

# Student Reporters Final Report

## Tropentag 2013

Agricultural Development Within  
the Rural-Urban Continuum



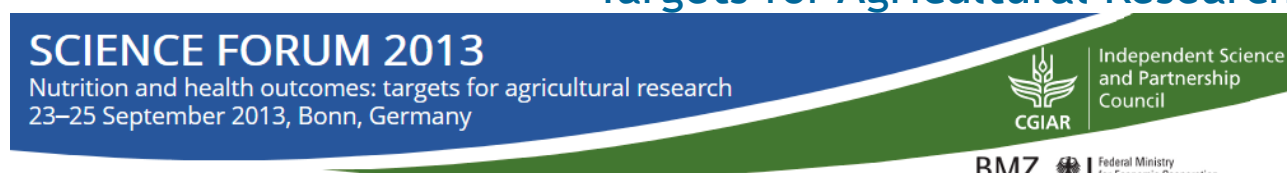
17<sup>th</sup> to 19<sup>th</sup> September 2013

University of Hohenheim, Stuttgart, Germany

&

## ScienceForum2013

Nutrition and Health Outcomes:  
Targets for Agricultural Research



23<sup>rd</sup> to 25<sup>th</sup> September 2013

Gustav-Stresemann Institut, Bonn, Germany

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## List of Abbreviations

FB	Facebook
SF	Science Forum
TT	Tropentag



*Figure 1: ScienceForum 2013 Student Reporter Team with Sandra Weißbrodt and Marlene Diekmann*

## Summary

Tropentag and Science Forum are both development-oriented and interdisciplinary conferences, organized annually and biannually respectively.

This year, 2013, Tropentag; Agricultural development within the rural-urban continuum, and Science Forum; Nutrition and Health Outcomes: Targets for Agricultural research, were covered and broadcasted using various online social media websites, by a group of Students Reporters selected from various universities in Europe and representing different parts of the world.

A two-day training workshop for the Student Reporters, and schedule planning was done at the University of Hohenheim, preceding the two international conferences. Through this workshop, students gained the needed knowledge to adequately cover and communicate the proceedings to broader audiences for both conferences.

A total of 68 blog posts were generated for both conferences and published in the Tropentag blog (<http://blog.tropentag.de/>) by the Student Reporters covering all the sessions of the conferences. Pictures were also constantly taken to accompany the blogs and most pictures were published on the respective Flickr accounts

(<http://www.flickr.com/photos/tropentag> and <https://www.flickr.com/photos/scienceforum> for the Tropentag and Science Forum respectively ). Several videos were also shot and published on YouTube

(<http://www.youtube.com/user/tropentagmedia> and [http://www.youtube.com/user/Science Forum student Network](http://www.youtube.com/user/ScienceForumstudentNetwork)).

Student Reporters work aims at increasing the publicity and visibility of the conference, while enabling scientific interactions through the publication of blog articles, pictures and videos. This was also promoted on other popular social media websites such as Facebook (<https://www.facebook.com/tropentag?ref=ts>) and other websites of affiliated institutions.

To increase awareness about the conference and the job of Student Reporters, earlier promotions are always done prior to the conference

## 1 Introduction and Context

*Tropentag* is an international conference on focusing on food security, natural resource management and rural development in the Tropics. The conference is held annually at one of the following locations: Berlin, Bonn, Göttingen, Hamburg, Kassel-Witzenhausen, Prague, Zurich, or as in 2013 at the University of Hohenheim in Stuttgart. In cooperation with the hosting university, the conference is organised by ATSAF (Council for Tropical and Subtropical Agricultural Research), DITSL (German Institute for Tropical and Subtropical Agriculture) and BEAF (GIZ Advisory Service on Agricultural Research for Development).

This year's topic, "Agricultural Development in the Rural- Urban Continuum", attracted 661 participants from 66 countries to Stuttgart from the 17<sup>th</sup> to 19<sup>th</sup> September, 2013. Overall, the conference was broken down into the thematic sessions, 'Agricultural production systems', 'Resource use and energy', 'People and livelihoods' and 'Development and markets'. A total of 20 oral sessions, more than 100 talks, and around 350 poster presentations were given.

Since 2010, "student reporters", sponsored and appointed by ATSAF e.V., Foundation fiat panis and ZALF, have participated at *Tropentag* in order to document the activities of the conference in word, vision and sound. Taking on the duty of student reporter in 2013 were 12 students chosen from different European universities.

The main aims of the student reporter programme are:

- To increase the outreach of the conference and make content accessible to those interested in agricultural research for development but who cannot attend the conference, with a special focus on young scientists and students.
- To pilot social networks as platforms of communication for a scientific conference and to create interactive dialogue with the conference participants as well as the general public on issues presented.
- To give young students the opportunity to learn the foundation of scientific journalism and communication in a multinational team with a special emphasis on web 2.0 and social media platforms

For the first time, in 2013, the student reporters also attended an additional conference--the Bonn Science Forum from the 23<sup>rd</sup> to 25<sup>th</sup> of September. The conference was held in Bonn to further develop the CGIAR research portfolio and its system level objectives of improving food security, human nutrition and health, alleviation of poverty and environmental sustainability. The objective of the Forum is to use recent evidence across a range of disciplines to identify priority research needs and new scientific approaches, and facilitate new and stronger partnerships, through which the agricultural community can add most value to the delivery of nutrition and health outcomes.

The following report provides an overview on the activities of the student reporters during both conferences as well as a reflection on them from the reporters' perspectives.



## 2 The Student Reporters 2013

The organization and coordination office for the student reporters in 2013 was located at the ATSAF secretariat in Hohenheim. This office organized and coordinated main tasks, such as the international circulation of the call for applications and selection of the team, travel, board and lodging of the student reporters in Hohenheim and Bonn, adjustment of the web pages, and the preparation workshop at Hohenheim (for more information on the workshop, see below). Throughout the *Tropentag*, student reporters were coordinated and supported by Sarah Glatzle and Folkard Asch, while at ScienceForum, Sandra Weißbrodt was responsible for such duties.

### 2.1 Application and Selection Process

Until 10th of July 2013, 56 students responded to the call for applications which was open to students enrolled at an European university with an interest in the topics covered at the conferences. Applicants were asked to be fluent in English and have basic experience in interview and writing techniques and/or knowledge in the use of Web 2.0 media and social networks.

Students were selected according to their interest and experience in journalistic activities, as well as a gender balance and nationality mixture. Finally, the team selected consisted of three men and nine women, representing eight different nationalities and seven universities.

Two of the selected student reporters had already participated as reporters at *Tropentag* 2011 and 2012 and thus as “senior reporters”, enabling them to share their experiences and tips with the new students.

