

- Final Report -

Tropentag 2017

Student Reporters



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Executive Summary

The Tropentag conference is a development-oriented and interdisciplinary conference organized annually since 1999. The topic of Tropentag 2017 in Bonn was "Future Agriculture: Social-ecological transitions and bio-cultural shifts", and connected hundreds of researchers presenting their work.

12 Student Reporters with agricultural science backgrounds, attending programs across Europe, covered the conference presentations and discussions. Digital platforms such as the Tropentag blog, Facebook, Twitter, Flickr and Youtube were used to connect to Tropentag participants and beyond.

Before the conference, a two-day training workshop was held for the Student Reporters. Experienced professionals presented some of the basic theory and practice of science journalism, photography, videography, and Social Media.

During the Tropentag 2017, over 65 blog entries were published on the Tropentag blog (<http://blog.tropentag.de/>). These were accompanied with 300 photos from the respective Flickr account (<http://flickr.com/photos/tropentag/>), as well as with 10 videos of interviews of keynote speakers, and other events published on the Youtube page (<http://www.youtube.com/user/tropentagmedia/>).

Facebook posts generated 140 new followers, generating increased interaction through clicks and likes, comments and shares. 133 tweets on Twitter resulted in 47,400 views and 57 new followers. Ten videos were posted on the Tropentag YouTube channel and were viewed 1,228 times in total.

The following report provides details both the activities of the Student Reporters during the workshops and conference, followed by a detailed look at the measures of interaction on Social Media.

Introduction and Context

The TROPENTAG (Tropical and Subtropical Agricultural and Natural Resource Management) conference is an interdisciplinary international event focusing on research and issues of agriculture, forestry, and fisheries, food and nutrition security, natural resource management and the environment, all in the context of rural development, sustainable resource use and poverty alleviation worldwide. It combines keynote presentations, themed presentations and discussion sessions as well as thematic poster presentations. On-going organizational support to the conference was offered by the universities of Berlin, Bonn, Göttingen, Hohenheim, Kassel- Witzenhausen, Hamburg, ZALF e.V., ETH Zurich (Switzerland), Czech University of Life Sciences Prague (Czech Republic), BOKU Vienna (Austria) and the Council for Tropical and Subtropical Research (ATSAF e.V). Financial and organizational support was provided this year by ATSAF e.V. (Council for Tropical and Subtropical Agricultural Research), BEAF (GIZ Advisory Service on Agricultural Research for Development), GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit), Leibniz Centre for Agricultural Landscape Research Institute of Socio-Economics, DFG (Deutsche Forschungsgesellschaft), DAAD (Deutscher Akademischer Austausch Dienst), and the German Federal Ministries for Economic Cooperation and Development, Education and Research, and Food and Agriculture.

Tropentag 2017 was held from 20 to 22 September 2017 at Universität Bonn, Bonn, Germany. The theme for this year's conference was 'Future Agriculture: Social-ecological transitions and bio-cultural shifts', an essential discourse as agricultural systems in developing countries undergo drastic changes. Tropentag brought graduate students, scientists, extension workers, decision makers, politicians, and

farmers, interested and engaged in agricultural research and rural development in transitioning and developing countries together to engage with the conference theme over three days of presentations and activities.

Since 2010, the team of Student Reporters has been sponsored by ATSAF e.V. It is also responsible for selecting 12 team members from European Universities. The team is in charge of reporting on conference activities and posting content online on a multi-author blog as well as social media platforms, Twitter, Facebook, and Flickr. This year's team aimed to make the theme more tangible to the Tropentag community, present and abroad, by providing commentary on each day's events, and through photos and video, reconnect the research with the young scientists who dedicated significant time and effort. These aims were achieved by ethical reporting that also was unafraid to critically discuss the many topics presented at the conference. The result was an engaging and accurate documentation of the conference that not only facilitated communication within the scientific community, but expanded the reach of the conference.

Preparatory Workshop

Before springing into action, the student reporters attended a two-day preparatory workshop to learn more about journalistic concepts and formats and to become more familiar with the nuances of the chosen media channels and technical equipment.

Day 1: General Journalistic Introduction

On the first day, the German freelance journalist Ralph Dickerhof provided the group with a general journalistic introduction. The morning started with a warm-up activity

where the participants had to position themselves according to the distance of their university based on the distance of their home country to the city of Bonn. This introduction was followed by interactive sessions about different journalistic concepts. Mr Dickerhof mentioned that the media is often considered the fourth power in a state because they have a strong influence on people's opinions by selecting which information to spread and which not (gatekeeper theory). Under the guidance of Mr Dickerhof, the student reporters also brainstormed who the stakeholders were (Tropentag donors, ATSAF e.V., universities and research institutes etc.) and who the target audience would be (Tropentag participants and non-participants, experts and non-experts, current followers, young scientists etc.) of their activities. Further, different journalistic formats were discussed as well as "what makes a story a story" (relevance, currentness, emotionality etc.).

In the afternoon, the team members distributed responsibilities among themselves, and then collected ideas about content and formats of publications. A to-do list for the upcoming days was established. The session terminated with tips and tricks by Ralph Dickerhof about journalistic writing.

In the evening, the group met once again to develop a concept and a script for the introductory video to be shown during the opening ceremony of Tropentag 2017 and filmed it in the hotel lobby. This was a time-consuming and exhausting process but led to a highly satisfactory result.

