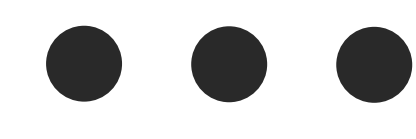




Land of Enchantment...and Agriculture: A Content Analysis of Agriculture Portrayed on New Mexico True's Instagram



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19 images displayed agricultural related images, but only 3 images referenced agriculture indirectly in the caption.

INTRODUCTION

- Agricultural literacy is crucial for informed decision-making regarding food systems, sustainability, and cultural appreciation (Malloy, 2023).
- Social media platforms, like Instagram, serve as conduits for knowledge exchange and cultural influence, shaping public perceptions through visuals (Maddox, 2020).
- The intersection of agriculture and tourism is a popular subject now deemed agritourism. Agritourism has the potential to positively impact both agriculturalists and visitors by increasing knowledge, health and overall wellness (Schmidt et al., 2022).

CONCEPTUAL FRAMEWORK

- Cultivation theory (Gerbner & Gross, 1976), originally used to understand the role television plays in shaping perceptions and beliefs, has been adapted for multiple modes of media (Masharafa, 2015).
- By focusing on the message system analysis step (Gerbner & Gross, 1976), we sought to determine the most consistent messages portrayed about agriculture in the social media posts.

METHODS

- Qualitative content analysis
- New Mexico True Instagram is ranked as one of the most followed NM tourism Instagram accounts (Terry, 2021).
- Systematically sampled posts throughout the year to account for seasonal posting changes for tourism.
 - 3 posts were pulled from each month
 - Post 1 from the 1–10th of each month
 - Post 2 from the 11–20th of each month
 - Post 3 from the 21–31st of each month
 - Static images or graphics only
- Total sample: $N=36$
- A priori codes determined prior to sampling
 - Codebook adapted from Steede et al., 2019
- Two coders coded 11 variables separately
- Codes of each variable were reviewed for percentage agreement. Agreements under 80% were recoded through discussion.

