



Communicating Modelling

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Introduction

1. Background
2. Aims and Method
3. Preliminary Results
4. Examples and Discussion
5. Conclusions



Modelling in the SOLID project

- Some stakeholders were confused by the modelling described
- Methods were distrusted
- Attempts made to communicate more clearly

SOLID | Sustainable Organic
and Low Input Dairying



Aims and Methods

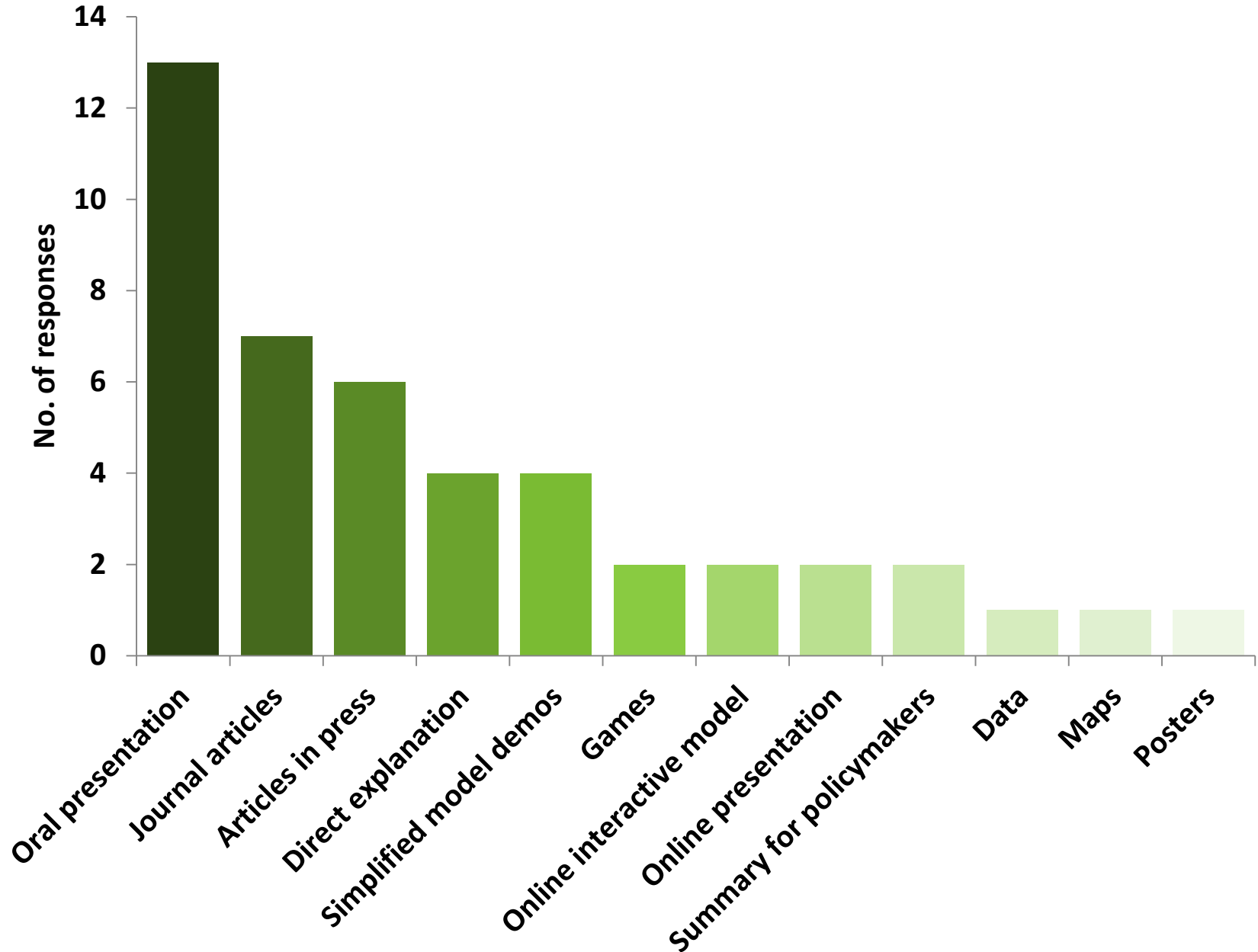
Aim: To assess and share best practice in the communication of modelling and model outputs

