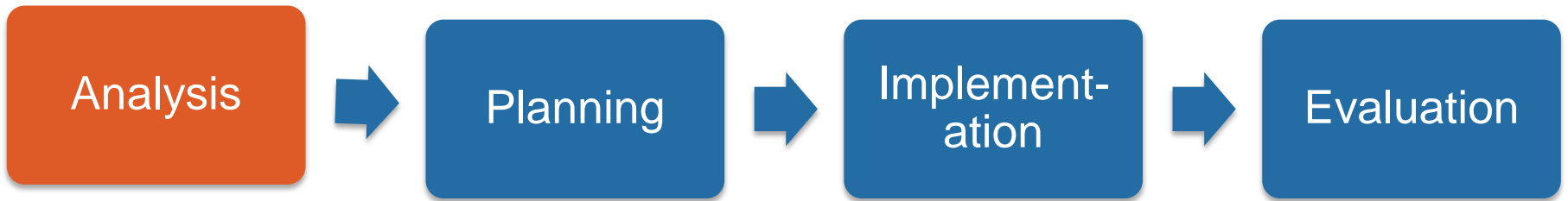


Promoting novel-shaped agricultural products

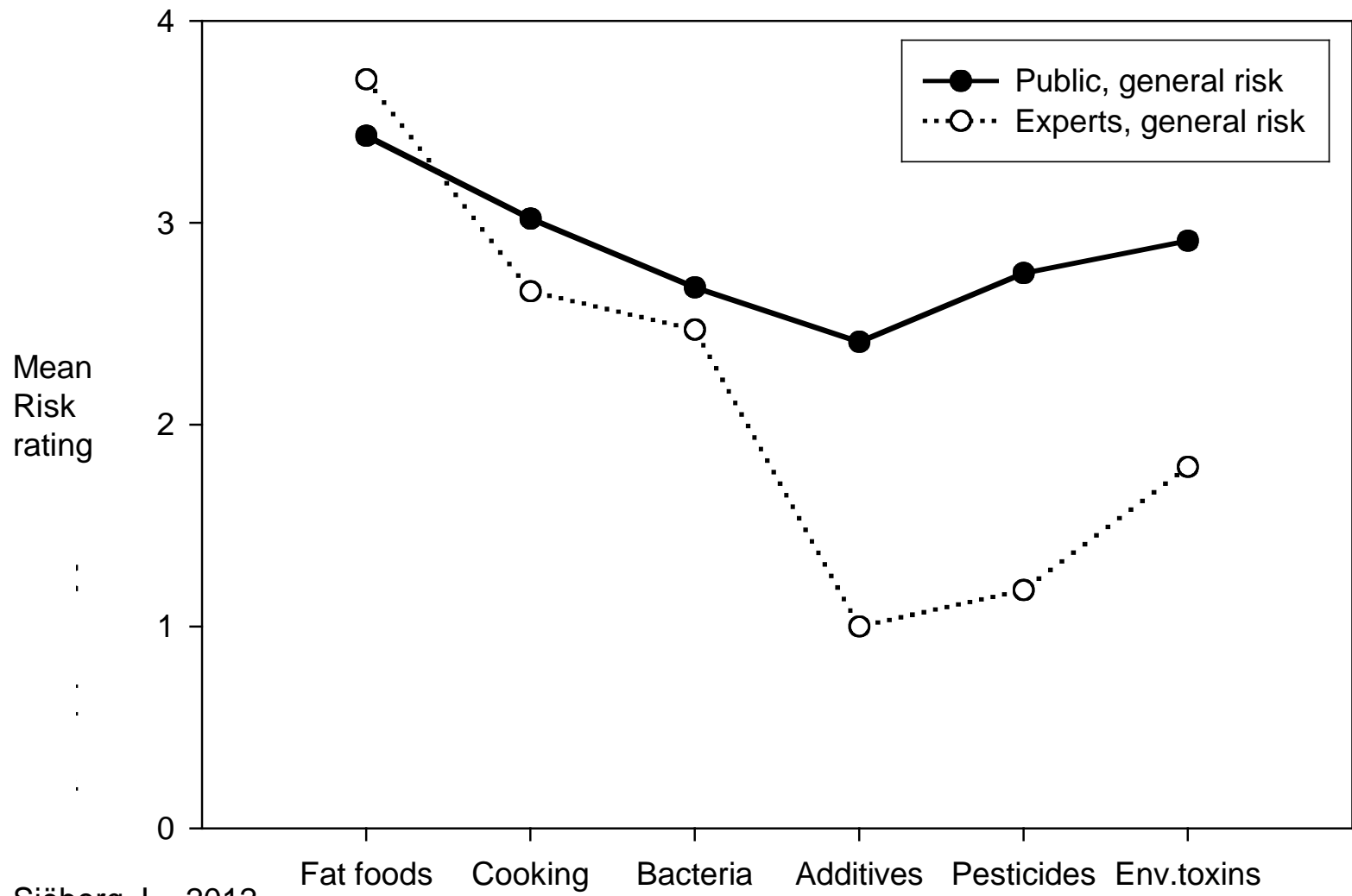
**Applying the mental models approach
in developing message design skills**