Day 2: Technical and Social Media Introduction

In the morning on the second day, experienced news editor Roland Altenburger taught the student reporters about photography and videography. He provided insights in the general principles of pictorial design including different shot sizes, shot angles and dimensions. Mr Altenburger further emphasized the three stages of

filmmaking, i.e. pre-production (storyboard writing), production (shooting) and post-production (editing). Over lunch, the photo and video teams had the opportunity to test the cameras and other technical equipment with the support of Mr Altenburger.

In the afternoon, the social media expert Michaela Böttcher introduced the group to the blog, the Flickr, Twitter, Youtube, and Facebook account. She explained the mechanics behind posting on social media, in particular the type of content and how to best time posts for maximum audience engagement. She also explained the basic coding required for the blog, how to add watermarks on Adobe Photoshop, upload video content to Youtube, and then combine either photo or video content on the blog. After this, she asked everyone to interview each other and write a short personal introduction of each other, creating our first posts on the blog. The accompanying personal photos were taken by the photo team, allowing them to experiment with the photographic equipment. Meanwhile, the video team went to the conference venue for a first interview with the organizer of Tropentag 2017, Prof Mathias Becker.

In the late afternoon, the reporters took a group picture and moved into their working room where they would work throughout the conference.

Recommendations

The two-days preparatory workshop was a good opportunity to get to know each other better and to learn more about core concepts, rules and techniques of journalism and social media. The three instructors were highly knowledgeable, motivated, and engaged. In response, the student reporters participated actively in discussions and brainstorming sessions. The following aspects of the two-day workshop could be improved:

- It would be helpful to include an introduction round at the very beginning where participants tell each other about their previous experiences in journalism and social media, their strengths (with regard to writing, photography, videography, interviewing, Twitter etc.) and particular interests for the upcoming days. This would make it easier to build on what is already there and to allocate tasks according to interests pronounced in the plenary (not only in bilateral exchanges between parts of the groups).
- Such an introduction might be combined with the activity of interviewing each other and taking individual and group photographs. This would represent a good team building exercise and would allow to produce blog posts on the first day already.
- The group is big, the perspectives are manifold, the topics of the conference are diverse and the media channels and formats are numerous. It is, therefore, crucial that in the future an official slot of several hours is reserved during the workshop (e.g. afternoon of day 1) for the group to organize themselves. This session would preferably be moderated by the prior defined editor-in-chief and would include the distribution of tasks and responsibilities, the brainstorming of ideas (about topics, formats, serials etc.), the establishment of a rough plan for the upcoming days and the update of the media channels (i.e. changing information and photos from the previous to the current year). This year, such activities were squeezed into Mr Dickerhof's seminar and several initiatives were started in parallel by different actors. Some crucial discussions could not take place at all or happened at a very late point.
- In order to be able to fit such a slot into the schedule, the seminar would have to be more condensed and if possible concentrated in one slot (e.g. morning of day 1). As it is not reasonable to mobilize three instructors for short inputs, it may

make sense to identify one or max. two external experts who can cover several topics. Some preliminary reading could also help to shorten the inputs.

- Efficiency could be increased by carrying out the workshop at the conference venue (e.g. in the room where the group will work during the conference days), by officially scheduling a tour around the venue and by providing the printed conference brochures at the very beginning. This allows the group to get familiar with the location and the program early on.
- On the day before the official opening of the conference (when pre-registration and pre-conference workshops take place and student reporters are still busy with getting organized), it is recommended to start with photographs rather than videos because they can be published faster.

Tropentag 2017

Blogging

1.1.1. Summary

The blog was the centerpiece of the student reporter's coverage of Tropentag (<http://blog.tropentag.de/>). It served as the juncture at which all of the generated content, photos, videos, social media, and written content, met to form a coherent whole. Each blog post combined either photos from Flickr or video from Youtube, accompanied with written content providing context. During the workshops, we collectively agreed that quantity was possible without sacrificing quality. To best achieve this, 5 reporters were almost entirely dedicated to producing written content. According to need, they doubled as photographers or managed the social media accounts. Even so, the expectation was for each writer to contribute at least

three blog entries each day of the conference, making a total of around 15 entries per person. To ensure quality and consistency, the workflow was centralized through the deputy editors and editor in chief. Posts were only published after they had been read by an editor.

While our ambition was to cover all of the conference sessions (oral sessions, poster sessions, workshops, and keynote speeches) the sheer quantity of events packed into two and a half days prohibited complete coverage. Instead, sessions were ranked by priority, first, by the needs of the stakeholders, followed by the interests or specialization of the reporters. To avoid any conflict, this process was negotiated between the writers and the editors to ensure there was enough interest in the topic without sacrificing overall coverage. If the quota for each writer (3 sessions) had been theoretically met during the day, topics that generated less excitement were not covered. If available, the deputy or chief-editor could also cover a session. A schedule was created that linked a reporter with their corresponding sessions. Every morning of the conference, the schedule was replicated on a blackboard and slips of paper with the writer's name were placed next to the sessions they were responsible for. The deadline for a post draft was set as near to the end of the session as possible. After all, the purpose of the blog was not to serve as a reflection and summary of the conference, but a medium for real-time commentary directly relevant to attendees and those following remotely.