Literature review and survey of partners

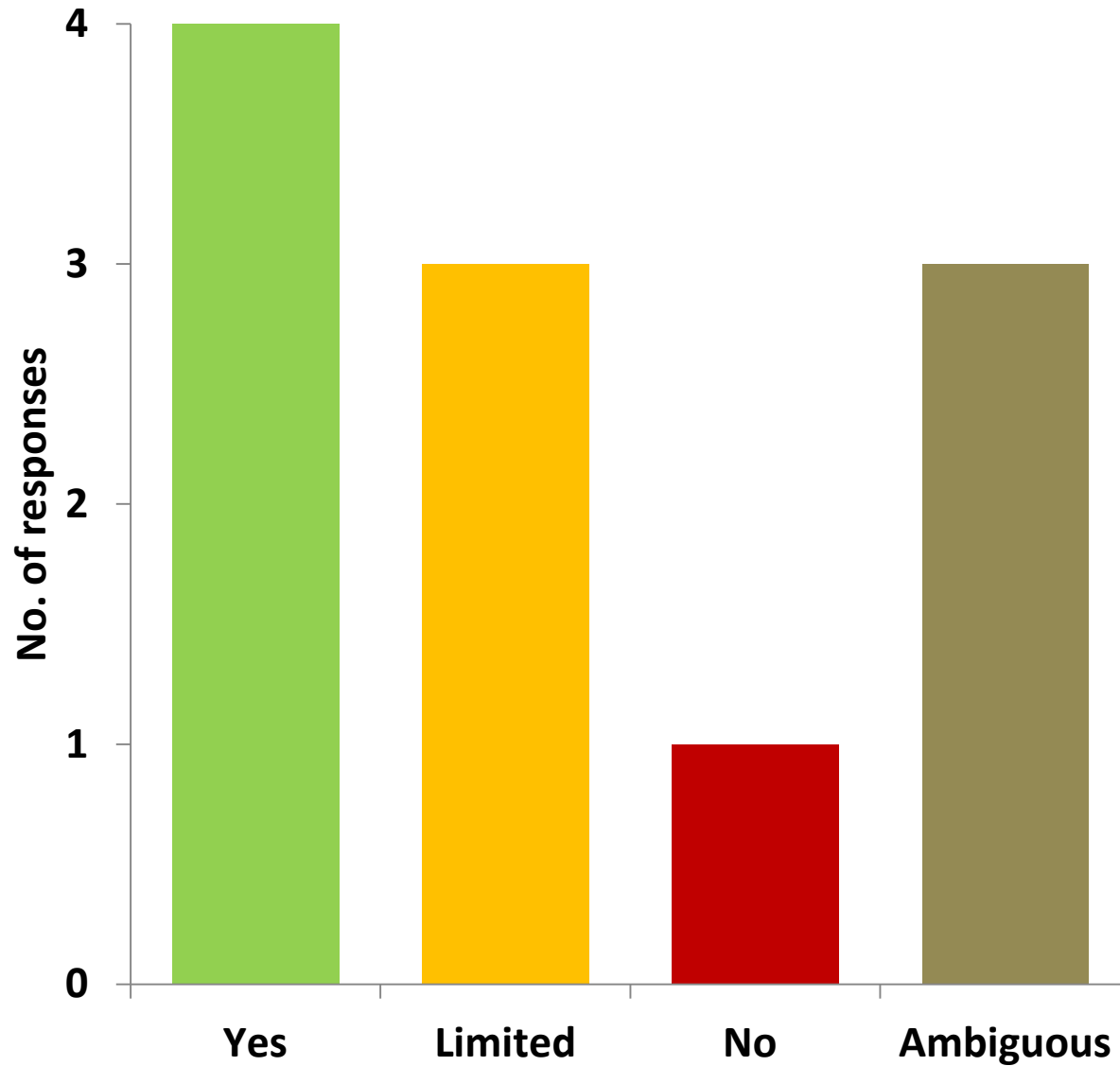
- What methods have groups used to communicate modelling?
- Were they effective?
- What other methods could be used
- What examples are there of good practice?

