

Changing Times and Changing Attitudes: The Impact of the COVID Pandemic on Digital Extension Programs

Scott Irwin



Preference of Farmers for Face-to-Face Meetings in 2015

Table 2. Farmer/Landowner Preferences for Extension Education Resources (n=687)

<i>Educational Resource</i>	<i>Average Ranking (5=Most Preferred; 1=Least Preferred)</i>	<i>% Ranking as Most Preferred or 2nd Most Preferred</i>
In-Person Meeting	3.68	64.92%
Talk with Local FSA Agent	3.16	48.33%
Use Online Tools/Spreadsheets	2.94	36.54%
Read Articles (Online/In Print)	2.89	31.88%
Webinars	2.33	18.34%

Brenna Ellisona, Nicholas D. Paulson, Mykel R. Taylor, Glynn T. Tonsor, Jonathan Coppess, and Gary D. Schnitkey. "Evaluation of Educational Offerings Associated with the 2014 Farm Bill." *Applied Economic Perspectives and Policy*, 39(2017):547-558.

Preference of Farmers for Face-to-Face Meetings in 2015

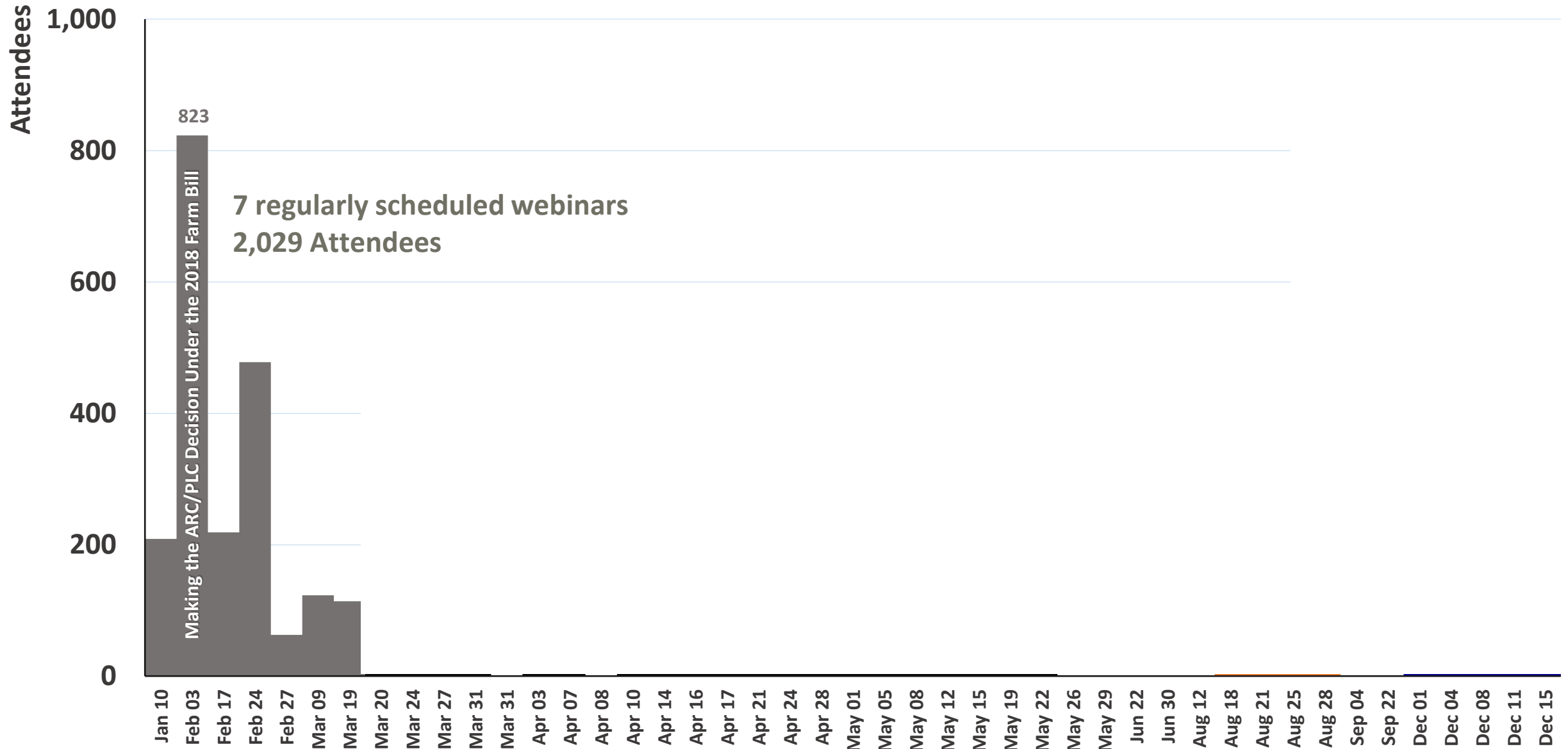
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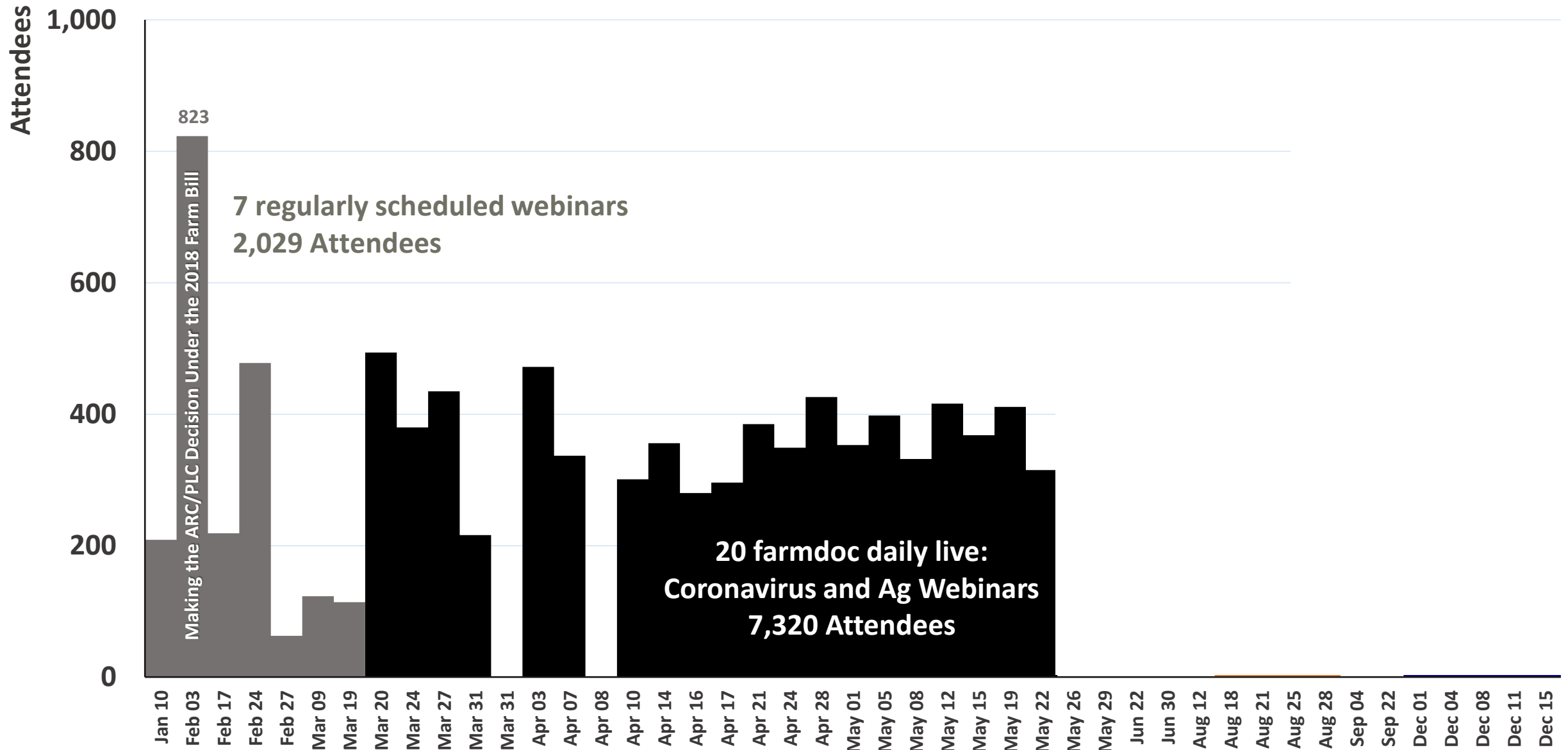
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farmdoc webinars in 2020