The expected form and style of the blog posts were discussed during the workshops. Following the suggestions of Herr Dickerhof, rather than summarize the sessions, something already accomplished in the conference notes, the reporters were encouraged to exercise the greatest power of a journalist, selection. For example, within a session, a few presentations were highlighted for the timeliness of

their topic, or how they captured some of the broader trends in their respective field, if not agriculture as a whole. Subjectivity was encouraged. The injection of personal experience of the writers, themselves young scientists, expanded the focus of the blog beyond the scientific research on display to the experience of attending the conference itself. This wider focus was reflected in the experimentation with form and style.

During the conference, the workflow structure put in place beforehand proved sturdy. Editors made sure the posts were concise and avoided glaring errors, a risk considering the extreme time pressure. The expected output for each reporter was not only met, but often exceeded, and without sacrificing quality, or exceeding deadlines. Post drafts from each day's sessions were edited and published by the end of each day. By the end of the Tropentag, 65 articles had been published.

Recommendations

- The blogging platform, Drupal, is not user friendly. It is cumbersome to use HTML code for formatting, especially because it is not possible to see the effect of formatting until the post has been saved.
- Drupal does not allow for effective measurement of online traffic, limiting analysis of viewer behavior and further optimization of content.
- The blog when viewed on both computers and mobile devices showed a shortened preview, but it was not clear there was more content because the "Read More" button is indiscernible from the keywords/tags. As a result, many following the blog missed as much as half of the published content.
- Even though ATSAF e.V. did broadly outline their expectations at the beginning of the workshops, it was still not clear who the expected target

audience was: attendees, those who could not make it to Tropentag, or the public at large. This made decisions on form and style difficult. For example, if for the general public the science should then be simplified and explained to broaden their appeal.

- As suggested in the 2015 evaluation, Herr Dickerhof should spend more time on some of the specific style and forms found in scientific reporting, rather than reporting in general.

Photography

1.1.2. Summary

During the preparatory workshops, Roland Altenburger, an experienced news editor, gave us some useful recommendations and tips on how to handle the reflex cameras. In particular, he advised us on how to make a picture more attractive, by placing the object of interest off center.

From the first day in the workshop, we all agreed upon the fact that there should not be fixed roles for the photographers. Our purpose was to cover most of the topics during the conference. We then decided to provide the blogger team with 2 cameras to be shared throughout the conference, so that each of us could take pictures, while listening and taking notes during the seminars. It was even suggested that we take pictures with our personal smartphones in order to cover most of the themes presented during the many oral presentations.

Two people were in charge of the cameras, as well as taking care to apply the watermark and upload the best pictures on Flickr after each session. It was very important to quickly watermark and upload the pictures to then be published on the

social media and on the Tropentag blog. This was particularly time consuming, so other reporters from the blogging team would take the cameras for other presentations.

A total of 196 pictures were selected, watermarked, and uploaded on Flickr, distributed in 20 newly created albums, which obtained 242 views so far (October 2017). This indicates that significant interest has been generated. At the end of each day, all the pictures were stored in the hard drive provided.

Recommendations

- The hardware equipment was more than satisfactory. The better DSLR available enabled the Student Reporters to capture crisp pictures during the conference.
- However, a lot of time was wasted preparing a slide show of the pictures played at the beginning of each session in the Aula. Without software that uses 'picture view', thereby automatically generating a slideshow, instead each picture had to be manually positioned on a Microsoft Powerpoint slide.
- Additionally, it was difficult to locate software to open the camera derived CR2 format of the pictures. Without an updated version of Photoshop, this was impossible.

Video

Summary

The student journalist team understood the importance of using video and by extension Youtube as a platform to reflect on the both the Tropentag conference itself, but also to uncover details not seen on the stage. Still, video production requires time, and the video team often burned the midnight oil to produce professional quality video content, and then upload it onto the Tropentag YouTube channel.

On the first day, the team familiarized themselves with the equipment. They were quick to understand how cameras and microphones work, due to prior experience and the helpful guidance given during the workshops.

The team started with the introductory video where the student reporter team introduced themselves and their main tasks during the upcoming three days of the conference. During the conference, the specialist technician was online with them following the uploaded videos and ready to give feedback to make the outcome even better.

Dedicated only to producing video content, the video team worked with the rest of the student reporter team to prioritize sessions and interviews, but otherwise ably distributed tasks between themselves.

Although the team faced some technical problems from faulty equipment, they were able to cover all of the keynote speakers. In addition, interviews during the first and the last day were filmed to reflect the expectations and feedback of the Tropentag participants.

Recommendations

- The main bottleneck was the equipment. We suggest double-checking all the equipment next year to make sure that everything is ready from the start.

Social Media

Social Media is a powerful tool to disseminate real-time information. Most people currently rely on various forms of Social Media for their up-to-date news, as well as a means of staying in touch with people both far and near. As such, at Tropentag 2017

the Social Media channels we used served as our main medium of communication and information dissemination between participants and non-participants of the conference. Seemingly, our main target group was people interested in Tropentag but who could not make it. Therefore, we provided real-time updates and commentary on the many sessions and events happening at Tropentag.

The handles @tropentag and hashtag #Tropentag2017 were used for participants and nonparticipants alike to send in their questions, opinions, and impressions about the conference via various Social Media platforms. Flyers explaining how to access our Social Media channels were handed out at the main entrance to encourage people to use our various social media platforms. For Tropentag 2017, the platforms used were Twitter, Facebook, Youtube, and Flickr. These social media platforms served similar but also different purposes.

