

Tropentag Conference

Student Reporters 2015

- Final Report -



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Executive Summary

Tropentag is a development-oriented and interdisciplinary conference organized annually since 1999. The topic of Tropentag 2015 was “Management of land use systems for enhanced food security: conflicts, controversies and resolutions”, and has connected hundreds of researchers presenting their work, with the attendance of 1015 participants from 64 countries.

Twelve Student Reporters with agricultural science backgrounds or interests covered journalistically the conference presentations 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 the theory and practice of science journalism were presented. The workshop also involved practicals on videography, photography, interviewing, and writing.

During the conference, over 30 blog entries were published on the Tropentag blog (<http://blog.tropentag.de/>). These 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/>).

Communication via Facebook generated 91 new net likes, reaching 9,668 people with 854 clicks and 286 likes, comments and shares. Sharing via Twitter made 50 tweets resulting in 42 more followers. Eleven videos were posted on the Tropentag YouTube channel 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 2015.

1. 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 organisational 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 organisational 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.







This year, Tropentag was held from 16 to 18 September 2015 at Humboldt-Universität zu Berlin, Germany, in partnership with the Leibniz Centre for Agricultural Landscape Research (ZALF) in Müncheberg. Each year the topic of the conference differs. The theme for this year's conference was "*Management of land use systems for enhanced food security – conflicts, controversies and resolutions*", which has become a major global concern and key policy issue. The main question addressed by the conference was "How to feed the rapidly growing population in a declining area of arable and fertile land under unfavourable and unpredictable climatic conditions?" It brought together 1,015 graduate students, scientists, extension workers, decision makers, politicians, and farmers, interested and engaged in agricultural research and rural development in transitioning and developing countries, to participate and to contribute to answering this question with oral and poster presentations. At the conference, 30 oral sessions, more than 160 talks, and about 450 poster presentations in 33 guided poster sessions took place this year.

Since 2010, the team of Student Reporters has been sponsored by the initiated institution ATSAF e.V. that takes care of drawing the 12 team members from European Universities. The team is in charge of spreading the conference material online in the form of blog entries on a multi-author blog platform and on social media platforms such as Twitter, Facebook, Flickr. This year's group aimed to inspire dialogue within the Tropentag community by connecting topics and people. To

do so meant reporting faithfully and critically discussing the Tropentag conference, facilitating communication within the scientific community, and expanding the reach of the conference.

2. Student Reporters 2015

	First Name Last Name	Nationality	Study Program, University	Main Task at Tropentag
	Tomi Adedeji	Nigerian	MSc. Crop Improvement, University of Nottingham (United Kingdom)	Video and editing
	Michela Cannovale	Italian	M. Sc. Agricultural Economics, Humboldt University of Berlin (Germany)	Video and Editing, Blogging
	Emmy Dortant	Dutch	MSc. International Development studies, Wageningen University (the Netherlands)	Blogging and editing
	Rachel Friedman	American	MPhil, Geography and the Environment, University of Oxford (United Kingdom)	Photography, Blogging, and Editing
	Pacifique Ingabire	Rwandan	Double Msc. Sustainable technologies and International economics, Czech University of Life Science in Prague	Social Media and Blogging

	Virginia Kuskow	Italian	M. Sc. Agricultural Economics, Humboldt University of Berlin (Germany)	Blogging and editing
	Regie Lloren	Filipino	MSc Horticulture major in Horticultural Economics, Leibniz University of Hannover (Germany)	Blogging and Photo Editing
	Grace Mwaura	Kenyan	Dphil, Geography & the Environment, University of Oxford, UK	Blogging & Tweeting
	Suzanne Myada	Nigerian	MSc. Environmental Science, International Master of Environmental Science (IMES), University of Cologne, Germany.	Photography, blogging and social media.
	Pin Pravalprukskul	Thai & American	M.Sc. Sustainable Development in Agriculture (Agris Mundus), University of Copenhagen (Denmark) and Montpellier SupAgro (France)	Video and Editing
	Philip Testroet	German	Dipl.-Biol. at Bonn University (Germany)	Photography, Blogging, social media

	Nizam Husen Abdu	Ethiopian	University of Hohenheim, Agricultural Economics and Social Science in Tropics and Sub-tropics (Germany)	Photography
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3. Preparatory Workshop

ATSAF organised a workshop on journalism and social media for the student reporters during the two days preceding the conference. This chapter gives a summary of the workshops and some feedback.

3.1 Implementation and Schedule

The preparatory workshops took place on the 14th and 15th of September, at the Humboldt University in Berlin. This year, a new speaker was invited for the first day workshop: Ralph Dickerhof. Ralph, who spoke at the follow-up workshop last year, has worked for the German NGO Welthungerhilfe, and is now a freelance journalist.

3.1.1 Day 1: Journalistic Writing and Program Definition

The Monday morning session contained several exercises to get to know each other better. This also warmed the group up for the rest of the day. In one exercise, the student reporters were paired up and had to shortly interview each other. After 10 minutes, we had to present our interviewed partner to Ralph in a quick pitch. This had a double purpose: we were already training our interview skills, and Ralph would get to know some background information on the group. Here we were also able to identify the different skills and experiences of the student reporters relating to journalism, editing and reporting.

In the afternoon, we had a basic introduction to journalism. This primarily focused on practical knowledge on how to populate the blog. Ralph pointed out that it was important that the blog looked attractive and had high-quality entries. He had critiques on how the blog was organized last year, and was somewhat disappointed by viewing statistics of last years' blog and YouTube videos. This led to many group discussions on where we wanted to focus our tasks, and how we wanted to organize the blog. As we felt some pressure due to time constraints, there was also little opportunity to discuss all options and arguments fully. Eventually we decided to categorize our entries differently: Instead of Keynote speeches, Student reporters, Pictures and Videos, we choose to divide them into content related themes: People, Planet, Policy and Plus. We also brainstormed on some blog entries and topics. During a large part of the afternoon we tried to make a plan and divide tasks.



