

Can they hear me? Modern and innovative strategies to communicate with the seafood industry

Jane Ham, Stephen Madigan, Emily Mantilla and Rachel King

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Australian Seafood CRC Project No. 2009/747

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AUSTRALIAN
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Non-technical Summary

2009/747 Can they hear me?...Modern and innovative strategies to communicate with the seafood industry

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OBJECTIVES:

1. Create a 'demo' of the news-style video and presentation for Oyster Consortium field days to attract project participants.
2. Create 6 seafood industry relevant research outcome-based electronic newsletters that include non-technical summaries of research projects.
3. Create 6 short news-style videos (approximately 2 minutes duration) based on newsletters.
4. Provide video, a text version of the news video headlines and related articles on a website.
5. Deliver to project participants, via SMS, the required information.
6. Measure the effectiveness and acceptability of this form of communication delivery.

NON TECHNICAL SUMMARY:

OUTCOMES ACHIEVED TO DATE

- Australian Seafood CRC Oyster Industry Consortium members were informed of key outcomes of the latest oyster research via six news-style video editions of Seafood Industry News either directly on their mobile phone or through the Australian Seafood CRC website.
- Participants were able to access summaries of topics and the appropriate contact should they require further information which was made available in related summary articles on the Australian Seafood CRC website.
- The majority of participants were positive about receiving Seafood Industry News with a 'Customer Satisfaction Survey' demonstrating that it led to an increased awareness among participants of research activities within the industry.
- The project highlighted the industry's enthusiasm for engaging with innovative forms of communication to better meet their needs. It also highlighted the reliance which industry generally has on e-mail technology which necessitates using a range of extension tools and delivery methods to engage with a broad demographic of industry stakeholders.
- 94% of participants indicated that they would be interested in receiving future editions of Seafood Industry News if available.

The overall success of this project is summarised by the following quote: "Innovative use of technology, summary of key happenings, much easier than ploughing through some stuffy journal" (comment from 'Customer Satisfaction Survey'; Section 5, Appendix 3).

A non-technical summary is best provided by citing in full an article published as a MISA Snapshot (Issue 2/2011 (2011)):

“The seafood industry may soon use their mobile phones to stay in touch with the latest research news.

This follows the success of an Australian Seafood CRC pilot project which has been providing Oyster Industry Consortium members with the latest oyster research results via a brief TV newsreader-style video report delivered direct to their mobile phones.

The project explores new ways to effectively communicate with the seafood industry.

The outdoor nature of many within the industry, along with time pressures, means that traditional extension tools are often ineffective. Advances in mobile technology provide an innovative opportunity to communicate with those normally out of reach.

The six month trial sent a Short Messaging Service (SMS) message to participants with a website link that immediately downloaded the two minute news video (known as ‘Seafood Industry News’) onto their mobile phone. The report was backed up by summarised research articles on the Australian Seafood CRC website. Those unable to receive a video download on their phone were sent a brief text version of the report via SMS, with some receiving an e-mail version.

A Customer Satisfaction Survey found the majority of participants were positive about receiving Seafood Industry News, confirming that it led to an increased awareness among participants of research activities within the industry.

The concise, filtered, oyster industry specific nature of the information provided in the video was a key to making it relevant, suggesting that uptake by industry will be maximised.

Overall, participants found the delivery method convenient and easy to use.

The majority of concerns raised in the survey related to difficulties accessing information via a mobile phone and hardware (i.e. screen size too small; data not enabled) or network problems such as inconsistent coverage. It is likely that these aspects will reduce over time as mobile communication becomes more commonplace and technology improves.

Text only participants said the information sent via SMS could not effectively communicate key messages, but it did prompt them to access the latest research information once they returned to the office.

E-mail participants were the most enthusiastic about receiving Seafood Industry News, despite the location dependent nature of the information received. This suggested that visual presentation of research information was effective at capturing people’s attention and conveying key messages, irrespective of the delivery mode. This also highlighted the continued reliance on e-mail, and the need to use a range of extension tools and delivery methods to engage with a broad demographic of industry stakeholders.

Overall, the industry demonstrated a desire to engage with new and novel forms of communication, with participants moving away from receiving research information via hard copy, looking instead towards e-mail, SMS and video to mobile phone.

The project has demonstrated that emerging technologies, such as mobile phones, provide a valuable tool that can be used to provide concise, relevant and targeted information direct to stakeholders regardless of their location.

The pilot project enabled participants from SA, NSW and Tasmania to be quickly informed of current information on oyster research and key outcomes. Nearly all participants (94%) indicated that they would be interested in receiving future editions of Seafood Industry News if available”.

KEYWORDS: **Communication, extension, mobile technologies.**

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We would like to thank Jasha Bowe and Nick Danenberg ,Ehrenberg-Bass Institute for Marketing Science, University of South Australia for their work in designing and conducting the 'Customer Satisfaction Survey' and evaluating the project. We would also like to thank Heather Riddell, Communications Manager, South Australian Research & Development Institute (SARDI) for her advice and support during the project.

We also wish to thank the authors of research projects featured in Seafood Industry News for their time and effort in reviewing scripts and summary articles.

Finally, we wish to thank all of the participants in this project who took the time to view Seafood Industry News and take part in the Customer Satisfaction Survey. Your involvement and feedback has been invaluable.

Background

An essential role of research providers is to ensure that results are effectively communicated to industry stakeholders. Making current and relevant research available in a readily accessible format is one of the keys to adaptively managing this important relationship. It keeps industry informed of progress, facilitates better feedback to researchers and promotes research extension into everyday practices.

Traditionally, this has been largely done through project Final Reports, issued sometimes months or even years after a particular research project had ended. The technical nature and length of the reports prevents them from being a fully effective communication tool of research outcomes. More recently, electronic newsletters, magazines and web-based research summaries have provided concise filtered information to stakeholders. However, the mobility of many people within the seafood industry, a lot who work outdoors, means that even these extension methods are not reaching the majority of industry stakeholders.

Improvements in communication technologies provide an opportunity to provide concise, current and relevant research results direct to stakeholders.

Most within the seafood industry now carry a mobile phone and, increasingly, are able to access the internet from it. Companies specialising in video conversion software now make it possible to simultaneously deliver video to any number of mobile phones. Similarly web based bulk Short Message Service (SMS) services reduce the cost and increase the efficiency of sending an SMS to a large distribution list.

Information provided via mobile devices is location independent (depending on coverage), allowing recipients to receive and view material wherever they like at a time that is convenient to them (e.g. on board a boat). Providing information in a visual format on a mobile device is also being used to create a communication point of difference in today's E-saturated information market. Alternatives to receiving e-mails and printed text may improve information retention and follow-up rates by targeted stakeholders, particularly given demographic changes in digital use and technology awareness. Reducing the lag time between production of results and provision of final reports and increasing the number of recipients ensures more within the industry have the opportunity to take advantage of the latest research.

This pilot project aimed to apply existing digital technologies in an integrated manner to deliver research information that more effectively targeted stakeholders, focused specifically on industry stakeholders, but included research stakeholders. This was achieved by producing a short 'news-style' video of the latest research results and activities, viewed directly on a mobile phone via weblink from a SMS. The headlines and web address to access videos and summary articles were provided via SMS for those who did not have web access enabled on their mobile phone, with some participants receiving an e-mail version. A Customer Satisfaction Survey was subsequently used to evaluate the efficacy of presenting research information in a visual format and delivery of research information direct to mobile phones.

Need

Traditional methods of transferring research results (e.g. print copies of newsletters; brochures; meetings; workshops and final reports) can be slow, costly and reach only a limited proportion of stakeholders. Research providers need to investigate different communication methods to enable them to quickly and easily provide industry members with concise and relevant information.

Existing digital technologies (e-mail; web sites; mobile devices) allow information to be instantly sent to a large number of recipients in a cost effective way.

Information provided via mobile devices is also location independent, allowing recipients to receive and view material wherever they like. This is particularly significant to the seafood industry as a large percentage of industry stakeholders are field-based and may be more likely to view information away from the desk at a time that is convenient to them. Research stakeholders similarly benefit from receiving concise location independent updates.

In today's E-market, saturated with e-mail distribution lists, it is also necessary to provide a communication point of difference to ensure that extension activities are effective. Using alternatives to e-mail and printed text may improve information retention and follow-up rates by targeted stakeholders, both in industry and research, particularly given demographic changes in digital use and awareness.

Successfully transferring non-technical information regularly to a larger percentage of industry stakeholders will significantly reduce the lag time between producing results and reporting of results; ensuring they are kept up-to-date and have the opportunity to take advantage of the latest research results.

Objectives

1. Create a 'demonstration' news-style video and presentation for Oyster Consortium field days to attract project participants.
2. Create 6 seafood industry research relevant outcome-based electronic newsletters that include non-technical summaries of research projects.
3. Create 6 short news-style videos (approximately 2 minutes duration) based on newsletters.
4. Upload video, text version of the news video headlines and related articles on a website.
5. Deliver the required information to project participants via SMS.
6. Measure the effectiveness and acceptability of this form of communication delivery.

Methods

Demonstration Video

A demonstration video of Seafood Industry News was produced presenting the key points from four seafood research stories that relate to the oyster industry. The video was shown at the Oyster Consortium field days in NSW, SA and Tasmania in 2009 to inform the oyster industry about the project and to encourage members to participate.