Twitter

Just like in previous years, the @tropentag account on Twitter was resurrected after a period of dormancy after Tropentag 2016. Prior to the conference, this year's student reporters followed various industry related accounts, as well as tweeted about the upcoming Tropentag 2017. The team also retweeted relevant posts about Agriculture, Sustainability, Natural Resource Management, and Rural Development. We aim to continue tweeting even after the conference to maintain interest in the Tropentag account. Once Tropentag started, real-time tweets with pictures from the various sessions were uploaded. Information and links to the blog posts were also tweeted to draw people's attention to our blog. Links to the pictures on Flickr were also provided during the conference.

Facebook

The Tropentag Facebook account, unlike its Twitter account, did not provide real-time updates. Rather, it summarized the various sessions and keynote speeches by providing pictures and videos. Links to the blog posts as well as Flickr and YouTube were also posted onto the Facebook page. The Tropentag Conference page together with the hashtag #Tropentag2017 was used to engage the followers and non-followers of the page.

Flickr

Pictures taken at the Tropentag conference were uploaded onto the Flickr page (@tropentag). Flickr is more appropriate for uploading multiple pictures as it has a better interface for viewing pictures than Facebook and Twitter. We created different albums based on the various sessions and activities at Tropentag.

Recommendations

- Just as in previous years, the issue of the dormancy of the Social Media pages still prevails. Considering the conference lasts only a few days, once a year, it is difficult to also create content for the rest of the year. This year, we tried keeping the Social Media pages active by retweeting tweets related to the themes, agriculture, sustainability, natural resource management, and rural development. We also followed related accounts. We encourage future Student Reporters to devise an effective strategy for content creation which will last for at least a year until the next Tropentag.

- Social Media is not a static landscape, and in future other emerging Social Media channels should be considered to increase engagement with the conference and its themes.
- We aimed to use Instagram, but were unable to watermark images on our phones, which also prevented use of Snapchat. Hopefully in the coming years, mobile software that enables watermarking will be available in the future.

Usage Statistics

Facebook

Followers

Among all social media channels, the Facebook page of Tropentag 2017 gained the highest traffic. Until the 6th October 2017, the number of followers on Facebook page increased to 1,818, while it was 1,678 on the 18th September 2017. Within two weeks, or since the beginning of the conference, we attracted 140 followers.

However, most of new followers were generated during the 3 days of the actual conference, especially on the first day, with 54 new followers.

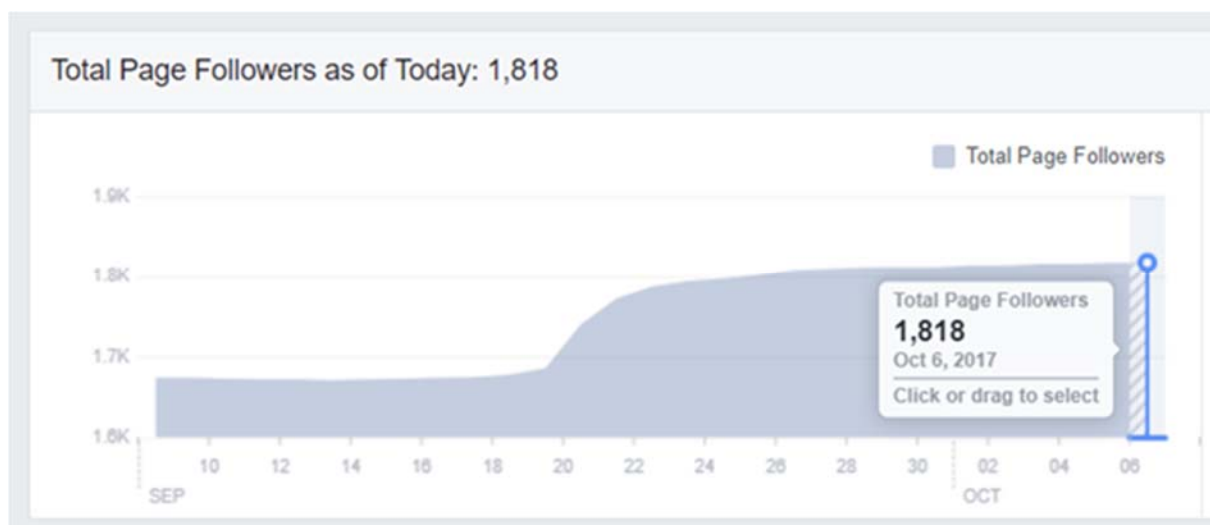


Figure 1: Total page followers on Facebook from 8th September to 6th October 2017

Page likes

Similarly, the number of page 'likes' was also increased from 1,722 on the 18th September 2017 to 1,854 on the 6th October 2017. Net 'likes' generated so far is 132 'likes', among which 56 'likes' were gained from the first day of the conference.