14 responses, 20 named models

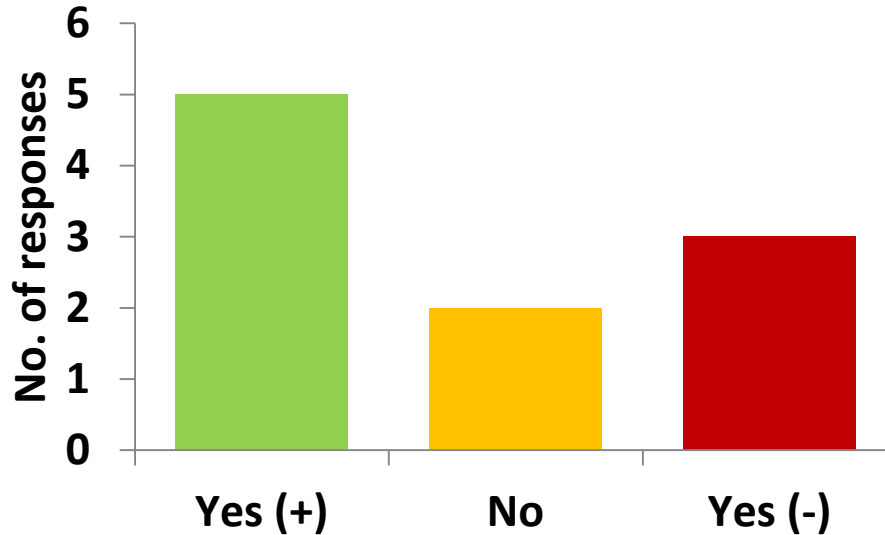
Results: Methods of communication



Results: Effectiveness



Results: Feedback



