INFORMATION NEEDS OF RURAL FARMERS IN KEDAH: A CASE STUDY OF PUSAT INTERNET DESA (PID)

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MASTER OF SCIENCE (INFORMATION TECHNOLOGY) UNIVERSITI UTARA MALAYSIA 2016
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Abstrak


Katakunci: Keperluan maklumat, Sumber maklumat, Petani Luar Bandar, Telecentre, PID.
Abstract

Access to accurate, appropriate and reliable information plays a crucial role in improving the rural community’s knowledge and skills. Previous studies have little focus on websites that embed the rural farmers’ information needs. This study aims to determine the rural farmer’s information needs, through the PID of Kedah State, Malaysia. For this purpose, Dervin’s sense making theory was utilized as a guideline. The farmer’s needed information was embedding into a suitable website in two languages, namely local (Malay) and English language, this website would serve the rural farmers in Kedah by managing their farming. A sample size of 200 rural farmers from both genders in Kedah was initially taken to determine their information needs, but the usable data was only 187 respondents were analyzed. Simple random sampling technique was used for the sample selection as well as using of the questionnaire to elicit information from the respondents. SPSS version 20 was used for data analysis, and the data was analyzed in quantitatively approach. The results revealed that the highest information needs were related to the areas of financial facilities, agriculture marketing and pest management. Age, level of education and connectivity to ICT showed significant relationships with their accessibility to information. It is recommended that enough information should be provided in the needed areas and economic empowerment programs should be given serious attention to enhance their access to the needed information. Thirty farmers from different areas of Kedah were chosen to test the usability of the (INRFK) website. General findings revealed that INRFK website satisfied their needs by providing proper information.

Keywords: Information needs, Information source, Rural farmers, Telecentre, PID.
Acknowledgment

“In the Name of God, the Most Gracious, Most Merciful”

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Husam Abdulhameed Hussein
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<th>Description</th>
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<tr>
<td>INRFK</td>
<td>Information Needs of Rural Farmers in Kedah.</td>
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<td>ICT</td>
<td>Information and Communication Technology.</td>
</tr>
<tr>
<td>BDD</td>
<td>Bridging the Digital Divide.</td>
</tr>
<tr>
<td>PID</td>
<td>Pusat Internet Desa.</td>
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<tr>
<td>RIC</td>
<td>Rural Internet Centre.</td>
</tr>
<tr>
<td>MID</td>
<td>Medan Info Desa.</td>
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<td>UN</td>
<td>United Nations.</td>
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<tr>
<td>IT</td>
<td>Information Technology.</td>
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<td>ASK</td>
<td>Anomalous State of Knowledge.</td>
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<td>PCs</td>
<td>Personal Computers.</td>
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<td>MICC</td>
<td>Ministry of Information Communication and Culture.</td>
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<td>TC</td>
<td>Telecentre.</td>
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<tr>
<td>PHP</td>
<td>Personal Home Page.</td>
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<td>SPSS</td>
<td>Statistical Package for the Social Sciences.</td>
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<td>HCI</td>
<td>Human Computer Interaction.</td>
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<td>UE</td>
<td>Usability Evaluation.</td>
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<td>UI</td>
<td>User Interface</td>
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<tr>
<td>MSD</td>
<td>Maju Sedunia Digital.</td>
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<td>FTC</td>
<td>Federal Territories Currently.</td>
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CHAPTER ONE

1.1 Introduction

This chapter contains the general overview and concept of the study. Firstly, the chapter provides an introduction about the background of the study. It presents the statement of problem, research questions and objectives, significance and scope of the study, and finally the chapter’s summary.

1.2 Background

Moomal and Masrom (2015) states that the world is currently in such a situation where Information and Communication Technology (ICT) has diffused into nearly the entire human activities. There has been an expansion in the extensive proliferation of ICT technologies within the last twenty years, thereby causing the latest skill achievement and up-to-date commercial discovery (Heshmati, Al Hammadany, & Mohammed, 2013). According to Meng, Samah and Omar (2013), ICT usage may have a progressive influence on commercial improvement, learning, information dissemination and transportation as well as to enabling prospects for constructive improvement. For example, Malaysia is one of the emerging nations that has been stimulated by the positive results of ICT implementations in nearly all industrialized nations, and then has embraced ICT as portion of its federal development policies (Meng et al., 2013).

Dogara (2011) also argues that the extent of a country’s development is determined by the level of its citizens’ accessibility to ICT. As a result, presently, community ICT
The contents of the thesis is for internal user only
References


at the A PhD pre-field seminar presented at the department of Library, Archival and Information Studies, University of Ibadan, Nigeria.