Stages of a campaign



- Analysis of the situation
- Problem definition
- Statement of goals and objectives

Experts vs. the public: perceived general food risks



Sjöberg, L., 2012

Mental models approach

Morgan et al., 2001

Normative: What should people know?

- The expert model
- Methods: Interdisciplinary literature review and interviews with an expert panel

Descriptive: What do people already know?

- The lay person model
- Methods: Qualitative interviews and quantitative survey

Prescriptive: What do people still need to know?

- Identify knowledge gaps and misconceptions
- Method: Compare expert and lay person model

Evaluation: Does the intervention work?

Method: Determine impact through randomized controlled study

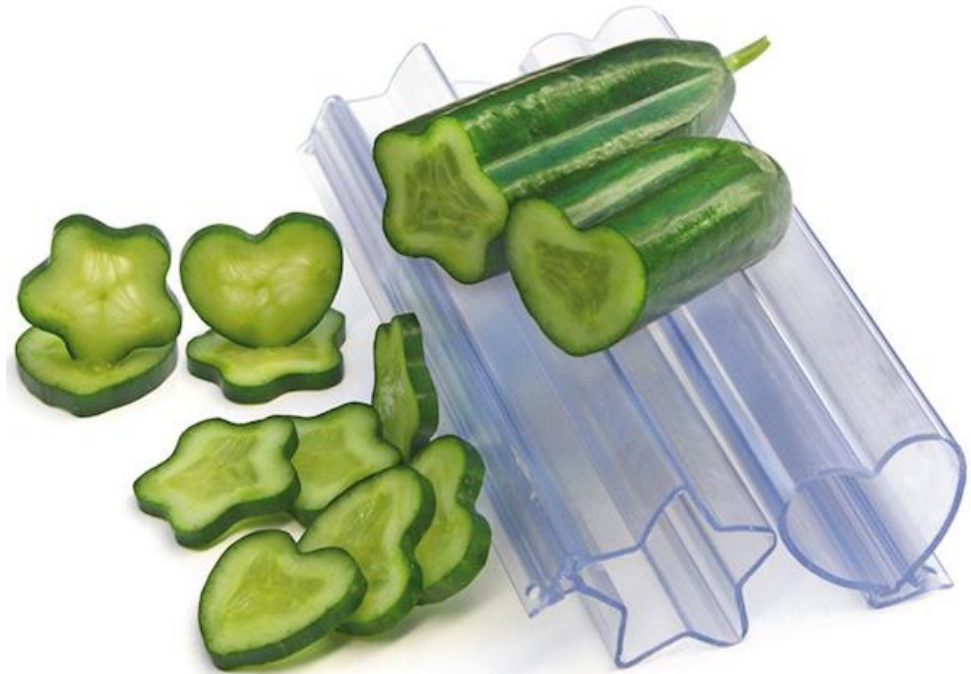


Drumming up the demand for novel-shaped fruits



What is the problem?













The goal:

To develop more positive attitudes about these products

The objectives:

1. Uncover the factors that influence consumers' decision to purchase
2. Determine the messages and how they should be shaped.