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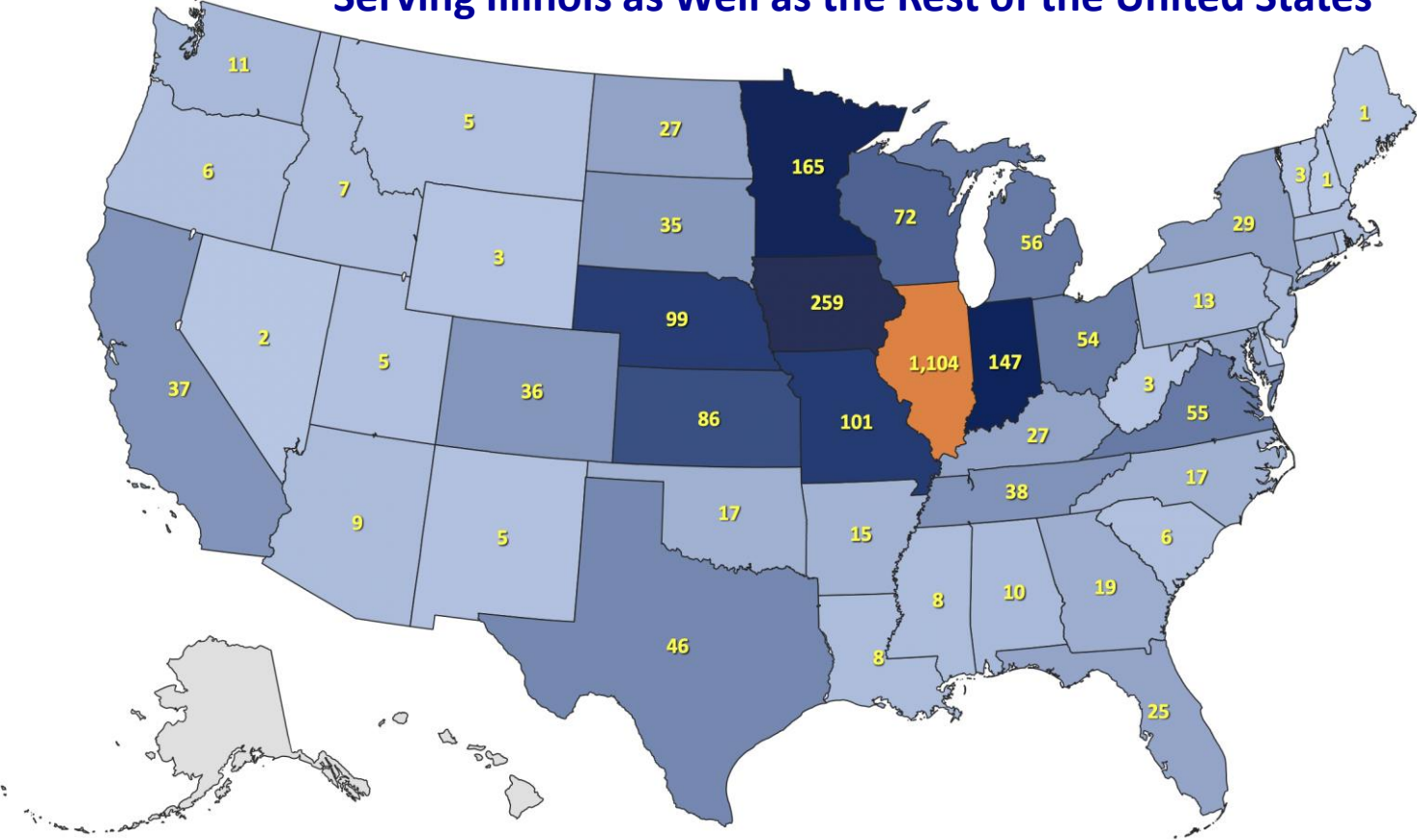