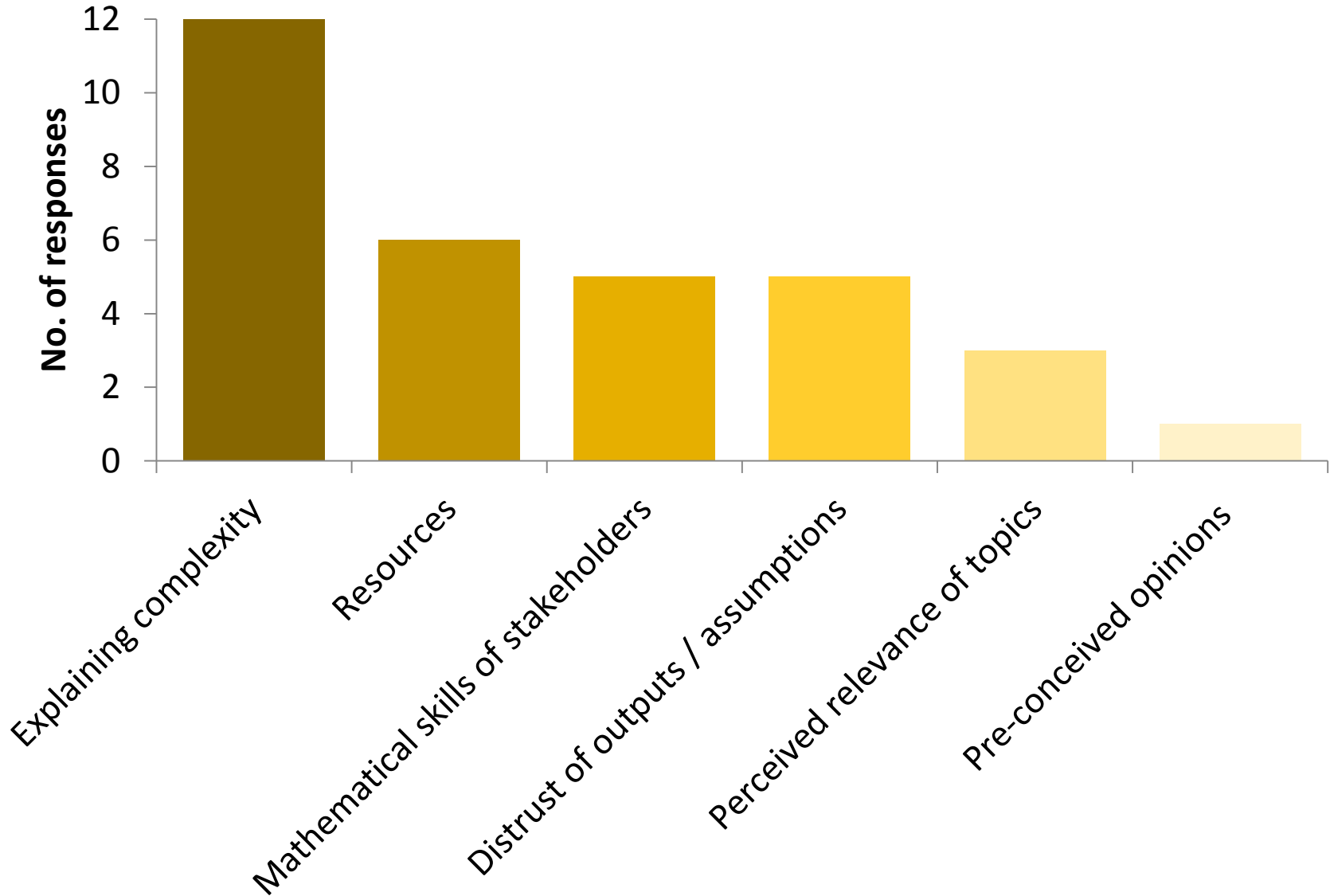
“positive feedback in discussion after presentation, not to exposure to model details”

“personal communication was appreciated”

