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Factors affecting the acceptance of social networks as an educational resource by farmers: A study of farmers in southern Iran

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Abstract

Global changes caused by climate change and its destructive effects on the agricultural sector, such as water scarcity, reduction of crop yields, and threats to food security, have doubled the importance of increasing the adaptability of farmers. Farmers' access to up-to-date information and appropriate training is necessary and essential to deal with the phenomenon of climate change, which is limited in most developing countries due to the lack of resources, manpower, and appropriate infrastructure. The tremendous progress and high capabilities of information and communication technologies have led to the use of these technologies, including online social networks, as an important tool and source for educating, training, and informing farmers regarding climate change. If the farmers accept these social networks and use them, they can increase their ability to adapt and cope with climate change and be considered a useful solution .

Therefore, knowing the views and tendencies of farmers in using these social networks is the first step for proper policy-making in this direction. This research aims to investigate farmers' willingness in southwestern Iran to use social networks as a resource and educational tool to adapt to climate change. To achieve this goal, the technology acceptance model was used in a cross-sectional survey of a sample of 377 farmers. The structural equation model results showed that the perception of usefulness, ease, and attitude variables can explain 24 % of farmers' intentions. Based on the results of this research, suitable implication policies were presented to increase the use of these networks among the farmers of southwest Iran.

Keywords: Climate change, social networks, farmers

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