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Tropentag 2014

*International Conference on Research on Food Security,
Natural Resource Management
and Rural Development*

Bridging the gap between increasing knowledge
and decreasing resources

Czech University of Life Sciences Prague



Tropentag Conference

Student Reporters 2014

- Final Report -

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Table of Contents

Executive Summary.....	4
1. Introduction and Context.....	5
2. Student Reporters 2014.....	6
3. Preparatory Workshop.....	8
3.1 Implementation and Schedule.....	8
3.1.1 Day 1: Journalistic Writing and Program Definition.....	8
3.1.2 Day 2: Technical Introduction.....	9
3.2 Feedback and Impression.....	10
4. Student Report Tropentag 2014.....	11
4.1 Blogging.....	11
4.2 Photography.....	12
4.3 Videography and Interviewing.....	13
4.3.1 Workshop, day 1.....	13
4.3.2 Workshop, day 2.....	13
4.3.3 Team members.....	13
4.3.4 Program for cutting.....	14
4.3.5 Video team room.....	14
4.3.6 Technical aspects.....	14
4.3.7 Interview processing.....	15
4.4 Social Media.....	15
4.4.1 Twitter.....	15
4.4.2 Facebook.....	16
4.4.3 Future Directions.....	17
5. Follow-up Workshop.....	18
5.1 Implementation and schedule.....	18
5.2 Feedback and Impressions.....	19
6. Statistics.....	21
6.1 Facebook.....	21
6.2 Twitter.....	23
6.3 YouTube.....	26
7. Conclusions and Recommendations.....	29
8. Contact Details of Student Reporters.....	31

List of Figures

Figure 1: The Student Reporters 2014.	4
Figure 2: First day guided by Ms. Antje Schmid.	8
Figure 3: Second day guided by Jan Tönjes.	9
Figure 4: Bloggers team discussed the general guidelines for blogging.	10
Figure 5: Bloggers at work.	11
Figure 6: The video team.	14
Figure 7: Interviewing.	15
Figure 8: Tweeting.	16
Figure 9: Glimpses of follow-up workshop, University of Hohenheim 31.10.2014.	19
Figure 10: Student Reporters at the follow-up workshop.	20
Figure 11: Page likes per day during September 2014.	21
Figure 12: Reach per day during September 2014.	21
Figure 13: External Referrers during and after Tropentag 2014.	22
Figure 14: Top Facebook posts.	22
Figure 15: Worst Facebook posts.	22
Figure 16: Gender and Age Structure of Tropentag 2014 Facebook readers.	23
Figure 17: Total followers and tweets per day during September 2014	24
Figure 18: Tropentag 2014 Twitter Topics, font size indicates volume.	24
Figure 19: Tropentag 2014 Twitter hashtags, font size indicates volume.	24
Figure 20: Most active users	25
Figure 21: Gender and geography structure of our followers and top interests.	25
Figure 22: Reach through Retweets.	26
Figure 23: YouTube views per day.	27
Figure 24: More Impressions from the Student Reporters.	30

List of Tables

Table 1: Total Audience for Twitter after Tropentag 2014.	23
Table 2: Top 5 views by country.	27
Table 3: Traffic source by estimated minutes watched.	27
Table 4: Top videos of 2014 channel	28
Table 5: Device used by YouTube users for Tropentag 2014.	28

Executive Summary

Tropentag is a development-oriented and interdisciplinary conference organized annually since 1999. The topic of Tropentag 2014 was “Bridging the Gap Between Increasing Knowledge and Decreasing Resources”, and has connected over a hundred of researchers presenting their work, with the attendance of around 650 participants.

Twelve Student Reporters with agricultural science backgrounds covered and broadcasted presentation material and discussion topics during the conference. Social media platforms such as the Tropentag Blog, Facebook, Twitter, Flickr and Youtube were used as the main tools in reaching a wider audience.

Before the conference, a two-day training workshop was held for Student Reporters, where various trends in social media and techniques of science journalism were reviewed.

During the conference, over 30 blog entries were published on the Tropentag blog (<http://blog.tropentag.de/>). Blogs were accompanied with photos from the respective Flickr account (<http://flickr.com/photos/tropentag/>), as well as with video interviews of keynote speakers published on the Youtube page (<http://www.youtube.com/user/tropentagmedia/>).

Through Facebook we generated 91 new net likes, reached 9.668 people with 854 clicks and 286 likes, comments and shares. On Twitter we made 50 tweets resulting in 42 more followers. On the YouTube channel of Tropentag we posted 11 videos which were viewed 952 times in total.

The following report provides details of activities executed by the Student Reporters, and statistical reporting results from Tropentag 2014.



Figure 1: The Student Reporters 2014.

1. Introduction and Context

The TROPENTAG (Tropical and Subtropical Agricultural and Natural Resource Management) conference is an interdisciplinary international event focusing on issues of agricultural research, food security, natural resource management, and rural development in the Tropics and other agro-climatic zones. It combines keynote presentations, themed presentations and discussion sessions as well as thematic poster presentations. The conference is organized annually in cooperation with the partner universities of Bonn, Göttingen, Hohenheim, Hamburg, Kassel-Witzenhausen, ETH Zurich (Switzerland) and as of the current year - the Czech University of Life Sciences Prague (Czech Republic). ATSAF e.V. (Council for Tropical and Subtropical Agricultural Research) together with BEAF (GIZ Advisory Service on Agricultural Research for Development) provided financial and organisational support. Additional support to the conference was provided by the Ministry of Foreign Affairs of the Czech Republic.

The conference took place between the 17th and 19th September, 2014. Over 600 participants attended the conference. 113 papers and 338 posters were presented on the topic “Bridging the Gap between Increasing Knowledge and Decreasing Resources”. The thematic sessions were:







- Plant and soils
- Animal science
- Natural resource management
- Technologies and socioeconomics
- Development cooperation.

Since 2010, the team of Student Reporters has been sponsored by the initiated institution ATSAF e.V., whereas Foundation fiat panis, ZALF and BEAF have provided additional support in different years of the conference. 12 members of the Student Reporters team are usually drawn from European Universities and are tasked with spreading the conference material online in the form of blog entries on a multi-author blog platform.

The aims of the Student Reporters in 2014 were:

- to spread the word of the latest scientific research to the wider audience
- to enable scientific interaction around the topics of the conference through social media
- to learn the foundation of scientific blogging using web 2.0 and social media platforms.

