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THE ROLE OF ICT DURING THE COVID 19 PANDEMIC IN THE ADVISORY SERVICE IN KOSOVO

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Purpose and objectives

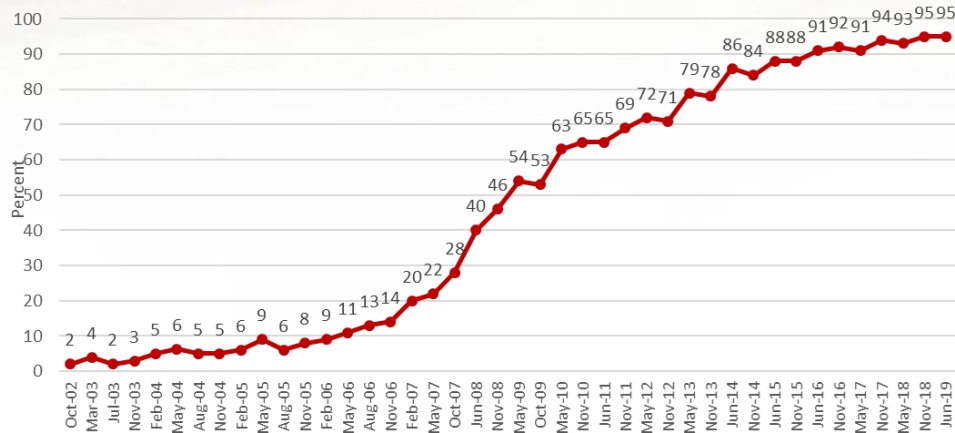
- The purpose of this paper is to prepare human resources for new methodologies for knowledge transfer, using various applications related to Information and Communication technology, in our case through YouTube channels.
- The objectives of this study are:
 - Analysis of key factors for the realization of knowledge transfer through ITC
 - Identification of new methods for knowledge transfer in the agro sector;

Research question and hypothesis

- The research question is: Is it efficient to transfer innovative knowledge through the YouTube channel? In the framework of the main research question we also have auxiliary questions, how many conditions are there for the use of ITC? How much is the internet coverage in Kosovo? To all these questions we must give you an answer to come up with the main hypothesis.
- H0: The average response of farmers is equal to 5 that receiving information from YOUTUBE about agriculture.
- H1: The average response of farmers is different 5 that receiving information from YOUTUBE about agriculture.

Internet Usage in Kosovo

Trend of Internet Penetration in Kosovo during 2002 - 2019



How often do you...?





Research methodology

- The study was conducted during the project “Rural Development of Rural Areas through Advancing Advisory Services” through quantitative methods, which are collected and processed data from interviews of farmers (agricultural households and individual businesses) in Kosovo.
- Interviewing was conducted face to face with the participants through a structured questionnaire.



Research methodology

- Data analysis and processing are carried out through SPSS. We use the method of face-to-face interviewing because it has several comparative advantages from other techniques.
- Every survey method used has limitations, and the use of face-to-face interviews for data collection is no exception.
- Though it is the oldest method, face-to-face interviews are widely used for data collection.
- There are also well-tested techniques for designing questions for these interviews.

Research methodology

- During this project we had three components that dealing with Information Technology:
 - Commitment of an information technology expert;
 - Supporting advisory service with video recordings;
 - Distribution of messages to farmers;
- On December 2017 we have opened a YouTube channel in the name of our company ESG. From December 12, 2017 to July 7, 2020 we have developed and posted 30 videos with practical agricultural advices, with a minimum of 10 minutes of video, and 30 messages video with minimum 1 minute video.
- In this paper we have compare views in this channel before period with COVID 19, and after epidemic situation started.



Results

- We have conducted two forms of research, the first form is related to the view ability of videos that we have published on YouTube about new innovations in the field of agriculture, and we have distinguished between the pandemic period and the same period when there is no had a pandemic.



