

# A Case Study

## Exploring the Impact of Introductory Agricultural Communications Coursework on Non-Majors' Perceptions

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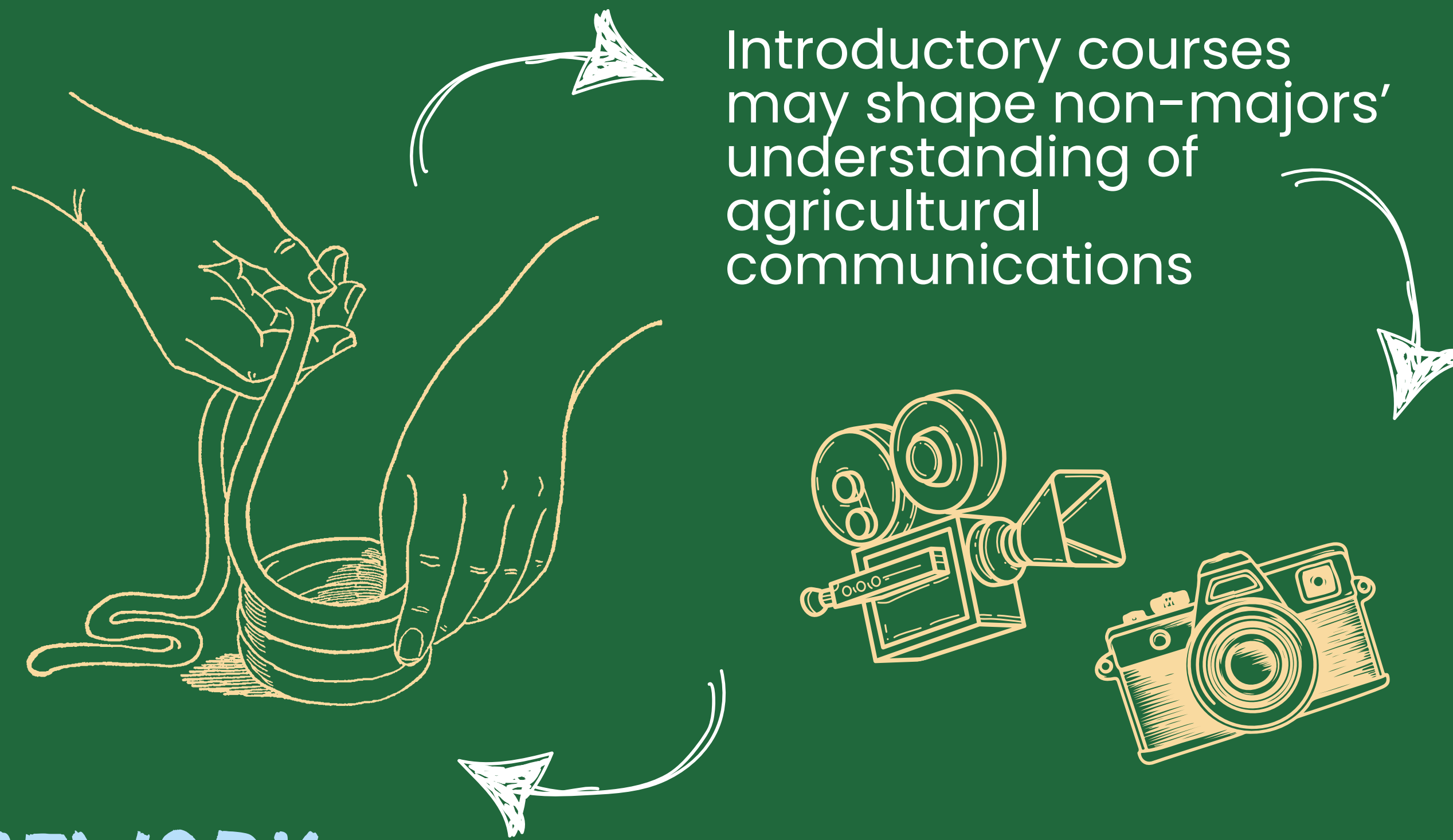
TEXAS TECH  
Davis College

### INTRODUCTION

Agricultural communications bridges the gap between the agricultural industry and the public



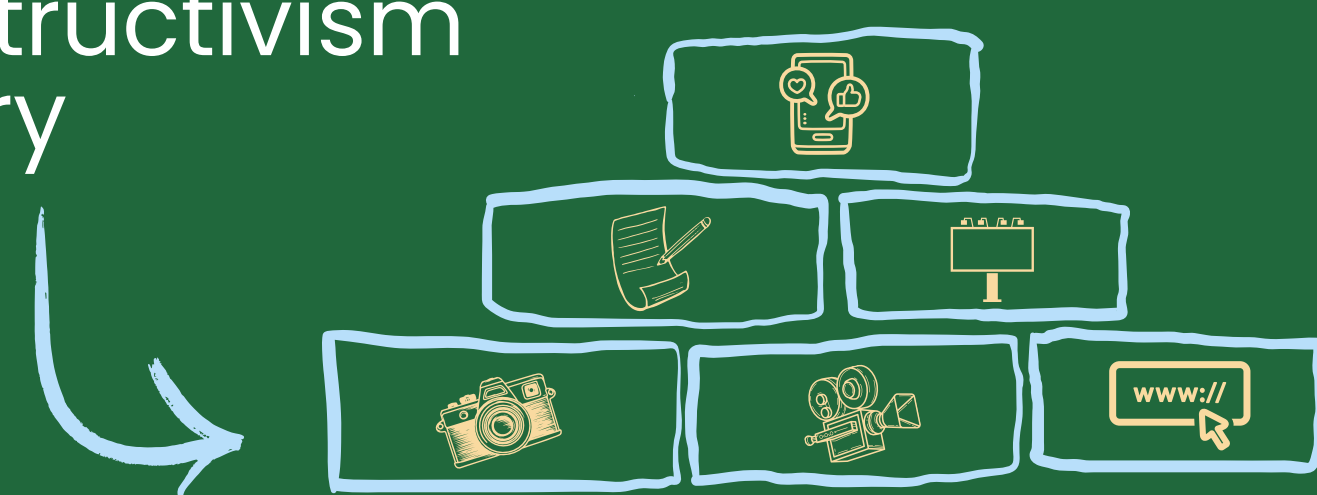
Less attention has been given to students outside the ACOM discipline