Figure 1. Ralph lecturing on workshop day 1.

3.1.2 Day 2: Technical Introduction

Day 2 was filled with training on more technical skills. Here we were tutored by Andreas Riechel from Marketing and Corporate Publishing at Georg-August-Universitaet Goettingen, Germany and Roland Altenburger of SWR Fernsehen. They provided us the details and passwords on how to login on all our media: the blog, Flickr, YouTube, Twitter, Facebook, etc. We also were given a tutorial and practiced with the HTML codes in the blog.

The afternoon was filled with more technical trainings on video, photo, Photoshop, etc. At this point, the student reporters separated into two groups - one to practice using the digital SLR cameras and the other to learn about the two video cameras. In the former, both theory around effective photography and technical use of the cameras was taught.

3.2 Feedback and Impression

Throughout the two-day workshop, a lot of our time was spent on getting our group organised and developing a plan for the ensuing three days. Finding the right direction was challenging, as we had a lot of freedom and few guidelines from ATSAF.

This year, the Monday workshops were hosted by a new teacher with a new program. In any circumstance, if you try something new there are struggles and areas for improvement. In general, we were happy with the practical approach, and space for discussion to find our way. However, because we had a lot of things to organize ourselves, we felt unable to adequately exploit Ralph

Dickerhof's knowledge and experience during the limited timeframe. Our teacher sometimes served more as host of the discussions, instead of imparting knowledge. For the future, we suggest a stricter agenda and designated time for meeting to coordinate as a group. The introductions on Monday morning were unnecessarily long, and the schedule was not followed very faithfully.

4. Student Report Tropentag 2015

4.1 Blogging

A main aspect of our work was to feed the blog page (<http://blog.tropentag.de/>) with content. Therefore we received a software introduction during the workshop on the first days to learn how to edit a blog entry, include pictures, and insert links to other pages. We discussed the target audience of our blogs, and decided that we were likely to reach younger interested persons and researchers attending to the conference, but also those following it from their homes or working places. All of the student reporters wanted to contribute entries in some capacity, and divided topics according to interest. Blog posts were based on conference sessions individuals attended, either as stand-alones or as part of a synthesis piece. A total of 31 blog posts were published, ranging in content from beetles in wild coffee fields to the facts of "parenthood in sciencehood". In order to maintain uniformity, we chose a fitting picture to edit and place with a watermark. To ease reading, only the first paragraph was posted on the main blog feed along with the picture.

Quality of writing and content was prioritized above quantity of blog posts. Moreover, and particularly due to the large quantity of sessions this year, not all presentations and poster sessions were attended by a student reporter. Each blogger made decisions to focus on stories of highest potential reader interest or timeliness of topic. At the end of the conference, as previous years of student reporters also concluded, writing 2-3 blogs a day was the most realistic expectation. Attending the session, writing the blog, editing text and pictures, and subsequent peer reviewing were 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 specifically on the theme of scientific reporting, rather than journalism generally.

4.2 Photography

During the opening workshop, there was a session on the rudiments and fundamentals of photography. All student reporters were led through the basic steps and important things to note when taking photographs such as various types of shots. Thereafter, some students took some sample shots and they were discussed/analysed. There were two cameras available for the workshop. This limited the number of sessions and presentations that could be covered. Also, there were no spare batteries for the cameras, so those needed to be charged constantly in order to ensure that cameras were ready on demand.

After photos were taken, the cameras were handed over to the editing team. A Tropentag watermark was placed on selected photos, which were then uploaded to the official Tropentag Flickr account (<https://www.flickr.com/photos/tropentag/>). We needed a designated photo editor because the editing software was only available in German and everyone could not be trained to use it during the limited time available. On the converse, this made it possible for photographers to engage in other activities during the break periods.

Because there was no well-defined schedule or timetable for photographers, there were a few points of inefficiency. It would have been more effective to have a prearranged schedule, so that essential sessions were covered (and not duplicated or missed). Generally, all activities relating to photography can be regarded as fairly successful. Student reporters were able to manage the only two cameras available to capture as many shots and in as many sessions as possible.

4.3 Videography and Interviewing

During the morning session at our workshop, we got to know more about the composition of videos and pictures. The introduction to photography and videography was for the whole student reporter team. Later in the afternoon the video team separated from the photo team. The main aim of this session was to focus on the technical aspects of video camera use.

The small video team met frequently, deciding what to record, the style of report, how long the videos should be, and the main messages from Tropentag 2015. Videos primarily documented interviews with keynote speakers and donors at the conference. The video team was responsible for shooting and cutting of the video. At times other reporters joined the team to help or to lead the interviews. We tried as much as possible to ensure that videos were in sync with and complemented specific blog stories, rather than stand alone videos that wouldn't fit into any of the narratives.

Due to the considerable distance between the venues where the various sessions held and the student reporter 'studio', we were relegated to interviewing our targets wherever we could get an adequate spot rather than at our 'studio'. This also informed our treatment of some of the videos where we adopted a reporting style using commentary filmed later, while utilizing soundbites from interviewees in telling the intended story. We also decided to create both opening and closing montages, which were used on all our videos and gave us some consistency. Final videos once approved were published on YouTube (<https://www.youtube.com/user/tropentagmedia>), and the specific links attached to the overall blog platform.