Rachel King and Jane Ham spoke face to face with oyster members at field days to discuss the project and to seek industry involvement in the project, securing enough participants to proceed with the project.

All participants gave permission to receive six SMS' delivered monthly, consisting of either a weblink to view the video directly on their phone or the headlines of each edition, or an e-mail version, and to participate in a Customer Satisfaction Survey at the end of the project.

Each industry participant received a \$20 gift voucher for either K-Mart or Target following the Customer Satisfaction Survey on completion of the project to compensate for potential costs incurred during the project.

This project focused on the oyster industry but included relevant researchers from the Australian Seafood CRC and Marine Innovation South Australia (MISA) as examples of research stakeholders.

In total, 106 people agreed to participate, including members of the oyster industry, Australian Seafood CRC Program Managers; some members of MISA Advisory Committee and Steering Committee; and Australian Seafood CRC Project Investigators.

Monthly Editions of Seafood Industry News

Six monthly editions of Seafood Industry News were produced (February to July 2010) by AlgoMas Marketing, with content management by Jane Ham, Rachel King, Emily Mantilla and Stephen Madigan, incorporating relevant Australian Seafood CRC oyster research and activities. The latest oyster research and Australian Seafood CRC activities were condensed into a script as well as being provided as a one page summary for the Australian Seafood CRC website. Photos relating to each topic covered in the script were sourced. Filming took place in SARDI's conference room, with a standard backdrop secured to the wall. Relevant photos and music were added during editing. The final version of the videos were uploaded to a specialist mobile phone delivery service and thus available for downloading to each participant's mobile phone. Summary articles providing contact details and further information on each item were produced in consultation with the relevant author and uploaded to the Australian Seafood CRC website.

A specialised mobile phone delivery service enabled video editions to be available to the current range of mobile phones with the appropriate file format. A web-based bulk SMS company provided a cheap and convenient method of quickly distributing SMS messages to a large distribution list.

Participants were divided into three groups: video-link SMS (participants viewing the videos directly via an SMS weblink from data enabled mobile phones); non-video SMS (headlines and web address only via SMS); and an e-mail of headlines with links to the Australian Seafood CRC website.

Each month an SMS of a weblink to download the video, an SMS of the headlines and an e-mail was sent to the relevant participants, providing them with access to the Seafood

Industry News video and summary articles either directly on their mobile phone or through the Australian Seafood CRC website.

Participants were contacted following the release of the first edition to ensure they had received Seafood Industry News, and to identify those who could not view the video directly on their mobile phone and needed to receive the SMS of the headlines instead.

In total 60 people received the video link SMS and 46 participants the non-video SMS.

Additionally 10 people received an e-mail version of Seafood Industry News.

Evaluation

Following the release of the third edition, participants were surveyed, via SMS, to “rate the value of Seafood Industry News via mobile phone/SMS so far - Low/Medium/High?”

Fourteen of the 60 people who received the video-link SMS responded. Eleven of the 46 people who received the non-video SMS responded.

Following the release of the final edition, the Ehrenberg-Bass Institute for Marketing Science, University of South Australia conducted an online and over-the-phone Customer Satisfaction Survey with all participants. In addition to a series of set questions, participants were asked to comment on the best and worst aspects of the project in their own words. A number of participants were either uncontactable or did not wish to participate. In total 63 participants completed the survey. The majority of participants (47) worked in the oyster industry (Appendix 3). Due to the low numbers in both the industry and research group, the results were pooled. Nearly half of the survey participants received the non-video SMS (57%), compared with 29% receiving the video-link SMS and 14% receiving an e-mail version of Seafood Industry News.

The survey measured participant satisfaction with the project and evaluated the effectiveness of the research and development extension forms applied, both in terms of the distribution mode and the information itself.

Statistics from the specialist mobile phone delivery service were also monitored to record how many people viewed Seafood Industry News video editions directly on their mobile phone.

Statistics from relevant pages on the Australian Seafood CRC website were recorded to identify how many people viewed the video and/or summary articles on their website.

Results and Discussion

Complete results from the Customer Satisfaction Survey conducted by Ehrenberg-Bass Institute for Marketing Science, University of South Australia are provided in Appendix 3.

Video-link SMS

Video-link participants were positive about the usefulness of the extension tools explored in this project, with 86% (n=14) providing the ranking of 'medium' or 'high' halfway through the project (Table 1), and survey participants providing a mean ranking of 5.9 out of 10 (n=18), with 0 being 'not at all useful' and 10 being 'extremely useful' (Appendix 3).

"Convenient, interesting; a snapshot of what's going on in the industry. I watched them during down time while I was waiting or delayed and enjoyed that it was industry related so it felt like I was still getting something done. I also showed them to other farmers" (video-link industry participant; Section 5; Appendix 3).

Table 1: Project ranking results ('low, medium, high') from 26 project participants, non-video SMS and video SMS, following the third edition of Seafood Industry News.

	Low	Medium	High
Video-link SMS	2	8	4
Non-video SMS	2	7	2
Total	4	15	6

Participants indicated that they were more up to date with current research (mean ranking of 6.8 out of 10), receiving information that they were otherwise unaware of.

"It gave me a lot of information that I would not otherwise have known about; a lot of relevant and interesting information (video-link industry participant; Section 5; Appendix 3).

Similarly video-link participants found the content relevant (mean ranking 6.8 out of 10), with the right amount of detail (mean ranking 6.9 out of 10) and would prefer to receive information in this form rather than reading it in a magazine or other publication (mean ranking 6.2 out of 10).

"Innovative use of technology, summary of key happenings, much easier than ploughing through some stuffy journal" (video-link industry participant; Section 5; Appendix 3).

All six editions of Seafood Industry News were watched on a mobile phone by half of the video-link participants, with 84% watching three or more editions. Few video-link participants watched videos on the Australian Seafood CRC website, with 44% not viewing any editions and only 22% watching all six editions from the website. Similarly, two thirds of the video-link participants viewed less than two summary articles available from each edition on the Australian Seafood CRC website, with only 22% indicating that they followed up on all six articles for each edition. Most video-link participants did not consider the summary articles useful, with 70% ranking them less than 5 out of 10. The apparent dis-interest for summary articles from the video-link SMS group may be explained by the requirement to access articles on a computer, reducing the convenience of viewing Seafood Industry News directly on their mobile phone. Some video-link SMS participants suggested mobile phone friendly summary articles, linked directly from the video, would increase viewing rates of summary articles for this group.

However, despite video-link SMS participants reading fewer summary articles, they indicated they were more up to date as a result of receiving Seafood Industry News, suggesting that the key points were conveyed in the videos, providing participants with a broad understanding of current research. This does not however take away from the need to supply further information, such as summary articles and contacts on each topic, to provide

interested participants with a more comprehensive understanding of the research outcomes as demonstrated by those that did follow up on information on the Australian Seafood CRC website.

Most video-link participants viewed editions of Seafood Industry News in the month they were released, although editions were also viewed in subsequent months (Figure 1). The download of videos in the months following the release of an edition suggests some participants delayed viewing until a convenient time, or possibly watched editions of particular interest more than once, with some commenting that they showed others.

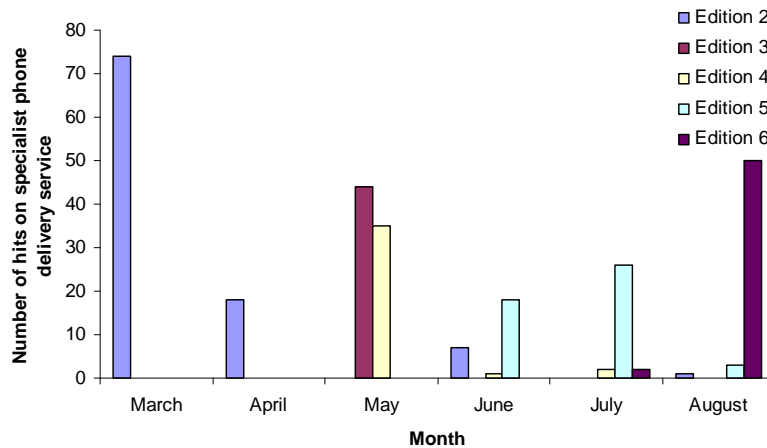


Figure 1: Web statistics from the specialist mobile phone delivery service reporting the number of downloads of Seafood Industry News editions during March to August 2011 (editions were released in February, March, early May, late May, June and August). Note that webstatistics were not available following the release of the first edition of Seafood Industry News.

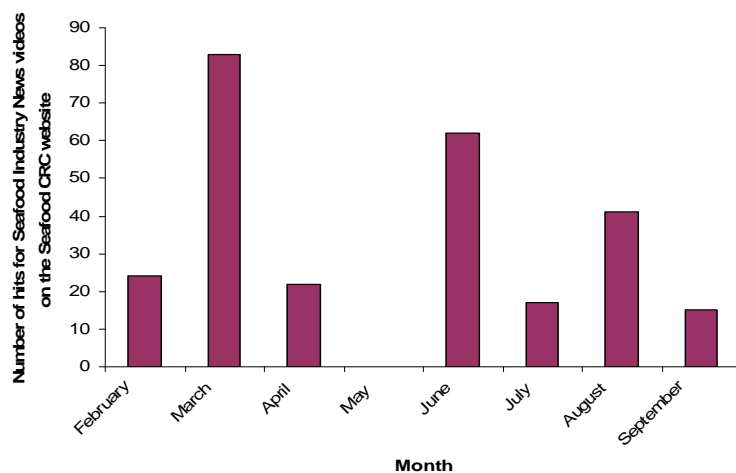


Figure 2: Number of hits for Seafood Industry News videos on the Australian Seafood CRC website (editions were released in February, March, early May, late May, June and August).