2. Student Reporters 2014

	First Name Last Name	Nationality	Study Program, University	Main Task at Tropentag
	Juan Egas	Ecuadorian	M.Sc. Rural Development - main subject Rural Economics and Management, Ghent University (Belgium)	Blogging
	Rachel Friedman	American	MPhil, Geography and the Environment, University of Oxford (United Kingdom)	Blogging and social media
	Jose Jara-Alvear	Ecuadorian	PhD candidate (Renewable Energy) Center for Development Research (ZEF) - University of Bonn	Videography
	Vitalii Korol	Ukrainian	M.Sc. Sustainable Resource Management, Technical University of Munich (Germany)	Blogging
	Vojtěch Marek	Czech	M.Sc. Sustainable Rural Development in Tropics and Subtropics, Czech University of Life Sciences Prague (Czech Republic)	Videography
	David Nissen	German	B.Sc. Ecology and Environmental Planning, Technical University of Berlin (Germany)	Photography

	First Name Last Name	Nationality	Study Program, University	Main Task at Tropentag
	Pin Pravalprukskul	Thai & American	M.Sc. Sustainable Development in Agriculture (Agris Mundus), University of Copenhagen (Denmark) and Montpellier SupAgro (France)	Blogging
	Ruffy Rodrigo	Filipino	M.Sc. Tropical and International Forestry Georg-August-Universität Göttingen (Germany)	Blogging
	Steffen Schweizer	German	M.Sc. Agricultural Sciences, Hohenheim University, Stuttgart (Germany)	Videography
	Helen Sitar	American	M.Sc. Global Change Ecology, University of Bayreuth (Germany)	Blogging
	Pramila Thapa	Nepalese	M.Sc. Sustainable International Agriculture, Georg-August- University Göttingen (Germany)	Blogging
	Birgit Zipf	German	PhD studies in geography, University of Potsdam (Germany)	Photography

3. Preparatory Workshop

3.1 Implementation and Schedule

The preparatory workshop took place on the 15th and 16th of September 2014 at the Czech University of Life Sciences Prague, Czech Republic. Invited speakers were Mr. Roland Altenburger and Mr. Jan Tönjes, both from Georg-August-Universität Göttingen, Germany, and Ms. Antje Schmid from the University of Hohenheim, Germany.

3.1.1 Day 1: Journalistic Writing and Program Definition

The preparatory workshop began with Ms. Antje Schmid from the Press and Public Relations Department (Plate 1). Ms Schmid presented the guidelines of the day's activities from theory to exercises. The first activity was to enhance the capacity of the student reporters in asking questions and writing a blog post. Student reporters picked their partners, started interviewing and came up with short blog posts to introduce their partners.



Figure 2: First day guided by Ms. Antje Schmid.

Later on, we were taught general guidelines on journalism and its differences from social media. Student reporters were asked the differences and wrote it on cardboard. Ms. Schmid also presented us with the golden rules of catching the attention of readers and five rules to determine what is considered newsworthy. The topic ended with a short exercise with different printed articles from BBC News and identifying its category according to its newsworthiness (being unheard of, strange, relates to the reader, etc.).

In the afternoon session on interviewing, Ms Schmid asked the reporters to divide into three groups to enhance the learning process. Three interviewees were selected: one previous student reporter, Vitalii Korol; one of the Tropentag student organisers from Prague, Markéta

Švejcarová, and the organisers of the ATSAF-Student Reporters programme, Sarah Glatzle.

This exercise helped us learn how to craft the most interesting questions, how to ask the questions and how to put it in writing in a blog.

Ms. Schmid presented one last topic on the five W's (Who, What, When, Where, and Why) that must be answered when writing a blog post. She also presented general guidelines for the structure of the text.

3.1.2 Day 2: Technical Introduction

The second day started with Jan Tönjes who introduced us to the various Tropentag accounts:

- The official blog of the ATSAF 2014 Student reporters
- Facebook and Twitter accounts for Tropentag
- Flickr accounts; how to upload and link to photos
- YouTube accounts; how to upload and link to videos

Furthermore, he explained the process of uploading photos and videos on Flickr and YouTube and sharing them on the Tropentag Twitter and Facebook accounts. Mr. Tönjes gave us guidelines for blogging (Plate 2), and taught us how to generate a post on the Tropentag blog, using HTML codes. He discussed dealing with mistakes and comments on the blog.



Figure 3: Second day guided by Jan Tönjes.

This was followed by Mr. Roland Altenburger from Südwestrundfunk (SWR) who introduced us to basic concepts of filmmaking for journalism and reporting. He demonstrated the process of photo shooting and video taking, including different examples of bad and good photo shots. After the theory portion, the student reporters were asked to form three groups by role: the blogging team, video team and photo team (Plate 3). Each team gathered and came up with the guidelines regarding the main tasks. The second day of our workshop ended with a short video clip concerning the "Dos and Don'ts" in video making.



Figure 4: Bloggers team discussed the general guidelines for blogging.

3.2 Feedback and Impression

The preparatory workshop was a great help in getting familiar with the different tasks we were to have as student reporters. It was a perfect opportunity to learn skills as videographers, photographers and bloggers, especially for those who were yet undecided on which tasks they wanted to work with. The three speakers greatly aided us in this process and were very helpful answering our questions on blogging, video taking and photo shooting.

In addition, Sarah and the rest of the Prague student organizers were very helpful in providing us what we needed such as an interview room, blogging rooms with good internet connections, computers and laptops, and snacks from the start of each day.

For the future the following were comments and suggestions for the next Tropentag:

- Time was too short to absorb all the learning and put it into action. A three or four day workshop is recommended before the actual conference. Also, there was no workshop on how to translate scientific material, such as posters and oral presentations, into blog posts;
- Much of the workshop focused on theory. It would have been better if there were actual exercises on photo shooting, and video taking and editing. This would have been good training for the students who are interested in these tasks;
- The exercise on interviewing and writing headed by Antje Schmid was a big help. However, it would have been better to conduct interviews with people who are not familiar with us (for example, staff on the campus);

In general, the preparatory workshop was far different from what we expected. It was certainly helpful for us student reporters.