Much of the editing was done using Windows Movie Maker, although this was a bit limiting in terms of how much of creativity could have been brought to bear on the final edits compared to a more professional software like Adobe Premiere. The latter was only available in German and as such inaccessible to many of us who didn't understand the language.

4.4. Social Media

Social media - including Twitter, Facebook and Flickr - was used to disseminate information and news during the conference. A suite of online platforms dedicated to direct contact and interaction with a broader audience, social media is also a way to hear different views from participants and organizations, and link conference information to new ideas in a rapid fashion.

4.4.1 Twitter

Twitter is a free “microblogging” application that people can download and use either on their mobile phones, computers, or multiple devices simultaneously. It allows the person to open an account and follow and share content related to his/her interests. The form of broadcasting and disseminating information is called “tweets,” messages composed of no more than 140 characters. Content can include links to blog posts, pictures, posts, videos or any other related information.

During the conference, we used the @tropentag account that was previously created and functioned in the preceding conferences. All student reporters were allowed to send tweets related to poster sessions and oral presentations they were attending, and each tweet contained the author’s initials for tracking purposes. This ran counter to Tropentag 2014, where only one person was in charge of social media. The 2015 team had to update and cover more topics at once and at the same time to send more tweets, using the hashtag #Tropentag2015.

Six student reporters consistently updated twitter with constant reminders of the blog posts and pictures. Since the last Tropentag of 2014, the account has been dormant, so we resurrected it by retweeting, following new accounts - especially organizations at Tropentag either as participants, keynotes speakers, collaborators, or donors - advertising at the conference. We handed out flyers at the main entrance to alert people of the new hashtag and to encourage them to follow us.

4.4.2 Facebook

Facebook is another platform and most commonly used to share posts, pictures, and longer lasting content. The “Tropentag Conference” Facebook page highlighted what was going on around the conference, and provided links to new blog posts and pictures shared on Flickr. Facebook and Twitter accounts were interlinked, so many of the tweets were reposted to Facebook. The same strategy was applied to interact with more followers, which was to use the hashtag (#Tropentag2015) to fetch the information. 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.

4.4.3 Future Directions

We have kept the twitter account working after Tropentag conference 2015 ended, by retweeting content that is related to global climate change, agriculture and food security, renewable energies, and rural development in general to attract participants and other organizations to follow the @tropentag. We hope that this will eliminate the account dormancy until Tropentag 2016 student reports take over.

It is also very important during the two-day workshop to identify strong suits of social media, as this will eliminate the misunderstanding of posting either too much or too little. Student reporters have to learn that conference social media accounts are run a little differently than personal accounts. Posting and sharing faster and large quantities of information help the interactors to be able to identify themselves in what to follow and participate in. It would be helpful to put in place some system so that the social media platforms continue to be updated between conferences. Next year, we recommend the team use storify to create a curation platform that highlights participants or most relevant and engaging tweets or Facebook posts.

4.5 Editing

This year, we added the editor position to the reporting team. One or two editors were appointed for each day, and their role was to organize planning sessions to decide on conference coverage in terms of blog posts, interviews and photos, oversee tasks and coordination between reporters during the day, and review and publish blog posts on the blog. This allowed reporters to switch roles during the day, increased flexibility for reporters to be sent where coverage help was needed, and increased uniformity of blog post formatting.

5. Statistics

5.1 Facebook

The total number of followers on Facebook was 1,436 (as of December 2015). Before the conference in September 2015, 1,382 people were following the Tropentag Facebook page. At the beginning of the workshop we changed the banner in the page header to a current group picture taken in Berlin. We generated 54 new likes since September 15. User statistics on Facebook are presented in the following diagrams.

