

Adopters' Social Referent to make decision under risks - Case studies from Rainwater Harvesting Practice in the Coastal Bangladesh.

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In the coastal areas of Bangladesh, the local communities have been practicing rainwater harvesting at household level to reduce drinking water pollution risks, particularly arsenic contamination of ground water. Dissemination of the tank is instrumental to make the community become resilient. Since, the advantages and disadvantages of the tank are unknown to the potential adopters, the decision of tank adoption is uncertain to them. Our study shows that to reduce such uncertainties adopters acquire what kind of information from whom. In particular, this study focus on two types of network actors - cohesive actor (friends) and structurally equivalent (individual occupying the same position in the community structure) actors as source of social information. In addition, the role of cultural, economic and geographical group in information acquiring process has been discussed. Our study found that cohesive actors are the major source for the tank adopters for hearing and discussion about the tank, whereas neighbors are the major source of observation. The role of structural equivalent actors and others socio-economic actors like occupational partners, religious partners are negligible for providing any kind of information. Our study found that hearing and discussion type of information sharing activities took place more within the cultural and geographical boundary of the groups but such information sharing networks cross the economic boundary of the adopters. On the other hand, Observation type of information sharing activities took place more outside the cultural, geographical and economic boundary of the adopters. Our study concluded that closer social relation or ties encourage information sharing activities in the technology dissemination process.

Key words: Rainwater Harvesting, Water Pollution Risks, Sources of Information, Social Networks