



Southeastern
Coastal Center

for Agricultural Health and Safety

Best practices and theoretical foundations for delivering agricultural health and safety research to stakeholders

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Outreach Core





THEORETICAL FRAMEWORK

- Agricultural health and safety communication tailored for various audiences
- Mass media coverage of agricultural health and safety issues
- Agenda setting theory
- Framing theory
- Common news media frames (Valkenburg, Semetko, & Vreese, 1999)

PURPOSE

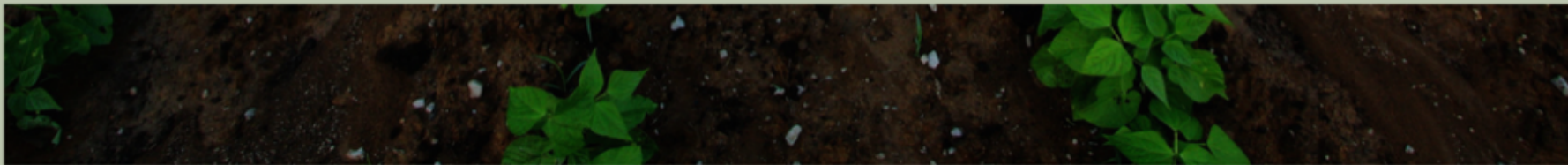
The purpose of this study was to describe and identify the predominant frames used in the agricultural health and safety issues discussed in Florida news media during the year 2016.

Lundy, Lisa K.; Rogers-Randolph, Tiffany M.; Lindsey, Angela B.; Hurdle, Clay; Ryan, Heather; Telg, Ricky W.; and Irani, Tracy (2018) "Analyzing Media Coverage of Agricultural Health and Safety Issues," *Journal of Applied Communications*: Vol. 102: Iss. 4.



METHODS

- Content analysis
- Florida agricultural health and safety news coverage
- January 1, 2016 - December 31, 2016
- Access World News Database
- NIOSH Center Agricultural Disease and Injury Research, Education, and Prevention initiatives guided search terms
- Apriori codes: conflict, economic consequences, human interest, and responsibility (Valkenburg et al., 1999)
- Each frame score 0-5





RESULTS

- 97 articles
- January (12), August (11), September (12)
- News (43), Feature Stories (26), editorial (7), other (12),
- Pesticide exposure (27), migrant workers (14), farm accidents (12)

Human Interest (M=4.07)

Responsibility (M=3.2)

Economic Consequences (M=2.94)

Conflict (M=2.46)



RECOMMENDATIONS

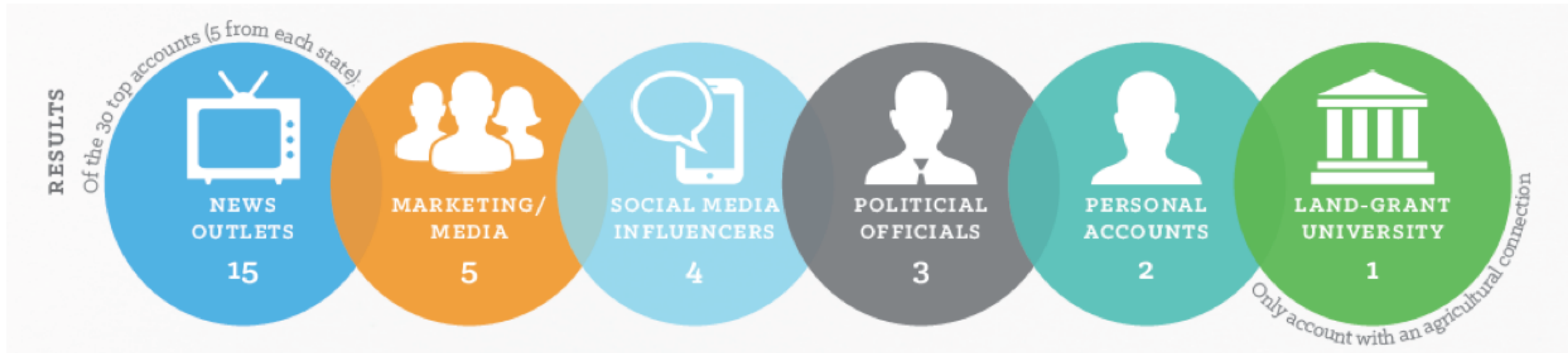
PRACTICE

- Using human interest frames can prompt an emotional response of reader
- Human interest frames can impact recall
- Relate scientific information of health and safety risks to people impacted
- Engage agricultural workers to help share their stories
- Ensure stories enhance health and safety information

RESEARCH

- How individuals process health and safety frames
- Impact of human interest frame

Identifying Influencers in Agricultural Health and Safety Twitter Conversations



Theoretical questions for the Outreach Core:

- *How can we determine what media to use to reach our intended audiences?*
- *How can we frame messages in a meaningful way for our audiences?*
- *How will our intended audiences understand and perceive the messages we create for them?*

How can we determine what media to use to reach our intended audiences?

- Specifically, uses and gratifications is an audience-centered perspective that assumes
 - (a) media behavior is purposive, goal-directed and motivated,
 - (b) people select media content to satisfy their needs or desires,
 - (c) social and psychological dispositions mediate that behavior, and
 - (d) the media compete with other forms of communication—or functional alternatives—such as interpersonal interaction for selection, attention and use. (Rubin et al., 2003, p. 129).