4. Student Report Tropentag 2014

4.1 Blogging

As the reporters and commentators on the conference and scientific discussions happening therein, the team of 7 student bloggers attended central conference events and blogged about themes of wider interest. Over the course of the training and conference, about 40 blog posts were published, ranging in content from animal husbandry to food security, and including material from interviews to conference proceedings. Blogs tended to be four to five paragraphs in length, with only the first paragraph posted on the main blog feed along with a picture, for uniformity of style.



Figure 5: Bloggers at work.

The team of student reporters decided that quality of writing and content should be prioritized above quantity of blog posts. Although nearly all break-out presentation sessions and poster sessions were attended by a blogger, not all sessions were blogged about in the end. Instead, each blogger made decisions to focus on stories of highest potential reader interest, and each wrote approximately two blog posts a day. Although the bloggers were assigned to cover all major sessions, and attended nearly all those sessions (often 3-4 sessions/day/blogger), at the end of the conference, as previous years of student reporters also concluded, writing more than two blogs a day was not a realistic expectation. This is because attending the session, writing notes and following up with interviews or research, writing the blog, editing, and peer reviewing are time-consuming but necessary steps in the writing process.

In order to prepare for the diverse tasks involved in blogging, a modified training approach is advisable. Firstly, to introduce the various styles of scientific reporting and blogging, a pre-training reading list of suggested readings on journalism should be distributed. This would allow

students the opportunity to get ideas and inspiration over the summer. Secondly, in the training workshop, the discussion on journalism and blogging as a journalistic form should focus on the theme of scientific reporting of technical and social issues. This way, students could have guidance and practice in synthesizing abstract research findings and reporting on them in a way that is interesting to a broad audience. If the aim of the blog is to capture the interest of (especially young) people not attending the conference, then this point of translating science for a general public is especially poignant. Lastly, during the training, diverse styles of blog structures should be introduced and practiced. In the 2014 training, we discussed the need for a “good story” but did not practice other forms of reporting other than interviewing and profiling.

4.2 Photography

Two of us decided to step into the role of photographers for the whole conference: Birgit Zipf and David Nissen. The photography part began with an introductory lecture by Mr. Roland Altenburger from Südwestrundfunk (SWR). While his lecture was not about taking photos, he did give a general overview on moviemaking. We could adapt most of his advice as well for the composition of pictures. After Jan Tönjes gave us some final technical support on automatically adding watermarks to photos, we tried out the cameras (two Canon EOS 450D DSLRs). They were provided by ATSAF and the Czech University of Life Sciences Prague.

Our tasks for Tropentag were:

- Time management
- To take photos, edit them and publish them via flickr.com
- To cover the blog entries with enough picture material
- To catch the ambience and to take photos of visitors and participants
- Permanently deliver new photos to a live-screen, so the conference participants were visually up-to-date

We worked on our own; there was no involvement of the advisors. So a big part of our role was time management, coordination and communication, not only between the two of us, but with the whole group. We had to make sure to cover the important events, but also not to cover them twice. We split up for the photo sessions and to meet again back in our team room to adjust our approach. It worked out well and we could show the diversity of Tropentag. The pictures are online available under <https://www.flickr.com/photos/tropentag/>.

It was a good experience to work independently on our own. Of course there were barriers to break down, but the problem-solving challenge was thrilling. A lot of visitors gave instant feedback and asked for the photos, which was very motivating. Despite the pressure, there was still enough time to discover some interesting places on the campus, e.g. the botanical garden. The equipment was very good. The Canon EOS 450D is a full-value digital single-lens reflex camera which allowed us to play with all the features.

For the future we would suggest to add to those theoretical lectures some more practice-oriented workshops. The theoretical part was a big help, but photography is mostly about practice, so the workshops definitely need a supplement.

4.3 Videography and Interviewing

4.3.1 Workshop, day 1

For the video team there were two types of roles: video-cutting and video-shooting. It is important to say that after the discussion about our preferences, we decided that the video-shooter would also do the video-editing even though it was not discussed before. In a way, for the next time I would suggest to better specify the exact duties of the videographer, so that we can make sure enough people join the video team.

4.3.2 Workshop, day 2

During the morning session, we got to know more about the composition of videos and pictures. The introduction to photography and videography was not only for us as the video team. In the afternoon the video team was separated from the other teams. The main aim of this session was to focus on the technical aspects of the camera used for the recording. But I would also suggest to have some time to try video cameras and then regroup to discuss any challenges the videographers faced. This may lead to higher quality outcomes. It would also lead to better cooperation between bloggers and us as the bloggers were often interviewing our subjects.

4.3.3 Team members

One of the issues of our first day was to decide the number of people of the video team. In the end there were three people, which was enough to cover the assignments. In the video team were three out of the twelve student reporters. Our international team was the following: Jose Jara from Ecuador, Steffen Schweizer from Germany and Vojtěch Marek from Czech Republic.



Figure 6: The video team.

4.3.4 Program for cutting

Another discussion was on the computer program to be used for video-cutting. After a while we decided that each member of the video team would use his own video program. This option was the easiest way for us to stick to what we already knew. We had a few difficulties with the non-compatibility of the programs during the final editing stages; however, I would say that it is not essential to stick to one particular video-cutting program.

4.3.5 Video team room

We had a special room for interviews, silent and separated from the blogger room. It was a perfect working place for team consultation. But it would have been better to have the bloggers closer to prevent the isolation of our team, and to also have a view of the whole group of reporters as we were working on one big project. Another suggestion from our post-conference workshop in Hohenheim would be to adjust the background of the interview to suit the topic (for example to bring a palm tree to the room).

4.3.6 Technical aspects

As the video cameras (one for the Czech University of Life Sciences and one from Hohenheim University) had a technically steep learning curve, each videographer was using the same camera for the entire conference so that we could get used to our assigned camera. However, in my opinion the highly advanced and often too heavy video camera (the CULS one) was unable to be used outside the interview cutting room. This resulted in Vojtěch working only in the interview room. Lighter and simpler cameras could allow us to conduct interviews elsewhere as well.

4.3.7 Interview processing

A shooting time of an interview with a keynote speaker lasted about thirty minutes on average, for a published video was one to two minutes long at maximum. Therefore, with each interview a lot of effort was put into video-cutting. This way of proceeding was highly time consuming and not very efficient. For this reason at the very final seminar in Hohenheim we were advised to actively interrupt the speaker and demand short, targeted answers. In the end this would lead to more time for improving the quality of the videos instead of putting so much effort into picking out the most important words out of a half an hour long monologue.