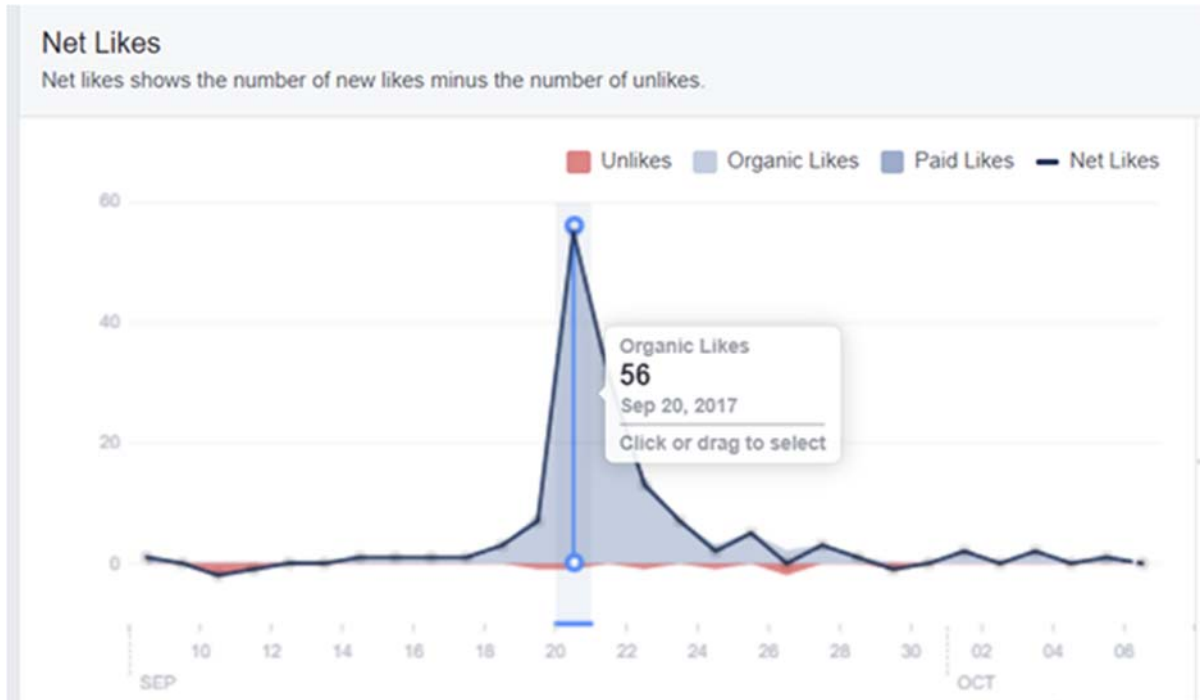


Figure 2: Net page likes generated from 8th September to 6th October 2017

Reach of posts

In general, the strongest traffic peaks were obtained during the three days of the conference. After that, the level of all activities declined. Statistics of the reach of posts, reactions on the Facebook page are illustrated in the following diagrams.



Figure 3: Reach of posts from 8th September to 6th October 2017

Noticeably, according to Figure 3, the reach of posts was extremely high this year. The largest amount of people reached in 2017 was 7,119, in the two previous years the peak was below 2,000. And during all three days of the conference, on each day the posts were viewed by more than 3,000 people. It is clearly quite an impressive result and it shows the large influence of the posts as well as the blog.

Reactions

Interestingly, unlike in the last two years, the peak of online activity was on the second day of the conference, the 21st September 2017. This suggests that the output from the first day was effective in attracting more traffic to our Facebook page. In addition, the level of activity this year was also very high. The day with most traffic was the 21st September 2017 with 519 reactions, while in 2015 there were around 120. The highest number of shares per day was 61, also occurring on the 21st September 2017.

