishing his/her goals and in completing his/her tasks. An individual must also trust that the information they obtain via IT is accurate and the information they send via IT will not be tampered with and privacy levels will be maintained.

[Hamid Mohammadi, Azam Ghaffari. **Utilization Information and communication technologies (ICT) in rural people education.** Journal of American Science 2011;7(5):945-948]. (ISSN: 1545-1003). <http://www.americanscience.org>.

**Keywords** information and communication technologies (ICT), education

**Introduction:**

The internet and mobile networks have the potential to provide agro-information services that are (i) affordable, (ii) relevant (timely and customized), (iii) searchable and (iv) up to date. Large sections of the farming community, particularly the rural folk, do not have access to the huge knowledge base acquired by agricultural universities, extension-centers and businesses. While telecenters are beginning to dot the rural landscape [1], one of the big barriers remains the lack of agro-content that (i) is in the language of the farmers (ii) is relevant to their needs and (iii) is delivered in a form that is of immediate use to them. Information Technology, more precisely the Information and Communication Technology (ICT), has emerged world over as a technology of the new millennium. By augmenting the process of information exchange and reducing the transaction costs, this ubiquitous technology is instrumental in increasing productivity, efficiency, competitiveness and growth in all spheres of human activity. The potential benefits of, however, can be harnessed only if the technology diffuses across the different sectors of the society. Unfortunately, we are living in a world of 'digital divide' wherein half of the world population have never made a telephone call. The digital divide is not only an international problem, but for most developing nations including is also a national phenomenon. Nonetheless, it has been argued that in an era of globalization, the ability to harness this technology for the 'rural' improves the capability of the developing country.

Information technology (IT) has connected the world globally and is now changing our lifestyle and social consciousness dynamically. Of late, it has emerged as a best tool for information sharing and mutual communication. None of the walks of life have been left untouched by the IT sector be it grain threshing or global business. Agriculture has also been greatly influenced by IT in the present era though the share of IT in agriculture is only 1.3%.

**Information Technology and its Components**

Induction of IT as a strategic tool for agricultural development and welfare of rural requires that the necessary IT infrastructure is in place. The rapid changes and downward trend in prices in various components of IT makes it feasible to target at a large scale IT penetration into rural. Some of the broad factors to be noted with respect to various components of IT are listed below :

**1. Input devices :**

Radical improvements are witnessed with respect to the means of communication by human beings with computers such as key boards, mouse devices, scanners. The advent of touch screen monitors that allow users to give input to computers by touching on the appropriate location of the monitor has made it possible to develop user-friendly interface for farmers which is easy, intuitive, circumvents language barrier and at the same time provides a relaxed environment to the users. The present day digital cameras make it possible to capture and store good quality graphics and large video clips. The small size and low weight of these digital cameras,

which are increasingly becoming affordable, open up the possibilities of providing computer based demonstration clips to educate the farmers.

## **2. Output devices :**

Monitor screens, printers & plotters, data projectors support high resolution and good quality output. The quality of these output devices have the potential of generating renewed interest in the farmers in using IT based services. The light weight portable data projectors can be easily carried by the agricultural extension personnel for serving larger audience. Similarly, speakers can also be attached to the computers to incorporate voice based trainings for farmers.

## **3. Processors:**

The processing speeds of computers have gone up. At present, Intel P-IV based processors @ 1.5 Ghz are available in the PC range which makes it possible to undertake substantial processing of data at the client side.

## **4. Storage Devices :**

40GB and even higher hard disk drives have become common in PC range of computers. This makes it possible to store substantial information at the local level which facilitates faster access. Similarly, high capacity floppy disk drives, CDs make it possible to transfer large volumes of data to locations which can not be connected to networks immediately. These storage devices are also used for backup of crucial data. As a precaution, many corporates store their backups at locations away from the place of work.

## **5. Software :**

Various operating systems are available which act as interface between the user and the machine. The graphic user interface (GUI) has become an accepted prerequisite for end users. Microsoft's 'Windows' continues to be a favourite. Application softwares which can support complex user requirements are available. Of the shelf solutions for office automation packages, groupware applications, complex database solutions, communication products, solutions based on remote sensing & geographical information systems are available. In addition, solutions based on some or all of these are also readily available. The present downward trend in the IT industry provides an opportunity get customised application for any specific task developed at an affordable price. Rapid Application Development and Deployment (RADD) is a popular model for quick development and deployment of applications. Development environment itself is simplified with tools that quicken the pace of software specialists. Project management and monitoring software are available that facilitate efficient execution of large and complex applications that are required for rural.