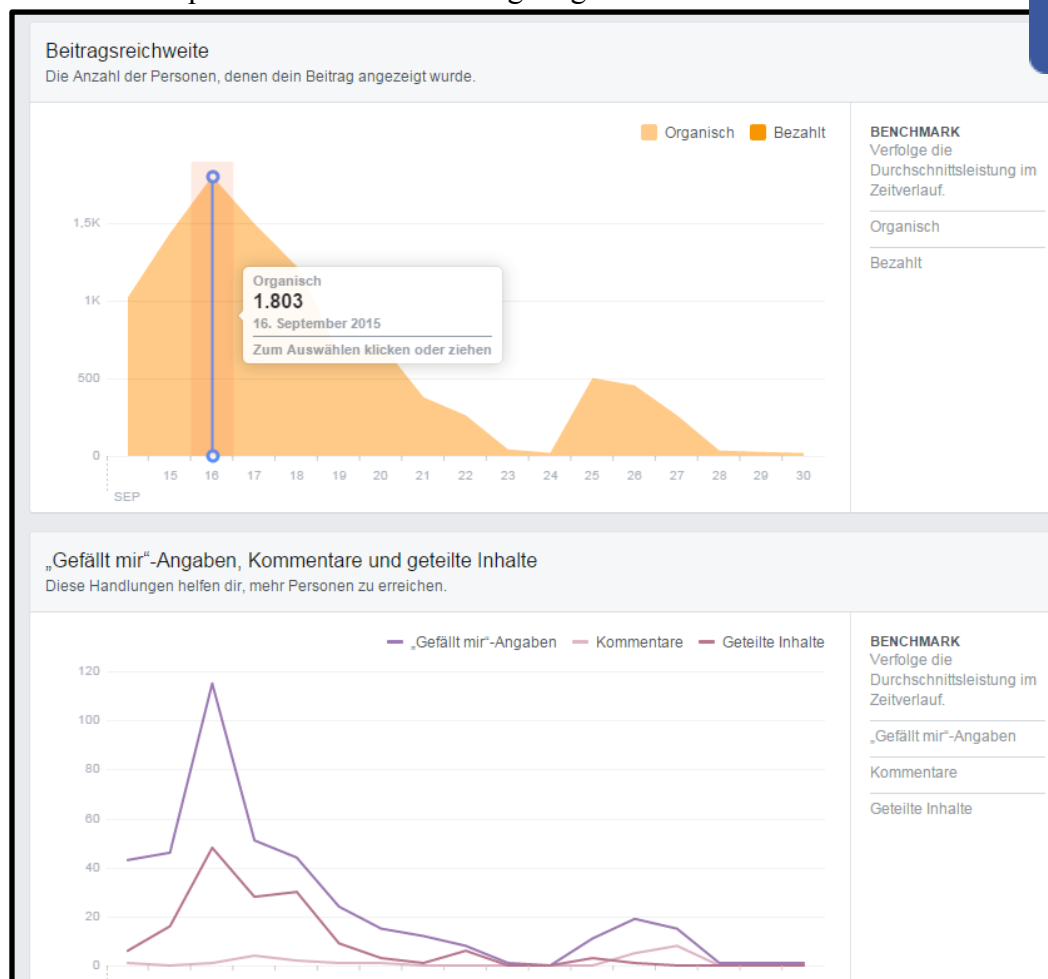


Figure 2. Reach of posts, likes and shares on Facebook, September 14-30.

This figure shows the period between September 14 and 30. Reach of posts (upper diagram) and likes in combination with shares (lower diagram) are displayed. Strong traffic peaks were obtained on conference days. Afterwards the level of activity declined.

The day of highest activity for the Facebook page was September 16. We reached 1,803 people at the absolute peak. The posts of September 16th were the most popular with 115 likes and 48 shares in total.

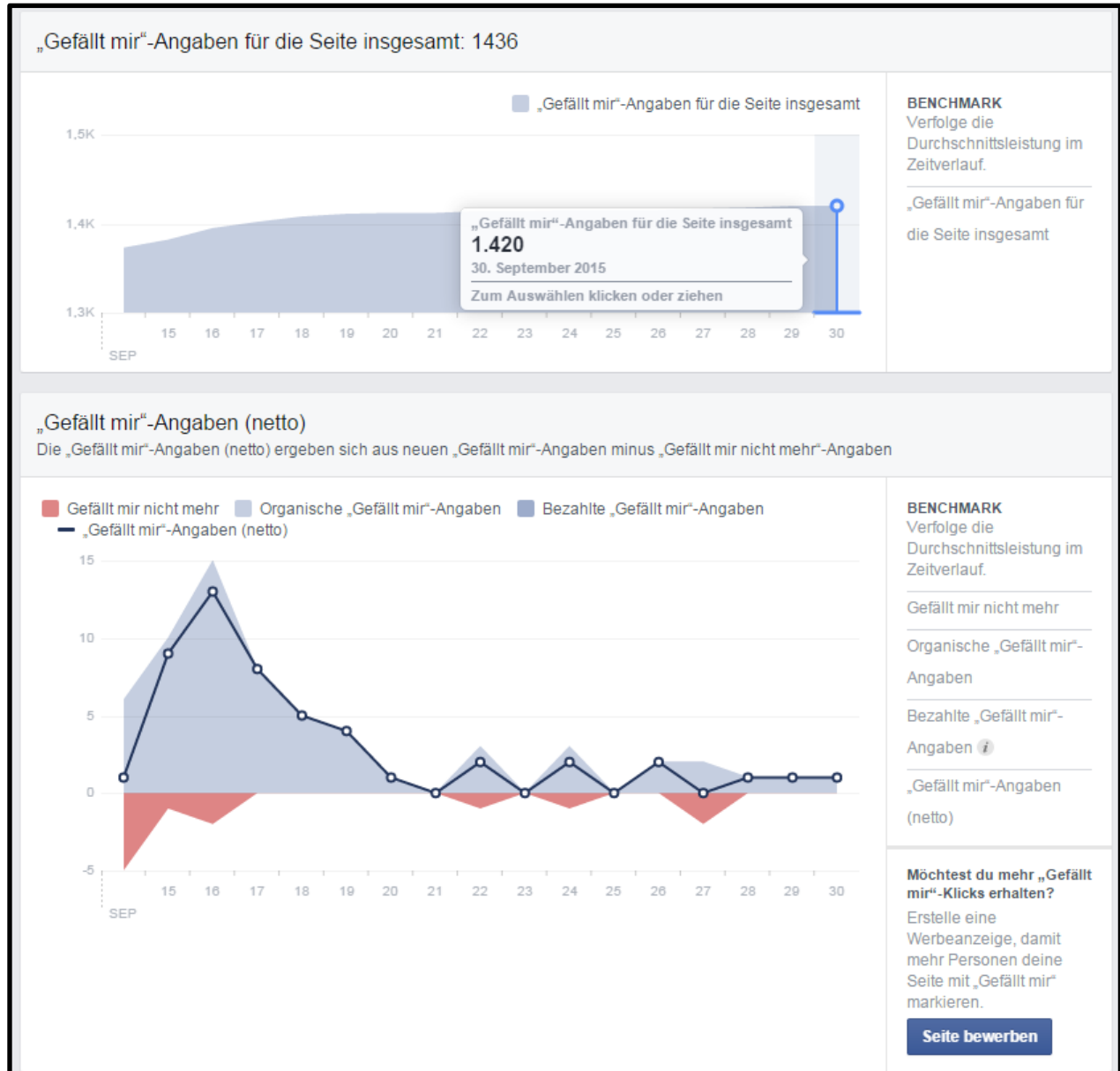


Figure 3. Trends of likes and followers on Facebook, September 14-30.