58% Attended Two or More Webinars



Serving Illinois as Well as the Rest of the United States

Alabama	10
Arizona	9
Arkansas	15
California	37
Colorado	36
Connecticut	14
Delaware	4
District of Columbia	135
Florida	25
Georgia	19
Idaho	7
Illinois	1,104
Indiana	147
Iowa	259
Kansas	86
Kentucky	27
Louisiana	8
Maine	1
Maryland	24
Massachusetts	8
Michigan	56
Minnesota	165
Mississippi	8
Missouri	101
Montana	5
Nebraska	99
Nevada	2
New Hampshire	1
New Jersey	11
New Mexico	5
New York	29
North Carolina	17
North Dakota	27
Ohio	54
Oklahoma	17
Oregon	6
Pennsylvania	13
Rhode Island	1
South Carolina	6
South Dakota	35
Tennessee	38
Texas	46
Utah	5
Vermont	3
Virginia	55
Washington	11
West Virginia	3
Wisconsin	72
Wyoming	3
Grand Total	2,869



48 States plus the District of Columbia

Survey of Webinar Attendees on April 3, 2020

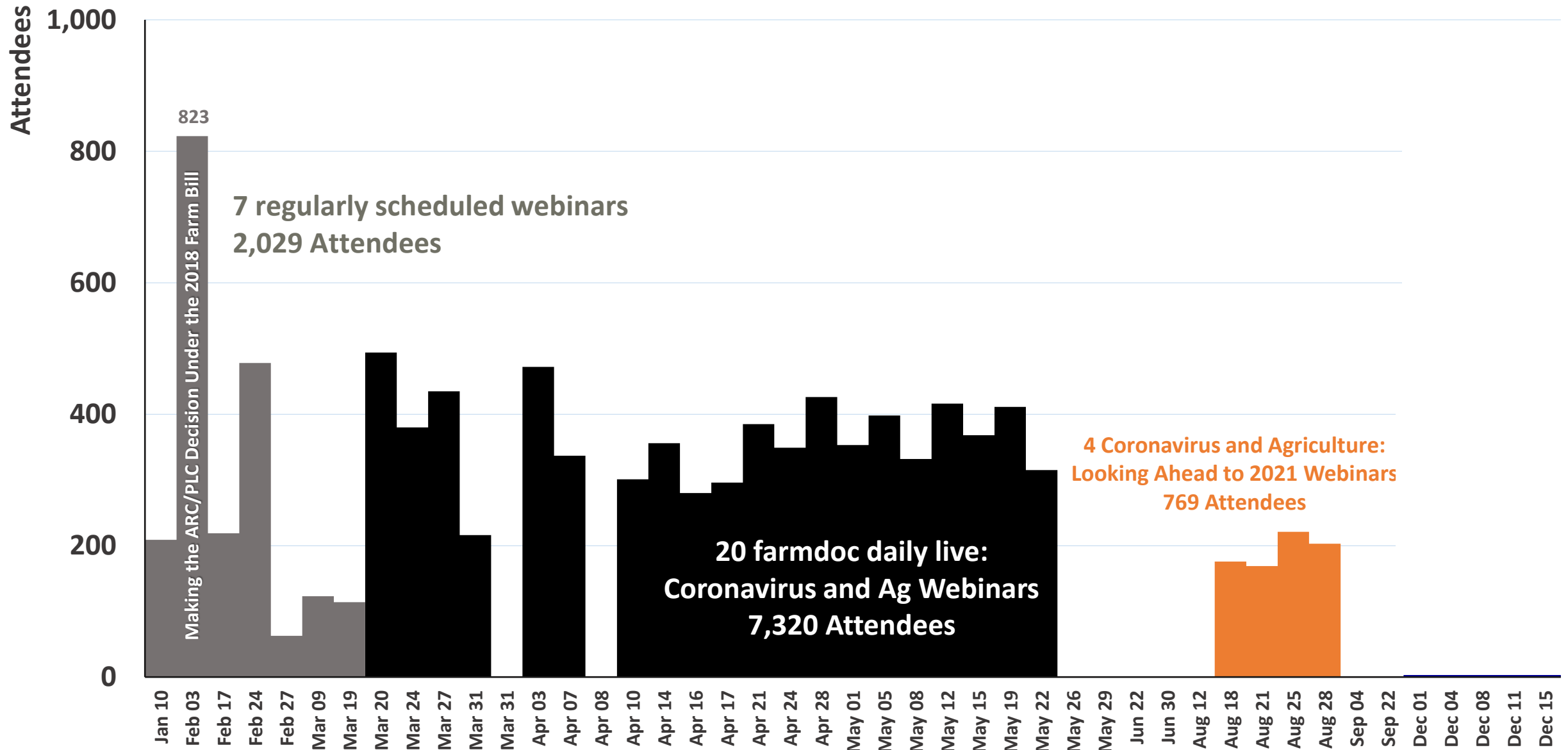
	n	%
Farmer/Land owner	42	27.3%
Education/Extension/Student	31	20.1%
Agribusiness	20	13.0%
Finance/Insurance	18	11.7%
Policy maker/Government	18	11.7%
Other	15	9.7%
Farm Advisor	8	5.2%
News industry	2	1.3%
Grand Total	154	100.0%

