

Sweet Success: making machinima for sugarcane farmers

Helen Farley & Kate Reardon-Smith

Digital Futures-CRN
University of Southern Queensland

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- Collaborative Research Network (CRN)
 - CRN partners: USQ, ANU & UniSA
 - Federally-funded: \$5.1 M over 3 years (2012-2015)
 - 5 projects (post doctoral research fellows, PhD scholarships)
- DF-CRN sub-themes:
 - social and policy challenges in a digital future;
 - participation in higher education; and
 - technology rich learning environments.

DF-CRN Project 3

Investigating the impact of a web-based, 'discussion-support', agricultural-climate information system on Australian farmers' operational decision making

- Project partners
 - Australian Centre for Sustainable Catchments (ACSC)
 - Australian Digital Futures Institute (ADFI)
 - ANU, UniSA & CANEGROWERS
- Project objectives
 - to enhance farm management decision-making around climate risk
 - to support sustainable (resilient) agricultural systems and rural communities

Climate risk management



Machinima

- Machinima ... using virtual worlds to make films



Source: wired.com

Source: davisthomas.com.au



Second Life



- A virtual world
- User-created content & virtual marketplace
- Avatars can be customised & manipulated
- Screen capture software – e.g. FRAPS
- Recorded soundtracks



Phil the Phoenix
Source: USQ in SL, LandMac, 2010

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Virtual worlds & education



- Second Life as a teaching and learning medium



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Source: stephaniergurman.com

ACSC APN project - India



- 2nd Life/eLearning distance education methods trialed with farmers and farm advisers in Andhra Pradesh, India
- Funded by the Asia-Pacific Network (APN)
- real-life climate-based scenarios depicted through 2nd Life avatars challenging participant farmers about on-farm decisions that involve seasonal climate risk.
- Aim: to stimulate discussions at farmer-oriented internet kiosks in agricultural regions in India and on line with farmers and support staff.

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- [English scenario video](#)
- [Hindi scenario video](#)
- [Telugu scenario video](#)

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APN project - India



- Well-accepted
- BUT ... issues with aspects not necessarily related to core climate and crop science:
 - farmers' dress
 - informal interactions within a discussion environment
- any synthetic video discussion-support tool must be customised appropriately if this approach is to gain widespread uptake.

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Sweet success –

developing machinima for Australian sugar farmers



- Set: ... a typical Australian sugarcane farm ... coastal mountains, Queensland, shed, machinery, dog



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Avatars ... sugarcane farmers

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- Script: ... typical conversation designed to stimulate discussion about using climate information to make farm management decisions.
- Machinima: Top Dingo
- Link: [Sweet Success](#)

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Sweet Success - evaluation



- Potential to provide a relevant engaging technology rich learning environment?
- Readily adapted for different farming systems and locations by using culturally appropriate clothing, language and settings?
- Able to be disseminated widely and cost-effectively?
- Effectiveness as a capacity building tool?
- Contribution to sustainable land management?

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- Noel Jacobson & Amanda Hassett, Top Dingo ...
www.topdingo.com/

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