

Mobile technologies in African Rural Development

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Introduction

- **Aim:**

The aim of my research is to understand the relationship of new ICTs and rural Africa's communication patterns, its influence on marketing in rural areas with regard to social progress and development practices inspired by the work of Joseph E. Stiglitz and Jürgen Habermas.

- **Goal:**

To develop an approach that includes social as well as economic indicators in exploring the use of mobile phones in the social institution of rural marketing in Tanzania. This is to include a critique of Stiglitz and Habermas.

Introduction

- Research Question:

How do modes of Communication and the Institutional context of rural marketing accommodate the flow of communication? Is changing access to new ICTs reflected in changed participation and integration of the rural residents in local rural marketing?

Theory

- Why focusing on the rural?
 - Traditional development policies = urban industrialisation
 - ICTs most readily available in urban areas
 - Need for active policies to spread ICTs in rural areas and the benefits of investing in agriculture
- Why including institutions?
 - All social interaction is based on communication in institutions - ICTs will therefore be used within them
 - Markets are based on institutions of trust and incentives - change in the economy will change within or the institutions

Key Issues

- How does access to mobile technology influence the rural residents bargaining power in the market place?
- How do mobile technologies fulfil social functions in the marketing process? How are issues discussed including and beyond 'pure' price negotiations?

Methodology

- **Life histories** - could be included to capture the time in which changes take place
- **Action research** - could be included because something concrete has to come out of the studies

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Thank you -
Any questions?