

MAgrSc Agricultural Innovation Support Programme 2020-2022

Study Title: *Application of digital advisory tools and services within a farm advisory service context*

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About FAIRshare



- The aim of the project is to increase advisors uptake of digital technology and services.
- There is a fear that digitalisation within the agricultural community will be hampered if farm advisors don't take ownership of these technologies.
- Two Objectives
 - Build an inventory of what digital tools and services are available to advisors
 - Create a living laboratory for 40 'User Cases' for their adoption of their digital tools and see what challenges advisors' face.



Study Background – Agriculture Digital Revolution 4.0 !



INCREASE AGRICULTURAL
PRODUCTIVITY



MEET SUSTAINABILITY
CHALLENGES



IMPROVE FARMING LIFESTYLE



Research Aim

Overall, the aim is to engage farm advisors with digital tools using a multi-actor approach, guiding a social movement for the broader and better use of digital tools within the agricultural community.



Study Research Objectives

- 1.To identify a suitable ‘User Case’ from the FAIRshare project.
- 2.To develop a framework for the effective use of the multi-actor approach.
- 3.Embed and use the multi-actor approach on a specific digital tool.
- 4.To evaluate the usability of the multi-actor approach.



OBJECTIVE

METHODOLOGY

POPULATION

1.To identify a suitable 'User Case' from the FAIRshare project.



Semi-Structured Interviews



FAIRshare Team Members

2.To develop a framework for the effective use of the multi-actor approach.



Desk Based Research



3.Embed and use the multi-actor approach on a specific digital tool



Co-design process:
Workshops,
Participatory action research



Farm Advisors

4. To evaluate the usability of the multi-actor approach.



Focus Groups



Farm Advisors
FAIRshare team members



Methods

Semi-structured Interviews

- Researcher asks informants a series of pre-determined but open-ended questions.

Desk Based Research

- Review previous research findings to gain a broad understanding of the field.

Participatory Action Research

- Involves researchers and participants working together to understand a problematic situation and change it for the better.

Focus Groups

- Draws upon respondents' attitudes, feelings, beliefs, experiences and reactions.