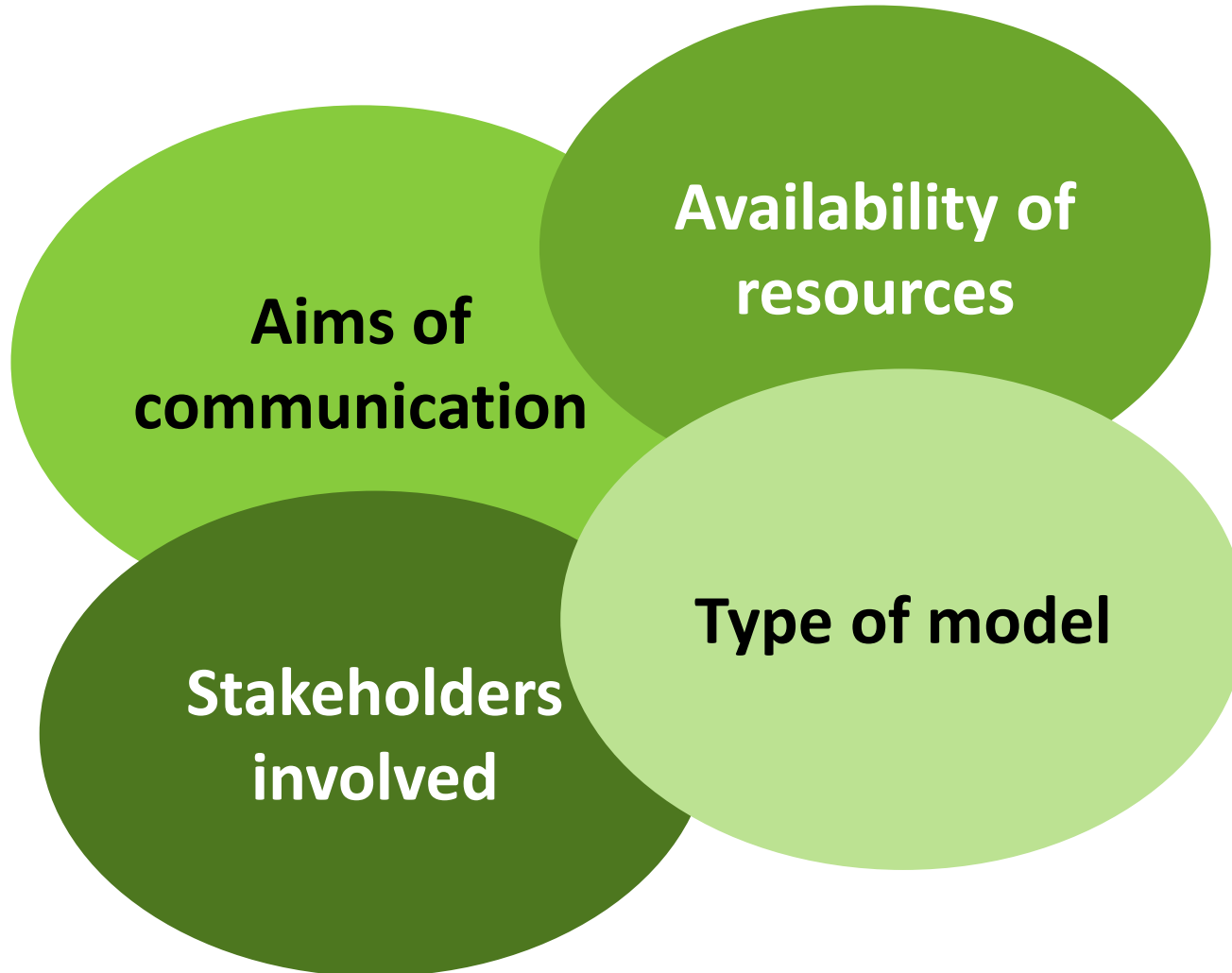
“lack of understanding of model, despite feeling (of modeller) that article in farmers' magazine was concise and easy to follow”

“received feedback when messages were not clear; method of communication needs to change with the SH group being targeted”