Feedback on the Webinar Series

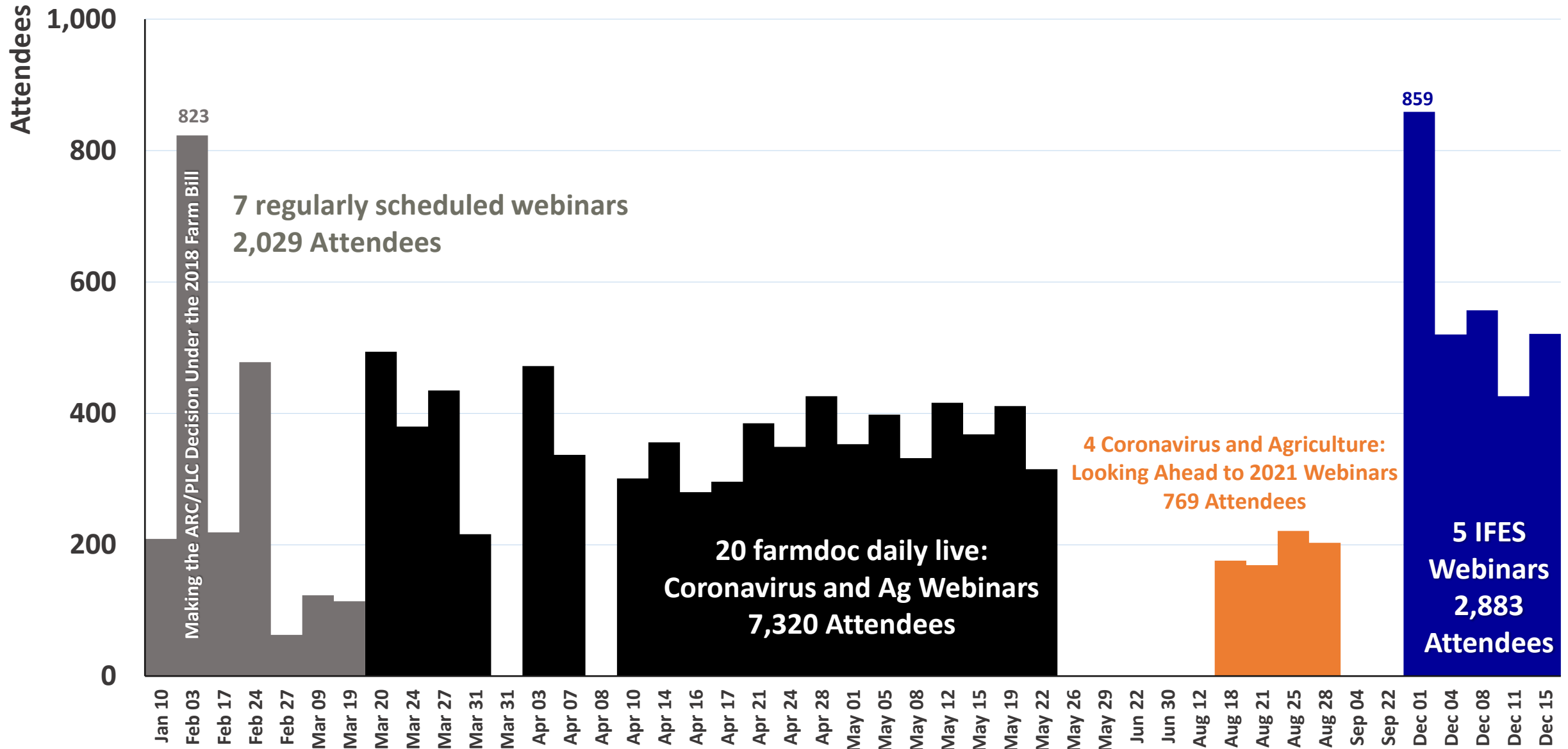
- ✓ Average attendee rating of 8.7 on a scale of 10
- ✓ Archived videos of the webinars viewed over 8,000 times with a total watch time of more than 2,000 hours
- ✓ Farmer comment: *“Saved everybody lots of time and money. Saved time for the speakers as well and I can re-listen as often as I want. Don't need the door prizes either.”*