The figure above shows the period from September 14 to 30. In the upper diagram the total likes/followers of the Tropentag Conference page is given, and in the lower diagram, gains or losses in likes. Evidently, there was a huge gain at the beginning of the conference on September 16.

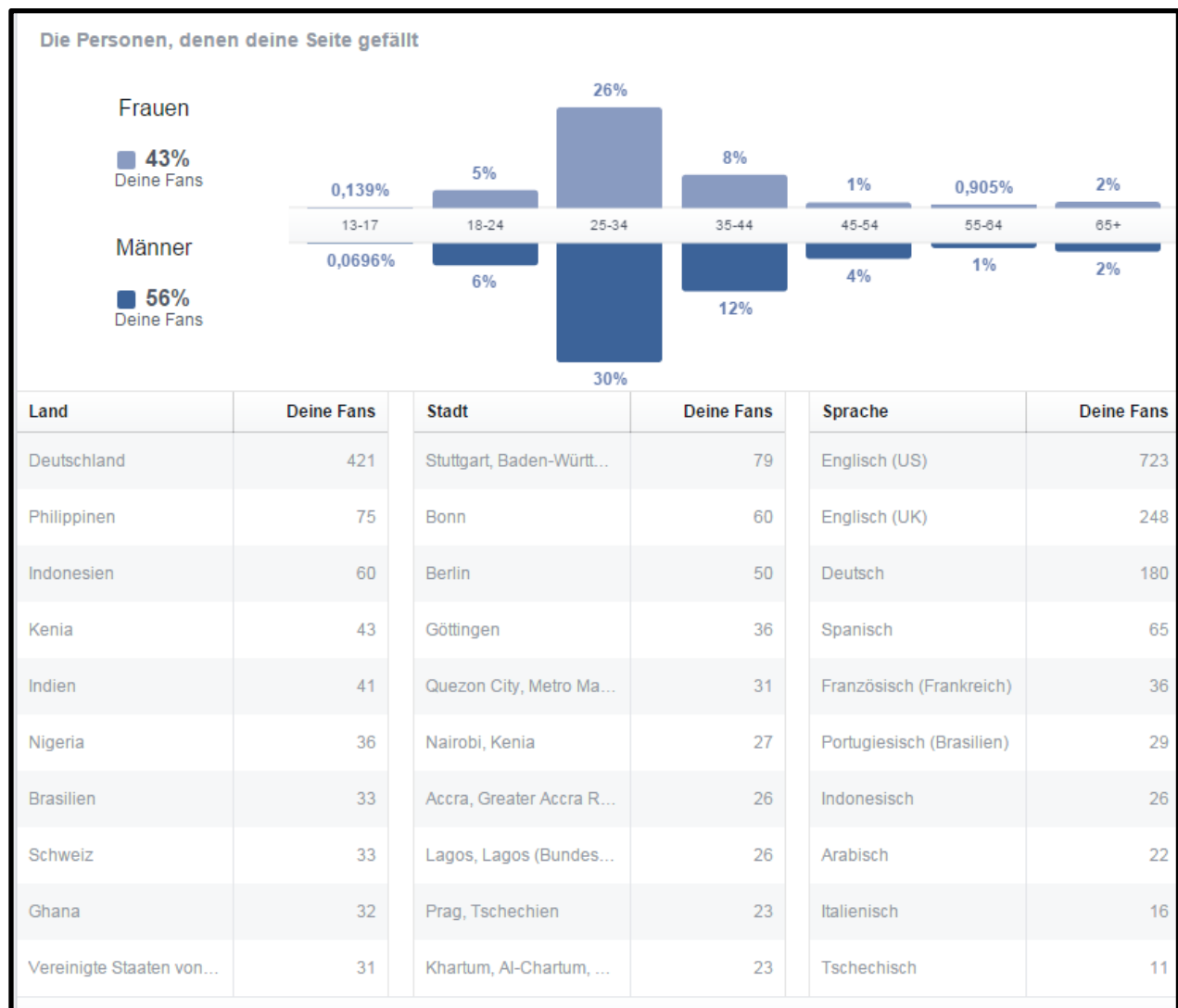


Figure 4. Follower demographics of Facebook page.

56% of our followers were between 24 and 34 years of age. This is in fact the most relevant target audience for social media content. Germany had the most number of followers (421 followers, or around 30% of all followers), followed by the Philippines and Indonesia. By city, most followers lived in Stuttgart (Germany), followed by Bonn (Germany) and Berlin (Germany).








































