Research Questions

1. What do farmers learn from their online-peers?
   • What if these online peers are exogenously assigned across space?
2. What if these online peers are invited to meet in-person?

Proposed mechanism:
• Changes in beliefs about learning from online peers (measured by likelihood of discussing agriculture information with unknown farmers)

Treatment Assignment

N=109 villages

Control (n=36)  
Group A (n=36) (Only Whatsapp)  
Group B (n=37) (Whatsapp + monthly in-person meetings)

Data

1. Baseline, Midline and Endline every 3 months (based on start and end of crop cycles)
2. Weekly Whatsapp data measuring respondent participation

Treatment Intervention

1. Group A (Only Whatsapp):  
   • Weekly moderation on groups  
   • participation graded by reading/responding/initiating conversation
2. Group B (Whatsapp + In-person lunches):  
   • Weekly moderation on groups  
   • participation graded by reading/responding/initiating conversation  
   • Monthly in-person lunches connecting farmers from 3-4 villages from distant regions

GOAL: To test difference in technology adoption and agriculture practices of farmers exogenously connected via WA vs farmers who also meet in-person vs control

Social Learning in Agriculture:
• Reflected in input use (seed variety, land use)  
• Contribution: Measuring adoption and learning of smartphone agriculture through in-person vs virtual ties

Diffusion:
• Injection points, early v/s late adopters, strength of ties  
• Contribution: Diffusion through virtual platforms to increase scalability of social learning

Peer Effects:
• Endogenous network formation, dynamic peer effects  
• Contribution: Observable links and information exchange between peers on a virtual platform

Project Timeline

Baseline  
Midline  
Endline

Kharif (Monsoon)  
Rabi (Winter)

Examples of Farmer Chats  
Examples of Information Posters

Maps and Distances of Nearby Markets  
Tips for Rodent Control

1. [Foster and Rosenzweig, 1995] [Bandiera and Rasul, 2006] [Conley and Udry, 2003] [Munshi, 2004]
2. [Banerjee et al., 2013] [Beaman and Dillon, 2018] [BenYishay and Mobarak, 2019] [Kondylis et al., 2017] [Cai et al., 2015]
3. [Beaman et al., 2018] [Bandiera and Rasul, 2006]
4. [Granovetter, 1973] [Nourani, 2016] [Murphy et al., 2019]
5. [Manski, 1993] [Besley and Case, 1993] [Fernando, 2019]
6. [Bandiera and Rasul, 2006] [Comola and Prina, 2015]