

# Communication of data from a farm survey

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**Communication of scientific results to other target groups outside the scientific community is challenging.**

The presentation has to be:

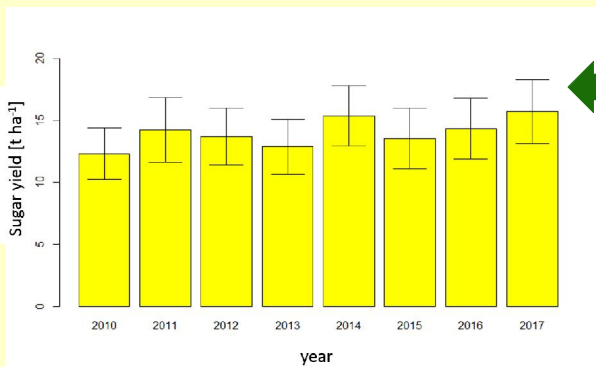
- interesting
- entertaining
- understandable
- scientific correct

Scientists are responsible for:

- neutrality
- factual correctness
- avoid misunderstanding
- good scientific practices

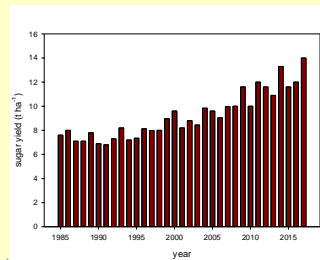
→ offering entertainment + knowledge

Results of a farm survey on sugar beet production (1) are evaluated for their potential effect on an audience.



**Figure 1** is a scientific graph isolated from its scientific framework and hence has a high risk for misinterpretation (2). It might prove an increasing yield performance depending on the expectations of the interested public.

**Figure 2** shows the sugar yield increasing during the last decades (data from 3). A technical indicator like yield is often perceived negatively. By combining it with attractive pictures, we hope to address positive emotions. However, this combination includes the risk of triggering anger (concerns about manipulation) (2, 4).

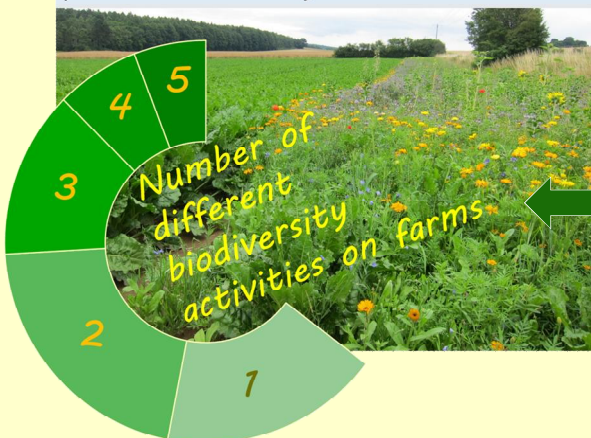


**Because farmers produce more tons per ha nowadays, the vacant area can support more biodiversity!**



**Figure 3** presents the part of farmers who performed one or more activities to enhance biodiversity at their farms. 64 % of the farmers in the survey do so. The figure focuses the attention on those farmers with biodiversity activities and not on that third part who did not participate in any biodiversity activities at all.

2/3 of the sugar beet growing farms promote biodiversity



## LITERATURE

For more information please look at:

Roß, Christel; Trimpler, Kerrin; Mahlein, Anne-Katrin; Stockfisch, Nicol (2019) Entwicklungen im Zuckerrübenanbau und ihre Kommunikation in verschiedene Zielgruppen. In: *Sugar Industry* 144 (9), 540–546

(1) Stockfisch, Nicol; Gallasch, Markus; Reineke, Heinrich; Trimpler, Kerrin; Mielke, Christian; Reiners, Markus et al. (2013): Betriebsbefragung zur Produktionstechnik im Zuckerrübenanbau: Datenbasis und Basisdaten. Farm survey on sugar beet cultivation: data basis and basic data. In: *Sugar Industry* 138 (10), S. 656–663

(2) Mooney, Chris (2011): The Science of why we don't believe Science. How our brains fool us on climate, creationism, and the vaccine-autism link. In: *Mother Jones*. <http://motherjones.com/politics/2011/03/denial-science-chris-mooney>

(3) WVZ (1986-2018): Jahresbericht. Hg. v. WVZ, Berlin.

(4) Birkenbihl, Vera F. (2007): Kommunikationstraining. Zwischenmenschliche Beziehungen erfolgreich gestalten. 28. Auflage: mvgVerlag.