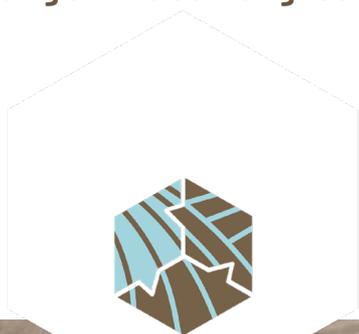


AGRIDEMO



Building an interactive Agridemo-Hub Community



F2F

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FARMER TO FARMER

Online demonstration videos: added benefits for farmers

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* This Practice Abstract reflects only the author's view and the Research Executive Agency (REA) is not responsible for any use that may be made of the information it contains.

Online demonstration videos: added benefits for farmers

Short demonstration videos embedded in discussion forums, Twitter, Facebook, YouTube, LinkedIn, webpages or other social media channels enable online learning and networking opportunities for farmers.



A cornerstone of enabling changes in agricultural management practices is a pool of innovative farmers who share ideas and show that being curious can solve multiple on-farm challenges. When farmers search for solutions online, they act independently and dynamically and are not necessarily connected to advisors.

Videos are gaining ever bigger impact than written content or pictures. With a video, a farmer does not only see a tractor on the field, but at the same time catches details about the soil conditions, technical capabilities, equipment adjustment and ease of machinery as well as working conditions. Much more information can therefore be captured from a well-made concise video, than from a written abstract. Smartphone technology enables to record in slow motion and time lapse, easy editing and cutting, as well as fast upload to the internet.

It is easy to consume such content for farmers, to share it with peers, and therefore enable farmers to disseminate their interests and learn from their peers near and far. Effective learning is supported when a farmer can access information through both visual and verbal channels. When both kinds of information are integrated into the farmer's existing knowledge and compared to experiences from other farms, effective learning takes place.

<https://www.youtube.com/user/VermiGrand/videos>

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