## **6. Networking devices :**

The capacity of modems, used to convert the data from digital to analog and vice versa, which are popularly employed to use telephone lines have increased. Internal modems are available integrated into the computer so that they are not exposed to outside environment. The capacities of other networking devices such as routers have also gone up which makes it possible to create large networks with smooth data transmission.

## **7. Transmission Media**

: The media through which the data transfer takes place has also undergone revolutionary change. Telephone lines are still the popular source although the reliability and low bandwidth are still major issues. High capacity cables, optical fibre, radio, wireless local loops, satellite transmission and various solutions based on a combination of these are already being used in many parts of the country.

## **8. Other accessories :**

Uninterrupted Power Supply (UPS) devices are crucial to ensure the longevity of the IT equipment as well as provide backup mechanisms. The potential of solar power packs to provide a feasible solution to shortage of power in the rural areas needs to be exploited.

## **Role of IT in Agriculture**

In the context of agriculture, the potential of information technology (IT) can be assessed broadly under two heads : (a) as a tool for direct contribution to agricultural productivity and (b) as an indirect tool for empowering farmers to take informed and quality decisions which will have positive impact on the way agriculture and allied activities are conducted.

Precision farming, popular in developed countries, extensively uses IT to make direct contribution to agricultural productivity. The techniques of remote sensing using satellite technologies, geographical information systems, agronomy and soil sciences are used to increase the agricultural output. This approach is capital intensive and useful where large tracts of land are involved. Consequently it is more suitable for farming taken up on corporate lines.

The indirect benefits of IT in empowering farmer are significant and remains to be exploited. The farmer urgently requires timely and reliable sources of information inputs for taking decisions. At present, the farmer depends on trickling down of decision inputs from conventional sources which are slow and unreliable. The changing environment faced by farmers makes information not merely useful, but necessary to remain competitive.

**Problems faced is that:**

- The population of the earth is burgeoning every minute and there is sufficient evidence of impending food crisis, especially in the developing countries even after attaining self-sufficiency.
- Even the major powers in the world are finding it difficult to balance the agricultural productivity with the environmental requirement and meet the expectation of the millions round the world.
- The politics and economics in any country and the world trade mechanism are now dependent on the balance of supply and demand of the food.
- Inefficient recording and storage of data in spite of huge data collection.
- Lack of timely forecasting of weather and agriculture productivity.

In the current scenario, the role of IT assumes great importance and only with proper integration of IT with agriculture, the problem of food crisis can be solved and the world can move towards a sustainable production.

Integration of IT with agriculture must be done with following main objectives in mind:

- Develop multi-level decision support models for synergising the natural resource system with economic and social imperatives.
- To develop indicators of sustainability for agricultural production system.
- Based on the above scientific assessment, suggest alternatives to conserve and improve the health of natural resource system.

Two fundamental steps exist in establishing an innovation as a valuable, readily used tool: diffusion and adoption. Both diffusion and adoption must occur in order for an innovation to successfully reach its target user and be implemented (Mahajan, et al.). First, diffusion, the process by which an innovation “is communicated through certain channels over time among the members of a social system” (Rogers), must occur. In this study, the StratSoy project was a major factor in the IT diffusion process in state soybean organizations. Other factors that influenced diffusion included the media, word-of-mouth, and experiences of friends, associates and family members.

In addition to individuals having access to a new technology, adoption must also occur, which means individuals accept the innovation as valuable and use it. Numerous factors could influence IT adoption and use in agricultural organizations and can be grouped into five categories: access to IT, demographic, IT

training/education, trust, and time. It is possible for adoption factors to fit into more than one category.

In the case of IT, access to the technology means an individual must have access to a computer equipped with IT such as e-mail and access to the WWW. The category “access to IT” would not only include the use of a computer with IT ability, but would also include the ability to upgrade computer hardware and software to facilitate IT use. The price of needed computer equipment and the expense of Internet use are also related to access to IT. It is predicted that the higher the level of access to IT, the higher the level of IT use by an individual.

The demographic category includes adoption factors such as age, education level, gender, and income level. It is hypothesized that factors in the demographic category will not significantly influence IT adoption and use. Although previous literature suggests that IT use will be higher for younger, more educated individuals (Batte, et al.), 1997 survey results suggest that demographic factors have little influence on IT adoption and use. This may reflect that demographic factors may influence the decision to adopt a new technology, but once that decision to adopt is made, demographic factors may have little influence on use.

Another category of IT adoption factors is IT training/knowledge. This IT adoption factor can be measured with variables such as type of IT training, days of IT training, and the level of knowledge on IT use. It is hypothesized that as the quality and level of IT training increases, the use of IT will also likely increase.

