

# Engaging with Agricultural Science..... and stuff like that



## Reason for doing the research project

- Previous work on [www.climatecloud.co.nz](http://www.climatecloud.co.nz) and how farmers engage with the climate change science.
- Believing that storytelling is good way to make science or ‘hard’ subjects accessible.

## 3 parts to the research:

- See how scientists engage in social media communication
- Investigate best practise – within an organisation and problem solve for the barriers
- Learn about the experience of the people who engaged.

## Start up Sequence:

- Look at the literature – how has it been done by others.
- Work out how to evaluate the experience.
- Design something that worked for me.

# My experience



- Expanded from one story to several stories so the topic didn't confound the outcome
- Distil complex stories - maintain meaning – interpret facts.
- Needed parking spot for stories –personal blog because research protocols
- Needed to direct the traffic to the site and how to work within my organisation.
- Planned a campaign and worked with AgR comms and Tom. And others such as NZX for a moment. Tweeting and posting a cover story on Facebook, LinkedIn and Tom's blogs.
- Staged the raising awareness activities so I could monitor the impact.

# Some findings



- For all the people looking not many engaged in survey.
- Pulls worked – action – reaction did occur.
- Some engagement is possible – with nerve and skill
- Anecdotal feedback that the stories made a positive impression on thinking.
- The cool cows story has had the most views and also the most surveys completed
- CO<sub>2</sub> & clover and Novel Endophyte were equal but resulted with very few surveys.
- CO<sub>2</sub> and clover story – farmers liked this story
- Cool cows were mostly science graduates – dairy farming and ag science and industry
- Novel Endophyte - hard story and -no takers forshort video

# Reflection



- The topic will matter - cows are visible and sentient – gases, plants and microscopic creatures are not.
- Need to be quite innovative with video to realise the value.
- Preaching to the converted. Not surprised– write with them in mind.
- How to reach people when the topic is just at the edge of their interest? Might need lots of different tactics.