RESULTS

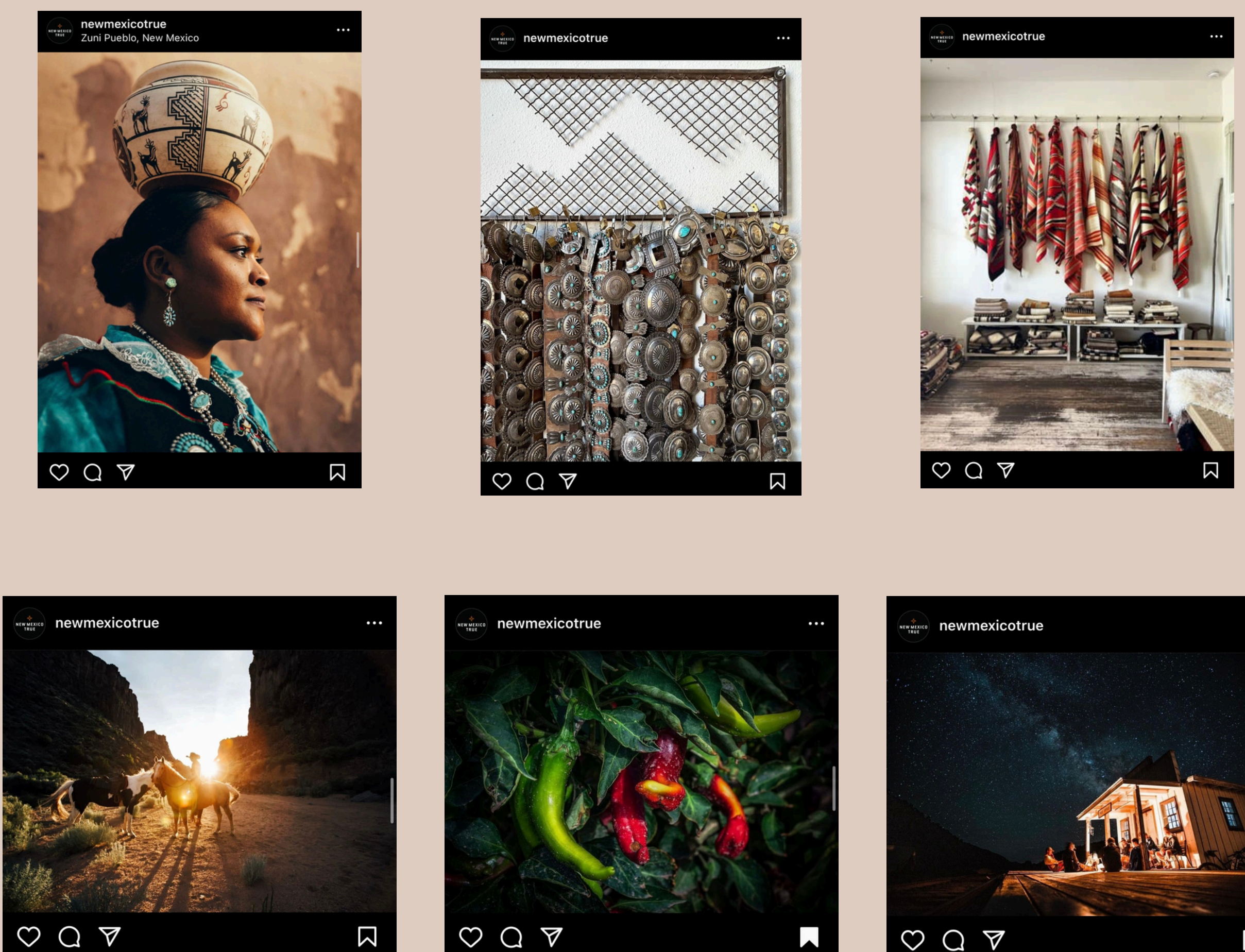
- 19 images (52%) showcased agriculture as defined by USDA (need year).
- Only 3 images (8%) described or used agricultural terms.
- Of the 19 agricultural featuring images, 10 featured “rural areas” which included mountain, plains, and canyon landscape scenes.
- Only 2 images (5%) showcased food/plant production or fiber.
- No images were found to have an agricultural purpose for posting. 55% of images were posted specifically for tourism.
- All images ($n=36$) and captions had positive connotations in both the images and captions.

CONCLUSIONS

- As a tourism and travel focused page, NM True showcases a variety of NM experiences including agricultural based environments.
- However, agricultural images shared are not educational, therefore they do not promote a consistent message of the value of the industry.
- Captions for agricultural based images do not focus on providing agricultural facts or knowledge around the image being shown, further avoiding opportunities to engage in influencing people’s world view through cultivation of particular messages (Gerbner & Gross, 1976).

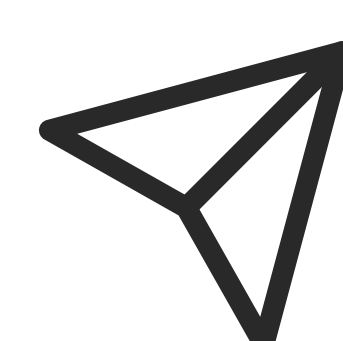
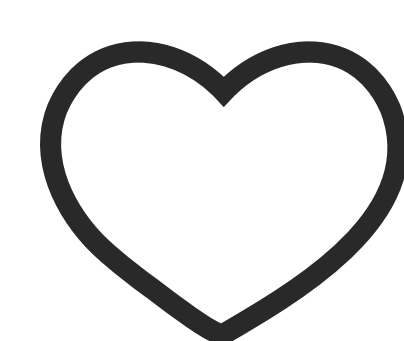
RECOMMENDATIONS

- Future research should investigate the appearance of agricultural messages in multiple Instagram accounts.
- Exposure time to tourism accounts and the influence of Instagram on people’s view of agriculture should also be explored.
- Agricultural producers and supporters should submit and portray agriculturally based images and educational captions to be shared among the tourism accounts to continue to bridge knowledge gaps.



No images were found to have an agricultural purpose for posting.

SCAN FOR REFERENCES



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