



TEXAS A&M UNIVERSITY
Agricultural Leadership,
Education & Communications

Discursive Signals of AI Innovation in Colombian Agrifood Systems: A Case Study on Agricultural Digital Communities

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Meta AI



Friends



Memories



Introduction

1h · 🌐

- Documented uses of social media in agriculture include information seeking, information exchange, discussion on agricultural technologies, marketing, and entrepreneurial activities.
- Colombia is among the leaders in institutional support diffusion of Artificial Intelligence (AI) innovations in Latin America (OECD, 2026).
- This study explores whether social media discussions on AI in Colombia may reveal useful indicators for understanding AI-based agricultural innovation adoption.



"That's right 👍, that (AI) can't be left in criminal hands., it must be regulated."



Results

1h · 🌐

- 19 posts from 15 groups were identified. Producer organizations published no content on the use of AI. Posts from media and academia were mainly informational.
- Nine comments retrieved. Discursive engagement was nearly absent.
- Both points of view, [skeptical](#) and [supportive](#), are present in the postures on the technical, social, and political aspects of AI adoption.
 - Environmental issues: costs vs the potential use in conservation.
 - Concerns on inequality, exclusion, and long-term socioeconomic impacts.
 - Bureaucracy and corruption vs an opportunity to prevent misuse or a catalyst for political accountability.
- Reactions were consistently present across post (91% likes, 5% love, 2% laugh) suggesting low engagement and passive awareness.
- Findings suggest a nascent process of engagement in Facebook discussions.



"How many liters of water are consumed for the creation of an AI image?"



Conceptual Framework & Methods

1h · 🌐

- Employed the integrative TAM model proposed by Dissanayake et al. (2022).
- Facebook was selected given its popularity as social networking platform and wide usage for news consumption. Authors created a brand-new account different from personal ones.
- 20 groups from a diverse set of stakeholders along with ten communities focused on AI ($\geq 0.5K$ members, ≥ 10 posts in last 90 days) were identified and monitored in March 2026.
- All posts, comments, and reactions related to AI in agriculture were included. Comments were analyzed using inductive content analysis by identifying common topics, perception, and postures.



"And for beekeeping? The applied agrochemicals are killing the little bees and other very important insects."



Conclusions & Implications

1h · 🌐

- The discussions on the use of AI in agriculture account not only for social, environmental, and political challenges but also for opportunities for governance and conservation.
- Despite the small number of observations, the retrieved comments show rich content that reveals a diversity of positions.
- Overall, the study reveals a low-dense and high-heterogeneous level engagement in discourse.
- Monitoring discursive signals for a longer period (2-3 years) and including other digital communities has the potential of providing valuable information to understand the acceptance and adoption of AI-based agricultural from a social perspective.



"They already want to make us believe that artificial intelligence is the greatest thing. 😊"

Abstract & References:



Saved



Groups



Events