farmdoc webinars in 2020

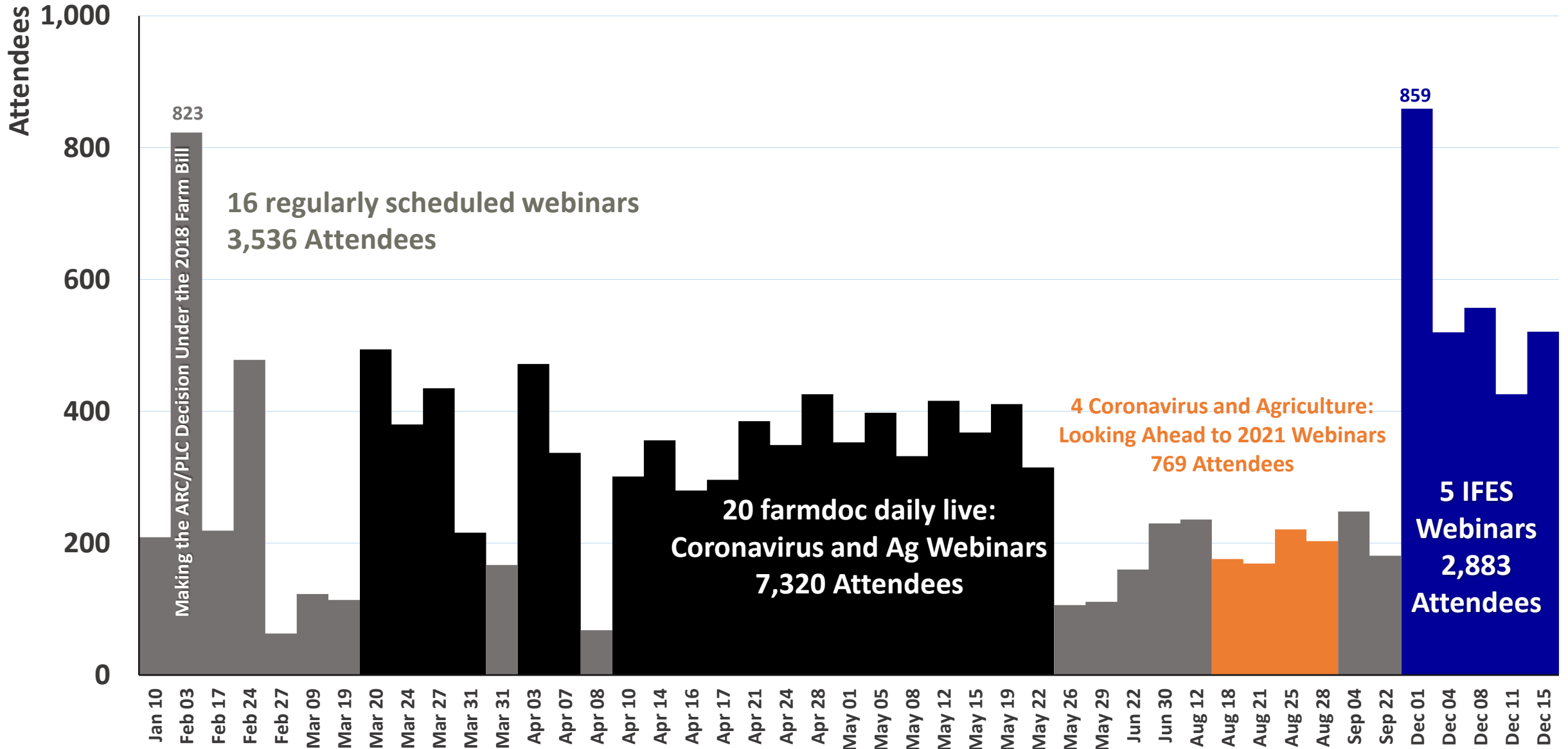


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