Figure 7: Interviewing.

4.4 Social Media

As a complement to the blog posts, photographs, and videos, the Tropentag Student Reporter team also utilized social media channels to promote the conference's theme and messages to a wider audience. Accounts on the two most popular social media platforms, Twitter and Facebook, had been created previously and so we were able to build on the presence already established.

4.4.1 Twitter

A form of “micro-blogging”, Twitter is a useful tool for quickly engaging a larger set of people than are able to attend the conference by pointing them to more substantive content found on linked blog posts, videos, or even external related reports.

For Tropentag 2014, one of the Student Reporters was in charge of monitoring and updating the Twitter account. This involved tweeting from presentations and poster sessions, as well as

promoting new blog content. Additionally, she used the TweetDeck client to create and schedule in advance tweets strategically spaced out over the course of the day.

Strategy was important for Twitter, because there are many ways to easily key into a broader network of people in relevant fields. Using relevant hashtags and prompting conference participants to use #tropentag2014 was important for aggregating content. Even more useful for a young and rarely used Twitter account was identifying those tweeting about the conference who had a more developed network. In our case it worked out well that both ILRI (and the associated CGIAR network) and YPARD were active at the conference and have established communications personnel who could ‘retweet’ and tap into the breath of organizations and individuals working in the areas of tropical agriculture and natural resources management.

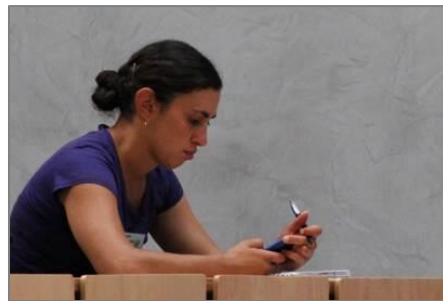


Figure 8: Tweeting.

4.4.2 Facebook

Unlike Twitter, Facebook does not move at lightning speed. People following Facebook pages expect fewer posts, but are much more likely to actually follow links to additional content (like blog posts, videos, and papers). We primarily posted links to select new blog posts and videos, as well as a photo here or there. It is very important that there are photographs included, as they are more successful at capturing attention as people read through updates quickly. The same person who monitored Twitter also monitored Facebook for consistency. However, any student reporter could post something and many did so throughout.

We started out with a larger following on Facebook than on Twitter, which was helpful in continuing to build up a support base. Using this social network also requires more interaction with followers for them to see new Facebook posts high up on their timelines. However, that additional effort may not be worthwhile if it detracts from producing other content during the conference.

4.4.3 Future Directions

There are several ways that next year's Tropentag cohort can improve upon this year's use of social media. First of all, it is very important to cultivate followers both on Facebook and Twitter, for the simple reason that your reach is only as good as your network. During the first two days of workshops, and perhaps even in the summer period leading up to the conference, it would be recommended that Student Reporters already begin building interest, fostering new followers, and familiarizing themselves with the tools.

A second suggestion would be to try out a curation platform, such as Storify, to coalesce interesting posts and tagged tweets for the day. It is one form of engaging with conference participants who are active. But it also provides a nice summary of the day pooled from beyond just the Student Reporters.

Social media has proved important to furthering the reach of student reporting this year. It was evident (see statistics section for more) that those blog posts and videos shared over facebook and twitter had greater traffic than others. It also helped substantially when the promotion was assisted by others. For example, the video of ILRI's Director General did very well in terms of views, potentially because of the promotion their communications person carried out.

5. Follow-up Workshop

The final workshop at University of Hohenheim was superb. It was held on Friday, 31st October 2014. It was meant for giving feedback to the student reporters on the blog, videos and interviews taken in the workshop at Prague. It also targeted collecting feedback from the student reporters and their experiences regarding the workshop and their responsibilities. It started with some refreshments and informal discussion at 10 am in the morning. Fortunately, for eight student reporters, it was possible to attend this workshop: Birgit Zipf, Vitalii Korol, Steffen Schweitzer, Voijtėch Marek, Helen Sitar, Pin Pravalpruuskul, Rachel Friedman and Pramila Thapa. Further the three ATSAF e.V. management committee members and organizers of this final workshop, Professor Folkard Asch (University of Hohenheim), Dr Christian Hülsebusch (University of Kassel/Witzenhausen) and Sarah Glatzle (University of Hohenheim) joined the student reporters at this event. They had invited two freelance journalists Barbara Dyrschka (Berlin, Germany) and Ralph Dickerhof (Cologne, Germany).

5.1 Implementation and schedule

After a short round of introduction at 10:30am, the floor was given to Mrs. Barbara Dyrschka. She is a freelance journalist full of experiences, inspiration and energy. Each student reporter was paired up with another student reporter randomly. The pair had to interview each other and present their partner. For the interview, the student reporters received guidelines with questions they should address within the interview. Overall, each pair had 30 minutes for interviewing. After that, they were supposed to sketch out the answers they got from the interview on flip chart paper. The time for presentation was 7-8 minutes. We really had to stick to the time but it was really nice to do so. The idea was not only to brush up on interview and presentation skills but also to learn more about other student reporters. It was also a practice to prioritize information for the given time limitation. It was really wonderful to have the valuable comments by Mrs. Dyrschka at the end of each presentation on how it went and how it could be improved further if necessary.

After lunch at 12:30, we made a quick tour of the university compound of the University of Hohenheim for about half an hour. We saw the facilities of the Faculty of Agriculture, some green houses, vineyards, some medicinal herbs in the botanical garden, etc.



Figure 9: Glimpses of follow-up workshop, University of Hohenheim 31.10.2014.

After the small tour, we started the workshop again at 13:30. Now, it was Ralph Dickerhof's time to take over. He shared wonderful experiences, and challenges he had (and has) during his career; for example, in the beginning he struggled to find a good job in journalism, so he started with volunteering. He guided us through interview and video strategies. For example, he suggested that during an interview, the microphone should be held by the reporter so that it is easy to take control the direction of the interview and the length of the responses. He also gave us some insights into different funding options for study and internships for journalism.