Overall, the video was perceived to be of high quality, with a mean ranking of 7.7 out of 10. Very few participants reported having problems receiving the video. Most video-link respondents were not overly concerned about the costs associated with watching video updates on their mobile phone and were not likely to discontinue the service because of costs. Participants commented on the convenience of having updates sent directly to them (mean ranking of 7.1 out of 10).

The majority of concerns raised in the survey related to difficulty accessing information via a mobile phone, hardware (i.e. screen size too small; data not enabled), or difficulty with the existing network e.g. inconsistent coverage. It is likely that these problems will reduce over

time as mobile communication becomes more common, and handsets and network coverage improves.

Non-video SMS

Survey responses from non-video SMS participants were similar to video-link participants, although they provided slightly lower mean rankings for usefulness (5.7 out of 10) (n=36), relevance (5.8 out of 10) and the amount of detail on each topic (6.3 out of 10). Participants in this group, while still positive about receiving Seafood Industry News, did not find receiving the non-video SMS as convenient as participants viewing the video on their mobile phone, ranking it as 6.7 out of 10 for convenience compared with 7.2 for the video-link SMS. They did however agree they received information they were otherwise unaware of (mean ranking 7.1 out of 10), and were more up to date as a result of receiving updates (mean ranking 6.4 out of 10).

“Short easy to read updates which were very useful to keep track of where research was up to” (non-video SMS participant; Section 5; Appendix 3).

Some participants suggested that the limited amount of information included in the non-video SMS was of little use in providing key messages, but found it useful as an alert prompting them to follow up on the Australian Seafood CRC website.

“Learned about broader seafood industry news I probably would not have known about; prompted me to go to the website and learn more about topics I was interested in” (non-video SMS participant; Section 5; Appendix 3).

All non-video SMS participants watched at least one episode of Seafood Industry News on the Australian Seafood CRC website, with the majority (67%) of non-video SMS participants watching three or more episodes, and 19% watching all six. The number of ‘hits’ for the video episodes of Seafood Industry News watched on the Australian Seafood CRC website show a similar viewing pattern as video-link participants, with the peak of viewing in the month episodes were released as well as subsequent months, as shown by ‘hits’ in April despite no edition being released in April (Figure 2). The peak in June is most likely a combination of ‘hits’ for two editions released in May and one in June with neither of the May editions viewed in the month they were released, despite the same editions being viewed by most of the video-link SMS participants on their mobile phones in the same month. The lack of ‘hits’ during May could partly be attributed to an international aquaculture conference held during that month in Tasmania and attended by much of the industry. Regardless of the cause, the sudden drop in viewing rates within this group compared with the solid viewing rates within the video-link SMS group shows that providing an alert that requires follow-up is less reliable than providing video content direct to participants mobile phone.

Participants receiving the non-video SMS and e-mail found the summary articles on the Australian Seafood CRC website of greater use than those who received the video-link SMS, with the majority (60%) reading more than two summary articles from each edition. This is most likely related to the limited nature of the information that was able to be provided through an SMS message, with non-video SMS participants accessing the videos or summary articles to become more fully informed. It may also be attributed to non-video SMS participants having to access the Australian Seafood CRC website to view the videos and, once there, more likely to browse through additional material, compared with participants viewing videos directly on their mobile phone.

E-mail Participants

Participants receiving e-mail versions were the most enthusiastic about Seafood Industry News, despite the absence of location independent updates, ranking it as 7.3 out of 10 for 'usefulness'. E-mail participants also ranked Seafood Industry News higher for relevance and convenience, with participants being more up to date as a result of the updates and preferring to receive information through a service like this rather than reading it in a magazine or other publication.

"It is good to be kept up to date with what is going on in our industry. We have the technology – let's use it!" (e-mail participant; Section 5; Appendix 3).

The majority of e-mail participants (71%) viewed four or more videos on the CRC website, with all e-mail participants watching at least two. As with the non-video SMS participants, most (63%) read more than two summary articles per edition, with 25% reading all of them. E-mail participants, like the non-video SMS participants considered the summary articles more useful than the video-link participants, with all e-mail participants ranking the summary articles usefulness between 5 and 8 out of 10. Like the non-video SMS participants, the e-mail participants had to access the Australian Seafood CRC website to view the videos and, once there, were more likely to browse through additional material.

"Clear, concise, sufficient information to understand what Seafood CRC are doing" (e-mail participant; Section 5; Appendix 3).

E-mail participants had the highest rate (44%) of on-forwarding Seafood Industry News updates to others, further disseminating information.

The e-mail participant results need to be treated with some caution due to the low numbers within this group (n=9). Notwithstanding the small sample size, these results suggest that the visual presentation of research information was effective at capturing people's attention and conveying key messages, irrespective of the delivery mode. The survey results also highlight the continued reliance on e-mail, and the need to utilise it in conjunction with mobile technologies if future editions were produced. It is expected that over time, the number of editions viewed directly on a mobile device versus via a website from an e-mail link will increase as mobile communication becomes more commonplace.

General

Prior to this project the majority of participants (video-link SMS; non-video SMS and e-mail) received research information via hard copy (magazines and publications), yet only 17% indicated this as the preferred method of information delivery. E-mail, SMS alert and headlines and video-link SMS rated most highly across all respondents, with e-mail rating highest.

Websites do not appear a common source of research information for the participants surveyed, with almost half (48%) of respondents not having visited the Australian Seafood CRC website prior to this project, but having done so since receiving Seafood Industry News.

For all delivery modes, videos were preferred over the summary articles. This indicates that visual presentation of research information in a two minute news-style video was most effective at engaging participants versus a text only presentation.

Generally, respondents indicated that they were receptive to the use of new and innovative forms of industry communication. With 70% of respondents being over the age of 40, it is likely that the demand for innovative communication will increase as younger generations become more involved in the industry.

Nearly all respondents (94%) indicated they would like to receive future editions of Seafood Industry News, if available, with the majority preferring monthly editions.

Benefit and Adoption

Providing research results in a news-style video delivered direct to mobile phones and available on websites is a useful extension tool that can be used to engage with stakeholders. At this stage, both video-link SMS and non-video SMS need to be used in conjunction with other extension methods, such as providing an e-mail version, to capture the majority of stakeholders. Mobile phone based extension could be applied to any area of applied research and particularly to primary industry related research sectors.

This form of delivering research results, as demonstrated in this project, is likely to be most effective when the information conveyed is sector specific (e.g. the oyster industry; the tuna industry, etc.), brief and relevant, ensuring that uptake by the industry is maximised. More generalised content may be appropriate for a broader audience who have an interest in gleaning updates across a number of areas.

The cost, approximately \$2,500 per edition of Seafood Industry News, makes it one of the more expensive forms of extension; however, its ability to capture people's attention and to communicate with those normally out of reach needs to be taken into account when considering cost.

Further Development

Future editions of 'Seafood Industry News' should consider some of the suggestions received in the industry evaluation survey, including: producing mobile phone friendly summary pages so that users can easily navigate from the news video to the summary pages on their handset; simultaneously providing all phone users with an e-mail version of the information transmitted; providing a short (few sentences) priasee of detail on each topic in the e-mail version; and provide more detail in the summary pages.

Emerging technology, such as the Apple iPad, should be considered as new applications for this methadology. The Apple iPad can deliver location independent updates such as 'Seafood Industry News' using the benefits and familiarity of e-mail. E-mails with brief information on each topic, including web-links to video and summary articles, when sent to participants with an iPad, can be viewed directly on the large high quality screen, anywhere, anytime. The growing popularity of Apple iPad ensures it will play an important role in future extension of research results, with this technology only set to improve.

Producing quarterly editions should also be considered as this would reduce costs and increase the number of significant research outcomes per edition.

Ideally, future extension tools would incorporate methods that facilitate end-user feedback. This would strengthen researcher-end-user relationships, enhance the adoption of research outcomes target strategic research thinking. Voting options available through e-mail accessed through either a computer or an Apple iPad would allow for end-users to rate or provide comments on individual editions. E-voting using a mobile phone or a feed-back form on the website that hosts the videos and summary articles would also allow end-users to provide comments and/or a rating for each edition and should be considered.

Planned Outcomes

Establish a process involving the pilot scale delivery of South Australian seafood industry research to stakeholders using video and mobile phone devices. This process will benefit both the seafood industry and the public research sector by allowing timely and efficient access to relevant and recent research results. This was achieved.

Ensure involvement of and transfer to Australian Seafood CRC, all processes and procedures regarding application of technology for possible adoption by other sectors involved in Australia seafood. This was achieved.

Conclusion

This project focused on the need to develop and implement innovative ways of extending research results to the seafood industry.