Aktive Beiträge von 16. September 2015						
■ Impressionen: Organisch / Bezahlt ■ Beitragsklicks ■ „Gefällt mir“-Angaben, Kommentare und geteilte Inhalte						
Veröffentlicht	Beitrag	Typ	Zielgruppe	Impressionen		Interaktionen
16.09.2015 19:03	 There was so much going on at Humboldt today! Thank you for coming and see you tomorrow			342	<div><div style="width: 100%;"></div></div>	18 7 <div><div style="width: 100%;"></div></div>
16.09.2015 14:35	 Keynote speaker Shenggen Fan at #Tropentag2015. ' #climatechange has massive effect on			255	<div><div style="width: 100%;"></div></div>	10 5 <div><div style="width: 100%;"></div></div>
16.09.2015 11:20	 To remind that in the #tropentag2015 conference, family rooms and child care are provided for			232	<div><div style="width: 100%;"></div></div>	9 4 <div><div style="width: 100%;"></div></div>
16.09.2015 14:24	 Is "@CocaCola enough to solve world hunger?" asked by @ThomasPogge in #tropentag			227	<div><div style="width: 100%;"></div></div>	1 6 <div><div style="width: 100%;"></div></div>
16.09.2015 17:41	 Optimising seedball technology #Postersessions on #tropentag2015 conference http://t.co/h			208	<div><div style="width: 100%;"></div></div>	21 1 <div><div style="width: 100%;"></div></div>
16.09.2015 14:34	 'We need to work towards resilient global food systems' Shenggen Fan, @ifpri at the #tropentag			192	<div><div style="width: 100%;"></div></div>	6 0 <div><div style="width: 100%;"></div></div>
16.09.2015 15:28	 Brave Ndisale from @FAOKnowledge emphasizing on taking actions #tropentag2015 conference			186	<div><div style="width: 100%;"></div></div>	5 0 <div><div style="width: 100%;"></div></div>
16.09.2015 13:44	Do you know that 'marine production systems' was added to the #tropentag2015 programme			160	<div><div style="width: 100%;"></div></div>	10 2 <div><div style="width: 100%;"></div></div>
16.09.2015 14:29	 Our keynote speaker Shenggen Fan on HuffPost. #tropentag2015 https://t.co/0DaKsXI9pb			152	<div><div style="width: 100%;"></div></div>	7 1 <div><div style="width: 100%;"></div></div>
15.09.2015 19:23	 This is what you get with your conference bag :). Welcome in Berlin. #Tropentag2015 ^pt http://t.co/...			144	<div><div style="width: 100%;"></div></div>	4 1 <div><div style="width: 100%;"></div></div>
16.09.2015 09:16	Today #tropentag2015 is starting! View the full program here: http://t.co/swfJJjYqBA Enjoy the			138	<div><div style="width: 100%;"></div></div>	5 0 <div><div style="width: 100%;"></div></div>
15.09.2015 11:49	 Student reporters welcome the @IITA CGIAR at #tropentag2015. Welcome in #berlin at @H			138	<div><div style="width: 100%;"></div></div>	2 1 <div><div style="width: 100%;"></div></div>
16.09.2015 09:04	Today the Tropentag 2015 is starting! View the full program here: http://www.tropentag.de/con			138	<div><div style="width: 100%;"></div></div>	12 4 <div><div style="width: 100%;"></div></div>
16.09.2015 14:11	 First keynote from @ThomasPogge. #tropentag2015 #foodsecurity #Sustainability #SDGs			124	<div><div style="width: 100%;"></div></div>	6 2 <div><div style="width: 100%;"></div></div>

Figure 5. Most popular Facebook posts on September 16, 2015.

The most popular posts of September 16th are listed above. With 342 views, the post with the link to our welcome video on YouTube was the most successful one.



























































































Aktive Beiträge von 17. September 2015								
■ Impressionen: Organisch / Bezahlt ■ Beitragsklicks ■ „Gefällt mir“-Angaben, Kommentare und geteilte Inhalte								
Veröffentlicht	Beitrag	Typ	Zielgruppe	Impressionen	Interaktionen	Hervorheben		
17.09.2015 15:30	 'Wetlands are food baskets of the future' - Mathias Becker, from Rheinische Friedrich-Wilhelm			502 	31 15 		Beitrag bewerben	
17.09.2015 09:29	 #Tropentag2015 visit @Karolinanders 's poster cassava leaves#ValueChain in Tanzania! C			301 	10 7 		Beitrag bewerben	
17.09.2015 14:04	 #Tropentag2015 stay online, follow our blog at http://t.co/nPVYmehUv we'll launch further bl			173 	15 0 		Beitrag bewerben	
17.09.2015 17:41	 'Regeneration of Wetland Vegetation in Uganda' Poster Session 1.3 Biodiversity and ecosys			166 	19 3 		Beitrag bewerben	
17.09.2015 09:01	 #Valuechain analysis and marketing session! Research by Christian Stein in #BurkinaFaso			155 	3 1 		Beitrag bewerben	
17.09.2015 14:16	 On going one on one #Young #Researchers i nterviews #Share your views! #tropentag2015			155 	10 0 		Beitrag bewerben	
17.09.2015 10:29	 "Market access is limited for smallholder farmers in Sub-Saharan Africa" Claudia Coral #Troe			143 	11 1 		Beitrag bewerben	
17.09.2015 16:59	 Current statistics: 970 registered people @ #tr opentag2015 . Awesome			134 	5 4 		Beitrag bewerben	
17.09.2015 10:36	 Policy Design Vs Applications: "The paradox" By Jose Epas#Tropentag2015 http://t.co/b93S			132 	6 0 		Beitrag bewerben	
17.09.2015 12:57	 Seeing something different beside of #Tropent ag2015 in Berlin around of the conference buil			123 	2 1 		Beitrag bewerben	
16.09.2015 19:03	 There was so much going on at Humboldt today! Thank you for coming and see you tomorrow			119 	3 0 		Beitrag bewerben	
17.09.2015 13:44	 CO2 emissions a threat to Humanity #Tropent ag2015 poster by @HynekRoubik from @CUL			117 	1 0 		Beitrag bewerben	
17.09.2015 13:07	 The 'Tropentag of controversies'! http://t.co/kDg BqEEKkq #foodsecurity #gender #resilience			116 	5 1 		Beitrag bewerben	
17.09.2015 09:09	 Morning sessions! #Tropentag2015 continues on its 2nd day! Do not miss! http://t.co/BeCiw3			105 	2 0 		Beitrag bewerben	
17.09.2015 21:35	 Message of the day: 'To reach your aims - work together and not against each other.' - Max			105 	6 2 		Beitrag bewerben	

Figure 6. Most popular posts on September 17, 2015.