5.2 Feedback and Impressions

At 15:30, Professor Asch led the session for collecting feedback and recommendations from the student reporters from their own experiences. All the student reporters were found to have enjoyed the reporting and the workshop. For most of us (except for two senior student reporters: Birgit and Vitalii), it was a first-time reporting experience. So, it was a good learning platform for us. Though it was intensive, at the end of the three-day workshop our confidence was improved, as commented by our colleague Vojtech from Prague. He got another chance of doing videography in another international conference at his own university due to the experience that he gained from Tropentag 2014. Some of the feedback and suggestions that came up are listed below:

- It might be useful if student videographers set their own goal, for example, the number of videos or interviews per day.
- It would be better if journalists with science/agriculture background were invited in the preparatory workshop. Their experiences regarding scientific journalism may be valuable and interesting for the student reporters.

- It would also be nice if there were more day(s) for the preparatory workshop. It would allow some time for student reporters to try out the theory and skills introduced before the Tropentag conference, which would help with planning for the conference.

After the feedback and impression session, Prof. Asch thanked every student reporter and wished to see all of them at next year's Tropentag 2015 in Berlin.

At 4 pm, Mrs. Dyrschka started an informal session of answering the questions of student reporters personally. In the meantime, others were busy discussing the reporting process, talking informally over coffee, etc. so the workshop finished around 17:00 in the evening, after which we continued with social events.

The follow-up workshop was really nice to have. It gave us a foundation for building our careers in journalism. Having feedback and valuable comments on our work from highly experienced journalists was the highlight of the workshop. Besides, the sharing of possible funding sources and hearing about experiences from enthusiastic journalists were really inspiring for us.



Figure 10: Student Reporters at the follow-up workshop.

6. Statistics

6.1 Facebook

Total audience for Facebook (analysed range: 08 September - 15 November 2014)

New net Likes:	91 (during September 14)
Total reach of all posts:	9668
Clicks on posts:	854
Likes, Comments and shares:	286

On the first and second day of Tropentag there was a gap - this might indicate lacking wifi during the conference [see figure 1 and 2].

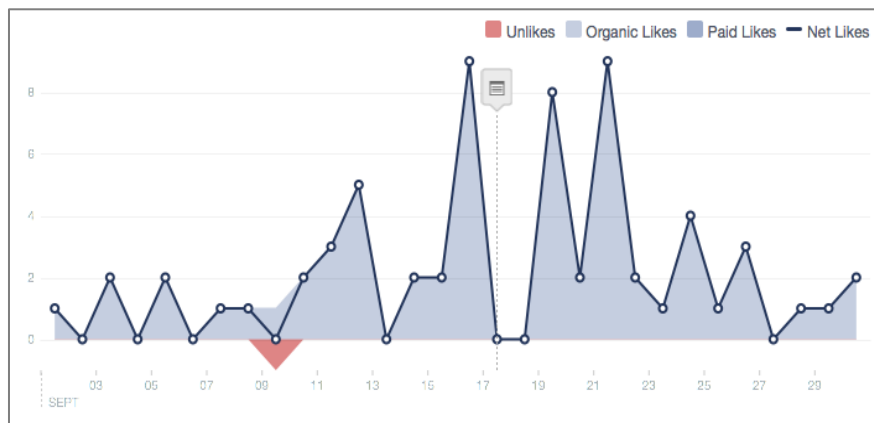


Figure 11: Page likes per day during September 2014.

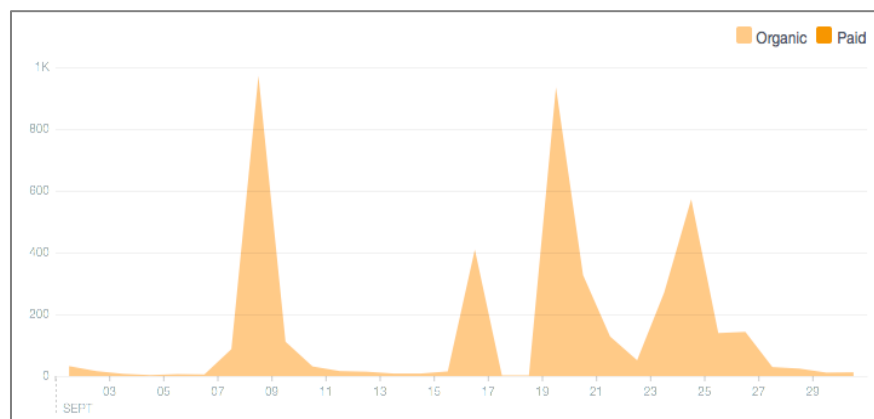


Figure 12: Reach per day during September 2014.

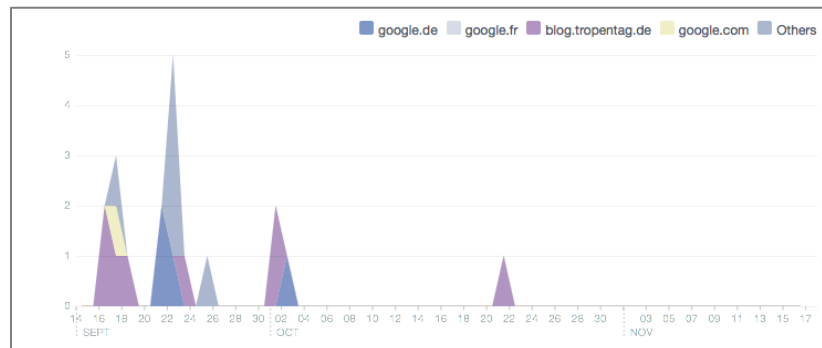


Figure 13: External Referrers during and after Tropentag 2014.

Published	Post	Type	Targeting	Reach	Engagement
08/09/2014 08:07	Update on the Conference Programme, now with all speakers and even theatre!			1.2K	103 23
17/09/2014 10:27	Take a look at our photos of #tropentag14 on our flickr account! https://t.co/Ca5LnN1Mk1			672	83 15
24/09/2014 12:13	He may be a meat scientist, but Louwrens Hoffman also had some pretty inspiring words for young			623	41 17
16/09/2014 13:58	Prague 2014 is about to start: www.tropentag.de			522	68 25
17/09/2014 19:34	One of the first #keynotespeakers for the #tropentag2014 shares his passion for wildlife			518	15 11
17/09/2014 10:30	Diverse set of participants & topics at #tropentag2014. Welcomes by @CZUvPraze,			496	58 16
18/09/2014 14:45	No need 4 rsrch if it doesn't reach the farmers! Christel Weller-Molounga @giz_gmbh spoke			486	28 8
17/11/2014 15:35	new @GreenFoTainment the World's Biggest Cash Crop #infographic via Information Is Beautiful			427	30 14
18/09/2014 14:00	Stretch your legs w/a guided tour of the @CZUvPraze Greenhouses! Today at 15:30 &			359	24 4

Figure 14: Top Facebook posts.