Mental models approach

Morgan et al., 2001

1. The expert model:

Interdisciplinary literature review and interviews with an expert panel

2. The lay person model:

Qualitative interviews and quantitative survey

3. Comparing the expert vs. lay person model:

Identify knowledge gaps and misconceptions

4. Evaluation:

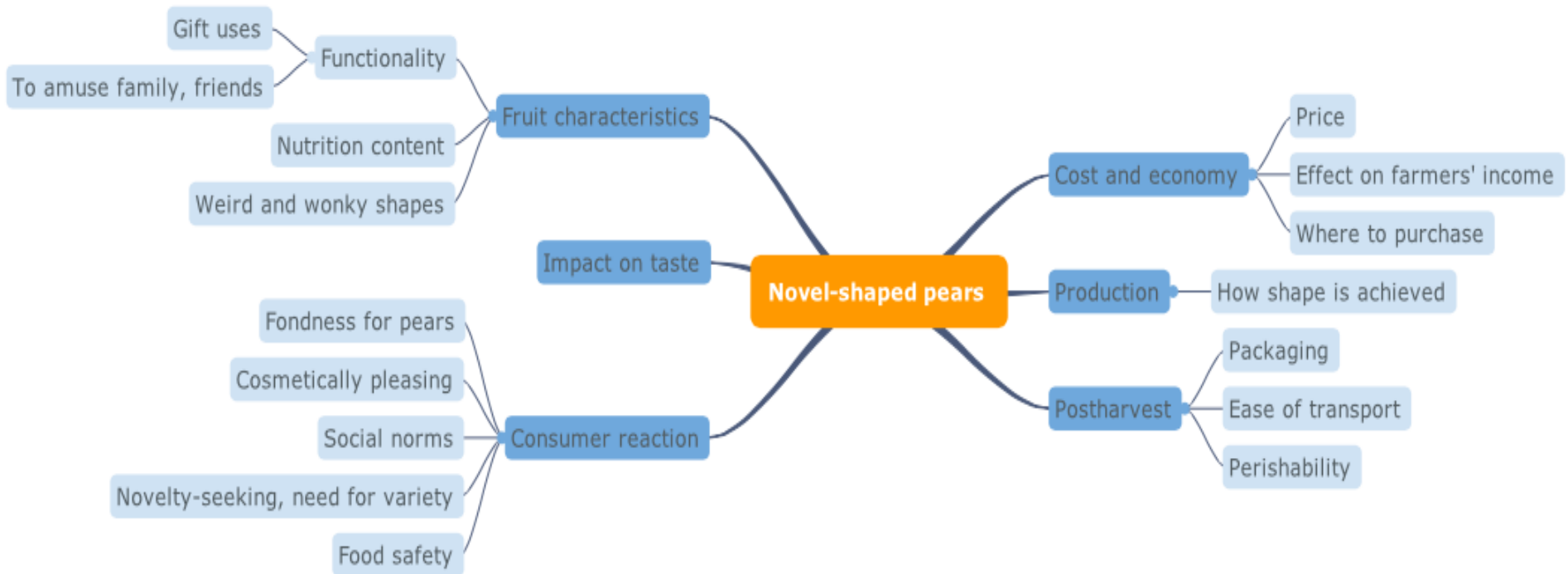
Determine impact through randomized controlled study



Example: Expert's influence diagram



Example: Audience member's influence diagram



Expected output

1. What are the three most important things you would like your audience to know?

- Highlight value as unique gift products despite cost.
- Emphasize the mechanical shape-forming process (i.e., **not** genetically modified)
- Nutrition content is the same as regular pears.

2. What are the three most important things your audience would like to know?

- Although nonconventional, production practice is in accord with natural processes
- Cost likely to vary according to distance from source.
- Undergoes the same safety inspection procedure as regular pears.

Expected output

3. What are the three most important things your audience is most likely to get wrong unless they are emphasized?
 - Changes in taste due to “disrupted” development process
 - Income and/or benefits accruing to farmers
 - The economic value of niche markets

Message Map

Key Message/Fact 1.

Key Message/Fact
2.

Key Message/Fact 3.

Keywords:
Supporting
Fact 1.1

Keywords:
Supporting
Fact 2.1

Keywords:
Supporting
Fact 3.1

Keywords:
Supporting
Fact 1.2

Keywords:
Supporting
Fact 2.2

Keywords:
Supporting
Fact 3.2

Keywords:
Supporting
Fact 1.3

Keywords:
Supporting
Fact 2.3

Keywords:
Supporting
Fact 3.3

Student feedback

1. “Strong people-orientation” demystifies initial perceptions of the “tediousness” of conducting research
2. Purposive methods introduce undergrads to the value of applied research
3. Demonstrates a research-based and systematic approach to message identification and message design

COMMUNICATE BECAUSE I AM PASSIONATE ABOUT FOOD, AGRICULTURE, AND THE ENVIRONMENT.

Agricultural communications =
scientific acumen +
communication savvy



► Agricultural Communications
at Illinois

► agcomm.illinois.edu
#AgComm

ACES College of
  College of