Trust proves to be a difficult variable to measure. Factors included in the trust category include an individual’s perception of the ease of use of IT as well as the benefit of IT. In this study, trust is measured by variables such as helpfulness of IT for work-related communication, problem solving ability, and banking and shopping via the Internet. Some individuals, either due to their background or current environment, have a fear of IT and feel that it is difficult to use. It is hypothesized that an individual will use IT more if they have a positive perception or high trust level in IT.

The final IT adoption category proposed by this research is the passage of time. It is hypothesized that individuals will increase their use of IT over time, as access to IT becomes more commonplace. In this study, the same group of people were surveyed twice to evaluate their changes in IT use over time. Time was measured by establishing a dummy variable where each survey response from the 1997 survey was assigned a value of zero and each survey response from 1998 was assigned a value of one. Time-interaction variables were also created for each

variable by multiplying the original variable by the time variable. For example, the “days of training” variable (tdays) was multiplied by the time variable and became the “timeinfluenced days of training” variable (tdayst).

### Conclusion

The key players involved in this process such as industry, government and educational institutions and research centers are required to make contributions in this endeavour. The initiative to develop necessary IT based agricultural services need to be developed immediately. Parallel steps to develop necessary IT communication infrastructure are to be taken up along with the utilisation of fiber optic network wherever it is passing through the rural segments. Information and Communication Technologies (ICT) has the potential to change new and old forms of economic activity. This can result in e-literate groups, low skilled or low paid workers, unemployed people, sole parents, and those with disabilities that do not have access to these ICTs. However, it is likely therefore that assisting people to improve their access to and skills in ICT will be an important means for a Government to grow an inclusive, innovative economy for the benefit of a country. Therefore the ICT-Hub model or mechanism for integrated service delivery to rural communities may be applied for this purpose.

It is necessary for the industry related to agriculture, in particular fertilizer companies, to review their present I.T. infrastructure with respect to marketing function and undertake measures to strengthen the same. Online integrated systems, well developed executive information systems, applications to enhance the productivity of the field personnel and efficiently serve the requirements of channel partners & consumers are to be taken up at the earliest. Marketing field personnel need to be provided with the necessary hardware, software, training and brought on to Internet so that smooth integration is possible. Internet based technologies can facilitate creation of applications which can be operated by the field personnel by using simple browsers. Customer support services can also be partially provided over the Internet which will increase the reach of such programmes. The state and central governments should initiate urgent measures to jump in to IT bandwagon for effective e-governance.

### \*Corresponding Author:

Hamid Mohammadi

Marvdasht Branch, Islamic Azad University,  
Marvdasht, Iran

E-mail: mehran11070@yahoo.com

### References

1. Hosmer, LaRue Tone. 2002. “Trust: The Connecting Link Between Organizational Theory and Philosophical Ethics.” *Academy of Management Review*, 20:379-403.
2. Mahajan, Vijay, Eitan Muller and Frank M. Bass. 2005. “New Product Diffusion Models in Marketing: A Review and Directions for Research.” *Journal of Marketing*, 54:1-26.
3. Rogers, Everett M. 1995. *Diffusion of Innovations – 4th Edition*, New York: The Free Press.
4. Thompson, Sarahelen and Steven T. Sonka. 1997. “Potential Effects of Information Technologies on the Economic Performance of Agricultural and Food Markets.” *American Journal of Agricultural Economics*, 1997:657-662.
5. Westgren, Randall E., Steven T. Sonka, and Gunta S. Vitins. 2003. “The Comprehensiveness of Strategic Decision Making and Its Relationship to Business Unit Performance.” *Competitive Strategy Analysis in the Food System*. Boulder: Westview Press, Inc.
6. Ascough, J.C., II, Hoag, D.L., Frasier, W.M., McMaster, G.S., 2002. Computer use in agriculture: an analysis of Great Plains producers. *Comput. Electron. Agric.* 23, 189–204.
7. Auernhammer, H. (Ed.) 2000. Special Issue. Global positioning systems in agriculture. *Comput. Electron. Agric.* 11, 1–95.
8. Godwin, R.J. (Ed.), 1999. Spatial yield recording of non-grain crops. *Comput. Electron. Agric.* 23, 83–174.
9. Jahns, G. (Ed.), 2000. Navigating agricultural field machinery. *Comput. Electron. Agric.* 25, 1–194.
10. Kagan, A., 2000. Information system implementation within U.S. agribusiness: an applications approach. *Comput. Electron. Agric.*, 28, 207–228.
11. Lewis, T., 1998. Evolution of farm management information systems. *Comput. Electron. Agric.* 19, 233–248.

5/5/2011