### 2.2 The Team of 2013



**Name:** Minette Flora de Asis

**Nationality:** Filipina

**University and Study Programme:** PhD student in Agricultural Economics at Humboldt University Berlin

**Main Task:** Blogger

**Name:** Pamela Ogada

**Nationality:** Kenyan

**University and Study Programme:** PhD student at Leibnitz University Hannover

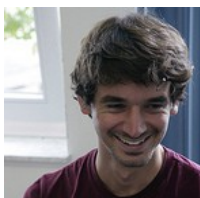
**Main Task:** Blogger





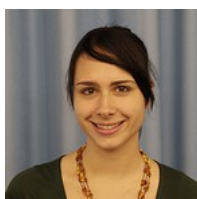
**Name:** Vitalii Korol  
**Nationality:** Ukrainian  
**University and Study Programme:** MSc student in Sustainable Resource Management, Technical University of Munich  
**Main Task:** Video Operator and Editor

**Name:** Kirstin Ohlendorf  
**Nationality:** German  
**University and Study Programme:** MSc student Integrated Natural Resource Management, Humboldt University Berlin  
**Main Task:** Blogger



**Name:** Vince Canger  
**Nationality:** American  
**University and Study Programme:** MSc student Sustainable International Agriculture, Universities of Göttingen and Kassel-Witzenhausen  
**Main Task:** Blogger, Twitter

**Name:** Xi Zhao  
**Nationality:** Chinese  
**University and Study Programme:** PhD student at University of Kassel  
**Main Task:** Video (Interviewer)



**Name:** Viviane Meyer  
**Nationality:** German  
**University and Study Programme:** MSc student in Environmental Protection and Agricultural Food Production, University of Hohenheim  
**Main Task:** Photographer

**Name:** Rahel Wyss  
**Nationality:** Swiss  
**University and Study Programme:** MSc student in Sustainable Production Systems, Bern University of Applied Sciences, Switzerland  
**Main Task:** Photo Editor







**Name:** Paulina Campos

**Nationality:** Mexican

**University and Study Programme:** MSc student in Organic Agriculture and Food Systems, University of Hohenheim

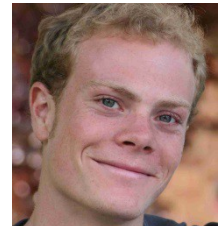
**Main Task:** Video (Interviewer)

**Name:** Philipp Gassner

**Nationality:** German

**University and Study Programme:** MSc Student in Environmental Governance, University of Freiburg

**Main Task:** Photographer, Blogger



**Name:** Louisa Wong

**Nationality:** Hong Kongnese

**University and Study Programme:** MSc Student in Sustainable Resource Management, Technical University of Munich

**Main Task:** Blogger

**Name:** Eva Hilt

**Nationality:** German

**University and Study Programme:** MSc Student in Sustainable International Agriculture, Universities of Göttingen and Kassel-Witzenhausen

**Main Task:** Blogger



*Figure 2: Tropentag 2013 Student Reporter Team*

## 3 Preparatory workshop at the University of Hohenheim

### 3.1 Purpose

The introductory workshop took place on 15<sup>th</sup> and 16<sup>th</sup> September 2013 at the University of Hohenheim and had three main purposes:

1. To acquaint students with technological aspects of reporting, such as the blogs, Facebook profiles, Twitter accounts, and video and photo equipment.
2. To train the students on fundamental techniques of written and visual journalism, including publishing content for online and social media.
3. To organize and define roles for each of the students to perform during the conferences, i.e. to be a blogger, photographer, videographer, editor, etc.

### 3.2 Implementation/Schedule

#### Day 1: Technical introduction

On the first day, Mr. Andreas Riechel, responsible for Social Media at the Georg-August-University of Göttingen gave us an overview about the technological aspects for online publishing. The user names and passwords for all accounts related to the *Tropentag* communication platform were provided, including:

1. The official blog of the ATSAF 2013 Student Reporters
2. Twitter accounts for *Tropentag* and the Bonn Science Forum
3. Flickr for uploading and presenting pictures
4. YouTube for uploading videos

Main tasks were then assigned on a voluntary basis, defining teams for 1) blogging and editing, 2) video and interviewing, and 3) photography.

During the first half of the day, a presentation was given by Mr. Roland Altenburger from Südwestrundfunk (SWR) who introduced the student reporters to the art of film making for journalism and reporting. During his intervention, important rules for creating an effective video were given and ended up with a practical exercise. His presentation was a great opportunity to get first-hand advice from a person that has experience in the field for many years.

In the second half of the day, we started generating content and created short, practice blogs to get familiar with the platform and HTML commands.

Furthermore, Mr. Riechel explained the differences between publishing content on Facebook and a blog. After showing us the different workflows related with each medium, he stressed the importance of social media as a way to interact with the audience and trigger discussion. Finally, he made us aware of the importance of adapting the content to the communication platform in use.

## Day 2: Journalistic writing and program definition

The second day was guided by Ms. Antje Schmid from the Press and Public Relations Department at the University of Hohenheim. Ms. Antje Schmid started with general rules for reliable journalistic writing.

This gave us the first chance to create real content for the *Tropentag* blog, such as an introduction of ourselves and some general topics relating to the conferences. Another exercise consisted of interviewing the organizers of the *Tropentag*, Ms. Bärbel Sagi and Ms. Sarah Glatzle, ATSAF Staff and others responsible for the organization of the student reporters.

Finally, we took a closer look at the programme of *Tropentag* 2013 and defined concrete tasks and responsibilities for each part of the event: Keynote speakers, oral and poster presentations, the film festival and the opening and closing plenary sessions.

## 3.3 Feedback and impressions

The introductory workshop was a good opportunity to get familiar with our tasks as student reporters, with the available equipment and the infrastructure of the venue. It was useful to get a space to practice beforehand and get insights from experts in different journalistic specializations. The technical support and experience with social media provided by Mr. Riechel was also very valuable.

It was a great thing that we could use these previous days to “warm up,” not only with the main tasks at hand, but perhaps more importantly, that we had a chance to get to know each other and build a team spirit through organizing common and individual goals.

## 3.4 For the future

1. It would be advisable to dedicate more time of the introductory workshop to go through the programme in a more detailed way instead of letting it as the last point of the agenda
2. It would be useful to have a more detailed presentation of the activities or responsibilities associated with each task (blogger, camera and video team) from the beginning of the workshop, before defining who will be responsible for doing which job.
3. Consistent internet connections should be provided or preparations should be made to ensure that, at least, student reporters have reliable internet connection to perform the required tasks. Good, reliable internet connections for the participants of the conferences is also very necessary when attempting to promote communication through social media channels.
4. It is advisable to have the required software installed beforehand, such as the photo and video editing programmes, as software problems also hampered the productivity of this years' reporting team.

