

Making the connection- Meeting via the computer

Sometimes going to a farm or agri-business is not possible due to the location, budget or access. Using the computer to visit or meet farmers or agri-business workers can be done via websites, blogs or other social media.

Students should:

1. Research the social media and websites listed in these lesson plans – Telling Our Agricultural Story or look up other sites.
2. Spend time on the website, blog or other source.
3. If there are ways to interact with the farmers, develop a set of questions they would like to ask.
4. Interact with the farmer or agri-business worker.
5. Write a paper or give a presentation
 - a. What did they learn?
 - b. What surprised them the most?
 - c. Would they like to do this for a job or profession?
 - d. What challenges does this venue have?
 - e. What did they like the best about the experience?
6. Using the Spheres of Influence, answer the following questions about the site you were on:
 - Recognize the differences between published and unpublished information. Just because it is published doesn't make it credible. Be careful when evaluating internet sources.
 - Consider the date of the publication. Are the facts presented still relevant?
 - Check out the authors and their credentials. Look at other publications by the same authors to determine any biases and consider the organizations they represent. Is there a conflict of interest?
 - Determine if cited facts in a publication are derived from credible, published, peer reviewed, objective sources.
 - Look for concurrence of facts between credible sources.
 - Evaluate the organizations or the author's use of a particular media choice and tone. Is he or she trying to incite, market to, or manipulate a particular audience? What stake does the author have in getting the reader to agree with him or her?
 - Is the source of information selling a product or service?