

Poster 374 RE-EMBEDDING MARKET INFORMATION SYSTEMS: THOUGHTS ON DESIGN

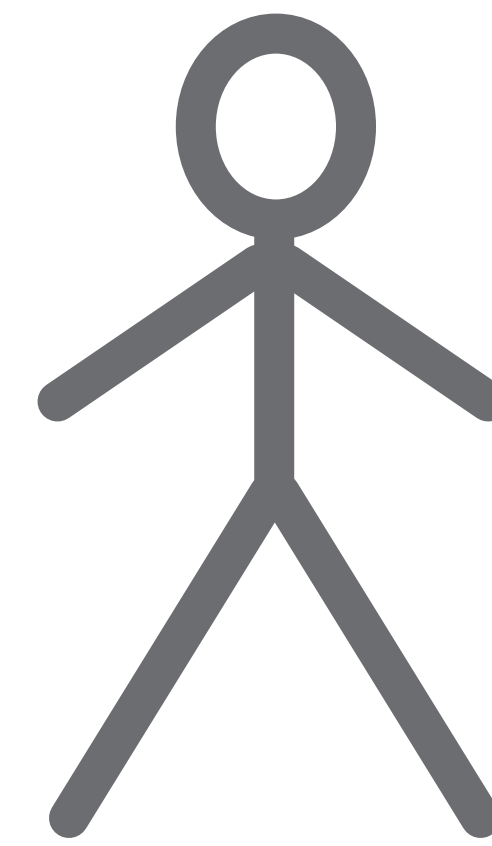
Elisa Oreglia, Ph.D., Nanyang Technological University, Singapore Janaki Srinivasan, Ph.D., International Institute of Information Technology, Bangalore

Existing Market Information Systems (MIS) are based on universalized models of how markets work and how information does, and does not, circulate. Their adoption rates are low.



Re-embedded MIS should treat information needs as situated in the political economy of specific markets and should consider the identity of different actors and existing information sharing practices.

Imperfectly- or under-informed FARMER / FISHERMAN



Mobile Phone with MIS App delivering accurate and timely price, weather, and other relevant INFORMATION



Buyers pay any seller optimum price for products most in demand



State Subsidies

Agro and Fishing/Docking Regs and Policies

Banking System

Other Regulations and Policies

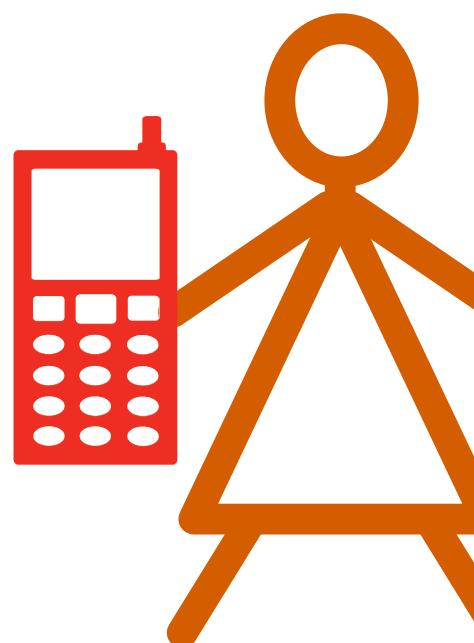
Young, entrepreneurial, risk-taking FARMER