## 4 Student Reporting at the Tropentag 2013

### 4.1 Blogging

Articles on the main or the most noteworthy message from each presentation session and selected poster sessions had been written about by the team of seven bloggers. Moreover, bloggers interviewed speakers with interesting studies, reported on events like the exhibition, film festival and corresponding dinner as well as interviewing individuals at different organizations' stands accompanying the *Tropentag*.

During the introductory workshop it did not become clear that it was desired by the ATSAF organisational board to cover all presentation sessions, causing students to take over more sessions in the end than was initially planned. For balancing the workload within the group, it is advisable that students should divide the sessions which do not foster the interest of anyone fairly among each other. Working alone on one session was feasible, as the sessions were not as long and intense as during the Science Forum, where a team of two was more applicable. Writing two articles a day can be considered a good amount, as a higher number would reduce the quality too much. Internet access was at times not reliable or adequate, so that additional information could not be researched when needed or written articles could not be uploaded as soon as possible. Proofreading from the other members of the team was helpful and could give good inspiration for headings as well as pointing to unnecessary information.

The training during the introductory workshop could include a session on different article formats such that a higher variety of interviews, column, background story etc. can be reached. This could also give suggestions on, for example, series of questions asked to several speakers or attendants to develop the spread of, not only the information presented, but also the happenings in between the oral sessions and within the participants.

### 4.2 Video Interviews

The video-team consisted of a Camera Operator/Editor and two Interviewers (another team organizational approach was tried out in Science Forum). The video team gave three main types of output for both conferences: 1) interviews with speakers, 2) interviews with participants and 3) an overall overview of the event. Video of interviews were taken as soon as the approached speaker was available. Video overviews of the events were taken mainly during the coffee breaks in between the presentations, compiled in a video sequence with an external audio file on the background. All videos were edited with the help of the video-editing program iMovie, uploaded to YouTube channel and linked to the appropriate Facebook group, Twitter account, and respective blog.

The preparatory work for organizing an interview in a successful way can be summarized as follows:

1. Identification/selection of the interview partners.
2. Collection of extensive background information about the interviewees (position, past and current research, relevant work in the field). The more you know about your counterpart, the easier it gets to come up with interesting questions and avoid superfluous interviews.
3. Whenever possible, it is absolutely advisable to listen to the conference/presentation of the interview partner before the interview
4. Preparation of specific and clear questions. A precise and well-structured formulation is a key element of a successful interview. In general, it can be said that clear questions lead to clear answers. Questions should be prepared in a way that yes or no answers are avoided. Therefore it is always helpful to start the question with Why, How, In which way...? Questions addressing challenges/problems/solutions or exploring superlatives (best/worst examples) trigger discussion. Interviewees might also be asked "personal" preferences or experiences to make use of their valuable knowledge (the most challenging issue in their research, their favorite case study regarding a certain topic). Addressing controversial issues or posing provocative questions is fun!
5. Set the time and venue of the interview. The interviewee should be approached in advance to make an appointment. The interviewer should introduce her/himself, the work of the student reporters during the conference and the channels where the material (video) will be published. People are always curious to know where the interview can be accessed and are in many cases the best promoters as they themselves might share the link using their own means. If the interviewee has little time for the interview, make sure that you carefully select 1 or maximum 2 questions.
6. Conducting the interview: even if keynote speakers are familiar with giving interviews, it is important to create an environment where both the interviewer and the interviewee feel comfortable and familiar. This includes a proper room free of a noises and other distractions (Unfortunately, a distraction-free environment was not available at the *Tropentag*.) with a professional background and good light. Always have a proper, reliable microphone in order to have a professional sounding video. Additionally, a nice gesture is to offer the interviewee something to drink. If time allows, it is also advisable to shortly go through/discuss with the interviewee the content of the interview. This means to pose the questions in an "informal" way so that the counterpart has some time to think about the key message he/she wants to deliver. As soon as the counterpart knows that the camera is recording he/she might become a bit nervous, therefore posing questions beforehand can help to loosen some nervous tension
7. Before finishing the interview, ask your counterpart for a business card to make sure you have the right name, position and institution of the interviewee. In such international events you might be confronted with names you have never heard before. It is good to make sure that there will not be spelling mistakes in the video.
8. Video editing should be performed as soon as possible when the interview is still "fresh" in the minds of the editors. The editors should know exactly which parts



of the interview are the most relevant ones and to include those in the final version of the video.

9. Be aware of the workload associated with organizing, planning, editing and promoting an interview/video. This is a very time consuming task which should not be underestimated.
10. Promotion: After editing, the video should be distributed to all available communication platforms. This is a very time consuming task which should not be underestimated.

### Other impressions

- The offered workshop on video operating by Mr. Roland Altenburger was extremely helpful. However, it would have been also nice, if the preparatory workshop had included video editing basics as well.
- Some regulations and identification logos/screens of the conference were not provided. This might include: HD logo of the conference that serves as an introduction scene for every video, theme/font/audio file of the conference for consistency, YouTube channel formatting, etc.
- Furthermore, it is important to define the roles of the camera team. In general, it is advisable that the blogger that is covering a specific session (presentations or plenary conferences) is responsible for preparing, organizing and conducting the interview. If there is no blogger responsible, then the camera team can take over. If the camera team should just be a technical team (recording & editing) this should be made clear during the introductory workshop. In this case, the video team can be formed by one or maximum 2 persons.

### 4.3 Photography/ Flickr

The photo team consisted of three student reporters. On the first day of workshops in Hohenheim, the group got a brief introduction into photo-taking and editing by Jan Riechel. During the event, responsibilities included photo taking and editing, adding the corresponding watermark and uploading them on the Flickr-photostream. The photos were uploaded immediately after each session. In addition, he uploaded photos on Flickr were projected as a slideshow on a large screen in the hall, visible to the public.

It has happened that some photos were uploaded by someone without any formatting or watermark. This caused some confusion. Next time, it should be made clearer to the whole group, that only the photo-editors are meant to upload photos on the Flickr account, to give it a consistent appearance.

The photo editing was a simple process, but perceived by the photo team to be a bit too repetitive and inefficient with this high amount of pictures to upload. As we have found out during work, we could for example have worked faster with putting watermarks on a series of pictures. Thus, we could also have had more time to attend sessions and support bloggers. In addition, a more thorough introduction into Photoshop for the purposes of photo editing, would have been useful during the introductory workshop. Another challenge for the photo-team implied the coverage of all oral and poster sessions with only two cameras available, which proved to be a very difficult



task. Unfortunately, it was also not possible to show only the newest photos in the slideshow presented in the hall, with the problem that all pictures, including those from earlier *Tropentag* events belonging to the same account would appear within the slideshow. Maybe it could be considered to establish a new account for each event year in order to avoid that issue in the future.

