



Investigation Factor Influencing Rural ICT Centre Success

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The useful effect of ICT on the quality of life and rural economy is now extensively renowned. Information and Communication Technology (ICT), considered as basic national and international strategies to achieve socio-economic development by supporting poverty reduction, increase business productivity, accelerate economic growth. Rural areas are frequently considered as information-poor and providing information has always been a central factor of rural development initiatives. The power of knowledge for development can be greatly enhanced by ICTs through improving the access and breaking down the barriers to knowledge and information exchange and also by facilitating knowledge management. Rural ICT center is a public space which provides a range of information and communication technology (ICT) services, such as access to the Internet, computers and software, electronic commerce applications, and other public information services. To empower the rural community the governments and their partners has implemented rural ICT projects which many of these experiences have been only partly doing well and very few of these projects have turn out to be sustainable for access to developmental targets. Thus this study aimed to investigate the factor influencing rural ICT center success. The study has been conducted using documentary study. The results demonstrates that the ICT center success is bases on the five factor including: personal factor (consist of level of innovativeness, computer skill, and level of education), center characteristics (consist of infrastructure, facilities, and instrument, and diversity and quality of services), managerial factor (consist of in communication, social, and technical skills of center's management, and staff), contextual factor (consist of economical, social, and cultural condition), and information characteristics (consist of useful and usefulness of provided information).

Key Words: Information and Communication Technology (ICT), Center, Rural development, Success