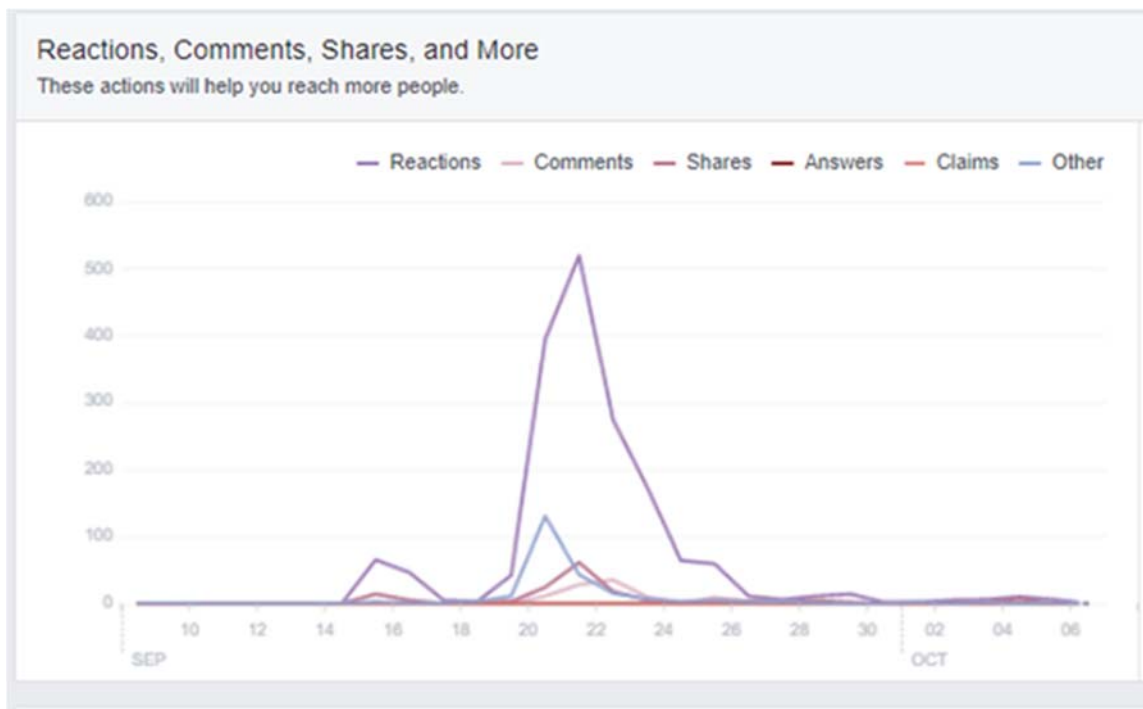


Figure 4: Reactions, comments, shares from the 8th September to the 6th October 2017

Posts

Regarding the posts, the most popular post had 3,229 views, 340 post clicks and 39 reactions, and was published at 22:31 on the first day of the conference. The post collected several pictures taken during the conference. One suggestion for the following years would be that this hour might be a good time to direct traffic to the page. Perhaps this is when participants from the first day were most interested in looking back on their first day at the conference.

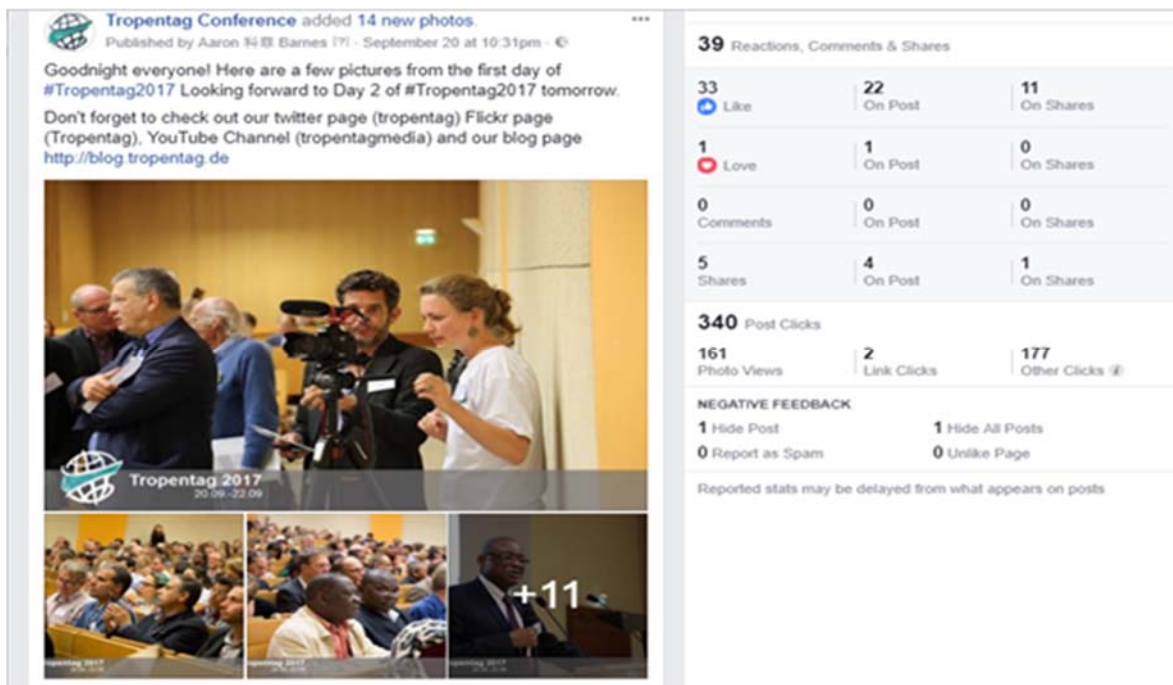


Figure 5: The most popular post of Tropentag 2017

The post with most clicks, 437, was on the 20th October. It also had 57 reactions and reached 1,209 people. It was about the coffee break and was tagged with the participants appearing in the pictures.

The post which earned the most reactions (170 likes, loves and comments) was about the opening of the conference. It was also included the link to our blog for the opening.

Twitter

Currently, the Twitter Channel of Tropentag has 1,118 tweets and 484 followers (as of 9th October 2017). The usage statistics in September 2017 are as follows:

- Total Tweets: 133
- Tweet impressions/views: >47,400
- Profile visits: 2,105

- Mentioned: 47
- New Followers: 57

Figure 6 describes the activity of the Twitter account from the 17th September to 9th October 2017. The level of tweet activity started increasing one day before the conference and reached its peak during three days of Tropentag 2017. After that, it declined significantly. Most impressively, on 20th September 2017, 53 tweets were posted and reached 16,917 views. On Thursday, the 21st September 2017, we posted 28 tweets with 10,576 views. On the last day, 22nd September 2017, 34 tweets were posted with 9,354 views.