#### 4.4 Facebook

*Tropentag* has a strong aim of targeting young researchers, PhD and Master Students, who belong to the age group of under 30 years old. Since they are active internet users, Facebook played a big role in communicating the media. It was used to advertise blog posts from (found at <http://blog.tropentag.de>), photo sets from the Flickr account, videos from YouTube channel, as well as “tweets” and messages posted to Twitter. The Facebook page was connected to YouTube, Twitter and Flickr accounts with a button for a direct link to all corresponding media. Links to all blog posts have also been posted on the Facebook page by the respective blogger for better distribution.

Analysis of the detailed Facebook page statistics<sup>1</sup> help us to get an idea of our readers, its behavior and preferences:

##### Totals

New likes	52
People engaged	624
Reach	7182
Viral reach	4280

Table 1: Total Audience for Facebook on *Tropentag* 2013

##### It works

There were more people engaged than people visited the conference itself. It proves that final goal of the blog to spread information for those who could not physically attend the conference was reached.

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1 Source for all statistics in section: Facebook page insights, 15.9-28.9.2013

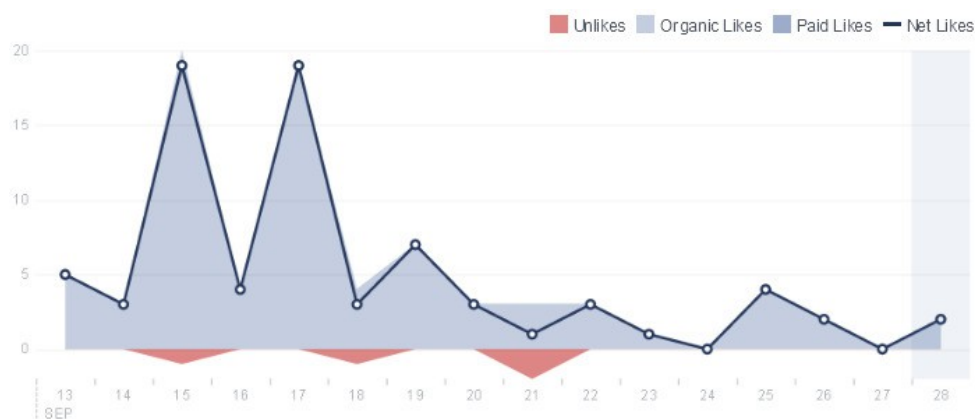


Figure 3: Number of Organic Likes, Paid Likes, Net Likes and Unlikes for Tropentag 2013 per Day in September 2013

### Reach

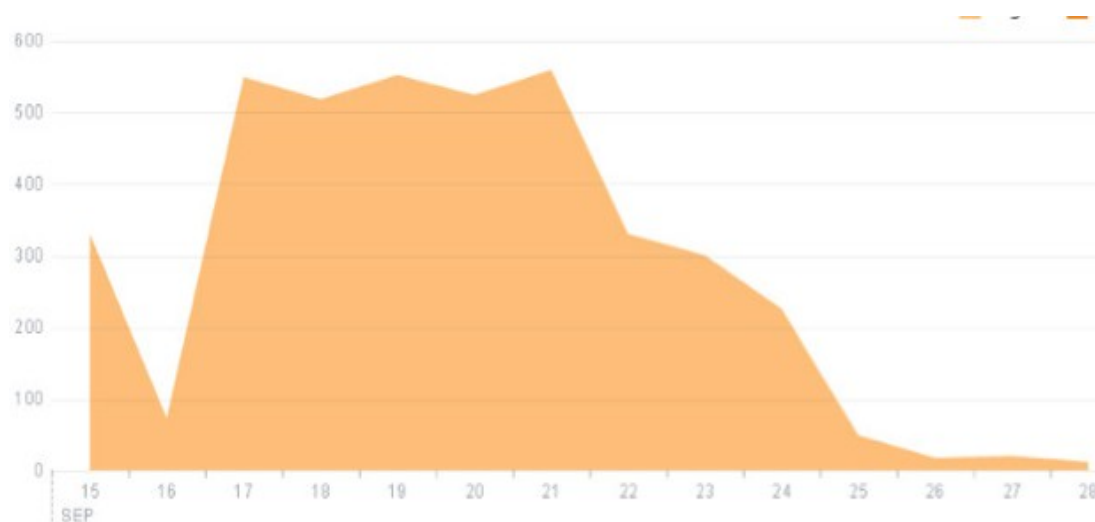


Figure 4: Number of Readers per Day in September 2013 for Tropentag 2013

### People quickly “disconnect”

The most of the activity by readers and viewers was seen during the conference days and 2-4 days after it, as can be seen in the graph above. The obtained data proves that up-to-date information and fast work of the whole reporting team is important as reader and viewer counts rapidly diminished shortly after the conference was over.

## Top Reach

Published	Post	Type	Targeting	Reach	Engagement
09/20/2013 6:49 pm	 Tropentag 2013 impression captured in a 5 minute presentation! Watch it!			681 	43  18 
09/17/2013 5:45 pm	 Find Tropentag 2013 Photostream in Flickr: <a href="http://www.flickr.com/photos/tropentag/">http://www.flickr.com/photos/tropentag/</a>			509 	91  14 
09/19/2013 8:34 pm	 A mute interview DAAD Alumnis about their Summer School experience - without saying a word. Check it out: <a href="http://...">http://...</a>			443 	66  6 
09/19/2013 7:58 pm	 Tropentag 2014, Czech University of Life Sciences Prague, Czech Republic. See you there!			405 	22  15 
09/21/2013 9:00 pm	 The entire Tropentag members and friends of Tropentag, salute Prof. Dr. Jürgen Kranz- The 2013 Anton de Ba			355 	15  1 

Figure 5: Tropentag 2013 FB- Publications with highest number of readers

## Accessibility is key

The table above shows that top hits were videos (#1) and photo sets (#2 and #3) which gave an overview of the conference topics in an easily digestible form. It confirms that people tended to seek out overall conclusions and impressions of the conference, rather than details regarding specific presentations or topics. It is also evident that visual content is more popular than simply written content and should be given a stronger focus.

More statistics on further social media used during Tropentag 2013 can be found in Annex 2, on pp. 22.

## 5 Student Reporting at the Science Forum 2013

### 5.1 Blogging

In the Science Forum 2013, there were three occasions with material for bloggers to cover. These were the morning and evening plenary sessions, 10 breakout sessions that focused on various topics, and the knowledge share fair during the morning and lunch breaks, where the conference participants presented digital posters. Unlike the *Tropentag*, blog entries for each session was not mandatory, however, the student reporter team tried to cover most of the sessions with selected topics of their own choice. Bloggers could also conduct video interviews with presenters or speakers, with questions that were prepared beforehand, as was done at *Tropentag*. For plenary sessions and the knowledge share fair, one blogger covered one topic on a specific presentation. While for the 10 breakout sessions, two bloggers attended the whole session that lasted for two days and worked on the same blog entry together. Some bloggers from the same breakout session also wrote separate blog entries for different topics. While time constraints were less of a problem than in the *Tropentag*, certain blog entries were uploaded onto the online-platform in the evenings on the conference day.

