The Social Disruptiveness of Digital Agricultural Technologies: Asking Questions in the Context(s) that Matter

Abdul-Rahim Abdulai
PHD Student-Department of Geography, Environment and Geomatics
Arrell Food Institute

Advisor: Evan Fraser

Presentation Outline

- Technological changes in agriculture
- Digital Agriculture
- Emerging Discourses
- Digging into the social dimensions
- Implications

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Digital Transformation in Agriculture

Technological Evolution in Agriculture

Digitising 'the farm'

Smart farming

Precision agriculture

E-agriculture

ICT in agriculture

Big data in agriculture

Digital agriculture

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Digital Agriculture in Focus

Emerging Issues and Questions

Economic and
Environmental Impacts

Big Data Issues

Social Impacts
???

Emerging Issues and Questions

Social Impacts

**Agricultural-Rural
Landscapes**

To the countryside???? Rose and Chilvers (2018: 1) “...agricultural societies (rural areas) may be changed, or “re-scripted”

Curious About.....What and How?

- Social drivers and resistance to digital technologies
- How digital agricultural technologies could “rescript” the rural
- Mechanisms and strategies towards socially sustainable integration in rural areas

Digital Farmer Services

An Ecosystem that connects farmers to services.

ADVISORY SERVICES

Send accurate market prices, weather forecasts, crop tips and nutrition advice to farmers

MARKET LINKAGES

Provide market opportunities by connecting farmers to commodity buyers.

FARMER PROFILING

Profile and manage farmers for programs such as cash transfers, input subsidies, crop purchase

FINANCIAL SERVICES

Deliver critical services to farmers including credit, insurance and pensions

PAYMENTS

Pay farmers via mobile money or using the Esoko smart card system which stores transactional data

BUNDLED SERVICES

Partner with us to create bundled services for rural customer acquisition strategy

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Study Contexts

Implications for rural

Practice

Rural policy
intervention areas

Research

Spaces for further
research

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Abdul-Rahim Abdulai

Ph.D. Student, [@Feeding 9 Billion](#)

Department of Geography, Environment and Geomatics,
Arrell Food Institute | University of Guelph

Office-----Hutt -R355

email: aabdulai@uoguelph.ca

Website: [TheHive](#), Twitter: [@alollo91](#)

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The Social??????

By social impacts I am referring to the consequences on ***“the ways in which people live, work, play, relate to one another, organize to meet their needs and generally cope as members of society. The term also includes cultural impacts involving changes to the norms, values, and beliefs that guide and rationalize their cognition of themselves and their society”***

(Interorganizational Committee on Principles and Guidelines for Social Impact Assessment, 2003: 231).