

Diffusion of climate change information in the farming communities of Iramba district in Tanzania: a case Study of Ulemo and Mampanta villages of Iramba District, Tanzania

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Based on grounded theory, the study analysed the diffusion of climate change information in the rural areas of Iramba District and how such information assisted farmers to understand the causes and impact of climate change, and how to mitigate and adapt to it. A qualitative approach was employed in applying interdisciplinary methods to design, collect, analyse and interpret the data collected through survey questions in the villages in two communities of Iramba District and interviews with the key informants at village and district level. The empirical analysis indicated that climate change information has been diffused through linear communication, transmitted to rural communities through district officers, formal village meetings and radio. The process of diffusion of climate change information seemed to support the globalized science of climate change, external agents and means of communication as opposed to embracing artefacts of local content. It was also noted that not everybody in the community had sufficient knowledge on aspects of climate change, such its causes, impact and responses to it. For the effectiveness of communication in supporting rural communities to understand and become involved in climate change adaptation and mitigation initiatives, diffusing climate change information should emerge within the specific context and be driven by the users' needs, values and ability to process information. The diffusion process must capitalize on local context so that climate adaptation and mitigation information may become useful in helping farmers exchange ideas. Further study is required to investigate the feasibility of traditional knowledge in diffusing information on climate change and the related impact and adaptive or mitigating circumstances in rural communities.