



Reflection on communication with beekeepers

B-RAP workshops, COLOSS eConference

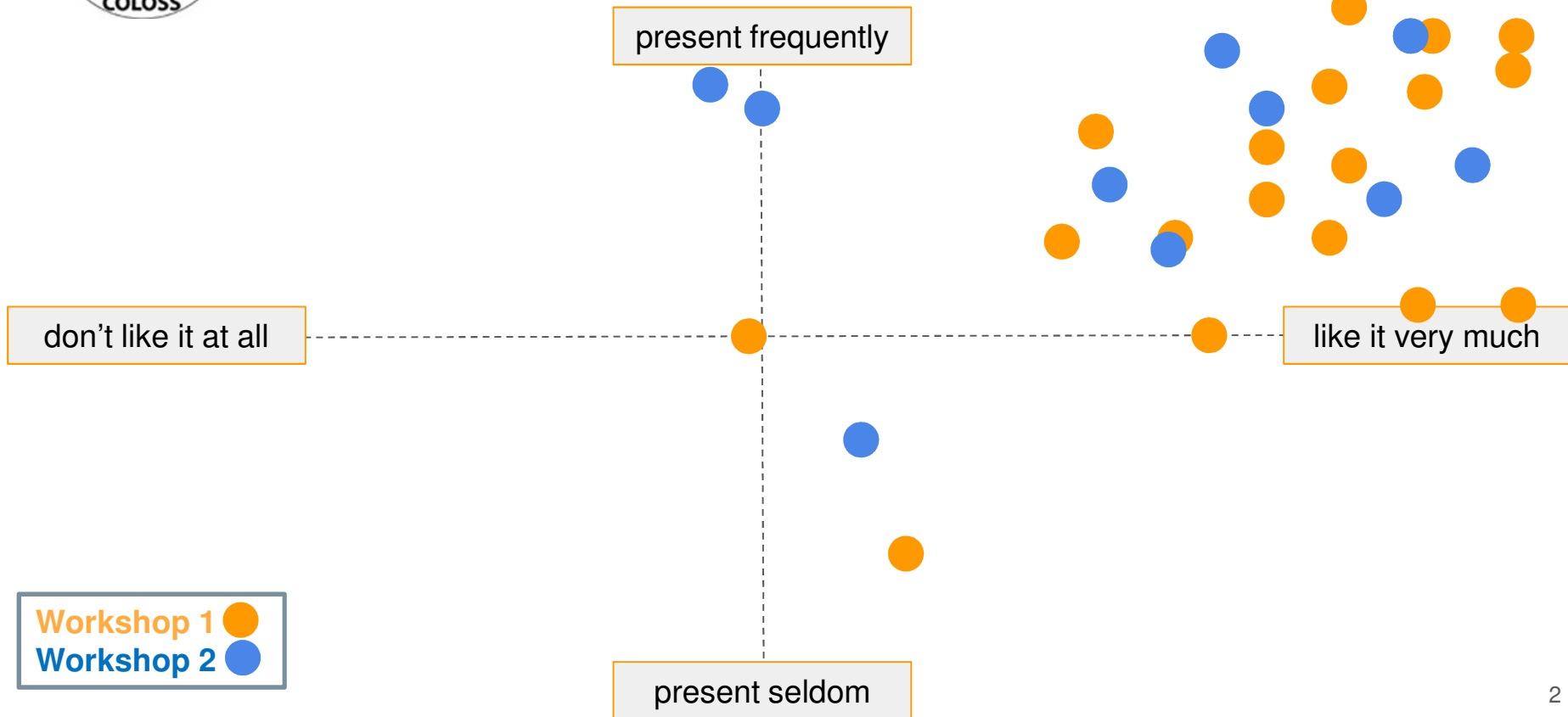
Workshop 1: 21. September 2020

Workshop 2: 5. October 2020

Chaired by: Lotta Fabricius Kristiansen, Linde Morawetz



How do you feel about disseminating to beekeepers?





How do you check if beekeepers got your message? - Part 1

By conversation

I ask the beekeepers directly

With close discussion with the beekeepers

Direct conversation with beekeepers, but not "formally".

Normaly in conversation with the beekeeper, for evaluation are mostly not enough time

I talk with the beekeeper

Ask beekeeper

talking with beekeepers/in real or phone, plus emails

I use to directly talk with them and also to email, call by phone.

Talking and discussing with the beekeepers

I usually check by open Question and discussion session after the talk

Feedback in meetings

If at a conference, level of engagement and types of questions.

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How do you check if beekeepers got your message? - Part 2

By tests and surveys

follow up surveys for larger events.
email for smaller events

Sometimes written evaluation

I make survey after my talk in every beekeeper meeting and ask what I mentioned

Only if using mailchimp or other with analytics

E.g
By asking some questions before the course and the same questions after.
By tests

Pre- and post- event survey

Other methods

Annual management practices survey

If posted online, likes/shares/comments. Other feedback: emails, conversations, and actions.

Not exactly “checking”, but sending reminders and such

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I don't and when only by chance.



Your best tricks for reaching the beekeepers - Part 1

Practical demonstrations

Show things in a practical way. Bring some equipment as a “conversation piece”
Refer to the mistakes I myself as a beekeeper have made

Demonstration yard

show it practical

Show it practical;-)

Combine theory and practical topics

Make the talk entertaining, simple easy to understand.
Practical, maybe even without powerpoint

combing theory with practical demonstration & training

Give them not only a receipt, but give them more background

You have to show that your advises/results came from field trials. Beekeepers are much more concerned

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Your best tricks for reaching the beekeepers - Part 2

Build a relationship of trust

Demonstrate to the beekeepers that you are a beekeeper yourself and not just a “scientist”...