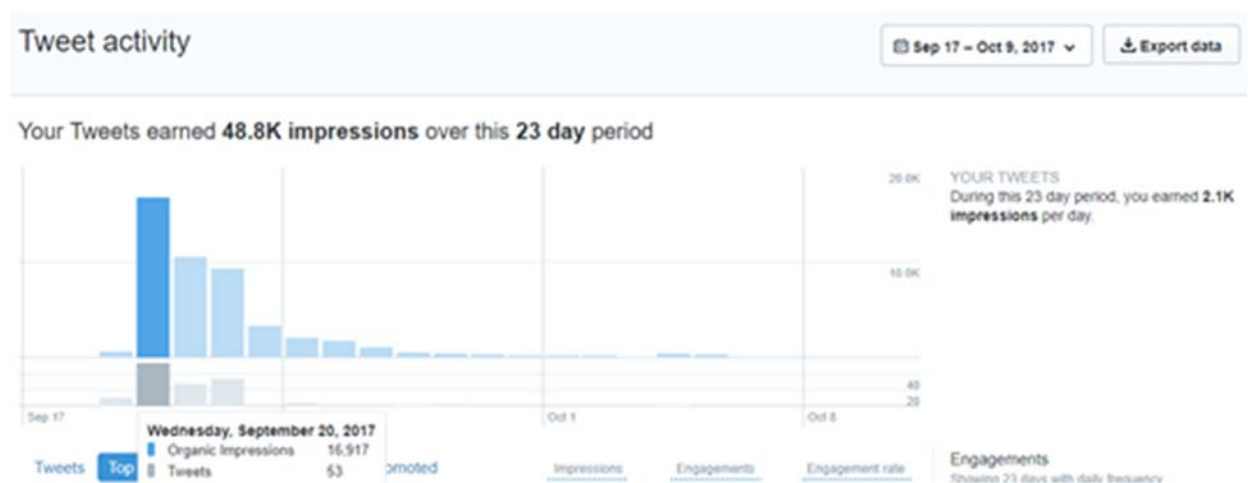


Figure 6: Tweet activity from 17th September to 9th October 2017

The top tweet with 1,708 views was the introduction about Tropentag 2018, which will be held at Ghent University. It was retweeted 9 times. The top mention was of a tweet on the World Agroforestry @ICRAF with 41 engagements on 21st September.

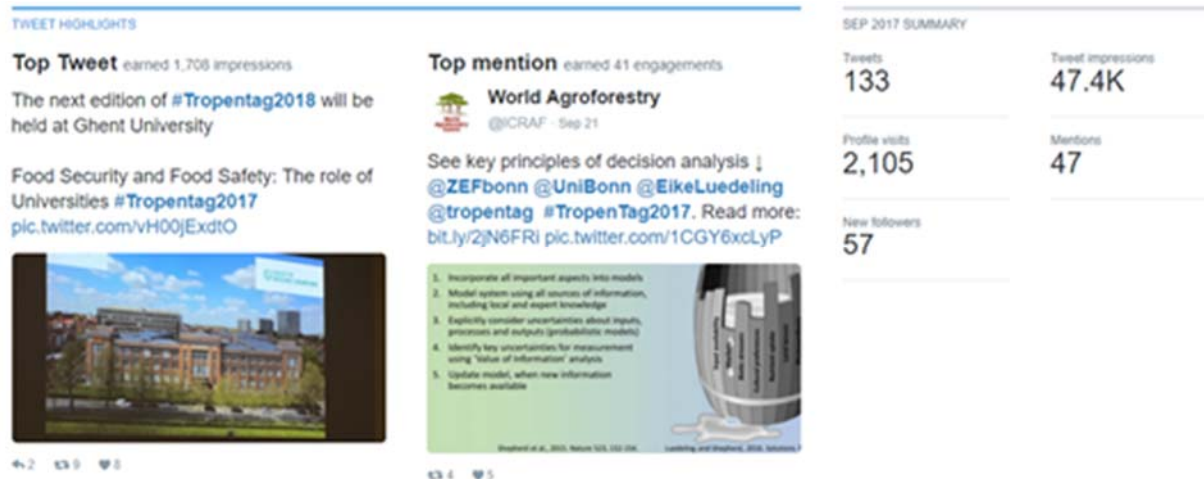


Figure 7: Top tweets and top mentions

The popular hashtags used by Tropentag on Twitter are as followings: **#Tropentag2017**, **#Organic**, **#feed10billionpeople**, **#Agriculture**, **#Africa**, **#Ecological**, **#FindYourPicture**, **#excited**, **#subsistence**, **#Didyouknow**, **#food**, **#labour**, **#capital**, **#land**, **#grain**, **#water**, **#plant breeding**, **#farmers**, **#genetic**, **#ClimateChange**, **#Sustainable**, **#biodiversity**, **#hunger**, **#female**, **#Intercropping**, **#Biofertilization**, **#Bioirrigation**, **#Degradation**, **#Fertilisation**, **#Forestry**

Youtube

Overview

The video team was very active and dedicated. They uploaded 10 videos during Tropentag 2017, which included interviews, reports, introductions. From the 18th September to 5th October, more than 1,500 total minutes were viewed, with 1,228 views and 40 shares. The average watching time for a video is 1:15 minutes. We also generated 23 new likes and 10 subscribers. As of the 6th October 2017, the Tropentag Youtube channel has 39 subscribers and 10,214 views.