The most seen posts of September 17th are listed above. The most successful post of this day was a Twitter post that was crosslinked to Facebook with a quote from a talk about wetlands and food security.

5.2 Twitter

Actual statistics of the Twitter Channel:

Tweets	825
Followers	340
Following	658



The statistics¹ for September 2015 are as follows:

Total Tweets: 133
Tweet views: 26,2 Tsd.
Profile visits: 4.286
Mentioned: 82
New Followers: 129

In September the Twitter channel received a lot of attention. During the rest of the year the interactions decreased heavily.

The top Tweet during the conference, with 1,727 views, was:

“Keynote speaker Shenggen Fan at [#Tropentag2015](#).' [#climatechange](#) has massive effect on water!' [@ifpri](#) ^pt [pic.twitter.com/IxpdPAjDcU](#)“

During the conference we posted 51 tweets on Wednesday, 29 on Thursday and another 28 tweets on Friday.

These were popular hashtgas used by Tropentag on Twitter: [#cop21](#) [#wfd2015](#) [#un70](#) [#soils](#) [#iys2015](#) [#foodwaste](#) [#foodsecurity](#) [#agriculture](#) [#climate](#) [#sdgs](#) [#tropentag2016](#) [#ghi2015](#) [#unday](#) [#laopdr](#) [#farmers](#) [#ethiopia](#) [#globalgoals](#) [#idep2015](#) [#globaldev](#) [#nutrition](#)

¹ Sources: <http://foller.me/tropentag>; analytics.twitter.com

5.3 YouTube

Five videos were uploaded to the YouTube Channel during Tropentag 2015. In December 2015 the Channel had 8,147 channel views. The following figure shows the demographic makeup of our followers. YouTube is used more often by men (64%). Again, the main age for users is between 25 and 34 years. This group covers 54% of all users.

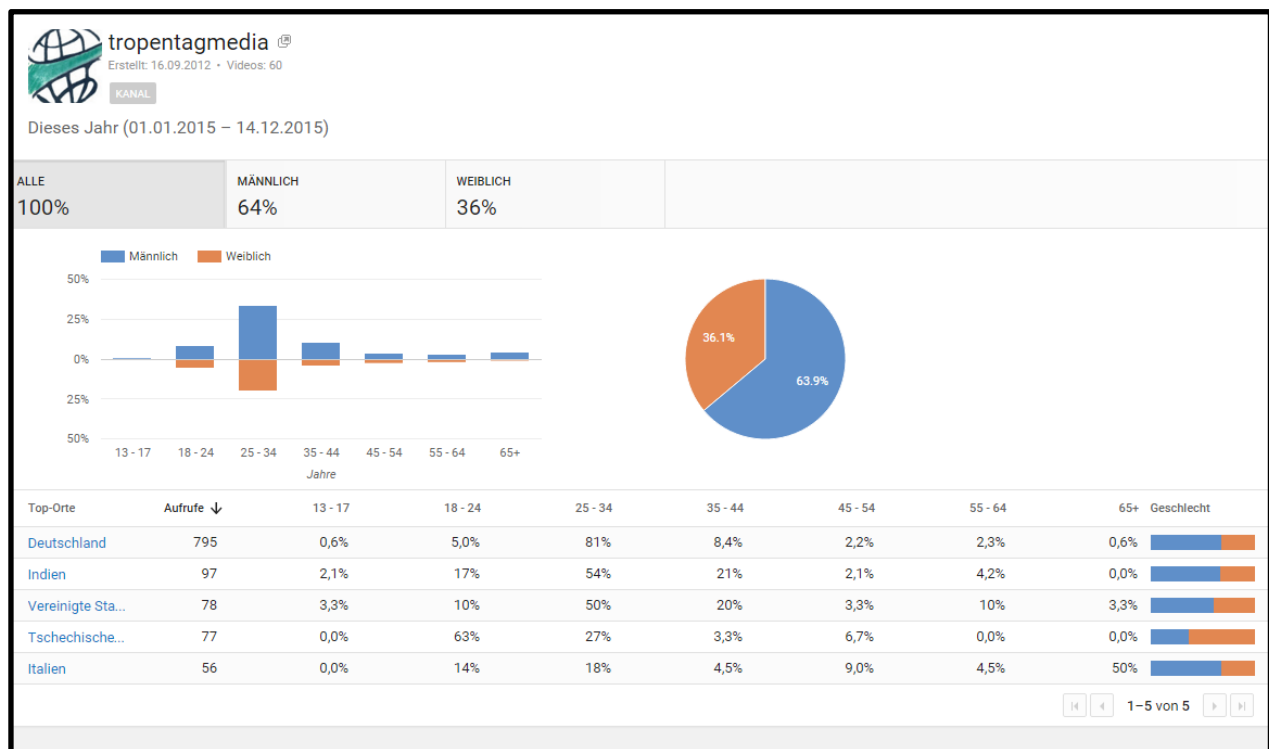


Figure 7. Statistics for demographics of YouTube users.

The following figure shows statistics² of page requests. 1,780 page requests were detected during the whole year 2015, with a very strong peak during the conference time. We had about 2,900 minutes of watching time. The average time for a video view was 1:38 minutes.