The outdoor nature of many seafood industry roles, and the want for immediate, concise, filtered information means that traditional extension tools are often ineffective, with fewer than a fifth of participants indicating that they would like to receive this information via hard copy. E-mail is a favoured form of communication, with video-link and non-video SMS', along with information posted on websites, also being popular.

The industry's desire to engage with new and novel forms of communication, along with the range of technologies available and the minimal cost involved in using several simultaneously, suggests that a range of extension tools and delivery methods is the best way to engage such stakeholders.

The visual presentation of research updates and activities in the form of a two minute news-style video, as trialed in this project, created a point of difference in today's saturated e-market. The videos effectively captured each recipient's attention by regularly communicating key messages from current and relevant research projects.

Delivery of Seafood Industry News direct to mobile phones, via a weblink, reached those people within the oyster industry who often work outside of an office, informing them of the latest results and activities.

Results from a survey of project participants suggest the concise, relevant and targetted information, specific to the oyster industry, was a key to the success of the news-style videos.

However, reluctance to use mobile phone technology, or problems relating to hardware or networks limited the number of participants who received Seafood Industry News direct to their mobile phone. It is likely that such difficulties will become less of an issue over time, as mobile communication becomes more commonplace and technology improves.

Those participants reliant or more comfortable with everyday communication technologies were captured by making Seafood Industry News available on a website and to participants via a non-video SMS or e-mail. The non-video SMS was particularly effective as a location independent 'alert' prompting participants to follow up on the latest research information once they could access the internet via computer.

Across all groups (video-link, non-video SMS and e-mail) nearly all respondents (94%) indicated that they would like to receive future editions of Seafood Industry News and that cost was not likely to be an inhibitory factor.

Delivery of research information in a news-style video, across a range of delivery modes as demonstrated in this project, is a valuable tool that can be used within a suite of traditional

extension methods to provide concise, targeted information direct to stakeholders' regardless of their location.

Appendix 1 – Intellectual Property

There is no Intellectual Property associated with this project.

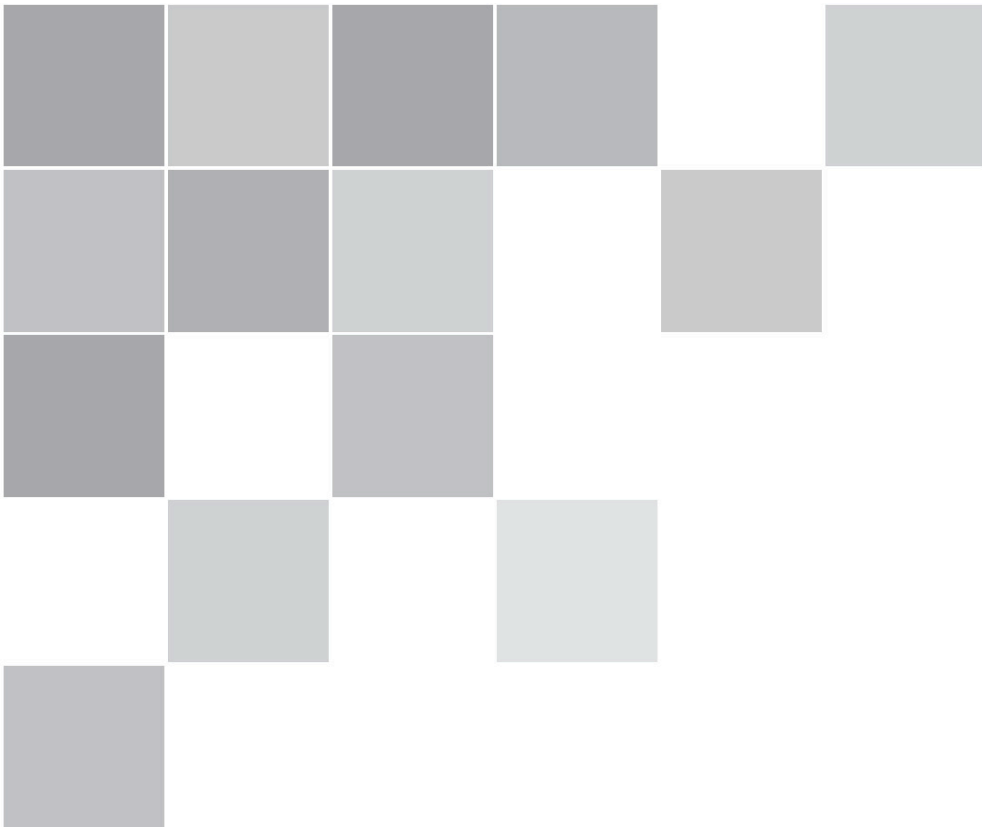
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Appendix 3 – Customer Satisfaction Survey

SARDI/MISA Can You Hear Me? – Mobile Technology Delivery Satisfaction Survey.
Prepared for: Jane Ham (MISA)
Prepared by: Jasha Bowe and Nick Danenberg (Ehrenberg-Bass Institute for Marketing Science, University of South Australia)



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SARDI / MISA Can You Hear Me Mobile Technology Delivery Satisfaction Survey RESULTS



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INTRODUCTION

This document details key findings of the Ehrenberg-Bass Institute's research on behalf of Marine Innovations SA for the Australian Seafood CRC project 2009/747 "Can they hear me?...Modern and innovative strategies to communicate with the seafood industry". The "Can they hear me?" pilot project was designed to apply existing digital technologies in an integrated manner to deliver research information to seafood industry members in a more targeted manner.

The project involved sending out research results in the form of news bulletins to project participants via mobile phone. Participants were selected from the oyster industry, in order to keep the trial size manageable and to ensure that the research news items could be tailored to the needs of a specific industry sector. A number of interested people from government agencies were also included in the project. The total number of project trial participants was n=117. Some of these (n=70) subscribed to video-only delivery of the information where the video bulletin was (initially) delivered to and watched on the participant's mobile phone handset. Some subscribed to a text-only service, where the news bulletin was sent to participants as a text-only SMS and a small number of participants subscribed to an email only service.

This research measured the satisfaction of participants with the project and evaluated the effectiveness of the forms of R&D extension that were utilised in the project, both in terms of the mode of distribution and the information itself.

METHODOLOGY

This research used a quantitative survey to collect feedback from project participants. Participants were first contacted via email with a request to complete the survey online within two weeks. Participants were sent reminders via SMS and email. Project participants who were unable or unwilling to complete the online survey within these two weeks, were then contacted for a telephone interview. These calls were made over a 1 week period, with call-backs and appointments being used to maximise response. Several follow up calls were made to each participant to attempt to secure their participation.

In this way repeated attempts were made to include all 117 project participants in the research either online or by phone.

The questionnaire length was limited to approximately 5-7 minutes in order to comply with the budget for the project.

SAMPLING

Although participants' inclusion in the trial project had been conditional on them participating in an evaluation survey, respondents were also offered a \$20 voucher as an incentive for their participation in the research to maximise response rates.

27 participants completed the survey online within the specified time frame. 36 participants were then participated in the telephone-administered survey; resulting in a total sample 63 participants. The remaining participants either refused to participate, were un-contactable despite repeated efforts to recontact them, or were duplicates in the sense that they may have been subscribed more than one version of the bulletins (mostly CRC administrators / staff).

MISA staff facilitated the recruitment process, reminding participants of the imminent evaluation research in the last news bulletin and through the sending of reminder messages to participants through their SMS group notification service.

Though every reasonable attempt was made to involve all project participants in the evaluation, it is nevertheless the case that some project participants remained un-contactable or did not wish to complete the survey and were not included in this evaluation research.

The majority of respondents (n=47) were industry participants rather than Government or CRC administrators (n=16). This provides a good basis for establishing the generalisability of this research across industry participants – a key objective of the research.

KEY FINDINGS

The key findings from this evaluation research are:

- The “Can They Hear Me” project was useful to the majority of participants.
- The project led to an increased awareness among participants of research activities within the industry.
- 94% of participants indicated that they would be interested in receiving Seafood Industry News, as delivered during the project, in the future.
- The majority of participants found that research updates being sent to them directly (either by mobile phone or email) was *extremely* convenient, and further found this to be a preferential method of information dissemination to industry magazines or other industry publications.
- The majority of participants also found the information sent to them during the project to be *extremely* relevant.
- On the whole, participants felt the *quantity* of information delivered was *ideal*.
- Participants indicated that they were interested in exploring and utilising new technology and communication tools to communicate with others in the industry.
- The most preferred frequency of delivery of Seafood Industry News Research Updates (should such a service be continued in the future) is monthly; which was preferred by 59% of participants.
- Overall, the video was perceived as being of high quality (with a mean quality score of 7.7 out of 10). Very few participants reported having problems receiving the video.
- Almost HALF the respondents had NOT visited the CRC website prior to the project (48%), but had done so recently as a result of their participation in the project.
- Prior to the “*Can They Hear Me*” project a majority of participants received industry news and R&D information via hard copy (magazines and publications), yet only 17% indicated this as a preferred method of information delivery. Email, SMS and Video to phone were by far most highly rated methods of delivery across all respondents, with email rating highest.
- The incidence of participants forwarding information to others and hence attaining greater reach in dissemination information throughout the industry was very low in the case of the mobile phone formats of reception (SMS & video to phone). It was, however, substantially higher for in the case of email recipients, with a majority forwarding the information on.
- The two simplest and cheapest delivery modes, email and SMS, delivered the highest ratings of utility.