### 5.2 Video Interviews

The video team was organized differently at the Science Forum. It included only a camera operator/editor as a fixed responsible person for the event. Bloggers were welcomed to ask the camera operator for the interview and to facilitate it, where the same individual would then edit it and upload and link it to the respective blog. This way of working was more efficient and created less confusion. Contrary to *Tropentag*, the video team was also given their own separate, bright room at the conference center in Bonn, which improved the quality of the videos significantly. All asked speakers responded positively to the offer of being an interviewee, which also made the workflow even easier.

### 5.3 Photography/Flickr

The photo team remained as it was at the *Tropentag*. From the beginning, everything went smoothly. At some point, we did not manage to get every single speaker from all sessions on a photo. When working with several memory cards and computers, pictures also got lost and could not be used for the blog entries.

On a positive note, we experienced how happy participants reacted to find themselves or someone of their team in a professional-style photo on the Flickr photostream. And it was a pleasure to see how our work was appreciated by the public.

Towards the end of the Science Forum, we were able to also put watermarks to a series of pictures, which eased the workload quite a bit.

## 5.4 Facebook

The Facebook page of this year's Bonn Science Forum Bonn had the same function of advertising/presenting created material as it was for *Tropentag*. Despite the fact that the page was newly created and posts reached less readers, it gained almost the same number of new "likes" in comparison to the statistics<sup>2</sup> of *Tropentag*.

### Total

New likes	49
People engaged	101
Reach	2106
Viral reach	1907

Table 2: Total Audience for Facebook on ScienceForum 2013

### Scientists are less tech-savy?

Because of the relatively different target audience between the conferences, we can assume that scientists are less engaged with social media. Posts might have been read through, but they were not shared/commented, as was the case for the *Tropentag* Facebook statistics.

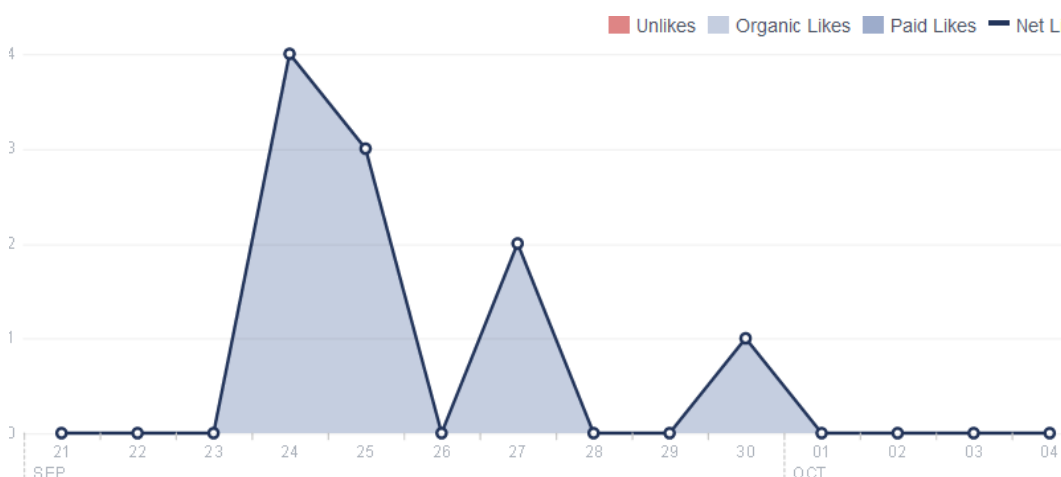


Figure 6: Number of Organic Likes, Paid Likes, Net Likes and Unlikes for ScienceForum 2013 per Day in September 2013

## Reach

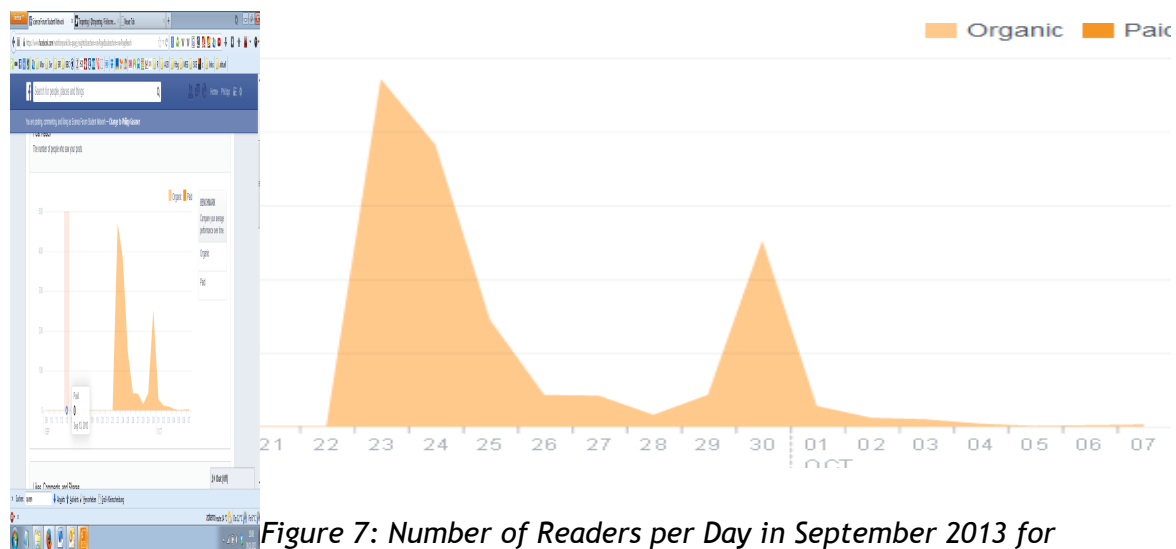


Figure 7: Number of Readers per Day in September 2013 for

## Top Reach














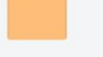






Reach: Organic / Paid							Post Clicks		Likes, Comments & Shares	
Published	Post	Type	Targeting	Reach		Engagement				
09/23/2013 7:34 pm	 How safe is your food?? This is just one of the questions under discussion during the breakout session... under food safety, your contributions are	Video	Global	423		3 4				
09/24/2013 4:16 pm	 How did you like the 'Night at the Museum'? Good location for wine and dining & the exhibit 'What the world eats'? Let us know. Some impressions	Photo	Global	322		21 6				
09/23/2013 5:19 pm	 <a href="http://www.museumkoenig.de/web/Museum/Sonderausstellung/2013/2013_07_WasIstDieWelt/index.en.html">http://www.museumkoenig.de/web/Museum/Sonderausstellung/2013/2013_07_WasIstDieWelt/index.en.html</a>	Photo	Global	313		13 5				
09/30/2013 10:56 pm	 CGIAR Research Agenda in the past has been overly focused on Green Revolution Staple Grains. Find out more	Photo	Global	255		5 4				
09/24/2013 5:17 am	 Find Science Forum 2013 Photostream here: <a href="http://www.flickr.com/photos/102836207@N06/">http://www.flickr.com/photos/102836207@N06/</a>	Photo	Global	254		5 4				

Figure 8: ScienceForum 2013 FB- Publications with highest number of readers

## But they still want to have fun!

According to the table above, it is consistent with the *Tropentag* data that video posts (#2) and photos sets (#3 and #5) were one of the most popular posts on Facebook page for Science Forum as well. However, it seems that controversy used to begin the discussion can also be effective (blog post #1).

