

THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT & MARKETING
DEPARTMENTAL RESEARCH SEMINAR

**Role of Information Technology in Transfer of
Agri-practices: Interaction of Technological
and Social Affordances**

By

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Time: 2:30 p.m. - 4:00 p.m.

Venue: M802

All interested are welcome

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Abstract

The transfer of new knowledge to rural farmers is critical both in order to meet a growing global demand for food and to lift farmers out of poverty. Using a multi-method approach involving comparative case-studies, semi-structured interviews, and field experimentation, we propose to study the innovative implementation of participatory video content creation and knowledge transfer in agri-extension services in China, India and Philippines.

Understanding the role of video in agri-extension is important because it implies a highly cost-effective mechanism for knowledge transfer, which has potential to increase food supply as well as improve farmers' well-being. While prior agricultural extension services have made some headway, they have often proved to be unsustainably costly. However, new technologies, such as video-based agricultural extension have the potential to dramatically lower the cost compared to traditional extension services such as T&V. The purpose of this study is to understand how video-based extension can best be applied given the socio-cultural context in the rural setting.

While our proposed study will necessarily take place in China, India and Philippines, it has clear implications for agricultural extension undertaken by other development organizations elsewhere in the world, notably other countries in Asia and Africa. The video-based approach is simple and inherently portable, as evidenced by the diverse agro-ecologies and ethnic groups in various provinces in India that are served by video-based agri-extension services. This study would provide guidance for policy makers seeking cost-effective tools for agri-extension in a variety of environments and for other organizations seeking to expand their repertoire of knowledge transfer tools.

This study will also make theoretical contribution to academic literature on knowledge sharing in the base of the pyramid population by identifying practices and elements of video screening that are and are not conducive to persuasion and/or reference.