RESULTS

Respondents were asked a range of open-ended, single- and multiple-response questions regarding the *Can they hear me? ...Modern and innovative strategies to communicate with the seafood industry* project. The results of these questions and respondents' comments about the project are detailed in the sections and tables that follow.

SECTION 1: SAMPLE PROFILE

This section provides demographic information about those participants who took part in the evaluation survey, namely industry role, age and method of receiving the Seafood Industry News updates. The majority of these respondents (n=47) identified themselves as industry members, while the remainder (n=16), were identified as *other*, which included CRC staff and industry researchers.

1. Respondent's Primary Role In The Oyster Industry.

Answer	Response	%
Owner	37	59%
Manager	8	13%
Employee	2	3%
Other (please specify)	16	25%
Total	63	100%

Most respondents are industry participants (owners, managers or employees) rather than administrators (Government or CRC). Employees were under-represented, but this was probably limited by the low number of employees in the program.

Other (please specify)

Another sector
Carton supplier
Communications manager for fisheries research and development corporation
CRC staff
Executive officer of oysters Tasmania
Partner research agency
R&D manager
Research manager
Research scientist
Researcher x 2
Researcher-genetics
Scientist

This list details the diverse range of “other” stakeholders involved in the MISA pilot program.

2. Participants’ Current Age Range.

Answer	Response	%
Less than 25	1	2%
25 to 40	18	29%
Over 40	44	70%
Total	63	100%

Over two-thirds of respondents are over 40.

3. Method By Which Participants Received Seafood Industry News Research Updates.

Answer	Response	%
Mobile Phone – videos	18	29%
Mobile Phone – text (SMS) links only	36	57%
Email	9	14%
Total	63	100%

Most respondents received non-video / SMS links only; not videos direct to their mobile phone.

SECTION 2: ACCESSING UPDATES

This section details the levels of access and engagement of participants in the pilot program. Comparisons are made between all three modes of the Seafood Industry News updates. The data presented looks at both the initial transmission of the news updates to participants, and the follow up actions participants engaged in following receiving the updates.

Initial Transmission

The initial transmission p relates to the monthly distribution of the Seafood Industry News updates by MISA to the industry participants. The transmission of news results to participants was via three formats, as detailed earlier: video broadcast to a video-enabled mobile phone, SMS headline alerts sent to a mobile phone and web address links sent via email newsletter with summary information and html hyperlinks.

4. Number Of Seafood Industry News Videos Watched On Phone.

Answer	Response	%
0	1	6%
1	0	0%
2	2	11%
3	2	11%
4	3	17%
5	1	6%
6	9	50%
Total	18	100%

Most video-to-mobile participants claimed to watched all 6 Seafood Industry News Videos on their phone. On average, participants watched 4.5 of the 6.

5. Number Of Seafood Industry News SMSs Read On Phone.

Answer	Response	%
0	3	8%
1	3	8%
2	2	6%
3	6	17%
4	6	17%
5	2	6%
6	14	39%
Total	36	100%

Reading the SMS news alerts was less popular than viewing videos, but almost all participants read at least 3.

6. Number of Editions Seafood Industry News Read on Email.

Answer	Response	%
0	0	0%
1	0	0%
2	0	0%
3	1	11%
4	1	11%
5	3	33%
6	4	44%
Total	9	100%

As with news updates sent to participants' mobile phones, most participants claimed to read all Seafood Industry News updates on their email.

There was very little difference in the readership rates between the participants of the different modes of delivery. Regardless of the mode of delivery, most participants viewed all of the news messages. To some extent this could be a reflection of the interest level of this self-selected group of trial participants—those people who felt most interested in reading about industry-related news and research agreed to participate in the trial. Nevertheless, the result shows that this level of readership did not differ based on delivery mode; all modes had similar rates of readership.

Participant Follow-up

Participants were probed about the follow-up activities they may have engaged in as a result of receiving the Seafood Industry News updates. Accompanying each edition of the update were a number of supporting pages on the Seafood CRC website. These pages contained the video version of the update, as well summary pages and links to further information on the topics presented in each edition.

7. Number of Seafood Industry News Videos Viewed On The CRC Web Site (Video Participants).

Answer	Response	%
0	8	44%
1	1	6%
2	3	17%
3	1	6%
4	1	6%
5	0	0%
6	4	22%
Total	18	100%

Close to half of participants all who received the video broadcast on their phone did not watch the videos again on the CRC website.

Although almost half of participants who received the video broadcast on their phone watched no videos again on the CRC website, a sizeable number (almost a quarter, 22%) watched all six again on the website.

8. Number of Seafood Industry News Videos Viewed On The CRC Web Site (SMS Participants)

Answer	Response	%
0	0	0%
1	5	24%
2	2	10%
3	6	29%
4	3	14%
5	1	5%
6	4	19%
Total	21	100%

All respondents who received the SMS version of the updates watched at least 1 video on the CRC website. The majority watched 3 or more.

9. Number of Seafood Industry News Videos Viewed On The CRC Web Site (Email Only).

Answer	Response	%
0	0	0%
1	0	0%
2	1	14%
3	1	14%
4	4	57%
5	0	0%
6	1	14%
Total	7	100%

Most respondents receiving email updates viewed 4 or more videos on the CRC website and all watched at least 2.

Usage and Usefulness Rating of Summary Pages provided on CRC web.

Those respondents who indicated that they had visited the website were then asked to indicate (in a general sense) how many articles they read on the web site. They were then asked to rate how useful they found the summary pages overall.

10. Average Number Of Separate Articles Read From Each Edition (Video Participants).

Answer	Response	%
Only 1 or 2	6	67%
A few	1	11%
All of them	2	22%
Total	9	100%

Two-thirds of video broadcast respondents read 1 or 2 articles from each edition on the website.

We previously saw that few people who participated in the video-to-mobile phone service visited the website to view follow up videos. The people who did visit the website generally read just a few (one or two) of the corresponding articles from each edition on the website;.

11. Average Number Of Separate Articles Read From Each Edition (SMS Participants).

Answer	Response	%
Only 1 or 2	9	39%
A few	10	43%
All of them	4	17%
Total	23	100%

More SMS-only respondents read 'a few' articles from each edition

When they did visit the website after receiving the news headlines, SMS-only participants read a greater number of articles from each edition than did the participants who received the video alerts. This finding likely reflects that the limited amount of information provided in the SMS headlines left people needing to access the information on the website. As opposed to those who received videos on their mobile phones and who felt less of a need to visit the website.

12. Average Number Of Separate Articles Read From Each Edition (Email).

Answer	Response	%
Only 1 or 2	3	38%
A few	3	38%
All of them	2	25%
Total	8	100%

As with SMS-only participants, more email-only participants read 'a few' articles each edition.

Both email-only and SMS-only participants proportionally read more articles on the CRC website than those who received the video broadcast.

13. Usefulness of Summary Pages Overall (Video-only Participants).

Participants who had accessed the summary pages were asked to indicate how useful the summary pages were.

Answer	Response	%
0 - No use	1	10%
1	1	10%
2	1	10%
3	2	20%
4	1	10%
5	1	10%
6	2	20%
7	0	0%
8	0	0%
9	0	0%
10 - Extremely useful	1	10%
Total	10	100%

Most respondents receiving video broadcasts to their phone did not find the summary pages useful.

Few of the video-only participants had accessed the summary pages on the website, and those who did, gave a mean 'usefulness' rating of 4. This seems consistent with the proportionally lower number of articles they indicated reading in comparison to the other reception mode participants.

14. Usefulness of Summary Pages Overall (SMS-only Participants).

Answer	Response	%
0 - No use	6	21%
1	0	0%
2	0	0%
3	0	0%
4	0	0%
5	4	14%
6	5	17%
7	8	28%
8	6	21%
9	0	0%
10	0	0%
Total	29	100%

SMS-only participants who viewed summary pages found them much more useful than video participants did.

In contrast to the mobile video-only participants, SMS participants generally found the summary pages on the web site of greater use. This is likely to do with the limited nature of the information that is provided through an SMS message. Therefore, a person receiving an SMS message of headlines would likely feel it necessary to access the summary pages to become more fully informed and therefore would feel that the summary pages would be of greater use.

15. Usefulness of Summary Pages Overall (Email-only Participants).

Answer	Response	%
0 - No use	0	0%
1	0	0%
2	0	0%
3	0	0%
4	0	0%
5	2	25%
6	2	25%
7	1	13%
8	3	38%
9	0	0%
10	0	0%
Total	8	100%

Email-only participants who viewed summary pages also found the summary pages useful.

Distribution of Seafood Industry News updates BY participants.

Participants were asked if they had forwarded the updates to anyone else after receiving them.

