

**The Internet as an information conduit in developing countries:
an investigation of World Wide Web usability among small and
medium textile enterprises in Botswana**

by

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I dedicate this work to my sons,

Takosiphile Ndabenzimbe Jabalana Mbambo

and

Bekithemba Mayibongwe Jabalana Mbambo

DEDICATION

ABSTRACT

I dedicate this work to my sons,

Inkosiphile Ndabezinhle Jahalami Mbambo

and

Bekithemba Mayibongwe Jahalamajaha Mbambo

ABSTRACT

The Internet has been called *the technology of the century* because it is expected to reduce the development gap between developing countries and developed ones. This thesis examines the validity of that assertion. The researcher examines Internet use at two levels: the first level is the macro level of issues of Internet connectivity in developing countries, and the second level is the micro level of the usability of the World Wide Web for information management in a developing county, Botswana.

The two research methodologies of *content analysis* and *case study* are used in this study.

The findings of this study are that while there is a need for macro policy to create national and global environments for using the Internet, sustainable connection should not be universal but should rather be based on the information management needs of a target population. Inherent infrastructural and socio-technical challenges should then be tackled as part of the effort to create a sustainable Internet use.

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BM