


eXtension & Social Networking

Vicki Elliott



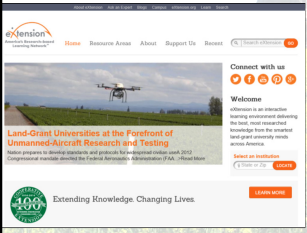

By 2017 the average person will have 5 internet devices!



eXtension

eXtension will be:

- A web based platform and system for knowledge & information providers to network and provide information and advice to knowledge users




- GRDC funded
- One website where people can go to access all field crop information
- Pilot subjects of field crop pathology & crop nutrition
- Vic DEPI, NSW DPI, DAFWA, SARDI and others all involved
- Can be used to link work that is already published on the web, or used to create articles for new information
- Plans to go live late March 2014

The national internet-based educational network in the United States (www.extension.org)

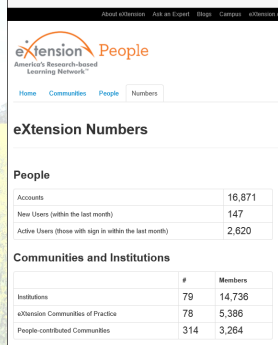
eXtension

A coordinated approach in two subject areas (crop nutrition and field crop diseases) to provide on-line support in various forms:

- A secure online environment to work in
- Expert, peer reviewed information and advice
- An "ask an expert" service
- On line content and links to recommended content
- Social media: Twitter, YouTube, Facebook, website(s)
- Chat sessions/discussion groups
- Decision support tools/distance diagnostics
- Web conferencing/video streaming
- Education modules




eXtension communities of practice



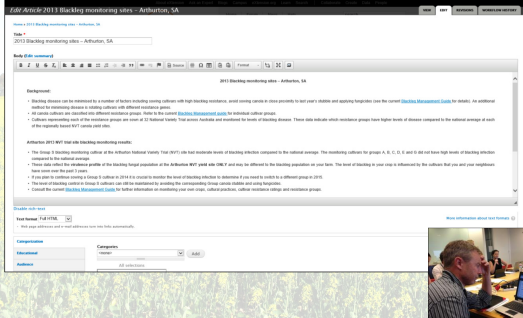
What is a community of practice?

- A broad range of content providers/experts (from a range of agencies), who are willing to network together and use the eXtension platforms to share knowledge/information with users



| eXtension Numbers | |
|---|-----------|
| People | |
| Accounts | 16,871 |
| New Users (within the last month) | 147 |
| Active Users (those with sign in within the last month) | 2,620 |
| Communities and Institutions | |
| # | Members |
| Institutions | 79 14,736 |
| eXtension Communities of Practice | 78 5,386 |
| People-contributed Communities | 314 3,264 |

Create.extension.org



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Late Blight of Tomato and Potato: Recent Occurrences and Management Experiences Webinar

Open to All January 16, 2014 | Post | Like | Comment | Share | Print

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About the Webinar
The webinar took place on January 14, 2014. This devastating disease has been occurring more often in the USA recently, especially on tomatoes. Beginning and experienced growers need to understand changes in the pathogens that account for this change and other factors about recent occurrences in order to manage late blight effectively. Another objective is to share information among researchers and growers about managing late blight with copper, biologicals, and resistant varieties, and utility of the UpBlight monitoring program and the Decision Support System.

Slides for the webinar as a pdf handout

About the Presenters
Margaret Tuttle McGrath, Department of Plant Pathology and Plant-Microbe Biology, Cornell

Upcoming Webinars
February 10: Food Safety in Organic Leafy Greens
February 11: Biological Based Organic Management Strategies for Spotted Wing Drosophila

Ask an expert

extension.org/ask-an-expert

Ask an Expert is a site where you can get expert answers and help from Cooperative Extension faculty or staff and volunteers from across the United States.

Ask a question
Enter your question in the text box below.

Hydroponic systems.
Good evening! I'm very interested in Hydroponic and would like to start a small project to grow vegetables for my family. Is it possible to get some info on this standard model. I appreciate your cooperation. Paul Brown

fertilizer grade/analysis test
When can I get a fertilizer grade and analysis test for getting with that is guaranteed. I plan on selling this mix.

seedlings
I would like to know what month to plant my veg. seeds indoors for outdoor transplant to my garden. This is in Riverside County, the Adelaide area Thank You.

"Legal" fish in Aquaponics system
Hi! I have a Friendly Aquaponics (Bernal) Grow System Manual that recommends we ask our local Extension Agent what fish are legal to grow in aquaponics systems. I plan on building a home system with 44 sq feet of plant grow area, which will require out of the fish. Also, do you know of any aquaponics growers in the Eugene/Southern Willamette Valley area who are up and running? Any recommendations welcome for fish? Any info you can provide would be helpful.

100 SOCIAL NETWORKING FACTS STATISTICS & TRENDS FOR 2012

Every minute of the day:

- 40% of the world's population uses social media.
- 100,000 tweets are sent.
- 2 Million queries are searched on Google.
- 48 hrs of video are uploaded to YouTube.
- 684,478 photos are shared on Facebook.
- 3,600 photos are tagged on Instagram.

| REGISTERED USERS | DAILY ACTIVE USERS | TIME SPENT MONTHLY |
|--------------------|--------------------|--------------------|
| 1 Billion FACEBOOK | 852 MI | 6.75 Hours |
| 517 MI TWITTER | 63 MI | 1.5 Hours |
| 400 MI GOOGLE+ | 75 MI | 21 Minutes |
| 175 MI LINKEDIN | 25 MI | 17 Minutes |
| 100 MI INSTAGRAM | 7.3 MI | 3 Minutes |
| 25 MI PINTEREST | 4 MI | |

<http://cogno.com/learning-management-system/infographics-on-stats-and-trends-for-2012-and-2013.html> - 2012

MGP on social media

<http://www.facebook.com/grainspathology>

https://twitter.com/Steve_Macrocraft

Google+

Macrocraft Grains Pathology

Google+ interface showing profile, posts, and search results.

Google+ Hangouts

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Hangout interface with participants and chat window.

Conclusions

eXtension will be:

- A better way for knowledge providers to network/coordinate and get their information and assistance out to those people that have the questions, need to make decisions and use resources
- User friendly – easy to produce articles and attach links to already published information

Social networking is:

- A way to get your information out quickly and in a timely fashion to the people who need to know it
- Also a new tool for communication between researchers

Lets embrace the new ways of getting our information out and not be left behind!

