

Research TV.....direct to your mobile

The seafood industry may soon use their mobile phones to stay in touch with the latest research news.

This follows the success of an Australian Seafood CRC pilot project which has been providing Oyster Industry Consortium members with the latest oyster research results via a brief TV newsreader style video report delivered direct to their mobile phones.

The project explored new ways to effectively communicate with the seafood industry.

The outdoor nature of many within the industry, along with time pressures, means that traditional extension tools are often ineffective. Advances in mobile technology provide an innovative opportunity to communicate with those normally out of reach.

The six month trial sent an SMS to participants with a website link that immediately downloaded the two minute news video onto their mobile phone. The report was backed up by summarised research articles on the Seafood CRC website. Those unable to receive a video download on their phone were sent a brief text version of the report via SMS, with some receiving an e-mail version.



Seafood Industry News - a newsreader style video delivering research results direct to mobile phones.

An evaluation survey found the majority of participants were positive about receiving 'Seafood Industry News,' confirming that it led to an increased awareness among participants of research activities within the industry.

The concise, filtered, oyster industry

specific content was a key to making it relevant and increasing uptake rates.

Overall, participants found the delivery method convenient and easy to use.

The majority of concerns raised in the survey surrounded problems with accessing information via a mobile phone and related to hardware (i.e. Screen size too small; data not enabled) or network problems such as inconsistent coverage. It is likely that these aspects will reduce over time as mobile communication becomes more common and technology improves.

Text only participants said the information on an SMS could not effectively communicate key messages, but it prompted them to follow up on the latest research information once they returned to the office.

E-mail participants were the most enthusiastic about receiving 'Seafood Industry News', despite not benefiting from receiving location independent updates. This suggested that visual presentation of research information was effective at capturing people's attention and conveying key messages, irrespective of the delivery mode. This also highlighted the continued reliance on e-mail, and the need to use a range of extension tools and delivery methods to engage with a diverse range of industry stakeholders.

Overall, the industry demonstrated a desire to engage with new and novel forms of communication, with participants moving away from receiving research information via hard copy, looking instead towards e-mail, SMS and video to mobile phone.

The pilot project enabled participants from SA, NSW and Tasmania to be kept up to date with timely information on oyster research and key outcomes. Nearly all participants (94 percent) indicated that they would be interested in receiving future editions of Seafood Industry News if available.

Key Points

The oyster industry have been kept up to date with research outcomes via a brief TV newsreader style video report delivered direct to mobile phones.

An evaluation survey found the video report increased awareness among participants of research activities within the industry.

Concerns raised during the project are likely to reduce over time as mobile communication becomes more common and technology improves.

Nearly all participants indicated that they would be interested in receiving future editions if available.

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