Figure 8: Overview of Youtube channel from 18th September to 5th October 2017

Traffic sources

External sources were the most important for directing traffic to Youtube, comprising 48%. In more detail, Facebook was the main channel for viewers to get to the Youtube channel. It brought 253 views, equivalent to 43% of the views from 18th September to 5th October 2017. Otherwise, the blog is where videos were watched 167 times. Other channels such as Twitter, Whatsapp, and Google search contributed little to the share of views of the Youtube videos.

Top level - External

Traffic source | Geography | Date | More ▾

Traffic source	Watch time (minutes)	Views	Average view duration	Average percentage viewed
Facebook	387 (47%)	251 (43%)	1:32	71%
tropentag.de	216 (27%)	167 (29%)	1:17	69%
Unknown	80 (9.8%)	57 (9.7%)	1:24	54%
WhatsApp	44 (5.4%)	27 (4.6%)	1:37	61%
Google Search	37 (4.5%)	34 (5.8%)	1:04	34%
YouTube	18 (2.3%)	23 (3.9%)	0:48	30%
Twitter	15 (1.9%)	16 (2.7%)	0:56	34%
linkedin.com	5 (0.7%)	2 (0.3%)	2:42	71%
Samsung Internet for Android	4 (0.5%)	2 (0.3%)	2:12	58%
com.samsung.android.email.provider	4 (0.5%)	2 (0.3%)	2:02	99%
android	3 (0.4%)	1 (0.2%)	2:53	191%
fbapp.us	1 (0.1%)	2 (0.3%)	0:29	12%
Gmail	1 (0.1%)	1 (0.2%)	0:46	20%
bing.com	1 (0.1%)	1 (0.2%)	0:32	4.1%

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Figure 9: External traffic source of Youtube channel from the 18th September to the 5th October 2017

The most watched video, with a watching time of 250 minutes, was the “First Day Poster Session Tropentag 2017”. And the video that had the most views until now is the “Introduction of the Student Reporter Team 2017”. More details of all 10 videos are listed in the figure below.

Video	Watch time (minutes)	Views	Likes	Comments
Student Reporters 2017 Introduction	243 16%	209 17%	2	0
First Day Poster Session Tropentag 2017	250 16%	183 15%	3	0
'Organizing Tropentag is routine for me'	85 5.5%	108 8.8%	0	0
(Wo)men on the street day 1	166 11%	98 8.0%	1	0
Are you the next Green Talent?	148 9.6%	85 6.9%	3	0
Prof Bina Agarwal: Three Pathways for Future...	63 4.1%	72 5.9%	1	0
(Wo)men on the street day 1 (no.2)	54 3.5%	71 5.8%	0	0
Prof Bina Agarwal: Group farming is not only ...	68 4.4%	54 4.4%	0	0
Behind the Scene Student Reporters 2017	111 7.2%	52 4.2%	5	0
How to Motivate Youth to Engage in Agricult...	96 6.2%	48 3.9%	2	0

Figure 10: Videos uploaded on Youtube during Tropentag 2017

Flickr

As of 6th October 2017, the number of pictures on Flickr account was 3,598 (uploaded since 2010) with 25 followers. Unfortunately, it is not possible to view statistics about views and visitors with the free version of Flickr. However, as from the views for the 20 albums only, the photos are viewed 149 times. And it is estimated that approximately 300 pictures were watermarked and uploaded to Flickr. The views including from the photo stream are absolutely higher. Flickr is still an easy tool with fast uploading speed and therefore, it remains an important channel for social media activities.

Links for Tropentag Social Media channels:

<https://www.facebook.com/tropentag/>

<https://twitter.com/tropentag>

<https://www.youtube.com/user/tropentagmedia>

<https://www.flickr.com/photos/tropentag/>

Conclusions and Recommendations

With the benefit of some distance from those few hectic days in September, reporting on Tropentag 2017 was a distinct honor. In retrospect, many, if not all, the expectations expressed by Student Reporters after the first dinner were met. Hopefully, as has been the case in previous years, a few of us will go on to write professionally on agriculture, or science in general. After all, as scientists, we are tasked not only with revealing the endless complexity of the world around us, but effectively communicating it our peers and the layperson. If a tree falls in a forest and no one is there to hear it, does it make a sound?

Overall, both the workshops and covering Tropentag 2017 were overwhelmingly positive. However, improvements can still be made. At the end of each section above, detailed recommendations for future Student Reporters and ATSAF e.V. are listed. A quick summary of the highlights:

Workshops

The workshops should incorporate more activities to not only introduce student reporters to each other, but their interests and skills. Seminars should be more condensed and happen on the first day, freeing up the second day for organization and preparation for the conference.

Blog

The blogging platform is unwieldy and another should be considered. Formatting is difficult, online traffic cannot be easily analyzed, the "Read more" button on mobile and desktops is difficult to locate. ATSAF e.V. should further clarify the target audience.

Photography and Video



The quality of the equipment was generally excellent, but in the case of video, did not always work. In the case of photography, up-to-date photo-editing software proved to be the limiting factor.

Social Media

Other Social Media channels should be considered, such as Instagram and Snapchat. However, this is not possible until watermarking can be done on the phone. To maintain audience interest and engagement, content creation needs to continue throughout the year.

Finally, thank you ATSAF e.V. for the opportunity to report on Tropentag, and their tireless support throughout the week and beyond. Being a Student Reporter is a unique, intense experience that allowed not only for engagement with the presented research, but also working with fellow students from around the globe. We can't wait for Tropentag 2018!

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