Older, risk-averse FARMER



Female FARMER



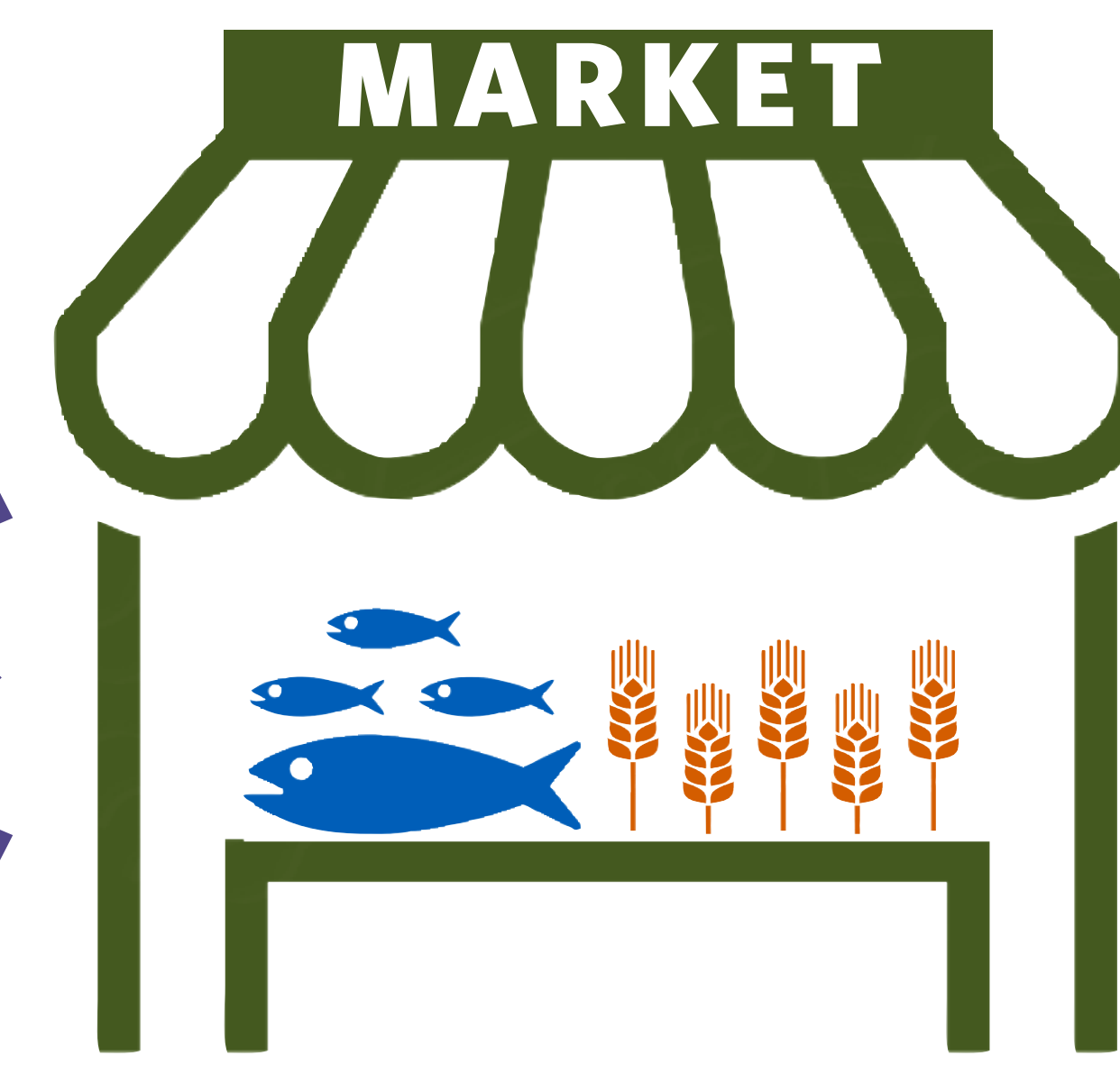
The Idealized FARMER / FISHERMAN is actually a multitude of types with different needs



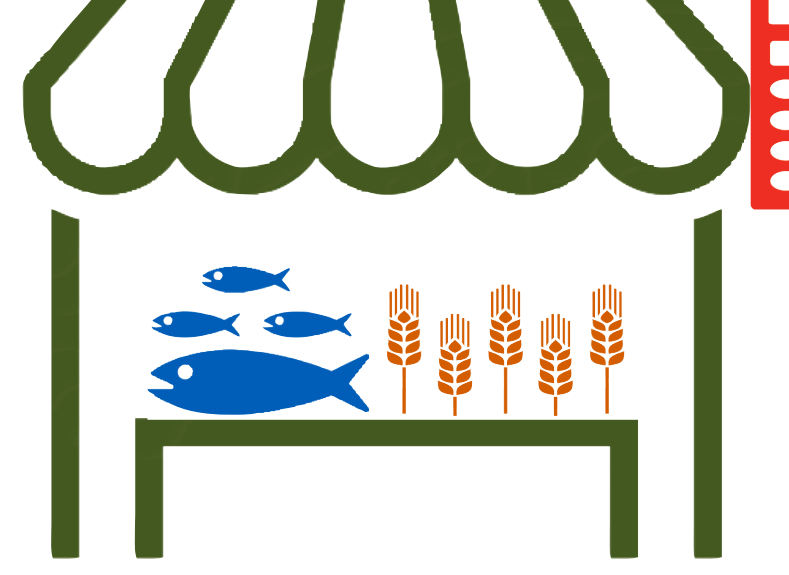
Existing information sharing practices and media involved in the market



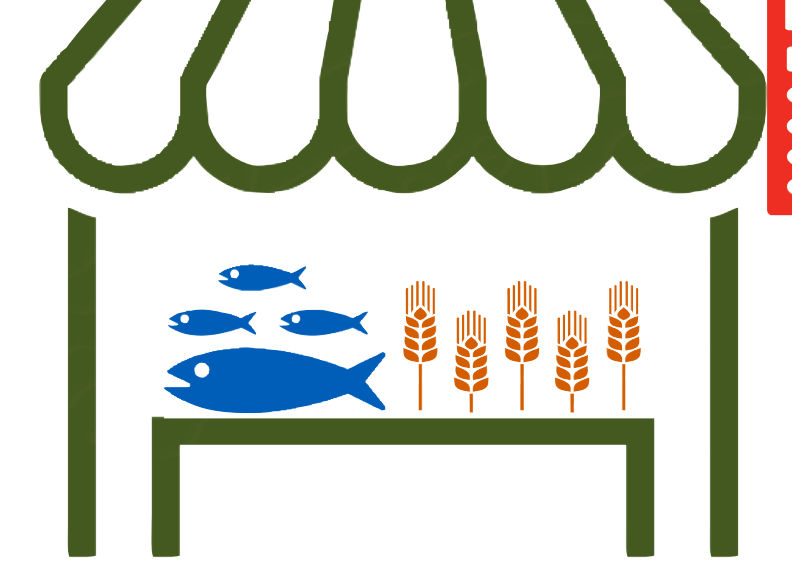
Both a locale for transactions and a center of information exchange