18/09/2014 19:00	A little evening musing & food for thought. Student asks - when will we discuss "bridging the gap"?			140	5 6
24/09/2014 11:30	Haven't said much about #foodwaste at #tropentag2014. @giz_gmbh's Pickardt presented			132	8 2
20/09/2014 10:39	Can we address the "systemic challenge" of linking knowledge & practice? Michael Hauser shares			131	9 4
18/09/2014 12:45	Voices from around the world at #tropentag2014 registration. Who did you meet? http://t.co			99	9 2
19/09/2014 12:30	Who should manage #forest resources? One presenter at #Tropentag2014 explored this			64	1 3
18/09/2014 08:34	Day 2 #tropentag2014. Get ready for three thematic scientific sessions and the first poster			61	1 1
17/09/2014 20:38	Ever been to a llama and antelope farm? Still tix available at registration office for 250 crown ... Get			55	0 3

Figure 15: Worst Facebook posts.

Countries of our FB fans:

Germany 366, Philippines 81, Indonesia 44, Ghana 30, Switzerland 30, Czech Republic 28, Kenya 28, India 28, United States of America 27, Nigeria 27, Thailand 27, Nepal 27, Brazil 26, Austria 20, Egypt 20, Italy 19, Netherlands 18, Vietnam 18, Denmark 16, Sudan 15, Mexico 15, Colombia 12, France 12, Ethiopia 12, Iran 12, United Kingdom 11, Pakistan 10, Burma (Myanmar) 9, Cambodia 9, Canada 8, Belgium 8, Cameroon 8, Bangladesh 8, Benin 7, Spain 6, Turkey 6, Australia 6, Ecuador 6, Argentina 6, Costa Rica 5, Taiwan 5, Sweden 5, Georgia 5, Malaysia 5, and Serbia 4.

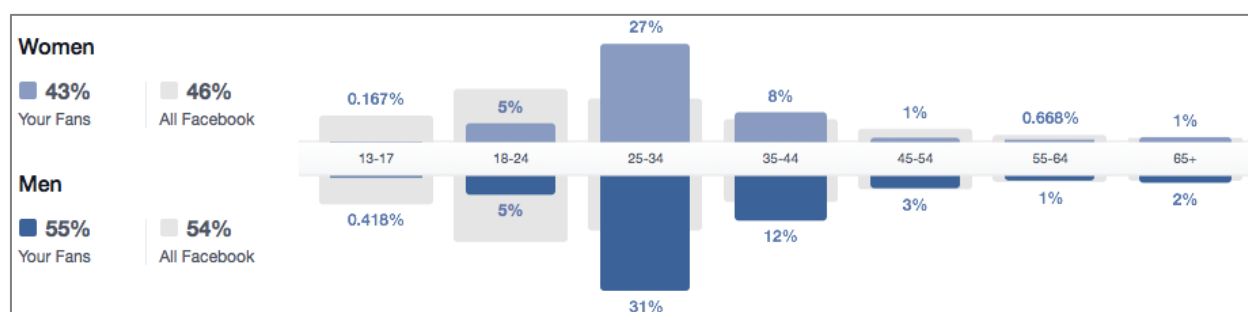


Figure 16: Gender and Age Structure of Tropentag 2014 Facebook readers.

6.2 Twitter

Table 1: Total Audience for Twitter after Tropentag 2014 (change since Tropentag 2013) [source: <http://foller.me/tropentag>].

Tweets	504 (+50)
Followers	190 (+42)
Following	237 (+10)
Followers ratio	0.80 followers per following (+0.15)
Listed	8 (+2)

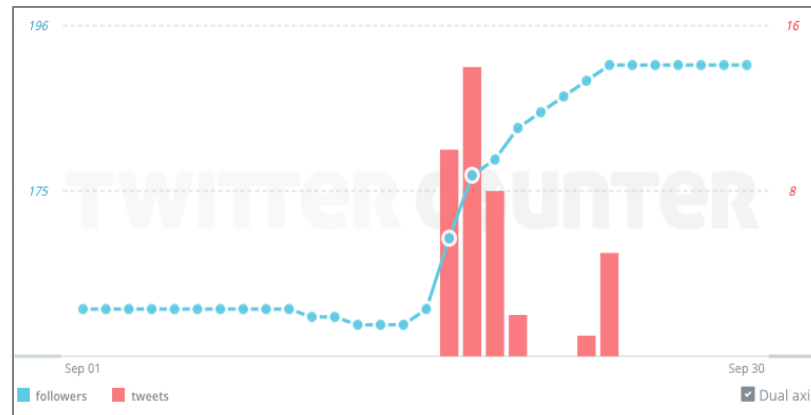


Figure 17: Total followers and tweets per day during September 2014 [source: <http://twittercounter.com>].



Figure 18: Tropentag 2014 Twitter Topics, font size indicates volume [source: <http://foller.me/tropentag>].



Figure 19: Tropentag 2014 Twitter hashtags, font size indicates volume [source: <http://foller.me/tropentag>].











