

# Assessing Farmers' readiness to embrace online social networks as educational tools: Base on TRI

Soleimani, K., Khosravipour, B., Yazdanpanah, M., Löhr, K., Sieber, S., Savari, M

## Introduction

Online social networks, as a basic tools of communication and information transfer:

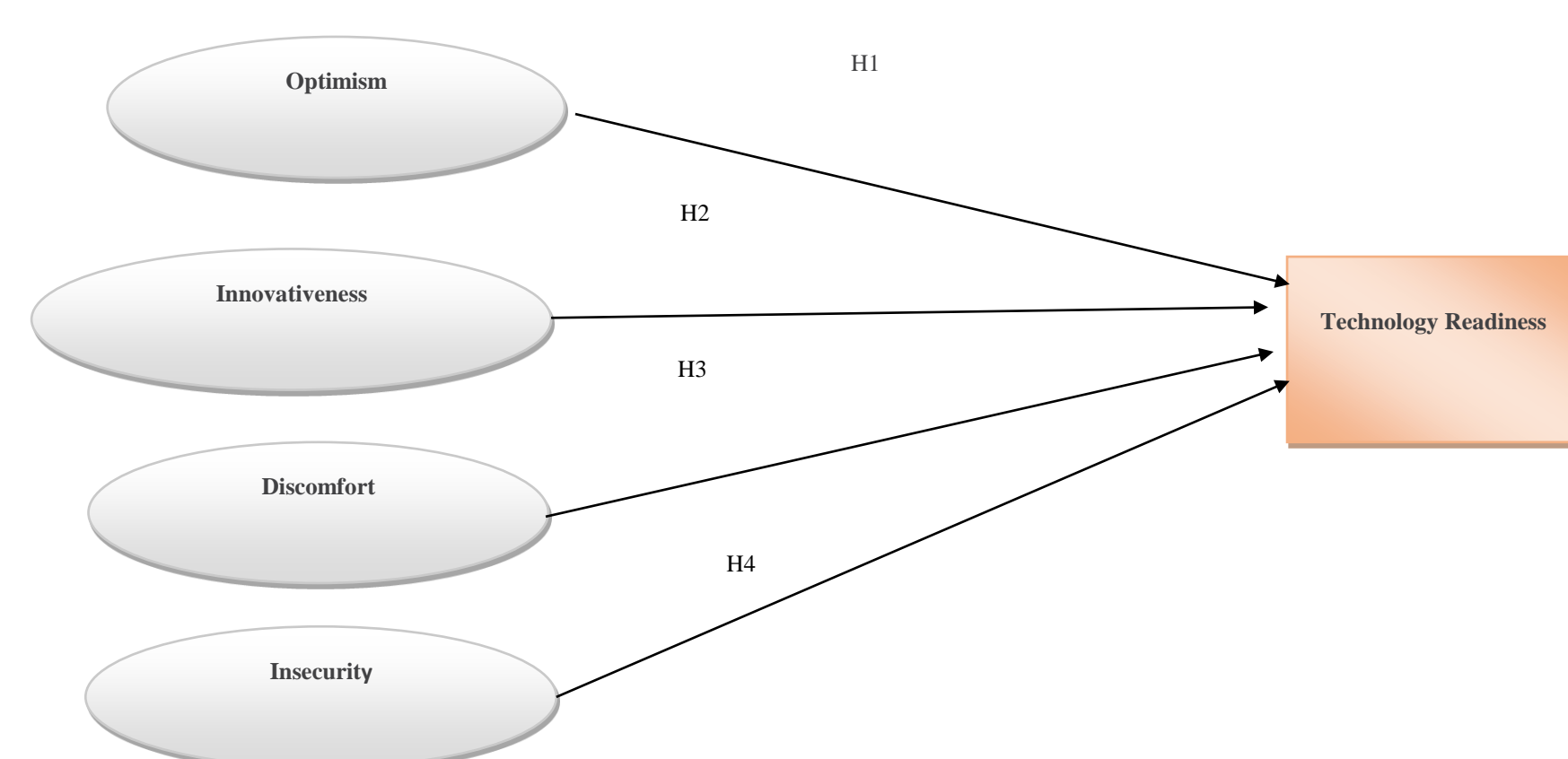
- ❖ Can be useful as an educational tool
  - ❖ Facilitating the adoption of new technologies
  - ❖ Empowering farmers to deal with the global crisis of climate change.
  - ❖ Has the potential to promote behavioural change and, by reducing physical distance and isolation, allows for long-term participation in development programs, potentially improving citizens' social capital.
- Although OSNs (Online Social Networks) offers much any benefits to farmers, their usage in agricultural education and their adoption as an information obtaining tool among smallholder farmers, remains largely unexplored and limited especially in developing countries.

## Background

A few researchers looking at the factors that influence farmers' willingness to adopt social networks for educational purposes in agriculture. Thus, the objective of this study is to explore the readiness of farmers in south western Iran toward social media as tool to improve their agricultural education and answer a question :Which factors affect a farmer's readiness to accept social media based on TRI (Technology Readiness Index).

According to TRI , research hypotheses are proposed as follows:

- H1 : Optimism will positively affect technology readiness.
- H2: Innovativeness will positively affect technology readiness.
- H3: Discomfort will negatively affect technology readiness
- H4: Insecurity will negatively affect technology readiness



## References

- Albizua, A., Bennett, E., Pascual, U., & Larocque, G. (2020). The role of the social network structure on the spread of intensive agriculture: an example from Navarre, Spain. *Regional environmental change*, 20, 1-16.
- Barua, B., & Urme, U. N. (2023). Assessing the online teaching readiness of faculty member. *Journal of Research in Innovative Teaching & Learning*.
- Escamilla-Fajardo, P., Alguacil, M., & López-Carril, S. (2021). Incorporating TikTok in higher education: Pedagogical perspectives from a corporal expression sport sciences course. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 28, 100302.
- Goode, S. (2023). Users in crisis response and recovery: catharsis and social learning among social media users during and after a natural disaster. *Behaviour & Information Technology*, 42(1), 108-123.
- Hasheem, M. J., Wang, S., Ye, N., Farooq, M. Z., & Shahid, H. M. (2022). Factors influencing purchase intention of solar photovoltaic technology: An extended perspective of technology readiness index and theory of planned behaviour. *Cleaner and Responsible Consumption*, 7, 100079.
- Kampa, R. K. (2023). Combining technology readiness and acceptance model for investigating the acceptance of m-learning in higher education in India. *Asian Association of Open Universities Journal*.
- Parasuraman, A. (2000). Technology Readiness Index (TRI) a multiple-item scale to measure readiness to embrace new technologies. *Journal of service research*, 2(4), 307-320.

## Methodology

The present study was conducted to investigate the factors influencing the readiness of farmers in Khuzestan province, located in the southwest of Iran. Utilizing the descriptive method and the Technology Readiness Index (TRI) theory, 377 farmers from this province were selected through a simple random sampling method, and data were collected via a questionnaire. Results obtained from structural equation modelling using PLS software.



Fig2 - Location of the study area

## Results and Recommendations

- ❖ Results revealed that optimism and innovativeness had a positive and significant impact
  - ❖ while lack of comfort had a negative and significant effect on farmers' intentions to use social networks for educational and promotional purposes.
  - ❖ Collectively, these variables accounted for 49 % of the variance in readiness. Notably, the variable of insecurity did not exhibit a significant effect on technology readiness.
- While this study is insightful, it does have a few limitations. It was conducted using a correlational method, which means that it cannot establish causal relationships. To address this issue, future research should use experimental methods.