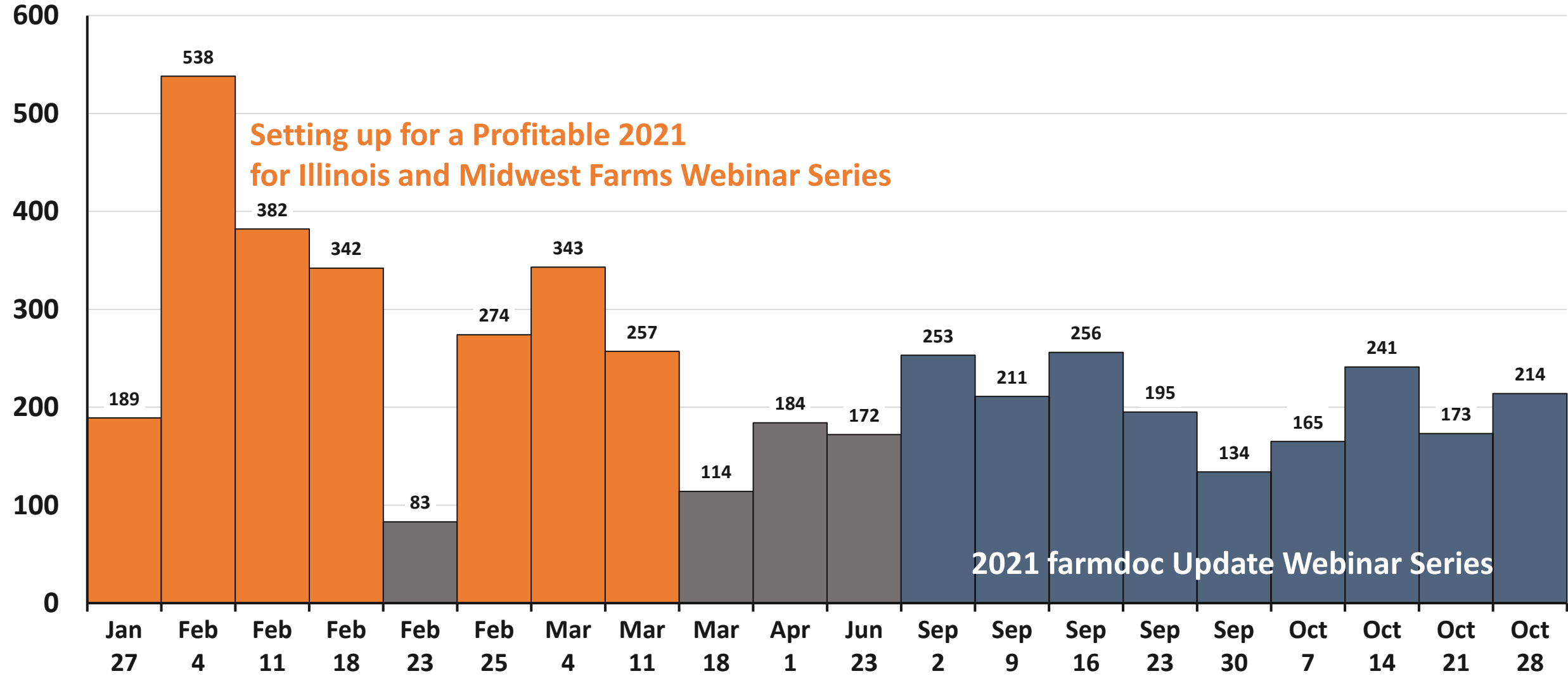
Attendance at 45 *farmdoc* webinars in 2020

