

Dialing in on new communication research technology: Exploring opportunities for continuous response measurement in agricultural communications

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INTRO / NEED FOR INNOVATION:

- Individuals continuously change cognitive states as they understand and react to media messages (Biocca, David, & West, 1994).
- Analyzing responses from moment-to-moment measures allows researchers to gain insights on individual preferences as the component unfolds (Ramanathan & McGill, 2007).
- Continuous response measurement (CRM) helps reveal critical moments that impact a participant's perception or sentiment about an experience in real-time (Izenson, 2016).

HOW IT WORKS

- CRM is employed using a remote control-like device that individuals use to continuously evaluate media content (Weaver, Huck, & Brosius, 2009).
- Software packages, such as Perception Analyzer, allow the researcher to set up the test, collect, and analyze data.
- Participants are provided and trained with an input device and asked to adjust the device to report their responses to the stimuli.
- Responses are recorded wirelessly and converted to visual graphs and quantitative data stored on a computer (Weaver et al., 2009) allowing the researcher to pinpoint reactions with specific moments during the message.



Using Continuous Response Measurement in agricultural communications can lead to more effective messaging.

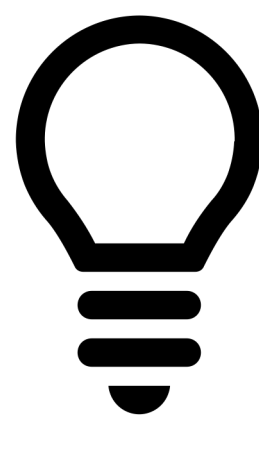


RESULTS TO DATE

- In agricultural communications, CRM has been used to measure levels of trust and comfort, as well as consumer preferences.
- Agricultural communications faculty and students have worked to build relationships with other colleges to learn about CRM technology and to collaborate on research.

FUTURE PLANS / ADVICE FOR OTHERS

- Students at Texas Tech University will continue to be encouraged to take courses outside of agricultural communications that focus on CRM and other unique research tools.
- CRM can be used to evaluate live presentations, speakers, and speeches (Maurer & Reinemann, 2009) and may be useful in agricultural education and instruction.



COSTS / RESOURCES NEEDED

- The Perception Analyzer software ranges in cost depending on the edition and number of dials desired.
- The most basic package, which contains 30 wireless dials, and one software license currently costs approximately \$17,000.
- An additional expense involves training fees, which are between \$2,500 and \$3,500.

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