More statistics on other social media used during ScienceForum 2013 can be found in Annex 3 on pp.26.



## 6 Final Workshop at the University of Bonn

After two exciting conferences, the final workshop of the 2013 Student Reporters took place at the Institut für Molekulare Physiologie und Biotechnologie der Pflanzen (IMBIO) Karlrobert-Kreiten-Str.13, in Bonn. Besides the student reporters, two journalists, Christina Hucklenbroich and Ralph Dickerhof, as well as Professor Folkard Asch, were present. The idea of the workshop was to learn more about future job possibilities in the area of science journalism and communication and to learn about the career paths taken by the established journalists themselves.

The journalists not only talked about their daily work routine in science journalism, but also offered interesting insights into how they got to the position they currently work in. Both of their career paths are very interesting, but also very different:

Ms. Hucklenbroich, for instance, studied veterinary medicine and decided after the finalisation of her studies that she would rather work in a different field. She took part in a trainee program for science journalism offered by the Bertelsmann Foundation, which became a turning point in her career and offered new possibilities and contacts. Currently, she is working for the newspaper, *Frankfurter Allgemeine Zeitung*, as a journalist in the fortnightly published "nature and science" section.

In comparison, Mr. Dickerhof began studying politics at Rheinische Friedrich-Wilhelms-University Bonn and became quickly involved in the field of journalism. His jobs included working for small TV and news production agencies. He also worked as a spokesperson for *Welthungerhilfe* (German Agro Action) and thereby gained experience in the field of agriculture and food security in developing countries, but more specifically with science communication, acting as a liaison between scientists and the press. Today, he is a freelancer with his own media consulting agency.

Both journalists made us aware that a career in science journalism is also possible without a formal education in journalism. However, it might be difficult to enter the job market - especially in the beginning. Also, the negative aspects of this job position were discussed, such as long and unusual working hours, often under pressure, the competition over stories with other newspapers and magazines, the access to free online content, competition with other journalists over job positions, and costumer and publisher demands influencing the news content. However, the clear advantage in regard to working in science journalism is the fact this it is a specific domain and a niche which not many people are qualified to work in.

Besides the informative discussions, the final workshop was also used to discuss the events of the last two weeks and to give feedback to Prof. Asch, as well as to discuss the structure and outline of this final report.

To have the final workshop directly after both events finished was a good experience. In past years, the final workshop took place some weeks after the event finished and experiences, including the positive aspects and constructive criticisms, might not be that easy to remember anymore.

In conclusion, the final workshop was very important as it allowed for good insights and discussion between the coordinators, trainers and student reporters. It also offered interesting insights into the discipline of science journalism and scientific communication and allowed the students to evaluate whether such a career is of interest to them.

## 7 Evaluation and Future Prospects

### 7.1 Tropentag: Technical Issues to Improve on in the Future

- Student reporters were not able to upload their personal pictures for the individual profiles on the blog site. The person in charge of maintaining the website should fix this function for next year.
- The room allocated for video interviews was too noisy since it was also used as a luggage storage and for catering preparations for the *Tropentag* participants. It is important to allocate a separate bright room only for taking video interviews in order to maintain a professional level or quality in the final product.
- For the type of videos that are required, a software like Windows Movie Maker (Windows OS) or iMovie (Mac OS) is sufficient. In addition, editing can be done directly in YouTube (<http://www.youtube.com/editor#>), which does not require any additional software and is easy to use.
- Videos (especially interviews) should be under 2 minutes! Statistics from YouTube channel shows that people watch 1:30 minutes of video on average. Interviewers should be precise with the questions and have full control of the time to avoid excessive interviews (e.g. 30 min interviews).
- For the video editing team, one person is sufficient for moderate workload (up to 10 videos per a conference).
- Some laptops provided to the student reporters were not able to connect to the wifi (especially HP laptops). Provided laptops should be tested for functioning wireless connection.
- Videos/blogs should be direct and enjoyable and provide a good overview of the conference topics and events.

### 7.2 Tropentag: General Issues

- The description of the student reporters' task (e.g. video and photo editors, blogger) could be clearer in call for application for Student Reporters. In the next round of applications, there should be a specific clause on what is expected and the responsibilities of each job.
- It is important to cover all the oral sessions for the Tropentag to get an overview on all the topics.

- Student reporters could be encouraged more to write something with their own ideas, and not just record the conference presentations (i.e. editorials). More controversial issues can be addressed based on the debate during the conference or anything regarding the event can be discussed in the blog as well. Different voices and opinions could help spark more reader/viewer interest.

- Student reporters also published other pictures, articles, and video regarding the conference on social media through their personal accounts. These publications are in different languages and countries, even via other local influential social media, e.g. QQ space in China. They attracted a lot of attention worldwide and should be also considered as publication mediums.

- During the conference, the student reporters were using their personal mobile phones for publishing content on Twitter, making use of contracted Phone-internet. If next years student reporters will also predominantly be from Germany, for the conference in Prague, this will not be available.

### 7.3 Tropentag Preparation/Introductory Workshop: General Issues

- There was a repetition of activities during the 2-day workshop. The organization of workshops could have been better planned. The last hours were a race against time since the delegation of specific tasks came in the last minutes. It could have been already known one day before the start of *Tropentag* s so that bloggers, video and photo editors can prepare and innovate ahead of the tasks.

- The senior reporters could play a more central role in the preparation workshop together with the organizers so they can bring their inputs gained in the previous *Tropentag* conferences.

- The introduction to video editing by Mr. Roland Altenburger was a very beneficial and interesting input for this year's preparation workshop and it is highly recommended to include such a presentation in the future activities. The input of Mr. Andreas Riechel is also recommended for the following years.

### 7.4 Science Forum: Technical Issues to Improve on in the Future

- The *Tropentag* blogsite was used for the Science Forum, as well which caused a lot of confusion for readers. It is recommended that, in the future, there be separate blogs and pages for separate conferences.

