

# Research to Meet User Needs



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and a cast of thousands

# Asking the Right Questions, cont.

- Broadening our audience: Getting out of the cubicle.
  - Review articles, trade newsletters, IFAS' EDIS
  - Specialist vs generalist: academic incentives
  - Prestige vs size of audience tradeoff
- Addressing climate as way to make other research more relevant. How well does your cultivar or case study work if energy and water get more expensive?
- Write books since more folks read books.
- How multidisciplinary do we want our students and colleagues to be? Mixed signals.

# Regional Cooperation to Make Research More Effective

- Translating what we have learned to what user actually needs. Strengthening delivery channels.
  - Participatory research, demonstrations, discussion.
  - Social science research to tweak our message.
  - How do users make decisions? Organizational cultures, behavior.
  - Extensionists who are also researchers.
- Understanding resilience of farming systems. Diversification as one way to adapt.
- Natural land management, e.g., invasive species. How will changing precipitation patterns alter burning and pulling. Endangered species.

# Main Messages

- Users do not always see why they may want to be users: perceptions of climate change.
- Seeing opportunities to be pro-active, e.g., carbon sequestration and trading.
- Need to develop new research methods, e.g., linking climate models with crop models. Basic research.
- Role of researcher: “I am a scientist and I’m here to solve problems, not talk to people.”

# Recommendations

- Don't forget about basic research!
- Incentives for interdisciplinary research, hires.
- Incentives, retention: We are losing the generalist. New publication venues. Review articles. Books.
- Trade newsletters should count, too.
- More faculty based at Research & Education Centers (REC) to put research on the ground.
- Funding security for longevity.