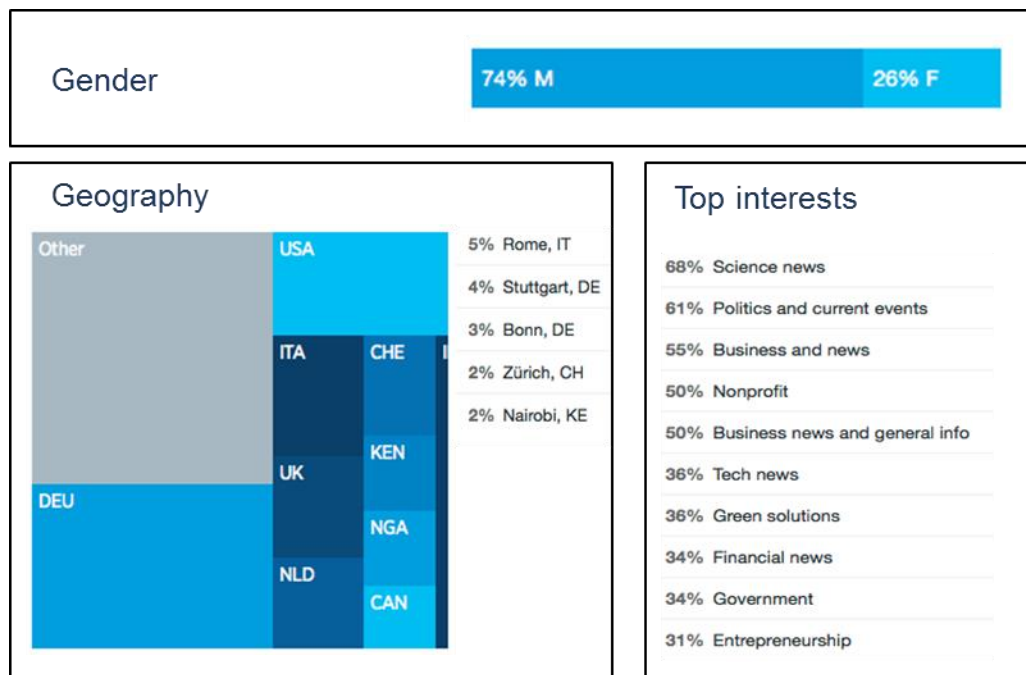
		Tweets	Followers	Listed	
	@tropentag tropentag	504	190	8	32 mentions 2 retweets
	@Ag4Impact Agriculture 4 Impact	6,057	12,255	224	7 mentions 1 retweet
	@YPARD YPARD	7,261	6,520	120	5 mentions 6 retweets 1 favorite
	@akhir_brian89 Akhir Pebriansyah	8,525	894	4	4 mentions 1 retweet
	@pa_jokka Syamsul Sunduseng	4,078	360	0	3 mentions
	@ilse_z Ilse Zeemeljer	365	320	16	3 mentions
	@duniainamambo Tina	618	51	0	3 mentions
	@archi_vince Schmitt	13	7	0	3 mentions 1 retweet
	@OgadaReyne Reyne Ogada	7	15	0	3 mentions
	@farmsandpeople Vince Ganger	828	121	9	2 mentions

Figure 20: Most active users [source: <http://www.twitonomy.com>].Figure 21: (a) Gender and geography structure of our followers and (b) top interests [source: analytics.twitter.com].

	★ Favorites	🔄 Retweets	Retweeted by	Potential Reach
24 Sep 2014 - 12:00 PM "If you have the passion you'll get there" Inspiring interview by LC Hoffman #livestock #tropentag2014 FYI @YPARD http://t.co/Rh8rsvkIM	0	1	1,827	1,827
24 Sep 2014 - 10:40 AM #Gender a buzzword in int'l development? Or is a building block to bridge research and practice? #tropentag2014 http://t.co/kC5orosjrR	0	1	182	182
20 Sep 2014 - 9:39 AM Can we address the "systemic challenge" of linking knowledge & practice? Michael Hauser shares insight #tropentag2014 http://t.co/kd4WVsBnpg	0	2	1,827 423	2,250
19 Sep 2014 - 1:06 PM Closing #tropentag2014 by thanking our Czech hosts! Keep following here and the blog 4 reflections on the conference. http://t.co/Ce0E4ZJA6t	0	1	1,161	1,161
19 Sep 2014 - 12:08 PM #tropentag2014 Keynote J Francis @CTAflash "farmers have always been innovating" we agree: http://t.co/Blmjh0N9Qj http://t.co/nXSTVUXSP9	0	2	343 5,457	5,800
19 Sep 2014 - 9:52 AM Ending w/Qs not answers, Rhoda Birech asks whether an older generation not willing 2 change & younger gen not willing 2 farm? #tropentag2014	0	1	28	28
18 Sep 2014 - 7:30 PM Video time: Dr Smith @ILRI shares building blocks 4 bridges btwn rsrch & smallscale #livestock farmers #Tropentag2014 http://t.co/5ijZUW28e3	1	1	1,161	1,161
18 Sep 2014 - 4:34 PM organic vs conventional is not clear-cut. Student reporter @schweizerkaese shares master's research at #Tropentag2014 http://t.co/om7Kku5Gvi	2	1	91	91
18 Sep 2014 - 9:16 AM Smallholder livestock producers critical 4 #foodsecurity & #sustainability - Jim Smith @ILRI. Blog: http://t.co/FgxUBF3p0C #Tropentag2014	0	3	172 1,030 1,161	2,363
18 Sep 2014 - 7:34 AM Day 2 #tropentag2014. Get ready for three thematic scientific sessions and the first poster sessions start NOW! http://t.co/hF54ZRP5Qc	0	1	187	187
17 Sep 2014 - 4:20 PM Not in Prague? No worries! You can follow #tropentag2014 on the live stream: http://t.co/8Gcj4uCU3y	0	3	187 1,827 6,522	8,536
17 Sep 2014 - 2:14 PM #Tropentag2014 audience member asks if big institutions r lagging behind social entrepreneurs 4 addressing tradit practices What do u think?	1	3	594 1,827 6,522	8,943
17 Sep 2014 - 1:31 PM "We need knowledge & an abundance of it" says Jim Smith @ILRI 4 sustainable livestock production systems #tropentag14 http://t.co/ktzDuThDff	1	2	2,218 1,161	3,379
17 Sep 2014 - 1:10 PM Thanks @pa_jokka for tweeting; keep it up! Can you please use the #tropentag2014?	0	1	360	360
17 Sep 2014 - 10:05 AM Have you met our student reporting team for #Tropentag2014? Visit the blog and learn more: http://t.co/uDmhkdHnRt	0	3	1,827 6,522	8,349
17 Sep 2014 - 9:27 AM Take a look at our photos of #tropentag14 on our flickr account! https://t.co/Ca5LnN1Mk1	0	1	10,160	10,160
17 Sep 2014 - 7:52 AM Registration for #tropentag14 starts in 10! Looking forward to 3 days of presentations, posters, & more in Prague. http://t.co/0v423E7OqY	2	2	634 5,473	6,107
14 Feb 2014 - 11:51 AM A lot of talk on Participatory Guarantee Systems for certification of smallholder organic farmers #biofach . More: http://t.co/JFfIL7egJK	1	1	6,055	6,055
14 Feb 2014 - 11:13 AM #Biofach > does #fairtrade certification matter? Peruvian #coffee farmers seek own symbol and identity. More info http://t.co/Xyep8ofWTV	0	1	120	120

Figure 22: Reach through Retweets.