- There was a confusion on the use of proper hashtags for sites such as Twitter. Hashtags in the future should be short, concise and agreed upon as they help improve interaction and communication between the reporters and conference participants.

- The shirts provided for student reporters were not different from the general workers and was confusing for the participants of the conference. This caused minor workflow problems. Perhaps a different color shirt and better labeled identification badges would make sense in the future.

## 7.5 Science Forum: General Issues

- Coordination and facilitation at the Science Forum was less adequate than at *Tropentag*. Often, student reporters were unaware of the expectations of the Science Forum coordinators and some general infrastructure aspects.
- The impression from the students was that the Science Forum coordinators did not want to integrate the student reporters to a large degree making the students feel unsure about their roles and duties.

## Annex 1 Further Statistics Tropentag

### Facebook

#### Geography - Top 5

Country	Number of Fans	City	Number of Fans	Language	Number of Fans
Germany	312	Stuttgart, Baden-Württemb...	83	English (US)	459
Philippines	78	Bonn, Nordrhein-Westfale...	47	English (UK)	153
Indonesia	31	Göttingen, Niedersachsen,...	31	German	144
Switzerland	28	Manila, Philippines	27	Spanish	45
Ghana	26	Berlin, Germany	21	Portuguese (Brazil)	18

Figure 9: Most prevalent Locations and Language of Tropentag 2013 FB-Readers

#### Gender and Age

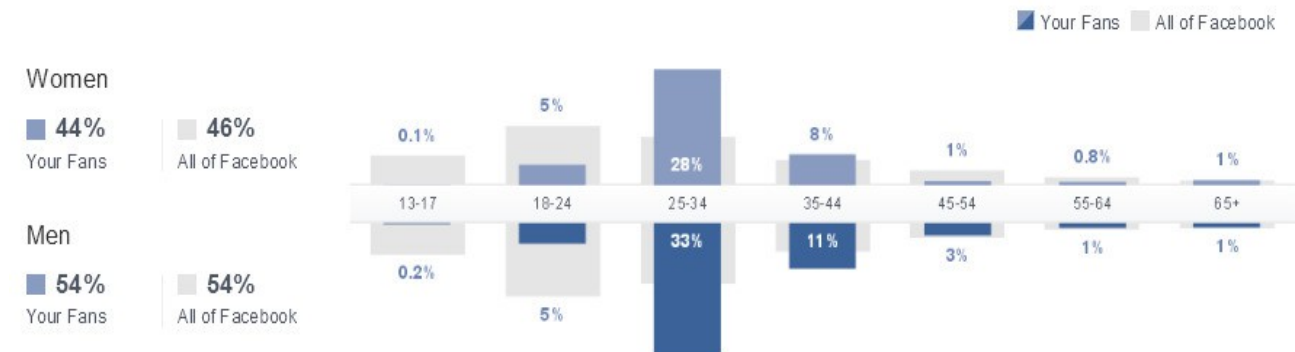


Figure 10: Gender and Age Structure of Tropentag 2013 FB-Readers

[Source for all statistics in section: Facebook page insights, 15.9-28.9.2013]



## Twitter

### Total

Tweets	454
Followers	148
Following	227
Followers ratio	0.65 followers per following*
Listed	6

\*A high ratio means that more people are following @tropentag out of good will, not follow-back.

Table 3: Total Audience for Twitter, TT2013

### Topics

crop changes sustainable soil follow tropentag gtgt change ruralurban seed rapid land development looking vibrant farming rice food whats agricultural global continuum production fun work highlight asia pastoralism conference fact presentation systems resilience farmers key short discussion agriculture multinationals missed discussions join urban modelling agenda gardens improved question film 2013 ways climate universities speech check blog industry environment soils forward time

Figure 8: TT2013 Twitter Topics, font size indicates volume

### Hashtags

#tropentag2012 #dobermann #bossio #tropentag2013 #tropentag #mmrice #turkana #water #climate #ciat #capacitybuilding #kenya #pasto #ag4dev #peersfinger #tropentage #sf13 #scienceforum2013 #charcoal #ag

Figure 9: TT2013 Twitter Hashtags, font size indicates volume

[Source for all statistics in section: <http://foller.me/tropentag> ]

## Youtube

### Total

Videos posted for Tropentag 2013	15
Total views	719
Total duration	1.445 min

Table 4: TT2013 Total Publications and Audience for YouTube



Figure 10: YouTube Views per Day in September 2013

Date	Views	Estimated minutes watched	Average view duration
28 Sep 2013	5 (0.7%)	10 (0.7%)	1:55
27 Sep 2013	26 (3.6%)	28 (1.9%)	1:03
26 Sep 2013	6 (0.8%)	4 (0.3%)	0:44
25 Sep 2013	15 (2.1%)	20 (1.4%)	1:19
24 Sep 2013	16 (2.2%)	34 (2.3%)	2:06
23 Sep 2013	34 (4.7%)	59 (4.1%)	1:44
22 Sep 2013	24 (3.3%)	59 (4.1%)	2:27
21 Sep 2013	86 (12.0%)	237 (16.4%)	2:45
20 Sep 2013	124 (17.2%)	335 (23.2%)	2:42
19 Sep 2013	129 (17.9%)	247 (17.1%)	1:55
18 Sep 2013	103 (14.3%)	188 (13.0%)	1:49
17 Sep 2013	76 (10.6%)	115 (7.9%)	1:30
16 Sep 2013	46 (6.4%)	40 (2.7%)	0:51
15 Sep 2013	18 (2.5%)	41 (2.8%)	2:16
14 Sep 2013	0 (0.0%)	0 (0.0%)	0:00

Table 5: TT2013 Daily Views and Average View Duration for YouTube

### Geography Top 5

Country	Views
Germany	542 (75.4%)
Switzerland	16 (2.2%)
Mexico	15 (2.1%)
United States	14 (1.9%)
United Kingdom	12 (1.7%)

Table 6 Top 5 views by geography

## Video - Top Five

Name	Views
Summary Video for Closing Session. Tropentag 2013	162 (22.5%)
Interviews with Student Reporters of Tropentag 2013	88 (12.2%)
Interview with Till Ludwig - Fiat Panis Award Winner. Tropentag 2013	87 (12.1%)
Interview with Mr. Rene van Veenhuizen, RUAF Foundation. Tropentag 2013	79 (11.0%)
Interview with Christina Kleinau - Fiat Panis Award Winner. Tropentag 2013	24 (3.3%)

Table 7: TT2013 Five most watched Videos on the YouTube Channel

## Traffic source

Views	Estimated minutes watched
Unknown - embedded player	274 (38.1%)
External website	107 (14.9%)
Unknown – direct	97 (13.5%)
YouTube search	78 (10.8%)
YouTube channel page	75 (10.4%)
Google search	2 (0.3%)

