

Applied Research Partnerships with Developing and Transition Countries

Swiss Universities of Applied Sciences and Universities of Teacher Education

Project title

Shortcomings of agricultural knowledge transfer in Kenya – and ways to improve it

Foto: Daniel Pitter

Thematic focus

Media and Communication Agriculture

Year

2012

Project location

Nairobi, and rural areas in Kenya



Swiss Institution

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Partner Institution

Multimedia University College of Kenya (MMU)
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Description

Experiences from Kenya show that applicable agricultural knowledge is available but hardly used by peasants and households. The research project assumes that a distorted communication process between knowledge generators, intermediaries and knowledge users is partly responsible for this failure. It will therefore investigate the elements involved in this process. The project aims at identifying the reasons why the transfer of applicable agricultural knowledge in Kenya often fails, and at elaborating a set of evidence-based recommendations on how to improve communication for knowledge transfer. Thus, it consists of

- (1) Identifying the current status of supply of applicable knowledge from agricultural research institutions as well as their shortcomings in transfer/communication.
- (2) Exploring the current status on public and semi-public communication about the topic of agricultural research applications: reporting in main mass media (newspaper, radio, TV) and communication in other media (specialized media, Internet, mobile phones, social media, Newsletters)
- (3) Exploring information needs of potential knowledge users and their media and communication use patterns. This will be done with a sample of around 900 small farmers' households in in Kenya.

Development relevance

The project is highly relevant for Kenya's efforts in achieving the Millennium Development Goals. It affects the first MDG (eradicate extreme poverty and hunger) directly as it will contribute to improving agricultural knowledge transfer to individual users and thus fights poverty; and it affects other MDGs indirectly.

The project will dedicate its efforts to one of the main desiderata in media effects research: The reasons and triggers for initiating behaviour change or taking up of innovation. These are still fairly unknown. Yet, there is strong evidence that the interface between media messages and personal communication is of high relevance.

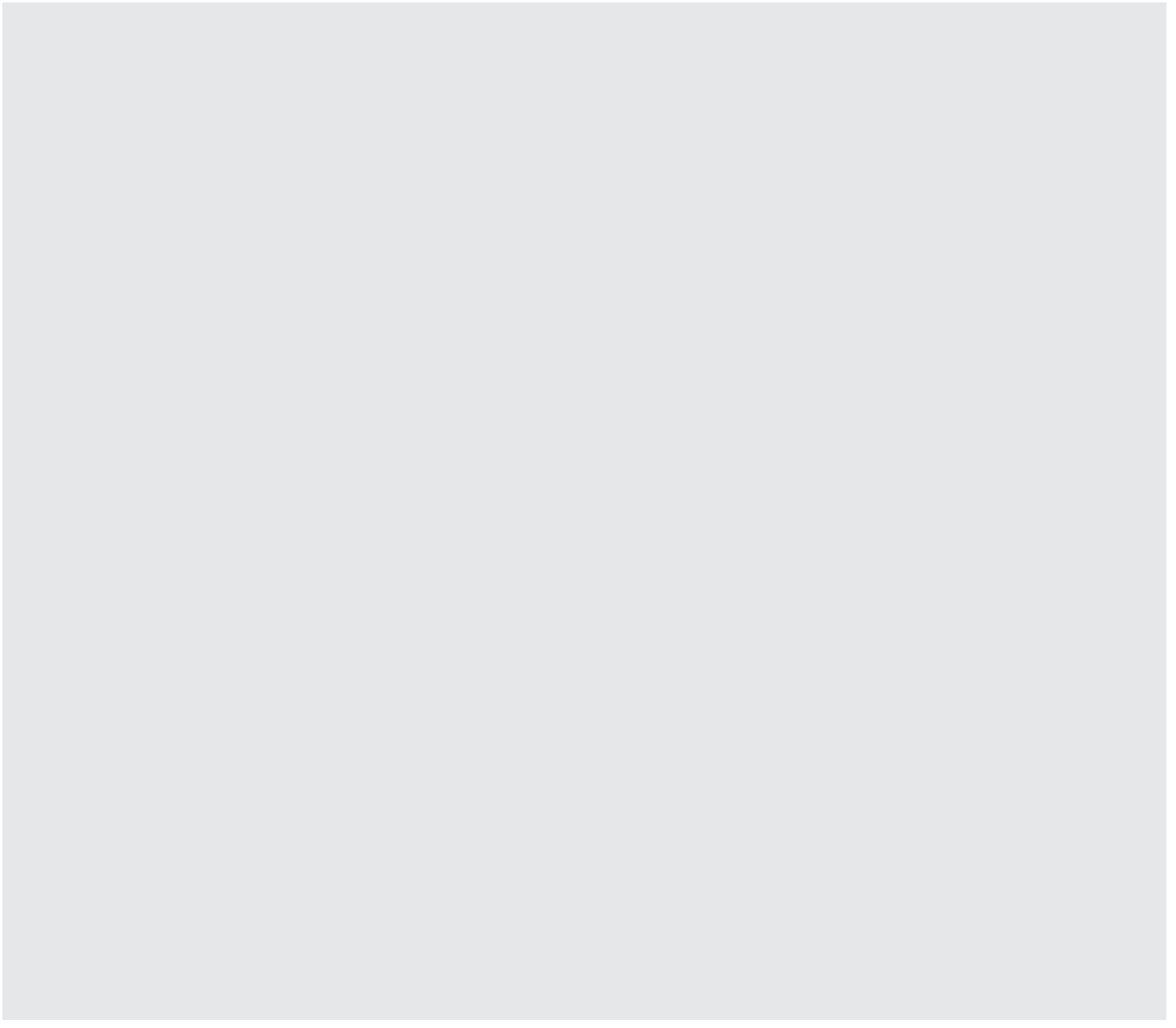


Legenda

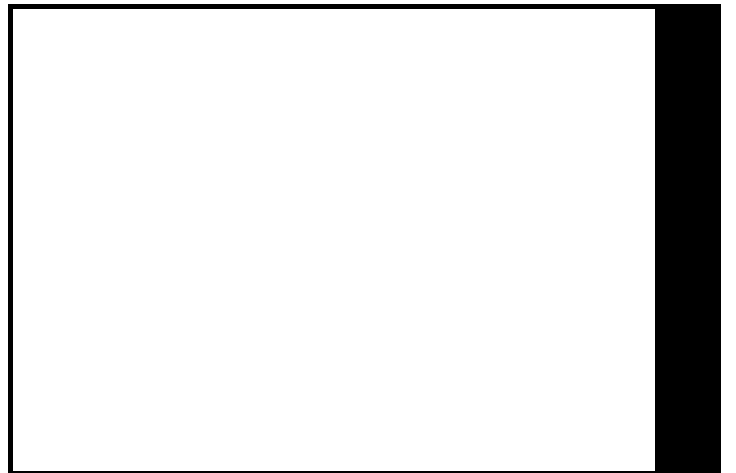


Legenda

Main features of the project



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