² Source: Youtube Analytics <https://www.youtube.com/analytics?o=U#r=views,dt=c,fs=15918,fe=15976,fr=1w-001,rpm=t,rpg=7,rpa=a,rps=3,rpd=3,rpc=0,rpr=d,rpp=0>

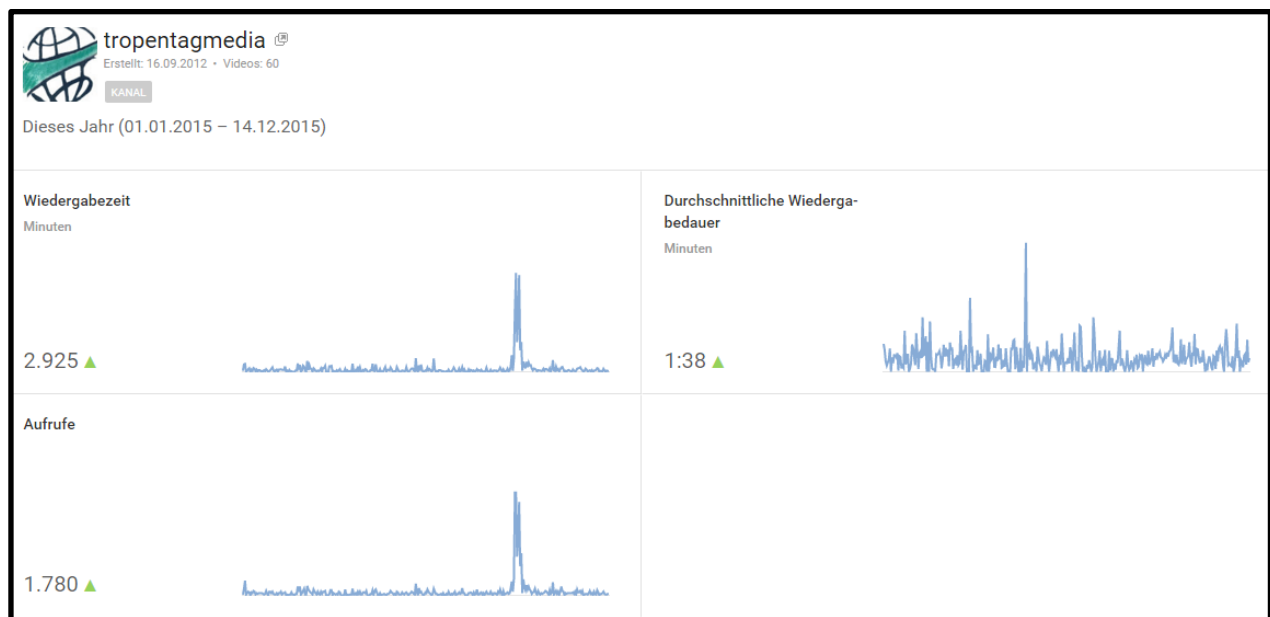


Figure 8. Diagrams for time of absolute and mean watching time for video content.

The following table shows this year's videos.

Vi-deo	play time (min.)	requests
A Review of Tropentag 2015 Opening Session	382 (13%)	181 (10%)
Welcome to Tropentag 2015	296 (10%)	266 (15%)
Youth at Tropentag	260 (8,9%)	102 (5,7%)
Tropentag 2015 comes to a close	249 (8,5%)	142 (8,0%)

7. Conclusions and Recommendations

We have learned a lot while running around campus, syncing our schedules and tasks, and drinking coffee constantly, and we are quite proud of our work. But it is now time to wrap up and analyse this year's Tropentag for the benefit of next year's edition. Outlined here the positive and negative aspects of the experience, and suggestions for improvement.

The very condensed time (2 ½ days conference, 2 days pre-conference workshop) was partly at fault, but we struggled in the first three days to find a rhythm. The first workshop was supposed to throw us right into the middle of content production, but we all felt more the urge to find ourselves, coordination-wise: what was expected from us, what were our own expectations for what we wanted to do, how we would divide the work, who we wanted to interview and in what form, how the social media strategy would be, how to realize it, etc. We were unable to fully use Ralph Dickerhof's knowledge, so it would probably be best in the future to dedicate at least half a day to team creation and coordination and then start with the content.

Content-wise there were no major problems. The only issue was the difficulty in using Drupal as the to-go blogging software. It might be helpful for future generations of Student Reporters to make use of a more streamlined platform like "Blogspot" or "Wordpress". From a social media perspective we were confronted with the dilemma "how many tweets per day" and what the purpose of social media for a conference was: creating connections, promoting our blog, gaining exposure for the conference. We also discussed the management of the dormancy period in between conferences.

We all were grateful that the spirit of the project was to make students choose which aspects (blogging, editing, photo and video) to pursue, so we did not have to make any commitments to be responsible for one thing and had the freedom to explore. On the other hand this freedom comes with a lot of coordination effort and self-deliberation. ATSAF did not state what exactly we were there for, what we had to do, and what guidelines to follow. This is an outstanding sign of openness from ATSAF, but is also a decision that comes with costs and benefits. We felt in this regard that the benefits would be even more visible if we as Student Reporters had just some more time, maybe a day extra.

From a practical side, we have collected among us the issues that have emerged:

- More cameras should be made available for the photography team
- Photo editing softwares should be made available in English
- No photographs should be lost. Efforts should be made to store them on an external hard disk or other platforms.

- Find an easy way to categorize/organize photos online.
- Arrangements should be made for the display of participants' photographs during the workshop, such as in between sessions

All in all, we were glad and honoured to be given the task of covering Tropentag 2015 and amazed by the attention, care and hospitality we received. Presenters, keynote speakers and participants were eager to interact with us and vice versa, which leaves us with a lot of “good vibrations” counting down the days to Tropentag 2016.

8. Contact Details of Student Reporters

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