

FINAL REPORT

ANV00011

Research and production of Integrated Weeds Management (IWM) video tutorials for online version of the GRDC IWM manual

PROJECT DETAILS

PROJECT CODE: ANV00011

PROJECT TITLE: RESEARCH AND PRODUCTION OF INTEGRATED WEEDS MANAGEMENT (IWM) VIDEO TUTORIALS FOR ONLINE VERSION OF THE GRDC IWM MANUAL

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Summary

This project produced a series of video tutorials tailored for an online medium based on 13 topics arising from GRDC's Integrated Weed Management (IWM) manual. The videos covered topics identified in consultation with John Cameron, from the Independent Consultants Australia Network (ICAN), as being of greatest need and benefit to the communication and adoption by growers of IWM practice. Each subject was presented as clear, concise video tutorial to give growers an understanding of relevant topics, with hands-on demonstrations of the key IWM strategies.

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The information contained in these older reports is now several years old, and may have been wholly or partially superseded or built upon in subsequent work funded by GRDC or others. Readers should be aware that more recent research may be more useful for their needs. Findings related to agricultural chemical use are also potentially out of date and are not to be taken as a recommendation for their use.

Conclusions

Instructional video tutorials for on-farm practice are best developed to correspond to the way growers interact with a subject. During the project, it was concluded that the best integration with the IWM manual content, and the most effective use of video overall, would be through shorter segments addressing key techniques or issues.

This led to the development of 36 video segments, not the original 13 as contracted. This was not an expansion of the project, rather a reconfiguration to more fully integrate video into the IWM material and complement written and other content.

It also corresponded to the way growers would develop an understanding of how to adopt practice change in relation to resistance management and IWM. Growers are likely to build understanding through interactive enquiry - assembling knowledge and adapting - according to their own sequence of priorities, rather than absorbing a pre-determined sequence of content.

Future video extension projects should have regard for providing thorough integration of video and written content - adding value to both. These projects should also have due regard to investing in dissemination strategies through social media and the integration of the videos in multiple online platforms. A YouTube video, while hosted in one place, can appear in unlimited online sites.

Recommendations

While viewer numbers are respectable for tutorial-style, industry-specific material, frequency would be increased with additional website syndication, active social media and 'push' strategy:

1. Improved layout and organisation of IWM video series on the Weedsmart website

Weedsmart site managers should be asked/contracted to implement a more structured framework for the series, providing improved navigation and video selection.

2. Better integration of videos in the online IWM manual

Embed the relevant videos for each chapter as a single YouTube playlist to allow viewing within the IWMM page, rather than exiting to YouTube.

3. GRDC site: embedding individual videos

Where relevant, undertake site surveys and embed individual videos and playlists with existing and future content.

4. Create new IWM videos section in GRDC Media Centre

Add a new IWM videos menu item to the Media Centre, with sub-menu items pointing to video categories, e.g. harvest weed seed capture, double-knock.

5. Create new subsidiary YouTube channel for IWM videos

The GRDC YouTube Channel is becoming difficult to navigate and unattractive to users with specific needs. A new channel - created under GRDC's YouTube account - would allow presentation of the IWM content in a more navigable way.

6. Twitter/Facebook

A program of social media dissemination for videos, with each one posted corresponding to appropriate seasonal timing.

Outcomes

The incorporation of targeted and strategically executed video tutorials in the context of an overall IWM course or manual will facilitate its adoption through achieving greater comprehension of targeted tactics and practices and through more effective communication of IWM benefits.

Tutorials would have the following benefit and uses:

- *Show videos as part of the two-day 'IWM for Farm Advisers' and one-day 'IWM for Grain Growers' courses.
- *Make videos part of other seminars and presentations on aspects of IWM by researchers and extension providers, including Grower and Adviser Updates and field day events.
- *Part of looped video presentations shown by GRDC at field day displays.
- *Part of an overall video communication asset base on GRDC's new website.
- *Harness the trend towards online video as a training/information delivery channel.
- *Provide video content with a high perceived value to growers.

Achievements/Benefits

Project

GRDC contracted Anvil Media to produce a series of 13 video tutorials on IWM. The project was conducted in consultation with John Cameron, from ICAN, who had a parallel project to produce a new IWM manual and to run a series of IWM seminars.

Purpose

The videos were to form an online resource, allowing growers and others to view demonstrations and comments about IWM practices, providing a practical, direct channel of engagement and delivery of clear, up-to-date and persuasive content on the subject.

The IWM videos were to be integrated by ICAN into their IWM content, including the manual:

- *Embedding and/or hyperlinked within the relevant sections of online versions of the manual.
- *Hyperlinked within the pdf version.
- *Links shown in relevant sections of the print version.
- *Videos were also to be used as core content in IWM seminars.

Contracted vs delivered

Contract: 13 videos

Delivered: 36 videos

While the contract called for 13 videos - corresponding to 13 subject areas of the manual - it was determined, in consultation with ICAN and GRDC, that the video content would be more engaging and integrate more effectively with the manual and seminars if delivered as a greater number of shorter segments. The final number of videos published on YouTube is 36, with an additional two videos completed and available for approval by GRDC.

Description of final output

The IWM videos are a comprehensive collection of 36 online instructional segments addressing the key practical aspects of IWM.

The videos feature Australia's leading authorities on IWM and provide a valuable, engaging resource for growers, students, trainers and consultants.

Average video duration is 2:36 minutes.

The videos are available on YouTube and may be embedded in any other website using the html code freely available from each YouTube video's page on YouTube.

Usage

1. Seminars:

The videos were used as core content in a series of nine IWM seminars in the Northern and Southern regions in March/April 2014.

2. Website syndication

The videos have been embedded in GRDC's website and several other key industry websites:

- www.grdc.com.au
- www.weedsmart.org.au
- www.ahri.uwa.edu.au

3. IWM Manual

As planned, the videos have been included in the online IWM manual completed by ICAN, to be published shortly on the GRDC website.

4. YouTube

All videos have been published on YouTube since individual GRDC approval was given.

A summary of YouTube analytics:

LIFETIME (since first video uploaded in October 2013)

Total individual video views: 6,041

Total minutes watched: 9,510

90 DAYS TO 30/4/2014 (all videos uploaded):

Total individual views: 1,896

Total minutes watched: 2,898.

Other research

Additional subjects that would benefit from production of extension tutorials integrated with written content:

1. Integrated pest management (IPM), including insect identification and monitoring.
2. Disease management, including rust and blackleg.
3. Precision farming.
4. Soil nutrition management.
5. Water-use efficiency.
6. Soil biology.

Intellectual property summary

No particular issues are foreseen.

Anvil Media holds all original footage and masters in trust for GRDC. GRDC has been provided with a copy of all masters.

GRDC YouTube policy prevents permission being given to a third party to copy and upload an independent version of any GRDC video. This ensures that GRDC can measure all playback data, the key measure of return on investment for an online video.

YouTube syndication is, however, enabled, allowing the videos to be embedded in any website without consulting GRDC. This is how YouTube videos get shared: it should be encouraged.