Total of 14,508 (average of 322 per webinar)

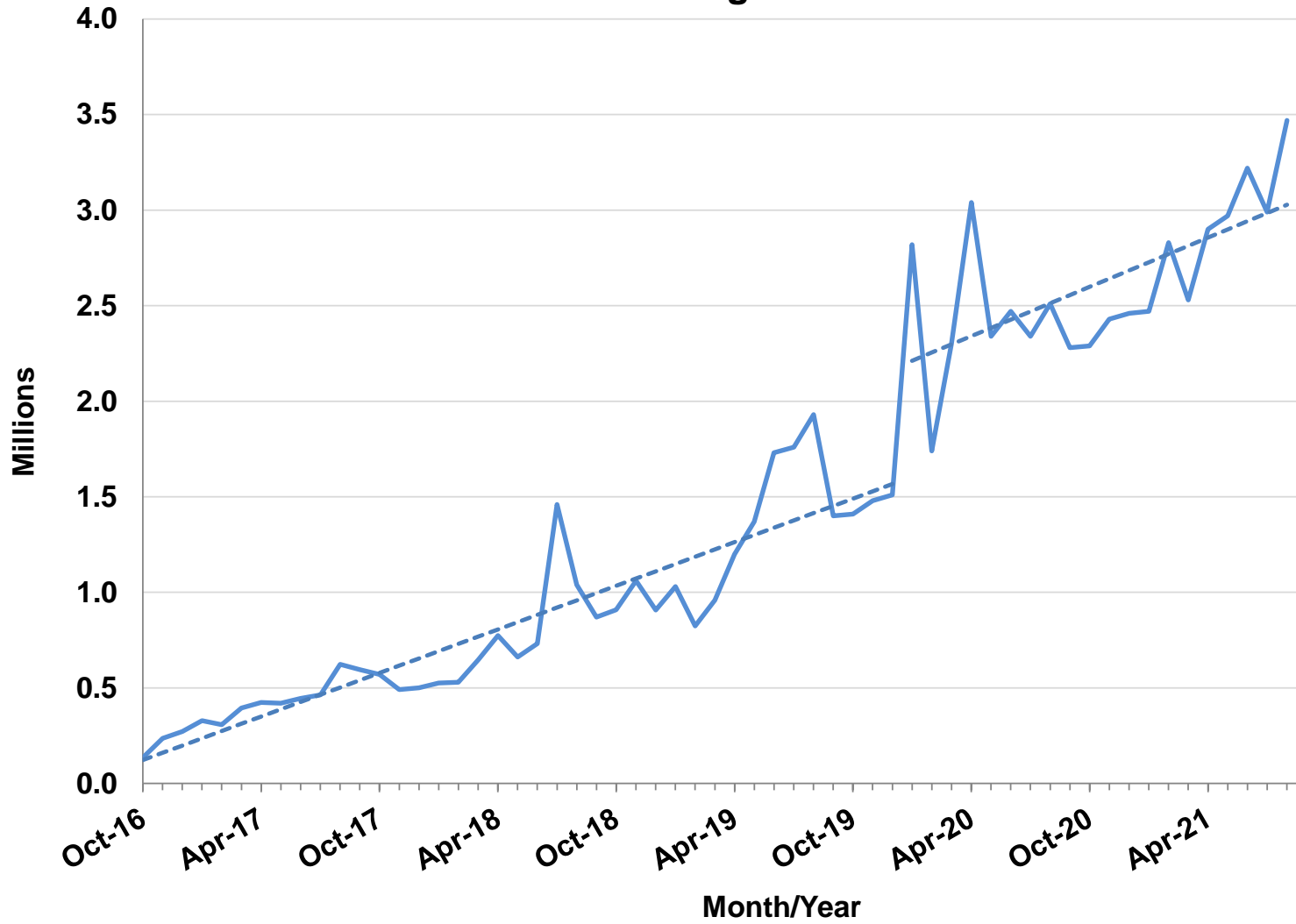


Attendance at 20 *farmdoc* webinars to Date in 2021

Total of 4,720 (average of 236 per webinar)



Monthly Twitter Impressions for *Farm Policy News*,
October 2016 - August 2021



The Classic Technology Adoption S-Curve