Television gratifications (McQuail, 1983)

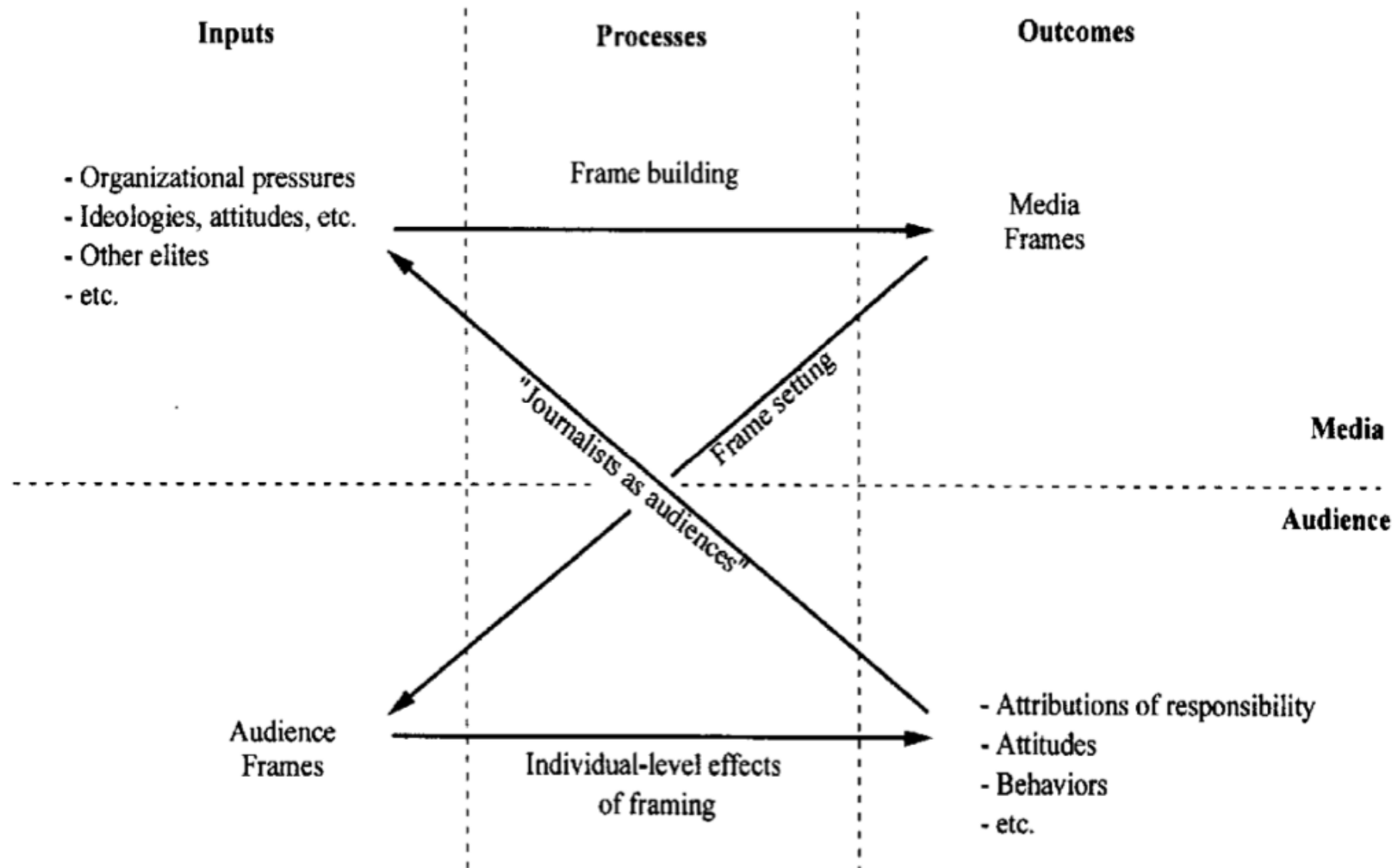
- Information
- Personal identity
- Integration and social interaction
- Entertainment

Where do farmers look for information?

- Non-media sources (Allen et al., 2014)
- “Influencers who visit the farm” (Wilmes & Swenson, 2019)
- Newspapers and magazines (Chiu, Cheyney, Ramirez, & Gerr, 2015)
- Agricultural media (Wilmes & Swenson, 2019; Evans & Heiberger, 2015)
- Videos for training/advice (Wilmes & Swenson, 2019)

How can we frame messages in a meaningful way for our audiences?

- The exact same information presented in different ways can impact audiences' choices and evaluations.
- Media frames
- Individual frames



Framing process (Scheufele, 1999)

How will our intended audiences understand and perceive the messages we create for them?

3 WAYS TO AVOID HEAT STRESS

1. Workers should be allowed a 5-6 day acclimation period when they begin working in the heat.
2. Outdoor workers should consume about one quart, or approximately two bottles, of water every hour.
3. Workers should be encouraged to drink smaller amounts of water every 20 minutes.



How will our intended audiences understand and perceive the messages we create for them?

- Social norms (DeJong & Smith, 2013)
- Diffusion of innovations (Rogers, 1962)
- Theory of Planned Behavior (Ajzen, 1985)
- Extended Parallel Process Model (Morgan et al, 2002)

STATE OF THE SCIENCE MEETING

SEPTEMBER 26 -27 • ST. PETERSBURG, FLORIDA





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