16. On-forwarding of Seafood Industry News to others (Video-only Participants).

Answer	Response	%
Yes	0	0%
No	18	100%
Total	18	100%

None of the video-only participants forwarded the news updates to others

17. On-forwarding of Seafood Industry News to others (SMS-only Participants).

Answer	Response	%
Yes	1	3%
No	35	97%
Total	36	100%

Only one of the SMS-only participants forwarded the news updates to others

18. On-forwarding of Seafood Industry News to others (Email-only Participants).

Answer	Response	%
Yes	4	44%
No	5	56%
Total	9	100%

Half of the email-only participants forwarded the news updates to others

These tables indicate that the incidence of on-forwarding news updates is related to how the update was received. Updates received by telephone (SMS or video) were almost never forwarded on, whereas up to half of those who received the updates via email did forward the updates on.

This difference in behaviour is likely a consequence of people feeling more comfortable forwarding on emails, but less comfortable forwarding on mobile phone alerts. It could also be that people are unaware of how to forward on mobile phone alerts, especially those that contain video, or are concerned about the expense of doing so.

SECTION 3: MOBILE TECHNOLOGY ISSUES

19. Quality Of The Videos Received On Participant’s Mobile Phone

Those respondents who indicated that they had watched some updates on their mobile phone were then asked to rate out of 10 the overall quality of the videos they had received, in terms of pixelation, continuity and audio.

Answer	Response	%
0 – Extremely Low	0	0%
1	0	0%
2	0	0%
3	0	0%
4	1	11%
5	0	0%
6	0	0%
7	2	22%
8	4	44%
9	1	11%
10 - Extremely High	1	11%
Total	9	100%

Most respondents rated the quality of video highly (8 or above, with a average of 7.7).

20. Reasons for the Low Rating of the Video Quality.

The participants who gave a low rating for the video quality of the seafood industry news service described the reasons for that low score.

Text Response
Screen size just too small

21. Effect of Poor Quality Perception.

The respondents who indicated that the video quality was poor were asked whether this would impact on them using the service in the future.

Answer	Response	%
Yes	2	100%
No	0	0%
Total	2	100%

Clearly poor quality reception had an impact on the respondents' likelihood of engaging with the service in the future.

22. Concern About Using Up the Download Limit Mobile Phone Plan.

Video-only respondents were asked whether they were concerned about using the download limit of their mobile phone plans for watching the industry news updates.

Answer	Response	%
Not at all concerned	9	50%
1	1	6%
2	4	22%
3	0	0%
4	0	0%
5	2	11%
6	0	0%
7	0	0%
8	1	6%
9	0	0%
Extremely Concerned	1	6%
Total	18	100%

Most respondents were not overly concerned about the impact of watching update videos on their mobile phone plan.

23. Likelihood that Download Cost Would Affect the Decision to Receive Future Videos.

Video-only respondents were also asked whether the costs data downloads would affect their decision to receive future video updates.

Answer	Response	%
0 - not all likely	6	35%
1	2	12%
2	2	12%
3	1	6%
4	2	12%
5	1	6%
6	1	6%
7	0	0%
8	1	6%
9	1	6%
10 - extremely likely	0	0%
Total	17	100%

Most respondents were not overly concerned about the impact on their mobile phone plan

SECTION 4: GENERAL RESPONSES TO THE PROJECT (ALL RESPONDENTS)

The following statements and questions were posed to all respondents to the survey, irrespective of the method by which they received Seafood Industry News.

24. General Statements About Seafood Industry News Research Updates.

Question	Mobile video (n=18)	SMS (n=36)	Email (n=9)	Total (n=63)
Receiving the research updates was very useful to me	5.9	5.7	7.3	6.1
I am more up to date with seafood research and research activities as a result of receiving the updates	6.8	6.4	7.1	6.7
Having research updates sent directly to me was extremely convenient	7.2	6.7	7.7	7.1
I much prefer to receive seafood industry news through a service like this than through reading it in a magazine or other publication	6.2	5.8	7.7	6.3
The content of the information was extremely relevant to me	6.8	5.8	6.4	6.3

On average respondents rated ALL these statements at 6 or above, that is 'somewhat agree' or better.

Question	Mobile video (n=18)	SMS (n=36)	Email (n=9)	Total (n=63)
The amount of information on each topic in the updates was ideal	6.9	6.3	5.7	6.6
Receiving the updates saved me a lot of time	6	5.6	6.6	5.9
I received information that I was otherwise unaware of	6.6	7.1	6.2	6.9
Generally, I am extremely interested in using new and innovative ways of communicating with others	7.7	7.6	7.9	7.7

Respondents are very receptive to the use of new and innovative forms of industry communication. Although the service was generally well-received by participants, they did not see the service as a 'time-saver'. Respondents received information they were otherwise unaware of through the updates.

The small number of participants in each group meant that there were no statistically-significant differences between the participant groups. However, respondents who received video-only updates gave consistently higher scores for all questions than did those who received SMS-only updates.

25. How Participants Previously Received Industry Information / Communications

Participants were asked how they previously received industry R&D information, prior to the Seafood Industry News project. Participants were asked to select all formats that applied to them and thus multiple responses were possible, resulting in percentages summing to greater than 100%.

Answer	Response	%
Attending industry meetings	27	43%
Communication with researchers	18	29%
Communication with others in the industry	25	40%
Electronic industry newsletter	13	21%
Hard copy industry newsletter or magazine	35	56%
Not previously aware of research outcomes	8	13%
Other (please specify)	4	6%

Other (please specify)

Participated in research and research management
Really a bit of each above depending on issue
CRC website
Work at CRC!

Most respondents previously got industry information through publications, communication with others in the industry and industry meetings.

26. Did Participants Ever Visit The Seafood CRC Web Site Before Receiving Seafood Industry News updates.

#	Answer	Response	%
1	Yes	33	52%
2	No	30	48%
	Total	63	100%

Almost half the participants had NOT visited the CRC website prior to the pilot project.

27. Would Participants Prefer The Newsreader Of The Updates To Be Someone You Know From Within The Seafood Or Oyster Industry?

Answer		Response	%
From the oyster industry only		4	6%
From the seafood or oyster industry		8	13%
From outside the seafood industry altogether		3	5%
No preference		48	76%
Total		63	100%

The majority of respondents have no preference for the newsreader of the updates to be from within the industry.

For most people, the “origin” of the newsreader, either from within or outside of the industry was inconsequential. Although a small number of people would like the newsreader to at least come from the seafood industry.

28. Participants’ Preferred Method Of Receiving Seafood Industry-Related Information Such As Research Results and News.

Respondents were asked which methods of contact they would like to receive industry updates in; multiple responses were possible (hence, the percentages sum to greater than 100%)

Answer		Response	%
Mobile updates – video direct to your mobile phone		17	27%
Mobile updates – SMS alerts with headlines		21	33%
E-mail		46	73%
Face to face		6	10%
Hard copy		11	17%
Web based summaries		13	21%
Other (please specify)		3	5%

Most participants (about three quarters) would like to receive industry news updates email. Updates sent to mobile phone (either video or SMS headlines) were also liked by a third of respondents.

Despite the previous result that the majority of respondents stated that they previously received industry R&D and news updates via hard copy, very few selected this as a format in which they would like to receive industry news updates.

This finding is therefore particularly important for this project, as it clearly demonstrates the desire of industry participants for new (and multiple) modes of receiving communication.

Other (please specify)
Conferences & workshops
I would like to investigate the option of locking people into a meeting time through outlook so that they can put time aside to watch an interactive presentation particular to their industry and have the ability to speak or type messages to the researcher
No preference

29. Incidence Of Participants Experiencing Technical Difficulties In Receiving Or Viewing The Seafood Industry News Updates.

Answer	Response	%
Never	31	49%
Rarely	15	24%
Sometimes	9	14%
Often	5	8%
Always	3	5%
Total	63	100%

The majority of participants had no or few technical difficulties receiving the news updates.

30. Usefulness Of The Seafood Industry News Project Overall.

Answer	Response	%
Not at all useful	0	0%
1	1	2%
2	1	2%
3	2	3%
4	0	0%
5	3	5%
6	6	10%
7	22	35%
8	18	29%
9	5	8%
Extremely useful	5	8%
Total	63	100%

The majority of respondents found the project to be useful to very useful, (average rating of 7.2).

31. Average Rating of Usefulness Across Reception Method.

On an 11 point scale; anchored on 0 = not useful at all, 10 extremely useful.

Method of Reception	Average Rating
Mobile Phone – videos	6.83
Mobile Phone – text (SMS) links only	7.17
Email	8

Those participants who rated the service as most useful were those who received updates by email only, followed by SMS and video to phone recipients. This is an interesting point, as the email delivery would be the cheapest and least 'mobile' form for communication. It must be noted this could be attributed somewhat to a small sample size (n=9), but with SMS being rated next most useful it appears that the two simplest and cheapest delivery modes, have delivered the highest level of utility to participants.

32. Interest In Receiving Future Editions Of Seafood Industry News.

#	Answer	Response	%
1	Yes	59	94%
2	No	4	6%
	Total	63	100%

Almost all respondents indicated they would be interested in receiving Seafood Industry News in the future.

This trial was extremely successful in at least the sense that almost all participants expressed an interest in wanting to receive editions of seafood industry news in the future.

33. Preference For Frequency Of Receiving Seafood Industry News.

#	Answer	Response	%
1	Fortnightly	3	5%
2	Monthly	35	59%
3	3 monthly	16	27%
4	Other (please specify)	5	8%
	Total	59	100%

The majority of respondents would prefer a monthly delivery for updates.

