Increasing Interaction in Video-Based Agricultural Extension

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- Project of Microsoft Research India with stable pilot deployment
- Video to increase reach of agricultural extension officer
- In traditional agricultural extension, in-person visits
- Here, videos made of agricultural extension officers showing farmers the practices
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- A semi-trained facilitator in each village shows and mediates videos three times per week
- Interaction is vital
- Internship with MSRI, my goal: to increase interaction by supporting the facilitator
- Wider applicability in education, health
- Exploration for future software system
Audience Response System

- **Motivation**
  - Promote interaction
  - Data gathering

- **Lessons Learned**
  - Technology was too much of a leap
  - Technology should build on existing interaction as much as possible
Facilitators receive very little training in speaking/leading interaction.

Do it in a way that doesn’t increase workload for field officers or facilitators.

Give people who are more knowledgeable more input.
Lessons Learned

- Effective for novice facilitator
  - From no interaction to stopping every ~5 min
  - Once used to interaction, audience was receptive
  - Helped that no extra technology at deployment

- Unclear if useful for more advanced facilitators
  - Didn’t like asking questions, implication that he needed help
  - Include information not already present in video
Facilitator provides direct support to farmers attempting to adopt the practice.

This occurs outside the shows.

Facilitator asked for visual support for this interaction.
Sheets – Lessons Learned

- Facilitators and office staff enthusiastic
  - Adoption ongoing
- Can be used to standardize practices
- Use these to make posters?
- Automatic generation methods?
Conclusions

- Technology can contribute to increasing interaction IF
  - The cultural context is well-understood
  - Prerequisites for technology use are well-understood
  - It builds on the current interaction model
  - The technological leap is not too great
- Useful basis for future research building software support
Questions?