

Using Video Technology To Promote On-Farm Research And Improve Extension Educational Programming

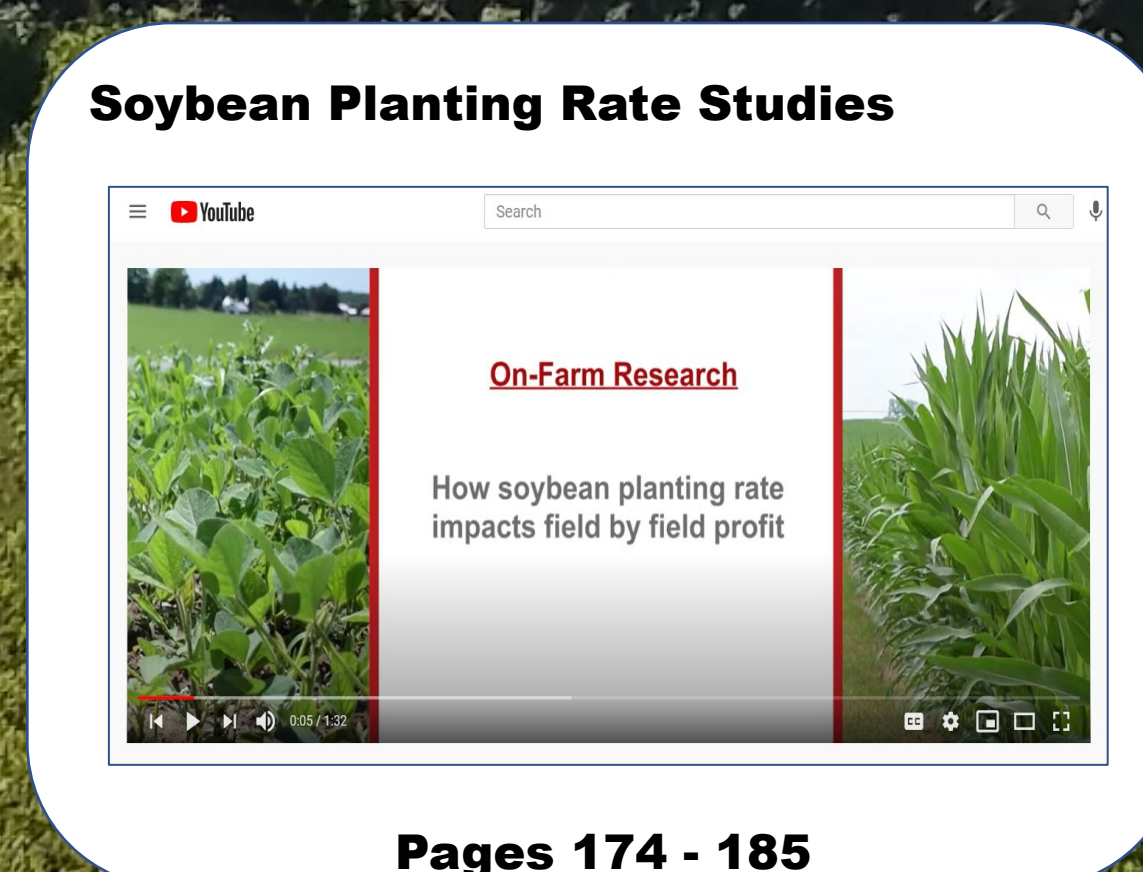
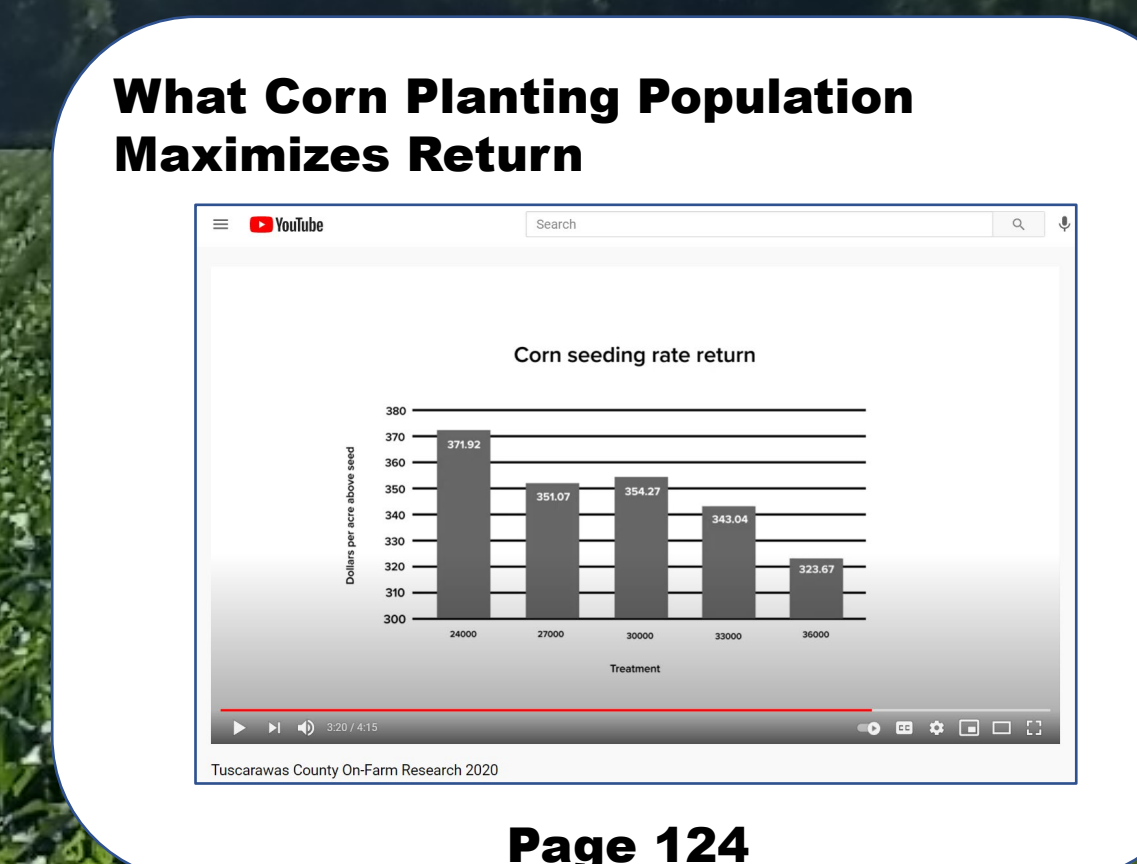
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Educational Need:

Extension clients' learning preferences are changing. The age of our farming population varies from low 20's to upper 70's. Each age group exhibits different learning styles. As Educators, our educational program delivery and information dissemination must change to meet our clientele's differing educational needs and desires.

Educational Goals:

To create educational videos to supplement eFields, an annual research report highlighting on-farm research conducted by Extension Educators throughout Ohio. The videos focus on the relationship between the Educator, the farmer, and some lighter moments of working together. Each video highlighted by both the collaborating farmer and the educator explaining the study, the results, economic impacts, and why this research is important to Ohio's farmers.



Results

After viewing the educational videos

- ❖ **85% of the respondents will be more likely to use OSU Extension as a resource.**
- ❖ **72% of respondents reported learning best when both video and factsheets were used in the programming.**
- ❖ **57% of the respondents will be more likely to partner with OSU Extension to conduct on-farm research.**

Source: 2017, 2018, 2019, 2020, Agronomy and PAT meeting evaluations.