

Dr. Kelsey Hall - Narrative Description of Research Interests

My research focuses in two areas included in the National Research Agenda for the American Association for Agricultural Education (Doerfert, 2011; Roberts, Harder, & Brashears, 2016). My primary research focuses on Research Priority Area 2: New Technologies, Practices, and Products Adoption Decisions. Within this priority area, my research projects discover how agricultural communication and extension programs can impact local communities through the use of communication technologies as well as the local food movement (farmers' markets, community supported agriculture, farm to school sales, & direct-to-retail businesses). I explore how knowledge, attitudes, demographics, psychographic characteristics, barriers, benefits, eating habits, communication channels, and other factors influence consumers to purchase locally grown produce. Some of my research projects also discover the benefits, barriers, knowledge, socioeconomic, economic, business strategies and marketing strategies that would influence farmers to expand local food systems in their communities, which can increase employment and income in that community.

My second research area deals with Research Priority Area 4: Meaningful, Engaged Learning in All Environments. My investigation within this priority area is to develop and assess various learning interventions and delivery technologies that increase problem solving, transfer learning, and improve higher order thinking through academic advising, writing, graphic design, oral communication, or agribusiness marketing and sales. I also deepen instructors' understanding of effective teaching and learning processes. For example, I use problem-based learning in ASTE 2830 (Agribusiness Sales and Marketing) to help students develop sales call plans that can solve or improve their prospective clients' problem with a product or service. At the end of the semester, a paper survey measured their learning outcomes and employability skills gained from completing the sales call plan and their presentation to the prospective client. In another research study, I reported how Pinterest enhanced critical thinking and learning in ASTE/JCOM 3090 (Graphic Communication in Agriculture) by encouraging students to create pinboards that critiqued promotional pieces (logos, brochures, newsletters, fliers) on the use of design principles.

Doerfert, D.L. (Ed.). (2011). *National research agenda: American Association for Agricultural Education's research priority areas for 2011-2015*. Lubbock, TX. Texas Tech University, Department of Agricultural Education and Communications.

Roberts, T. G., Harder, A., & Brashears, M. T. (Eds.). (2016). *American Association for Agricultural Education national research agenda: 2016-2020*. Gainesville, FL: Department of Agricultural Education and Communication.