

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

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# 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?

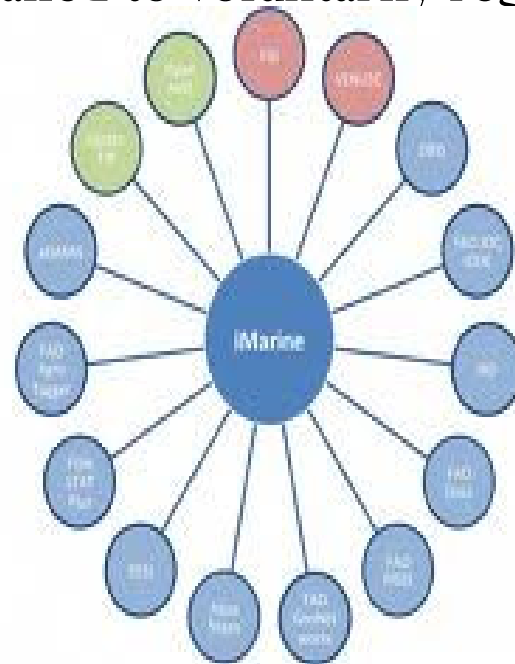


## What is the worry then?

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 programm



## 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)*

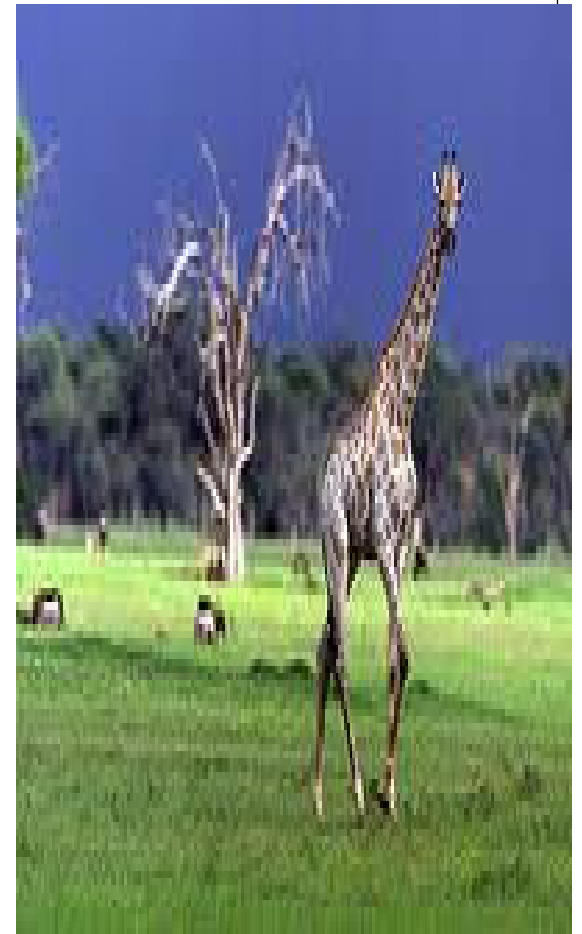
## Glimpse of the results: are we all drinking together?

- 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

