E-infrastructure acceptance in e-health, e-learning and e-agriculture in Zimbabwe: The quest for the user acceptance variable

By: Professor Chrispen Chiome
OBJECTIVE OF THE PRESENTATION
ZIMBABWE

- Zimbabwe is a landlocked Southern African country with a population of about 12.9m. Currently it is the most literate country in Africa with a literate rate of more than 92%
THINGS TO PONDER ABOUT

- One of the best ways to achieve global literacy is through communication, collaborative learning, research, and problem solving.
- Technology helps tremendously in these areas, so it is a great tool to use in this process.
- E-infrastructures are gaining ground in many African countries.
- E-infrastructures promise a new way of delivering health, education and agriculture.

- The question remains, that apart from universal access, are new technologies readily acceptable?
What is the worry then?

New technologies should be readily acceptable in order to deliver these essential services to the populace. However, against a background of previous studies pointing to e-learning as a monster under the bed (Chiome, 2011); Placing some populations at the margins (Chiome, 2013)

98% of the students failed to voluntarily register for an e-learning blended programme
Background to the study

- In some countries we hear Tong (2010) arguing that online shopping is becoming increasingly popular.
- In the African context in Rwanda, Nsabimana & Masabo (2005) found out that 73% of the farmers had not adopted the technologies that they were exposed to.
- **Conceptual framework:** According to European Communities (2010), e-Infrastructures can be defined as networked tools, data and resources that support a community of researchers.
METHODOLOGY

This was a survey of institutions engaged in e-agriculture, e-health and e-learning in Zimbabwe. A purposive sample of 65 respondents who were exposed to e-infrastructures was interviewed in order to gain an insight into the user acceptance variable applicable in Zimbabwe.

Theoretical framework: Researchers use technology acceptance model (TAM), trust theory, social cognitive theory, social capital theory and social network theory. TAM is considered an influential extension of theory of reasoned action (TRA)
Glimpse of the results: are we all drinking together?

• The study found out that
• E-infrastructure users:
  • Rational choices faced with alternatives
  • Perceived usefulness
  • Effort expended in using technology
  • Content richness
  • Informational efficiency
  • Update regularity
  • Expanding opportunities
  • Group influence
Conclusions reached

- Under the circumstances,
- This research, takes a position that the ability to navigate the complex life and work environments in the globally competitive information age requires e-infrastructure developers to pay rigorous attention to technology acceptance.
RECOMMENDATION

- In view of the need to engage e-infrastructure users other than the “early adopters” with the opportunities in e-infrastructures, the study considered it important to recommend a relook into **attitudinal variables as they affect the** individual's positive or negative feeling about performing the target behavior; the **behavioral intentional variables as they affect the** degree to which a person has formulated conscious plans to perform or not perform some specified future behavior.
Thank you