INTRODUCTION & PURPOSE

• Communication between organizations is important, as is advocacy for the agriculture industry (or “agvocacy”).
• Not only do agvocacy groups promote their own image and their cause, but also influence the market and public policy.
• The social network among agvocacy groups can reveal information about the groups & their communication.
• We want to know how agvocacy organizations do what they do and what makes them effective.
• Understanding the network they are part of will help agvocacy groups to use their resources strategically to better advocate for their stakeholders.

OBJECTIVES

This study seeks to determine the following aspects of agvocacy communication:
• What organizations and issues comprise agvocacy communication
• the network structure that describes their communication patterns
• how agvocacy communication is utilized in the organizational network
• what tactics and strategies are used in agvocacy

METHODOLOGY

Requirements for Organization Selection
• Member-driven
• National scope
• Domestic, not international
• Agriculture-oriented
• Not for-profit

Qualtrics Survey
• Contact found for each of the 73 organizations fitting criteria
• Survey involving qualitative and quantitative aspects developed using Qualtrics
• Contacts were asked about communication with other organizations and the public, their beliefs about agvocacy communication, and demographic information (Fig. 2 & 3)

Data Analysis
• Data is analyzed using Node XL, a program that creates intricate webs that represent networks (Figure 4)

RESULTS

• Data analysis of the survey results is still in progress at this time.
• The results will be used to create a physical representation of the social network of the agvocacy organizations.
• This web will show each of the organizations in the study and how they are connected to one another (Fig. 4).
• Results will also indicate characteristics of agvocacy communication, key issues of interest to agvocacy organizations, and the resources and connections they use to advocate on behalf of their stakeholders.

REFERENCES