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!







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.



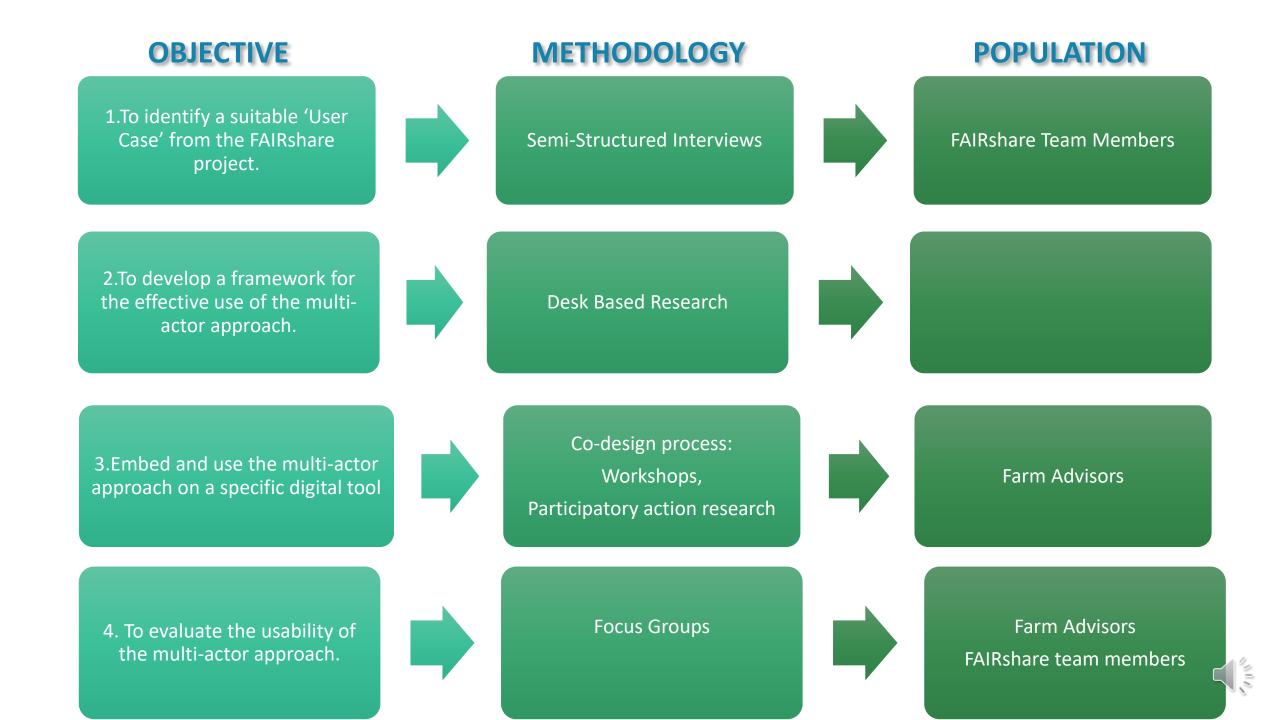
Study Research Objectives

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









Methods

Semi-structured Interviews

 Researcher asks informants a series of predetermined 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.

Months	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec	Jan-Feb	Mar-Apr	May-Jun
	21	21	21	21	21	21	22	22	22
Project Proposal									
Lit Review									
Design Semi-Struc Interview									
Conduct Semi-Struc Interview									
Analyse Semi- Interview									
Desk- Based Research									
Co-Design Process: Workshop / PAR									
Analyse Co-Design Process									
Design Focus Groups									
Conduct Focus Groups									
Thesis write up									0000
Submission									