6.3 YouTube

Videos posted for Tropentag 2014: 11

Total views: 952

Estimated minutes watched: 1.352 min

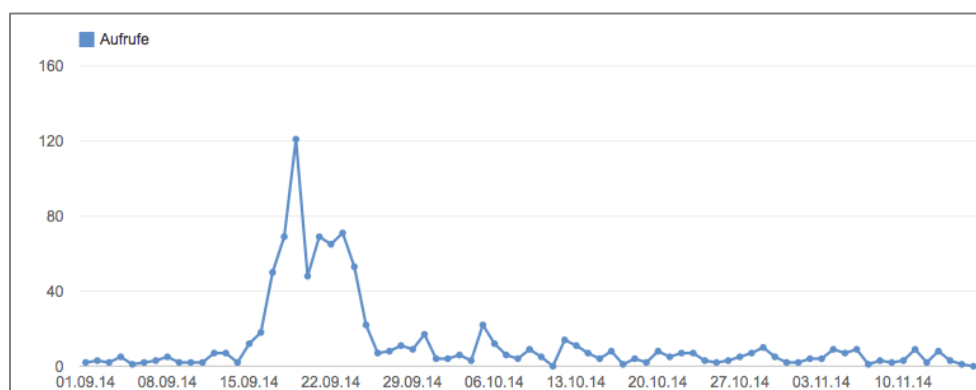


Figure 23: YouTube views per day.

Table 2: Top 5 views by country.

Geography	Views	Estimated min watched	Average view duration
Germany	274 (29%)	316 (23%)	1:09
Czech Republic	266 (28%)	336 (25%)	1:15
Belgium	44 (4.6%)	67 (4.9%)	1:31
United States	41 (4.3%)	47 (3.5%)	1:09
Austria	32 (3.4%)	73 (5.4%)	2:17

Table 3: Traffic source by estimated minutes watched.

Traffic source	Views	Estimated minutes watched	Average view duration
Unknown – embedded player	301 (32%)	471 (35%)	1:33
External website	178 (19%)	279 (21%)	1:34
YouTube search	143 (15%)	188 (14%)	1:18
YouTube suggested video	109 (11%)	139 (10%)	1:16
Unknown – direct	102 (11%)	111 (8.2%)	1:05

Table 4: Top videos of 2014 channel. Final video was restricted for Germany because of music rights.

Video	Views	Estimated minutes watched	Average view duration
Interview with Patrick Van Damme: agroecological approaches vs GMOs (first part)	97 (10%)	140 (10%)	1:26
Welcome to Tropentag 2014, Prague!	90 (9,5%)	75 (5,6%)	0:50
Second day of Tropentag 2014 in Prague: interview with Jimmy Smith	61 (6,4%)	83 (6,1%)	1:21
Interview Michael Hauser	56 (5,9%)	106 (7,9%)	1:53
Tropentag 2014 in Prague - Christel Weller-Molongua: Development cooperation is still needed!	51 (5,4%)	51 (3,8%)	1:00
FINAL TROPENTAG 2014	51 (5,4%)	113 (8,4%)	2:13
First day of Tropentag 2014 in Prague, morning interview	47 (4,9%)	47 (3,5%)	1:00
Tropentag 2014 Impressions from the conference	42 (4,4%)	73 (5,4%)	1:44
Interview with Tropentag 2014 Organizers	41 (4,3%)	56 (4,2%)	1:22
Tropentag 2014 in Prague - Louwrens C. Hoffman, Part 2	36 (3,8%)	64 (4,7%)	1:46

Table 5: Device used by YouTube users for Tropentag 2014.

Device type	Views	Estimated minutes watched	Average view duration
Computer	833 (88%)	1,206 (89%)	1:26
Mobile phone	64 (6.7%)	66 (4.9%)	1:02
Tablet	45 (4.7%)	57 (4.2%)	1:15
Unknown	10 (1.1%)	22 (1.6%)	2:13

[Source for all statistics in section: Youtube Analytics [https://www.youtube.com/analytics?](https://www.youtube.com/analytics?o=U#r=views,dt=c,fs=15918,fe=15976,fr=lw-001,rpm=t,rpg=7,rpa=a,rps=3,rpd=3,rpc=0,rpr=d,rpp=0)

[o=U#r=views,dt=c,fs=15918,fe=15976,fr=lw-](https://www.youtube.com/analytics?o=U#r=views,dt=c,fs=15918,fe=15976,fr=lw-001,rpm=t,rpg=7,rpa=a,rps=3,rpd=3,rpc=0,rpr=d,rpp=0)

[001,rpm=t,rpg=7,rpa=a,rps=3,rpd=3,rpc=0,rpr=d,rpp=0 \]](https://www.youtube.com/analytics?o=U#r=views,dt=c,fs=15918,fe=15976,fr=lw-001,rpm=t,rpg=7,rpa=a,rps=3,rpd=3,rpc=0,rpr=d,rpp=0)

7. Conclusions and Recommendations

Covering the Tropentag conference from a scientific journalism viewpoint is a great opportunity to spread the knowledge and findings presented beyond the geographic and time boundaries of the annual event. For this, social media such as Twitter and Facebook are useful tools that may catch the attention of present and future followers, before, during and after the conference days. A specific treatment on the use of these social media may be tackled in the preparatory workshop for the next student reporters.

The workshop prior the start of the conference is worthwhile for a better understanding of the equipment, techniques and concepts for scientific communication. However, the contents and the distribution of the tasks may be improved by focusing more on practical exercises, for which the duration of such workshop should be extended.

Having students working as reporters for the conference creates benefits for both the conference and the students themselves, as well as for the organizers. All student reporters agree that such an experience is fulfilling and helps to increase communication skills, and gives opportunities to create a network for further collaboration and exchange of knowledge. Contact should be maintained and encouraged among the student reporters and the organizer, to spread the voice and attract more people to the amazing world of scientific research for development.



Figure 24: More Impressions from the Student Reporters.

8. Contact Details of Student Reporters

Juan Egas

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