...try to understand their needs

think and behave like them and explain scientific information in a very simple way. And also I show them I know what they do with bees:) their secrets:)

If you are beekeeper yourself, I think you get more respect and they will more easily listen to you.

Establish a “relationship”; offer yard visits and information delivery in the field - use lots of pictures in a presentation

I always try to take the beekeepers seriously - they also know a lot about bees. If scientific results are presented too simple, they think they are considered stupid

take part in beekeeping seminars

Person to person is usually best, over a cup of coffee, giving them time+attention, kind of getting into their “territory”, somehow becoming “buddies” with them

It depends on the topic: usually sharing time to answer their questions and doubts, but sometimes it is necessary to ask the help of a beekeeper technician that has complete trust in the beekeepers.

In person meeting

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Your best tricks for reaching the beekeepers - Part 3

Different ways to reach out and communicate

it is not my trick, but I observe from others, that being provocative is always giving attention

Social media

In Brazil, we give workshops and courses in beekeeper meetings. There is also a beekeeping magazine printed and online.
In the USA apiary inspectors are extensionists

It depends on how you're reaching them (conference, social media, in conversation directly) as well as what the message is. My favorite method is an in-person event, e.g., conference, workshop, school. If trying to reach the masses, contact beekeeping associations and ask them to send emails to members. Whatever the medium, **KNOW YOUR AUDIENCE** and craft your message accordingly.

if I need feedback, I use social media, if I have speech, use only pictures and videosequences

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Your worst fails in beekeeper communication – Part 1

Communication problems

No translation from scientific language to beekeepers language

Presenting too much numbers without connection to "real" beekeeping.

very long speeches

Give talks with far too most new information

Using only scientific language

Being too technical/scientific.

stay not at the same level

too difficult language

Miscommunications when working with teams. Failure to follow up in a timely manner.

"I am the Chief and You must follow me", means no explanation, only guidelines

Worst that could happen is a "no communication". Fortunately does not happen with beekeepers (at least those that come to courses)

Adjusting to the audience

To bring too much material/information

Using the proper tools for the audience - e.g. online survey vs paper survey

mixing groups of advanced beekeepers and adepts of beekeeping

try to make science too simple

if you have advanced beekeepers, they are bored when you summarise basic knowledge..

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Your worst fails in beekeeper communication – Part 2

Problems with trust, credibility

Being unprepared
try to make science too simple
the older don't easily accept new ideas

worst fails: If beekeepers see that I am
not experienced in specific topic

To strongly defend myself when things I
say are being questioned.
To engage in discussions I should know
from the beginning lead nowhere

Be honest and admit when there is
something you do not know.

I have 2: One is I am woman and it is
very difficult to convince beekeepers who
are mostly man. Second is I am a
scientist at the university so they think
that I get my salary in every conditions so
bees are not crucial for my life. I cant
understand them

Being a young, female scientist talking
about beekeeping - some people don't
believe I know what I talk about.

Scientist and or advisers do contradict
each other

Not paying enough attention to their
opinions.
BUT also, letting them
“decide/contribute” too much
sometimes, so much that they
ignore your input (e.g., “I’ve been a
beekeeper for 40 years, I know best”
kind of thing)

Sending an email with too much
information and a specific request
without first contacting the person to
ask if they would mind. Another fail:
not being fluent in the language and
possibly looking unprofessional with
bad grammar.

Time to devote to them.

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Wishlist - what would improve the communication? Part 1

Contact with beekeepers

Close collaboration with local beekeepers that have a good reputation/are well liked by the beekeepers in the area. Tools on how to establish such groups of local advisers and to maintain them

Well established beekeeping clubs with regular participants to talk to & which are open for new knowledge and practices.
Practical workshops/demonstrations especially for beginners

To have much more time for questions of the beekeepers and for discussion with them

involving them in our investigations

wish to take small beekeepers groups into my lab and expect them to do experiment in order to be understood our position by them:)))

Probably more regular contact with the beekeepers, so that they know who you are and you who they are - but tricky with other work duties...

two days meetings with informal discussion in evening, beer helps...

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Wishlist - what would improve the communication? Part 2

Ways of communication, teaching

Getting more creative social media and such to reach to younger generations

We should produce more and better videos and podcasts

Open access platform where everyone can contribute to generate graphs, resources, templates and material for presentations and communication under public domain.

an easy and portable method to demonstrate inspection and sampling of living hives

pathway of the communication e.g. website; + improve of the range

Use media to their best advantage: social media, in-person presentations, videos, podcasts, etc. More imagery than text; in general people don't read these days.

wish to show them microorganisms inside their hives

communication platform amongst us in the B-Rap group

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Wishlist - what would improve the communication? Part 3

Better training for scientists, advisors

Coloss invite experts that can educate us in different issues. Like make the perfect beekeepertalk or write the perfect article to beekeeper magazines

Training for scientists to communicate better with non-scientists.

Better prioritization of what information to disseminate. When barraging people with too much information, they tend to tune out

A united beekeeping community

More unity within the beekeeping world: instead of people focused on differences that divide us, let's focus on what unites us, i.e., common love for honey bees.

More sharing of knowledge at each and every level. We suffer often the "teacher" illness from the scientists that has no ears to listen from the other stakeholders.

Standard practices and definitions that are common across the industry. We have a lot of local vocabulary for beekeeping terminology that can be confusing.

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Thank you!

to all workshop participants for sharing their
experience, knowlegde and ideas

Workshop 1: ~25 participants

Workshop 2: ~15 participants

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