Other (please specify)	
As required	On demand as needs arise
7 weeks is enough without getting overloaded	Bi-monthly / Every 2 months

SECTION 5: “IN THEIR OWN WORDS” PARTICIPANT FEEDBACK ON THE PROJECT (VERBATIMS)

Several questions were deliberately left open-ended so respondents could describe in their own words how they felt about various aspects of the industry news service. These written descriptions are provided here in full and un-edited.

34. The Best Aspects Of The Video-Based Seafood Industry News Service In Participants Own Words (Video recipients).

Text Response

The potential to receive current news and the convenience to receive news anywhere
I was most interested in stories about oysters and most of the news downloads had a lot of oyster content
Innovative use of technology, summary of key happenings, much easier than ploughing through some stuffy journal.
It is an innovative way to get messages to stakeholders
It kept highlighting the nature of research being undertaken, reinforcing the need for research and development.
Convenience, relevance and informative. Keep it going it is a great initiative
Good to try new technology, but in this case did not work for me
The videos were good in that they encouraged the viewer to see and hear all the content rather than just flicking through an email or magazine
Convenient, interesting, a snapshot of what's going on in the industry. I watched them during down time i was waiting or delayed and enjoyed that it was industry related so it felt like I was still getting something done. I also showed them to other farmers.
It was there to watch at my convenience and did not waste paper.
Short and sharp
I learned information i would not normally find out
Alot quicker than reading in a Magazine and in a text message places it in your field of attention where you can miss things in print.
It gave me information i would not have otherwise known about, a lot of relevant and interesting information
To keep me updated
Short sharp reminders of something on or available
It was convenient, easy to access and view, gave a nice quick summary of what was going on in the undustry

35. The Worst Aspects Of The Video-Based Seafood Industry News Service In Participants Own Words (Video recipients).

Text Response

The limitations on detail (just snippets) without direct access to additional information. Limited capacity for long-term storage for later reference.

Couldn't see any bad aspects. I am more likely to view the videos online as opposed to viewing on my phone

Having to go to the CRC website to get more information - hyper linking direct from mobile with mobile friendly web pages would be great

It comes across as SPAM...

By the nature and structure of the presentation it was generalised, I would have liked to have seen a greater detail of the science and technical basis for the information being presented, but I am in the science business, industry most probably preferred the general approach, although it may have sought more detail/emphasis of the impact of the research and relevance to them.

Download speed to phone is terrible maybe my network? Tasmania 3G

Potential and largely unknown cost, problem of preserving and sharing data, my lack of IT skills, small screen size.

I guess that if you had to pay for the download yourself it may be turn off but I think that most people wouldn't be too concerned

Can't think if anything bad, I thought the newsreader was hot!

All the aspects were positive for me

Needed to watch on computer

Waiting for it to download

Can't say there were many negative aspects. Maybe send the messages after business hours, when time is less pressed.. But not too late to annoy early risers...

There weren't any negative aspects

Thought it was more directed at the pacific rather than Sydney rock

At least 3 of them would not down load to my phone, and was not interested enough to fix it. It was a jas jam. I now have an ipod on which it works very well.

No negs

36. The Best Aspects Of The SMS Text-Based Seafood Industry News Service In Participants Own Words (SMS).

Text Response

1. Learned about broader seafood industry news I probably would not have known about. 2. Prompted me to go to web site and learn more about topics I was interested in.

It was automatic

Short easy to read updates which were very useful to keep track of where research was up to.

I have a govt phone that can't download stories. The main purpose is I know there's a new edition out, so I hop on my computer and view it online. I treat the sms as more like an alert to go on line and see the stories. Specifically working in the seafood industry

Rapid, up-to-date information. Timely notification.

Only received one text message

Convenience

Keeping me up to date with what is going on

Because it was just sent to me it prompted me to think about the different issues raised in the different articles, which would not have occurred to me otherwise.

Instant and focuses you on current research

Convenient, i had a phone problem so didn't use it as well as i could have, the summaries are relevant.

Nothing

It's a quick way to get a summary about a project before looking into it more thoroughly

The fact that they were being done and sent out to people. They may not always be relevant to each person but its a good thing to do.

Covering a range of issues, good way to get info on the videos visual was good helped to retain information

It was good to get an update without having to go looking for it, very convenient

Keep updated

Hearing about things I would not normally keep up with which is my fault

Links to the CRC website to get update and links for subjects that you were interested in

Would be good if I could get them properly

It was instantaneous, right there easy to access. The things i read were not relevant to my industry but they were still interesting, so i look forward to the oyster stuff.

Convenient if in a better situation to be able to view them,

It was there, i could keep working and just read it on the job without going out looking for info - i could have been anywhere like out on the water when it came through and i could just read it.

It was there; i could read it at my leisure. Very handy.

Oyster growers very busy and encouraged me about new ways of doing things that is quick in a convenient way

Convenient

It alerted me to the fact that there was interesting information out there

Comes direct to you is quick if anything that you want to know more about you can

Alerted me to the fact that there was something to look at
When you need to look at this maybe at airport waiting time better spent
Good prompt to remind you to look for things
Receiving things that i would not normally get, relevant
Link to video
Ensured receipt of news
The immediacy of it
Increasing awareness and engages industry with relevant research, normally hard to do that in this industry

37. The Worst Aspects Of The SMS Text-Based Seafood Industry News Service In Participants Own Words (SMS).

Text Response

General lack of information for someone interested in detail.
Unknown cost, poor on phone
Messages short on info but this meant looking at website for further info
The fact it tries to give idea you can use phone, when govt service phone blocks downloads.
Too wordy, small text hard to read surreptitiously during meeting!
Just didn't get them
Specific and not particularly relevant to me
Nothing
None, some of the info was not in my field of interest but i would have liked a bit more info on the ones i was interested in
Nothing x 7
No negatives x 8
Could not get them all,
Runs phone flat quickly to look at these things, prefer paper
Have not been able to view video on phone, had to go to net which was inconvenient at the time
I had to get a data allowance added to my phone plan.
I would prefer a hard copy because i can read it anywhere and i don't have mobile reception at home
Personal circumstances did not look at as much would normally do so, feel bad
Time factor to look at them
Video fine
Inability to download and use links. Prefer email
Getting the technology to work

38. The Best Aspects Of The Email-Based Seafood Industry News Service In Participants Own Words (Email).

Text Response

It is good to be kept up to date with what is going on in our industry. We have the technology! Lets use it.

It's new and it keeps my co-workers and me up to date on issues in the industry.

The convenience, having it emailed to me, not getting something in the mail and don't have to think about it, its right in front of me so i can save it, read it, refer to it later rather than having a magazine hanging around that you'd rather just throw out.

When the information is relevant to me and to oyster farming, it was excellent

They tried new technology; it's good to see they are using technology that most people in the industry can access.

Clear concise sufficient information to understand what CRC seafood were doing

Convenient and saves time

Quick, easy, able to read at own convenience anywhere

Being made aware of what's happening in the industry, and contacts for follow-up

39. The Worst Aspects Of The Email-Based Seafood Industry News Service In Participants Own Words (Email).

Text Response

Mobile phone screen is too small.

Nil

No negative aspects

Wasn't all relevant to me, but it's still interesting to know what's going on in the rest of the industry

It is a new technology for the industry so the rate of adoption is fairly low and the polish of the presentations still needs some work.

I cannot think of any. This is a professionally presented news letter which I hope will continue in some form

None

N/A

Could be more info available on a link for each topic.

40. The Main Difficulties That Participants Experienced (Overall).

Text Response

No video link

Cut out or didn't download, maybe a phone error?? But sat waiting then it was all over and saw very little

It didn't always link first time

Opening the presentation

Speed of connection

No ability to see link due to restrictions on govt phone, frustration. But I can see it would be valuable for those that don't have such blocks.

Experienced difficulties if I did not access the message straight away because I was busy at the time.

Screen size, pushing wrong buttons, coverage dropping out

Either weren't sent or we did not receive

One time the message was garbled on my phone

Opening up the page at times

Mobile reception

My phone and my ineptitude

Could not connect once

Video not loading

Could not find a link a couple of times

Lack of computer literacy

Some of the emails did not come through, have changed my email address

Only saw 2 or 3 videos so had difficulty getting them

Did not know how to get them off my phone, old fashioned way is best

Phone no good with video

Broken link

Only the first one that could not see

I was having trouble connecting to the internet, so that was a problem with our reception

Occasionally the browser did not want to work

Just some did not receive

Logging on

Had some difficulty with the mobile

Inability to view link to website on mobile. May as well received emails alone

Getting access to the website

See previous answer - would not down load - the phone froze.

We are on dial up So it's on our side

CONCLUSION

This evaluation research demonstrates that overall the MISA “*Can they hear me?...Modern and innovative strategies to communicate with the seafood industry*” project was successful in its objectives. Overall, participants gave the service a high score overall for usefulness, 7.2 out of 10 and almost all participants indicated that they would be interested in the project / Seafood Industry News update service continuing.