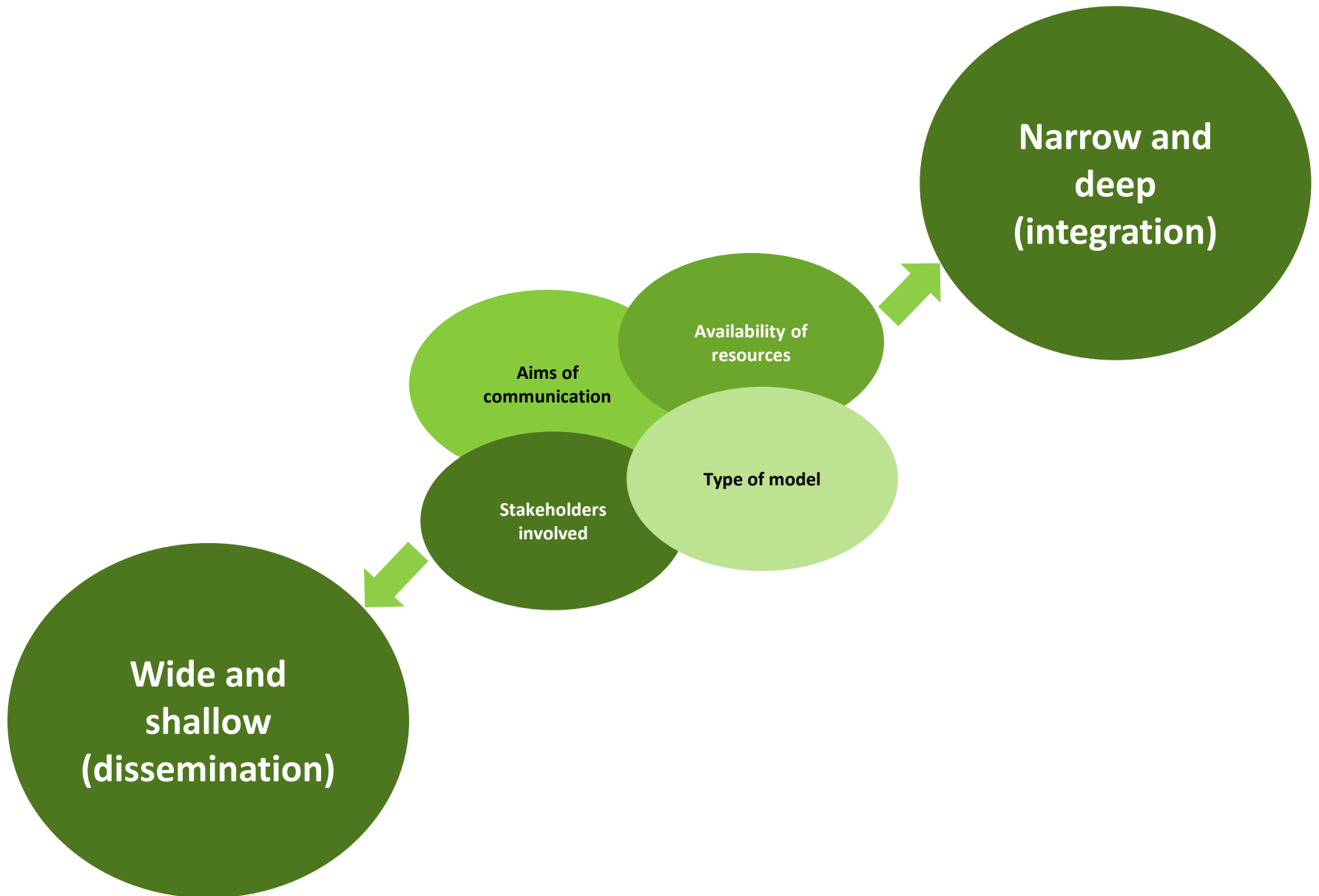
Results: Challenges



Deciding on technique

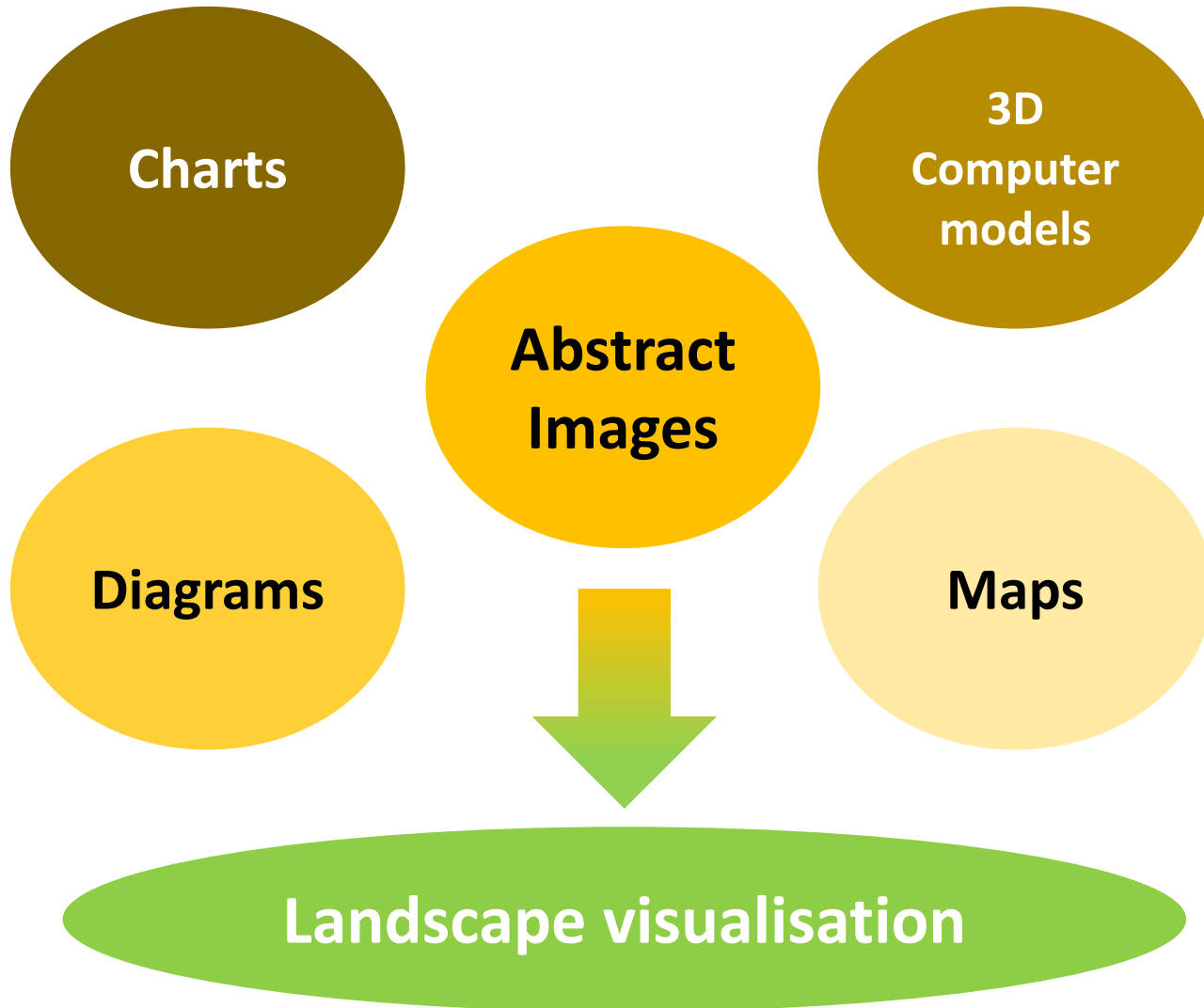


Deciding on technique



Visualisation

(Sheppard 2005)



Visualisation

(Sheppard 2005)



Present Day



S1-2050



S4-2050

Benefits

Conveys strong message fast
Condenses complex information
Motivates action
Engages people

Issues

Ethics of approach
False expectations

Soft versus hard system approaches

Van Paassen et al. 2007

Hard System Approach

Problem definition

Identify physical system
Apply scientific explanations

Generate feasible solutions

Assess in relation to social
acceptability

Interpretive System Approach

What is socially acceptable?

Debate - increase
understanding, increase
scope for solutions

Research uses this context
and tries to broaden scope of
acceptance

Soft systems approaches

Benefits

Trust built with stakeholders
Concerns and rationale of SHs
included

Orders problems before hard systems
thinking looks at solutions

Issues

Deep approach – time and expertise
So may be focused on small number
of SHs

Solutions

FARMSCAPE – train commercial
agronomists to deliver the approach
and modelling
(Carberry et al. 2002)

LUPAS – train national research and
education organisations to deliver
approach
(van Paassen et al. 2007)

Use of trusted ‘information brokers’
(several authors)

Initial Conclusions

- Importance of spreading best practice
- Changing approach according to stakeholders and aims
- Use of trusted information brokers
- Need for recognition of the costs and challenges of dissemination
- Joined-up approach



Next Steps

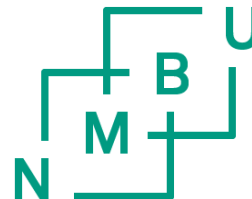
- Widen and deepen literature review
- Can you help?

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- Review paper on communication of modelling



Acknowledgements



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biovitenskapelige
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