

Video on mobile phones as an effective way to promote sustainable practices by facilitating innovation uptake in Mali

- Mobile-phone videos could be accessed by people with limited or no contact with information sources, such as younger women, and video based information was found to be understandable for illiterate farmers.
- The use of video on mobile phones is a novel approach to farmer-to-farmer exchange and has great potential for enhancing dissemination programs or specific research and development projects to enable more resilient, inclusive and democratic agricultural information systems.
- Of the farmers who had watched one of the videos (N= 148), 60.1% had adopted at least one of the videos' innovations.
- Farmers who received the videos on their mobile phones shared them via Bluetooth with an average of 6 other farmers, quickly expanding their outreach.



Fig. 1: Farmers in Touna, Mali, watching an agricultural learning video (a) and a cotton farmer points to the differences between the plot he fertilized using uniform application of compost, to the left, and the plot where compost was applied in pockets, to the right (b).

Background

- Most farmers in rural Mali lack access to relevant agricultural information due to the widespread illiteracy, lack of appropriate extension structures and inefficient communication channels.
- Despite the widespread use of video on mobile phones for entertainment by farmers in rural Mali, this technology's potential to facilitate agricultural innovation uptake remains unexplored.

Methods

- Three videos showing agricultural innovations for sustainable production were shown and shared with 200 farmers in twelve villages in Mali.
- The villages were revisited 10 months later and farmers were asked about their experiences with the videos that had been shared and their previous knowledge of the innovations shown in them.

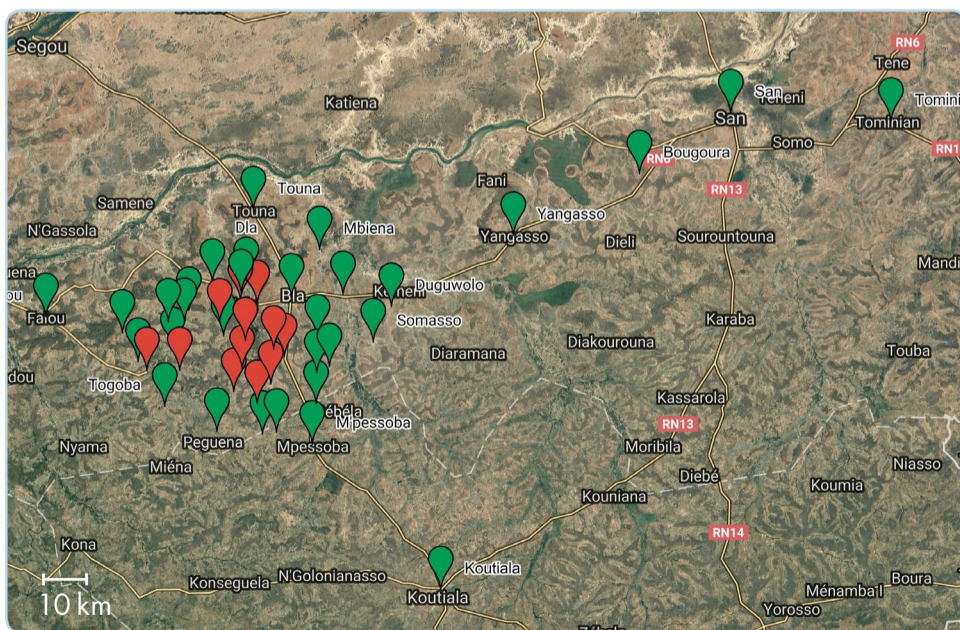


Fig. 2: How the videos spread from the initial villages (red) where the videos were first shared to new ones after 10 months (green).