There is a clear need for the seafood industry to explore such innovative communication delivery methods, or at the least to offer a wide variety of delivery methods, in communicating with and engaging the diverse range of industry stakeholders. A majority of respondents indicated that they have previously been exposed to industry news and R&D results through receiving hard copy materials (reports, magazines, newsletters and so on). However, only around 17% of all respondents indicated that they would like to receive this information via hard copy. This, then, represents a clear disconnect between what industry members [currently] get and what they want. Of course, this finding needs to be tempered by acknowledging a potential bias in the sample composition of the trial viz. participants in the trial were self-selected. Therefore, it is likely that those industry members who participated in the trial are more likely to be interested in industry news and R&D

Participants found the service delivery to be useful and convenient, and indicated their desire to engage with new and innovative forms of inter-industry communication. However, despite the different and innovative methods of disseminating information to participants, (e.g., receiving a video news service sent direct to participants’ mobile phones) receiving updates by email was the most popular stated method for receiving future updates; favoured by three quarters of all respondents. Receiving updates by SMS headlines sent to mobile phone and receiving videos direct to mobile phone were also popular, as were updates posted on a website. This would seem to indicate that a range of delivery technologies would be the preferred approach, accommodating the heterogeneity of individuals’ preferences for timeliness, convenience and accessibility. However, this would need to be traded off against the increased costs in doing so.

Despite participants’ general level of enthusiasm for the project as a whole and their stated desire to engage with such initiatives in the future, there are a number of issues that will need to be addressed to maximise the potential of this or future projects of a similar nature. In particular, the majority of participants chose to receive SMS only communications to their phones. While this form of communication was very good at delivering a broad reach of the potential target audience and in a timely, convenient manner, the downside is that it provides the least amount of information to recipients (a headline or teaser only), and requires the greatest amount of follow-up for participants to elicit the actual information available to them. This is a structural limitation of the SMS format, and would therefore be indicative of, at the moment, a low uptake of smart-phones or similar video enabled phones (such as the iPhone), throughout the industry. Furthermore, messages sent to participants’ mobile phones were rarely on-forwarded to others, in contrast to updates sent to participants via email. This on-forwarding of information has a snow-balling effect, which results in an even greater reach and wider dissemination of the news

updates, beyond the initial subscriber list.

The results suggest that both video and email transmissions of industry updates prompted greater engagement with the CRC website and/or facilitated the forwarding of updates to others (in the case of email only recipients). In the case of video recipients it required less follow-up activity as participants already had the video update “News Report” directly on their phone. In contrast, SMS and email recipients had to go to the website to view the video. While this website follow-up is still positive engagement with the CRC, the thrust of the project is the proliferation of innovative mobile device technology communications throughout the industry and this is dependent to a large degree on that technology (Smartphone, iPod etc.) being taken up and utilised by industry members.

Appendix 1 – The Survey



Intro Questions

Thank you for your participation in the trial of the "Seafood Industry News" research project.

For this final stage of the project, please help us by taking about 5 minutes of your time to tell us about the service overall and your experiences of it. On completing the survey your \$20 voucher to cover the cost of downloading videos during this project will be mailed to you.

Firstly, through what medium did you receive the "Seafood Industry News research updates"?

- Mobile Phone – videos
- Mobile Phone – text (SMS) links only
- Email

General Questions

Now, we will show you several statements regarding the Seafood Industry News research updates service and we'd like you to indicate the extent to which you agree (or disagree) with each statement.

Please answer each from 0 to 10, where 0 is 'completely disagree' and 10 is 'completely agree'

	Completely disagree	0	1	2	3	4	5	6	7	8	9	Completely agree	10	Don't Know
The content of the information was extremely relevant to me	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more up to date with seafood research and research activities as a result of receiving the updates	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receiving the research updates was very useful to me	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having research updates sent directly to me was extremely convenient	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I much prefer to receive seafood industry news through a service like this than through reading it in a magazine or other publication	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

As before, please indicate the extent to which you agree with each of the statements below.

Please answer each from 0 to 10, where 0 is 'completely disagree' and 10 is 'completely agree'

	Completely disagree	0	1	2	3	4	5	6	7	8	9	Completely agree	10	Don't Know
I received information that I was otherwise unaware of	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receiving the updates	<input type="radio"/>		<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

receiving the updates saved me a lot of time

Generally, I am extremely interested in using new and innovative ways of communicating with others

The amount of information on each topic in the updates was ideal

Video Version Only

In total, there were 6 Seafood Industry News updates sent out to participants.

Of these 6 how many did you watch on your phone? Please include those updates where you watched even just one item.

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- Don't Know

Of the six Seafood Industry News videos on the Seafood CRC web site, how many did you view?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- Don't Know

Each Seafood Industry News update contained about 5-6 individual news articles, with summary sheets available on the Seafood CRC website for each of the articles. How many of the seperate articles did you usually read from each edition?

- Only 1 or 2
- A few
- All of them
- Don't Know

Overall, how useful did you find the summary pages?

Please answer from 0 to 10, where 0 is 'of no use whatsoever' and 10 is 'extremely useful'

No use											Extremely useful	Don't Know
0	1	2	3	4	5	6	7	8	9	10		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In terms of pixelation, continuity and audio, rate the quality of the Seafood Industry News' videos received on your mobile phone;

Please rate the quality from 0 to 10; where 0 is extremely poor quality and 10 is extremely high quality.

CRC website for each of the articles. How many separate articles did you usually read from each edition?

- Only 1 or 2
 A few
 All of them
 Don't Know

Overall, how useful did you find the summary pages?

Please answer from 0 to 10, where 0 is 'of no use whatsoever' and 10 is 'extremely useful'

- | | | | | | | | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| No use | | | | | | | | | | | Extremely | Don't |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | useful | Know |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Did you forward Seafood Industry News on to anyone else?

- Yes
 No

In your own words, what were the best aspects of the email-based Seafood Industry News service?

In your own words, what were the worst aspects of the email-based Seafood Industry News service?

Overall Additional questions

If you were already aware of the research outcomes presented in the updates, how did you previously get the information?

Please tick all that apply

- Attending industry meetings
 Communication with researchers
 Communication with others in the industry
 Electronic industry newsletter
 Hard copy industry newsletter or magazine
 Not previously aware of research outcomes
 Other (please specify)

Before receiving Seafood Industry News updates, did you ever visit the Seafood CRC Web site?

- Yes
 No

Would you prefer the newsreader of the updates to be someone you know from within the seafood or oyster industry?

- From the oyster industry only
 From the seafood or oyster industry
 From outside the seafood industry altogether
 No preference

What is your preferred method of receiving seafood industry-related information like research results and news? You can select more than one option.

receiving the updates saved me a lot of time

Generally, I am extremely interested in using new and innovative ways of communicating with others

The amount of information on each topic in the updates was ideal

Video Version Only

In total, there were 6 Seafood Industry News updates sent out to participants.

Of these 6 how many did you watch on your phone? Please include those updates where you watched even just one item.

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- Don't Know

Of the six Seafood Industry News videos on the Seafood CRC web site, how many did you view?

- 0
- 1
- 2
- 3
- 4
- 5
- 6
- Don't Know

Each Seafood Industry News update contained about 5-6 individual news articles, with summary sheets available on the Seafood CRC website for each of the articles. How many of the seperate articles did you usually read from each edition?

- Only 1 or 2
- A few
- All of them
- Don't Know

Overall, how useful did you find the summary pages?

Please answer from 0 to 10, where 0 is 'of no use whatsoever' and 10 is 'extremely useful'

No use											Extremely useful	Don't Know
0	1	2	3	4	5	6	7	8	9	10		
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In terms of pixelation, continuity and audio, rate the quality of the Seafood Industry News' videos received on your mobile phone;

Please rate the quality from 0 to 10; where 0 is extremely poor quality and 10 is extremely high quality.

- Mobile updates – video direct to your mobile phone
- Mobile updates – SMS alerts with headlines
- E-mail
- Face to face
- Hard copy
- Web based summaries
- Other (please specify)

How often did you experience technical difficulties in receiving or viewing any of the Seafood Industry News updates?

- Never
- Rarely
- Sometimes
- Often
- Always

What were the main difficulties that you experienced?

Now, thinking about the usefulness of the Seafood Industry News project overall...

Please rate the usefulness from 0 to 10; where 0 is not at all useful and 10 is extremely useful.

- | | | | | | | | | | | | | |
|----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|-----------------------|
| Not at all
useful | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Extremely
useful
10 | Don't
Know |
| | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

If the service was to be continued, would you be interested in receiving future editions of Seafood Industry News?

- Yes
- No

How often would you like to receive Seafood Industry News?

- fortnightly
- monthly
- 3 monthly
- Other (please specify)

Demographics

Now to finish, we have just two more questions

What is your primary role in the oyster industry?

- Owner
- Manager
- Employee
- Other (please specify)

What is your current age?

- Less than 25
- 25 to 40
- Over 40

Thank you very much for taking the time to complete this evaluation survey of the Seafood Industry News service. On completing the survey your \$20 gift voucher to cover the cost of downloading videos during this project will be mailed to you.

Please enter your name and address details below so that we can confirm the postal arrangements for sending your voucher out to you.

Please be aware that your personal details will be used solely for the purposes of arranging the post of your voucher; your other answers will remain anonymous and confidential throughout the analysis and reporting process.

Name	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
Suburb / Town	<input type="text"/>
State	<input type="text"/>
Post Code	<input type="text"/>

