



Framing Farmers: A Content Analysis of YouTube Farming Vlogs

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Table 1
Information Regarding Farming Vlog YouTube Channels (N = 5)

Channel Name	Total Views	Subscribers	Videos	Year Established
MN Millennial Farmer	171,153,997	*731,000	376	2016
Cole the Cornstar	103,519,254	*460,000	398	2018
Welker Farms Inc	94,697,954	*468,000	414	2011
How Farms Work	88,167,861	*278,000	1039	2007
Larson Farms	44,329,167	*212,000	213	2010

Note. Data with asterisks approximated by YouTube



- MN Millennial Farmer
- Welker Farms Inc
- How Farms Work
- Larson Farms
- Cole The Cornstar

The National Science Board (2018) reported that 69% of Americans preferred learning about scientific issues and topics from the internet.

With the demand of online information, science communicators are now confronted with challenges and opportunities as they attempt to best utilize this medium when disseminating information and influencing the public (Brossard, 2013).

This study sought to explore how farm vlogs are creating user-generated content to share information through YouTube videos using Goffman's (1974) framing theory and a codebook modeled from LeGrande et al. (2019). There were 20 videos utilized from 5 channels and framed within six constructs listed below.

Constructs & Results ▶ PLAY ALL



Step-by-Step Instruction

16 videos • 80% of videos



Farm Business Facts

16 videos • 80% of videos



Innovation

11 videos • 55% of videos



Handling Crops/Livestock

9 videos • 45% of videos



Sentimental

9 videos • 45% of videos



Product Nutrition

1 video • 5% of videos



Conclusions

Researchers found evidence of several emerging themes not listed in the original codebook. Future research in this topic is encouraged, with emphasis in refining the codebook and adding categories including equipment care, consumer information, safety, farm economics, community, weather, and non-farm activity. Researchers hypothesize that redefining the sentimental frame into a broader category of "emotional content" to include such items as comradery, frustrations, and playfulness would increase this percentage significantly and better fit blog coding.

Recommendations

Researchers also determined the necessity to analyze media in a broader sense than solely narrative content. Narrative style, including story-telling, day in the life, and music video framing should also be considered. Production content is also an important factor, and researchers recommend coding camera style, narration, on-screen graphics, and camera angles such as point-of-view shots.