

## 2021 KT Walsh Scholarship (MAIS) Project Summary

### 1. Project Title and Associated Programme

<b>KT Programme</b>	Drystock
<b>Project title</b>	Evaluation of the Teagasc podcast as a virtual advisory method and recommendations for future development

### 2. Project background

Teagasc are delivering 5 enterprise specific podcasts to clients on a weekly/fortnightly basis (dairy, beef, sheep, pigs and tillage). To date there has been over 30,000 listens to the beef edge podcast in 14 months. It is a significant annual investment for Teagasc to produce these podcasts. In addition hosts are spending 20 working days/year approximately preparing and conducting these interviews. It is its essential that Teagasc is getting efficient value for money and use of resources which requires that it is exploiting the full potential of this medium. Podcast are an essential knowledge transfer tool that clients, students and staff can tune into for free, anytime anywhere at their convenience. It provides timely information, tips and advice in an easy to use format. Due to Covid-19 as events have been cancelled podcasts in particular have been an essential tool to communicate information and engage with clients and students.

This study will build on the research carried out through the MAIS by Owen Keogh 'The use of local radio in knowledge transfer'

(<https://esciencepress.net/journals/index.php/IJAE/article/view/2399/1181>)

This study found during the face to face farmer survey 75% of respondents said they would like to have podcasts available of agricultural advisory shows. Podcasts have also been used most recently as part of on-line events to engage with clients and transfer knowledge also.

### 3. Project aims and objectives

The aim of the study is to evaluate the effectiveness of Teagasc podcasts as a virtual advisory tool and examine ways in which its potential could be further developed.

The research objectives are:

- To examine and establish why and how farmers are currently 'consuming' Teagasc podcast and how it influences (or not) farming practices
- To examine how advisors and KT specialists perceive the role and potential of the podcast in Teagasc's suite of advisory communication tools.
- To test different formats of podcast (narratives vs logical scientific info) and assess farmers responses

- To identify opportunities for further development of podcasts (best practices internationally)