Results

- *During our first form of research we have made the difference between the two periods for farmer visibility on our YouTube channel, and results are:*
 - *People watched on period videos 76,442 times during the dates Jan 1 – Aug 31, 2020*
 - *People watched videos 55,218 times during the dates Jan 1 – Aug 31, 2019*

Results



Comparison between periods 2019-2020 views (Source: ESG Channel in YouTube, 2020)

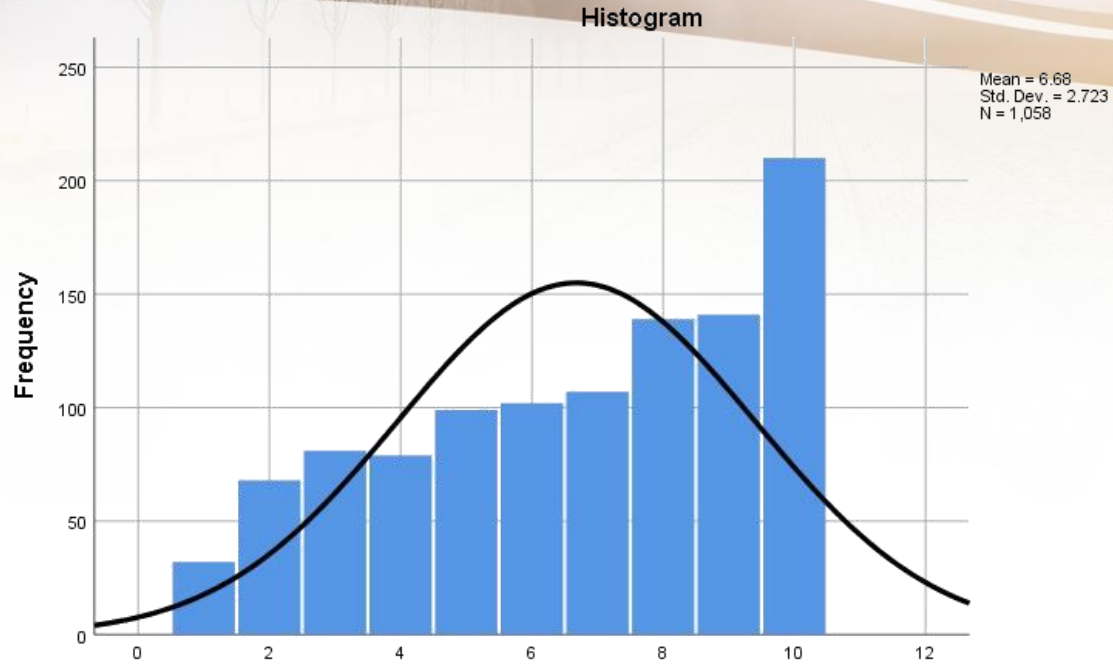
Period of Research	Views	Views %	Watch time (hours)	Watch time (hours) %
Jan-Aug, 2020	76442	58.0%	4287.77	59.0%
Jan-Aug, 2019	55299	42.0%	2982.05	41.0%
Difference	21143	16.0%	1305.73	18.0%

Table 1. Difference between periods 2019-2020 of views and watch time

Results

- *Second form of research is Question "On a scale from 1-10, with 1 being "Little" and 10 being "A lot" - How much information do you get from YOUTUBE about agriculture?"*
 - *H0: The average response of farmers is equal to 5 that receiving information from YOUTUBE about agriculture.*
 - *H1: The average response of farmers is different 5 that receiving information from YOUTUBE about agriculture.*
- *In histogram we can see that mean of frequency answers is 6.68, and Standard Deviation 2,723.*

Results



6. On a scale from 1-10, with 1 being "Little" and 10 being "A lot" - How much information do you get from YOUTUBE about agriculture?

Results

Table 2. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
On a scale from 1-10, with 1 being "Little" and 10 being "A lot" - How much information do you get from YOUTUBE about agriculture?	1058	6.68	2.723	.084

Table. 3 One-Sample Test

Test Value = 5						
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
On a scale from 1-10, with 1 being "Little" and 10 being "A lot" - How much information do you get from YOUTUBE about agriculture?	20.027	1057	.000	1.677	1.51	1.84



Conclusions/discussion

- Since $p < 0.001$, we reject the null hypothesis that the sample mean is equal to the hypothesized population mean and conclude that the mean responses of the sample is significantly different than the average responses of the overall farmers.
- Based on the results, we can state the following:
 - There is a significant difference in mean responses between the sample and the overall farmer's response ($p < .001$).
 - The average response of the sample is about 6.60 which means that farmers declared an average 6.68, from the responses that they had from 1 to 10 (1 being "Little" and 10 being "A lot") for getting information about agriculture from YOUTUBE.



Conclusions/discussion

- With the situation created by the COVID-19 pandemic, Kosovo should plan additional measures for the successful Transfer Knowledge for advisory services in field of agriculture, but also the foreseen activities can help the economic recovery of the country from the consequences of COVID-19, in future phases.
- It is expected that use of ITC may support economic recovery and make the country more resilient in the medium and long term, while some other ones may immediately support COVID response efforts.



Thank you for your attention!