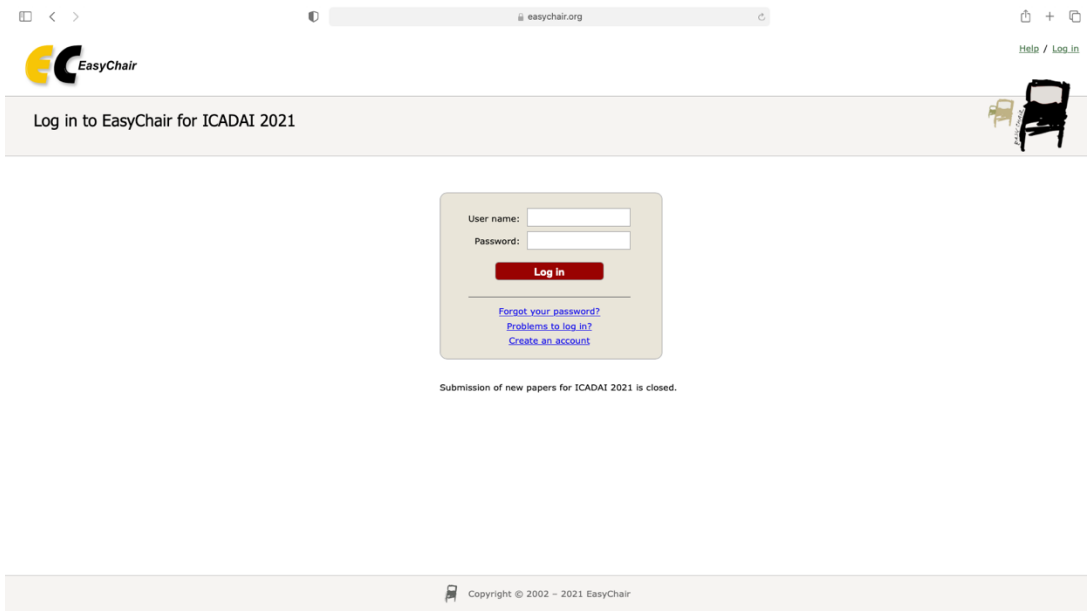
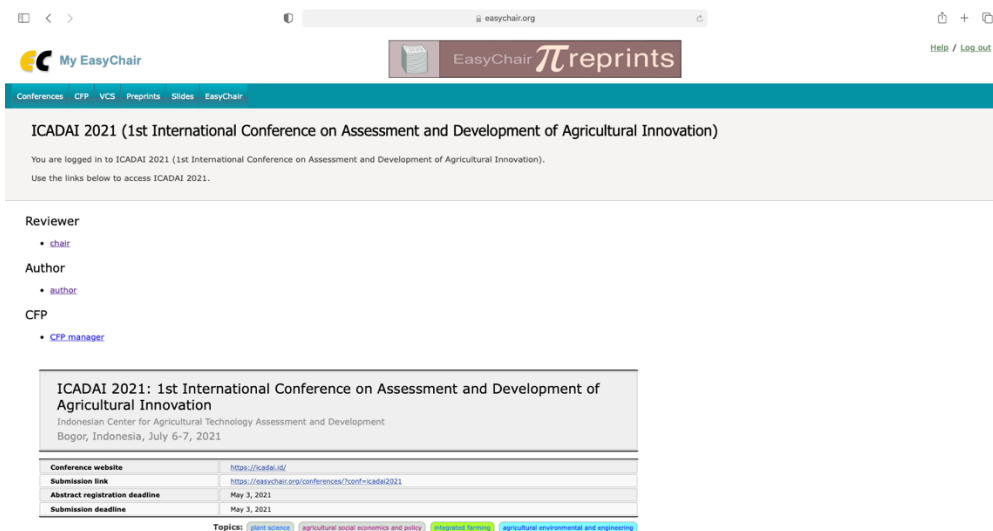


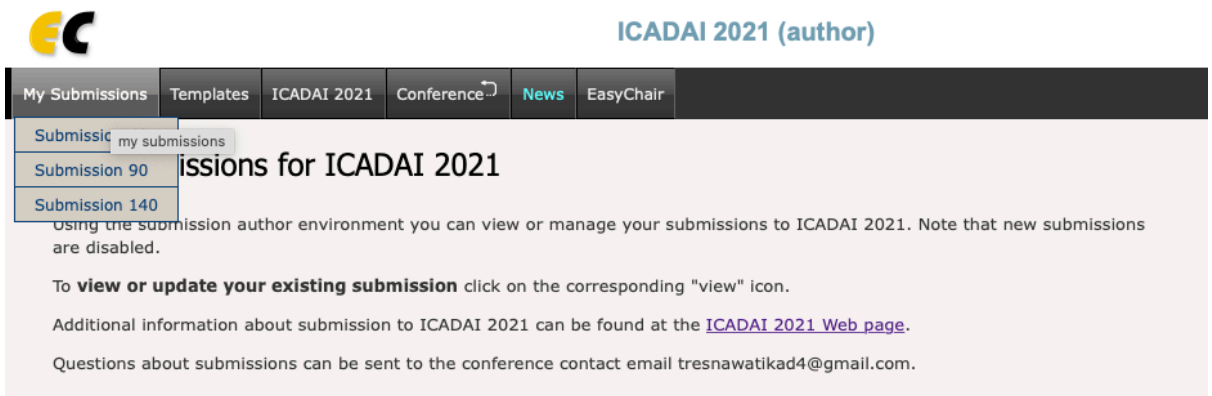
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Title: Podcast: a promising media in disseminating agricultural technology innovation

Abstract without name and affiliation: (Apr 29, 06:41 GMT)

Author keywords: podcast, dissemination, agricultural innovation, feasibility study

Topics: Agricultural Technology Transfer (ATT)

Abstract: Downloadable audio files called podcasts have become popular within many areas of communication. Agricultural technology and innovation disseminators may wish to deliver their work to a larger audience, but may not know how. The present study aims to explore the use of podcast series as a media for disseminating agricultural technology innovation and demonstrate feasibility, sustainability, and acceptance of this dissemination platform. The agricultural technology innovation produced by Indonesian Agency for Agricultural Research and Development (IAARD), Ministry of Agriculture were used to create a weekly series of agricultural and technology review podcasts. Feasibility markers include time and cost of production. Sustainability measures included download markers over time. Acceptance was measured by reviews on podcast followers. Agricultural and technology podcasts are a feasible way of disseminating agricultural technology information materials to targeted users. This study demonstrate sustainability and acceptance of this disseminating platform.

Submitted: Apr 29, 06:41 GMT
Last update: Apr 29, 06:41 GMT
Phone Number: (+62) 81210547267

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