Table 8: Traffic source by estimated minutes watched

## Device type

Views	Estimated minutes watched
Computer	652 (90.7%)
Mobile phone	42 (5.8%)
Tablet	21 (2.9%)

Table 9: Device used by YouTube User for TT2013

[Source for all statistics in section: Youtube 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> ]

## Annex 2 Further Statistics ScienceForum2013

### Facebook

#### Geography Top 5

Country	Number of Fans	City	Number of Fans	Language	Number of Fans
Germany	18	Bonn, Nordrhein-Westfale...	4	English (US)	22
Switzerland	8	Berlin, Germany	4	English (UK)	12
India	6	Hyderabad, Andhra Prade...	3	German	11
Vietnam	2	Addis Ababa, Addis Abeba...	2	Spanish	2
Uganda	2	Hanoi, Ha Noi, Vietnam	2	Vietnamese	2

Figure 15: Most prevalent Locations and Language of ScienceForum 2013 FB-Readers

#### Gender and Age

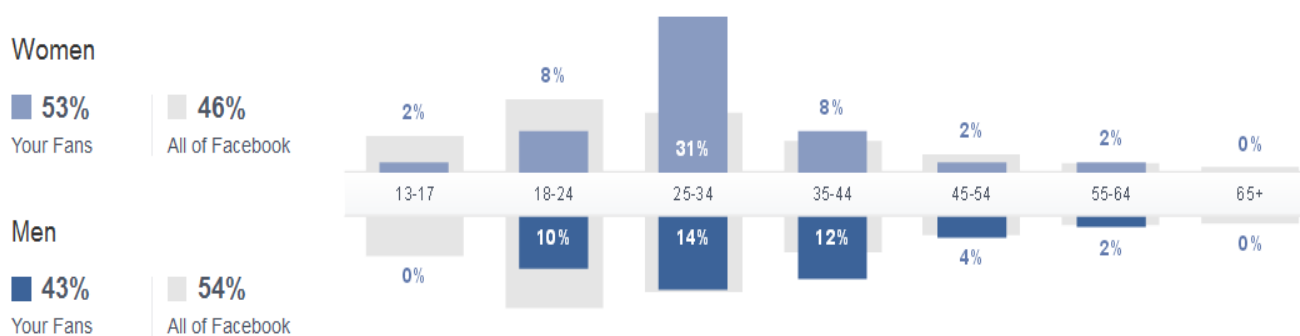


Figure 11: Gender and Age Structure of ScienceForum 2013 FB-Readers

[Source for all statistics in section: Facebook page insights, 21.09-4.10.2013]

### Twitter

#### Total

Tweets	41
Followers	16
Following	111
Followers ratio	0.14 followers per following*
Listed	0

\* A high ratio means that more people are following @tropentag out of good will, not follow-back.

## Topics

gtgtgt **healthy** via early **science** aflatoxin pingali control lack safety billion lindsay **food**  
 vegetables **blog performance** sufficient **reporters** milk **prabhu** pulses **foods** intake qaim explicitly shows thief anne **ispc**  
 implementing children **career** taller drinking **follow nutrition world people flickr security grains improve** martin  
**source** pregnancy **babies 2013** focus animal discussion **health poor hashtag** send **approach**  
 fruits numbers **forum** child lead lunch

Figure 12 Gender and Age Structure of ScienceForum 2013 FB-Readers

## Hashtags

#scienceforum2013 #sf13 #a4nh #nutrition #ag4dev #scienceforum13 #crp4 #ag #health #greenrevolution #tropentag #sc  
 #innovations #ssa #a4nhh #sciencefroum2013

Figure 13: Gender and Age Structure of ScienceForum 2013 FB-Readers

[Source for all statistics in section: <http://foller.me/scienceforum2013> ]

## Youtube

### Total

Videos posted for Science Forum 2013:	7
Total views	116
Total duration	185 min

### Views



Date	Views	Estimated minutes watched	Average view duration
5 Oct 2013	0 (0.0%)	0 (0.0%)	0:00
4 Oct 2013	4 (3.5%)	3 (1.5%)	0:39
3 Oct 2013	3 (2.6%)	8 (4.1%)	2:30
2 Oct 2013	3 (2.6%)	6 (3.2%)	1:55
1 Oct 2013	14 (12.2%)	28 (15.6%)	2:01
30 Sep 2013	13 (11.3%)	20 (10.9%)	1:32
29 Sep 2013	15 (13.0%)	29 (15.9%)	1:55
28 Sep 2013	17 (14.8%)	21 (11.6%)	1:15
27 Sep 2013	31 (27.0%)	48 (26.1%)	1:32
26 Sep 2013	9 (7.8%)	11 (6.2%)	1:15
25 Sep 2013	6 (5.2%)	9 (4.9%)	1:30
24 Sep 2013	0 (0.0%)	0 (0.0%)	0:00
23 Sep 2013	0 (0.0%)	0 (0.0%)	0:00

Table 10: SF2013: Daily Views and Average View Duration for YouTube

### Geography Top 5

Country	Views
Germany	93 (80.9%)
Italy	7 (6.1%)
France	6 (5.2%)
Switzerland	4 (3.5%)
Cameroon	3 (2.6%)

### Video Top 5

Video	Views	Estimated minutes watched	Average view duration
<a href="#"><u>Conference dinner in Alexander Koenig Museum by Student Reporters at SF13 (Science Forum Bonn 2013)</u></a>	62 (53.9%)	103 (56.3%)	1:39
<a href="#"><u>Thomas Randolph in the interview by Student Reporters at SF13 (Science Forum Bonn 2013)</u></a>	16 (13.9%)	28 (15.2%)	1:44
<a href="#"><u>Christine Okali in the interview by Student Reporters at SF13 (Science Forum Bonn 2013)</u></a>	11 (9.6%)	13 (7.1%)	1:10
<a href="#"><u>Marlene Diekmann in the interview by Student Reporters at SF13 (Science Forum Bonn 2013)</u></a>	11 (9.6%)	12 (6.3%)	1:02
<a href="#"><u>Simon Chater in the interview by Student Reporters at SF13 (Science Forum Bonn 2013)</u></a>	10 (8.7%)	20 (11.0%)	2:00



## Traffic source Top 5

Views	Estimated minutes watched
Unknown – direct	32 (27.8%)
YouTube channel page	25 (21.7%)
Unknown - embedded player	23 (20.0%)
YouTube - other features	15 (13.0%)
External website	14 (12.2%)

## Device type

Views	Estimated minutes watched
Computer	14 (99.1%)
Mobile Phone	1 (0.9%)

[Source for all statistics in section: : Youtube Analytics <https://www.youtube.com/analytics?o=U#r=summary,dt=nm,fs=15955,fe=15984,fr=lw-001,rps=7>; 21.9-4.10.2013 ]

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