WHOLESALE LOCAL MARKET



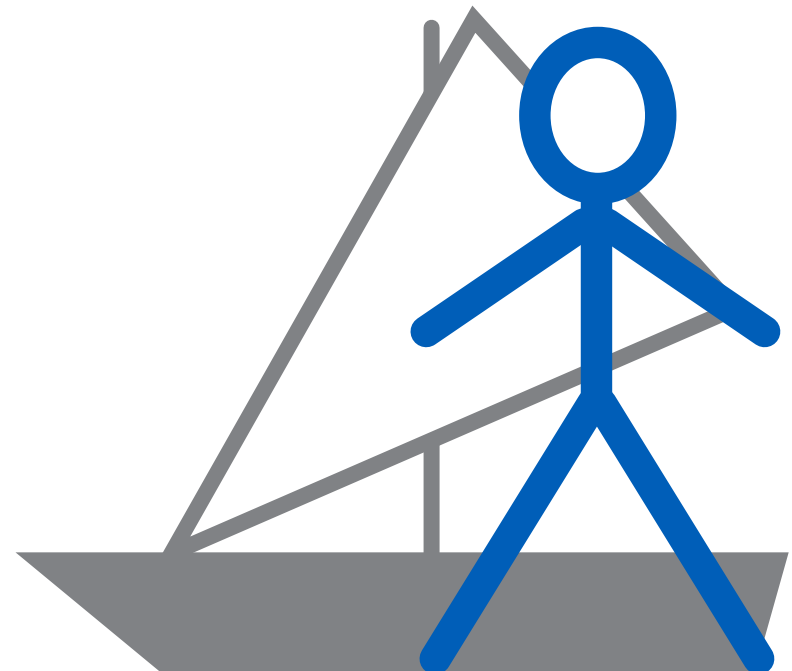
WHOLESALE EXPORT MARKET



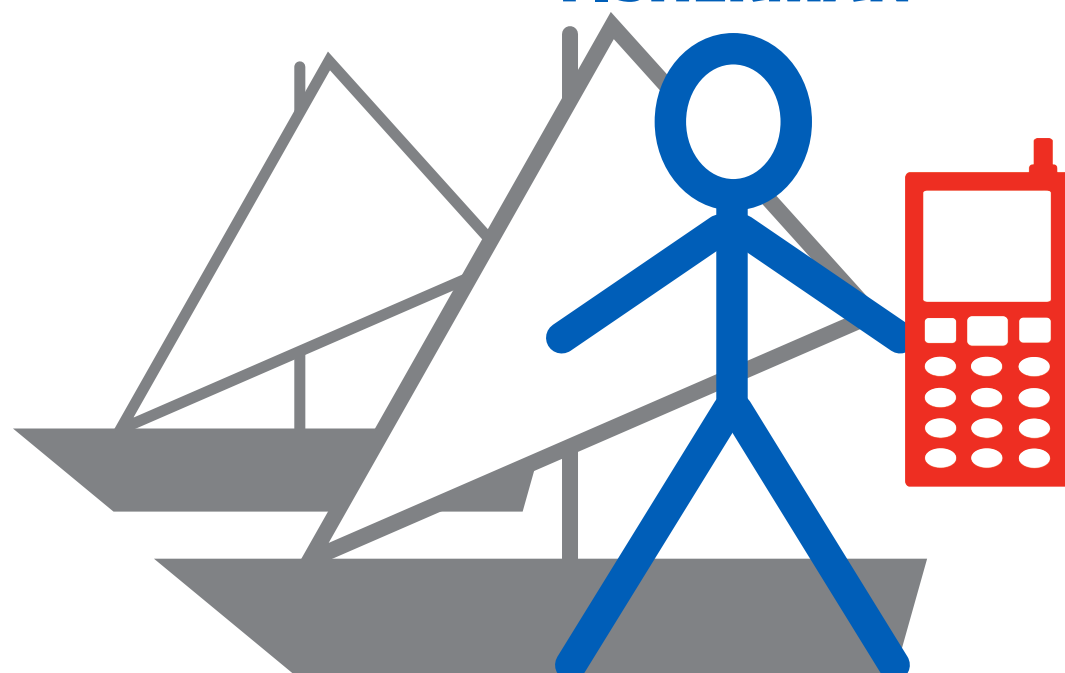
DIRECT BUYERS



Small-boat-owning FISHERMAN



Small-fleet-owning FISHERMAN



MIDDLE-MAN, BROKER, INVESTOR, LENDER



EXTENSION WORKER

