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I am pleased to introduced volume 15, issue no. 2 of December 2020. This issue contains nine diverse articles. The issue opens with a contribution from Uganda: “The Influence of User Participation Attributes on E-Government Implementation Success in Developing Countries” by Sumaya M. Kagoya and Ulingeta O. Mbamba. The results suggest that user participation attributes directly and positively affect e-government implementation success in Uganda. The major theoretical contribution of the articles lies on the application of stakeholder theory and UTAUT in examining the relationship between user participation attributes and e-government implementation success in the Ugandan context.

The second article by Carren Mushi, Kelefa Mwantimwa and Evans Wema looks at “Perceptions of librarians towards the adoption of embedded librarianship in Tanzania.” The findings indicate that effective adoption of embedded librarianship can positively improve access to and use of library services and resources. The study also established that effective embedded librarianship play a vital role in facilitating collaboration between librarians and users. Finally the authors conclude that for academic libraries to remain relevant, effective adoption of embedded librarianship is necessary.

Mbura K. Omari examined the role of social media marketing platforms in fostering the effectiveness of marketing communication in Tanzania’s telecommunication industry with special reference to Vodacom Company. Underpinned by theory by McLuhan (1995) and technology acceptance model (TAM) by Davis (1989) the paper focuses on the extent to which a triad of the customers’ awareness, customers’ attitude and skills related to social media platforms influence the effectiveness of marketing communication. The findings revealed that, users’ awareness of social media platforms and attitude towards digital platforms have positive and significant relationship on the effectiveness of marketing communication. Furthermore, the study found that, the skills of users pertaining to the use of digital platform have a positive and strong relationship with the effectiveness of marketing communication.

In somewhat related vein, Omari, K. Mbura and Sumaya, M. Kagoya assessed social media effectiveness on youth purchasing behaviour of soft drinks at the University of Dar es Salaam, Tanzania. Specifically, the authors assessed the extent to which social media content, attitude and awareness of social media affect youth purchasing behaviour of soft drinks. The study was informed by AIDA model and media theory. It is evident from the results that social media content and awareness of social media positively and significantly influence youth purchasing behaviour. On the contrary, the results suggest that attitude towards social media had a positive, but insignificant influence on youth purchasing behaviour.

The next article is on health informatics. Mohamed Kassim and Kokuberwa Katunzi-Mollel explore the antecedent factors influencing maternal health information seeking behaviour of women of childbearing age in rural Tanzania. The study was guided by Comprehensive Model of Information Seeking (CMIS). The results indicate that the antecedent factors from the CMIS have an influence on the women respondents’ choice of various sources of maternal health information. The findings confirm that majority of women rely on information sources that are close to where they reside more than those that are far from them. The study also established relationship between women socioeconomic status, such as the ability to afford sources of maternal health information and information seeking behaviour. The authors emphasized on the

need for healthcare practitioners and health information providers to be mindful of the factors identified in this study when providing women in rural areas with maternal health information.

Returning to Uganda Sarah Kaddu, Doreen Nanyonga and Eric Nelson Haumba examined the role of small-scale farmers in making agricultural market information systems relevant and sustainable. The results show that market information is still mainly focused on prices with no details about quality and quantities. Absence of systematic infrastructure for timely collection and dissemination of information in an appropriate medium to all stakeholders was also noted. The study concludes that value chain development is crucial for the success of market information systems and it is therefore imperative that information be provided on different areas along the chain. The study recommends establishment of village/parish information centres and display boards to inform small-scale farmers about up-to-date market information.

Anajoyce Samuel Katabalwa and Ester Ernest Mnzava examined the usage of Online Public Access Catalogue (OPAC) by undergraduate students at Sokoine University of Agriculture (SUA). The results from this cross-sectional study indicate high level of awareness among OPAC users. Multiple ICT devices are used by OPAC users to access the OPAC on and off the campus. The study also found that OPAC users are faced with number of challenges that need immediate mitigations. The challenges identified include: lack of adequate ICT skills, lack of training on information searching and retrieval and constant power outage.

Evaristo Eliakim Sanga and Emmanuel F. Elia present an article on “Socio-demographic determinants of access to climate change information among tomato growing farmers in Mvomero district, Tanzania.” The authors investigated the sources of information farmers use to access information on climate change and establish factors that influence access to information on climate change. Five hypothetical statements guided the study: H₁: Men have more access to climate change information than women; H₂: Married farmers access more climate change information than those not married.; H₃: The older the farmer is, the less access to climate change information.; H₄: Educated farmers access climate change information more than less educated ones and H₅: Farmers with insufficient income have limited access information on climate change. Key findings show that majority of farmers use radio as a source of climate change information. The study discovered that gender, marital status, age, level of education and income were the socio-demographic factors influencing access to climate change information.

Finally, a study by Dalton H, Kisanga and Sarah E. Kisanga reports the challenges that students with visual impairment (VI) experience in accessing assistive technology in Tanzania’s higher education institutions. The article also presents coping mechanisms to the challenges. The three key challenges identified are lack of knowledge, lack of infrastructure, and shortage of experts well-versed in ATs. On coping mechanisms the study recorded different strategic measures to address these challenges. The remedies include establishing proper arrangement on how to effectively use the limited assistive devices available, providing training to students with to address the challenge of lack of knowledge to use assistive technologies and encouraging sighted students to support their fellow students with VI.