Introductory courses may shape non-majors' understanding of agricultural communications

### THEORETICAL FRAMEWORK

Constructivism Theory



How students **actively construct their understanding** of agricultural communications

### PURPOSE & OBJECTIVES

To explore how an introduction to agricultural communications course at TTU **shaped non-agricultural communications majors' perceptions of the field.**

What are their perceptions **BEFORE** taking the course?



What are their perceptions **AFTER** taking the course?

### METHODOLOGY

#### Single Case Study

#### Boundaries

- Undergraduate
- Non-majors
- Ag majors
- Texas Tech University

Purposive sampling

**25** Undergraduate Students



#### Two-part reflection activity

- Beginning
- End

#### Data Analysis

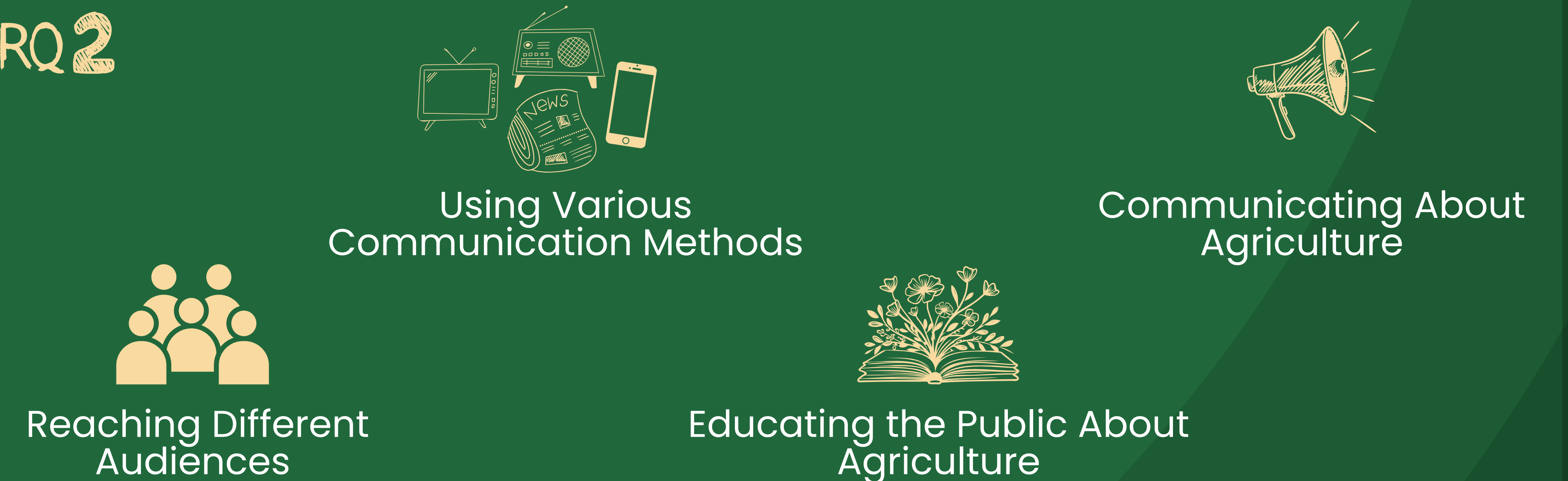
- Open coding
- Thematic analysis

### RESULTS

#### RQ1



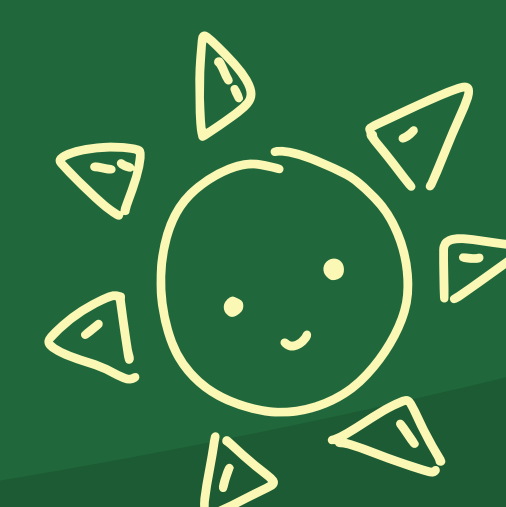
#### RQ2



### CONCLUSIONS/RECOMMENDATIONS

This study shows that non-majors may also benefit from exposure to the field. Students' shift from general ideas to more detailed and specific knowledge about the field reinforces the need for introductory courses.

Future research should investigate the long-term effects of introductory ACOM courses on non-majors' engagement with and perceptions of the industry, as well as assess the effectiveness of various pedagogical approaches in these courses to enhance the depth and nuance of understanding gained by non-majors.



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