



# Digital Green

Participatory Video and Mediated Instruction for  
Agricultural Extension



# Mix of

- A participatory process for content production
- A locally generated digital video database
- A human mediated instruction model for dissemination and training
- Regimented sequencing to initiate new communities



# Participatory content production

- Typically, the videos prominently feature either an experienced farmer showcasing the benefits of a particular technique, or a new farmer attempting a technique on her field for the first time.
- farmers in the area are more likely to adopt a practice when they can see that is already being implemented by their peers
- The appeal of appearing in a video is incentive enough for some farmers to adopt a new practice

# ***Locally Generated Video database***

- Contents are recorded locally on fields.
- Content recorded in the field, like all raw footage, is usually unusable as is, so DG requires at least one video editor.
- The videos are digitized on a PC and edited, using simple non-linear editing software. The videos are then either mailed as DVDs or directly uploaded, if adequate bandwidth is available, on to a searchable Internet database that makes the content available for public use under a Creative Commons license



# ***Mediated Instruction for dissemination and Training***

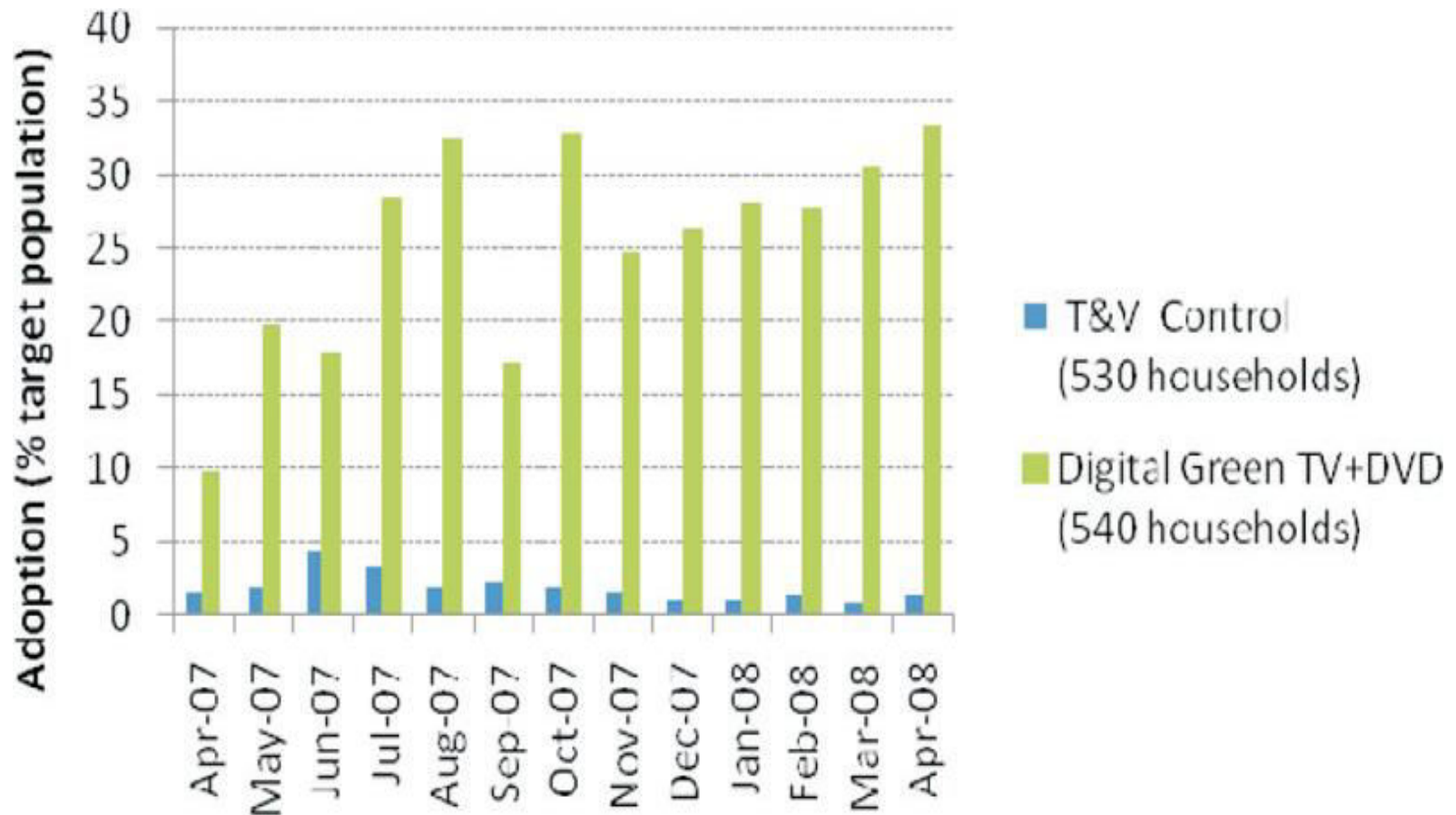
- local mediators are hired on a part-time basis who are residents of the same communities
- Multiple screenings are scheduled each week on a rotational basis.
- Farmers were not willing to sit through videos that were not of immediate value to them
- There was some initial curiosity, but interest was rarely sustained without a mediator



# ***Regimented Sequencing for Initiation***

- First, a village gathering is organized in a central location to showcase highlights of the services that will be provided
- Interested farmers are identified
- New content is recorded, with extension staff introducing a particular practice to the identified farmers in the field
- Informal screenings of content of peer farmers are held
- Small groups of interested farmers are then formed with a regular schedule of content screenings
- Finally, community participation is encouraged through peer pressure to learn ,adopt, and innovate better agricultural processes.

# Percentage of farmers in target population that adopted at least one practice





# ***Qualitative Results***

- Self-reporting for non-adoption
- Reinforcing diffusion
- Value of video
- Value of mediation
- Farmer insight
- Verifiability
- Being “on TV” as an incentive
- Repetition and novelty
- Social side effects





**Thank you!**