Marine Studies Initiative (MSI) | Chloe Lee, Virginia Neylon, Gilbert Sylviva, Janine Salwasser, Michael Harte.

The Power of Media: Raising Awareness of Aquaculture Efforts in Oregon

A research project exploring how media be used to engage and bring visibility to the ever-growing industry of aquaculture in the state of Oregon.

Background

The pressure on fish stocks and demand for seafood production across the world has increased, which in result has accelerated the advancement of marine technology that is making it possible to use methods such as aquaculture to combat this demand. A previous study has found that the global production of fish and seafood has quadrupled over the past 50 years (**1**), alongside the world population growing more than doubled over this period. It has also been estimated that "aquaculture is expected to provide almost ⅔ of the fish intended for global consumption by 2030" (**2**).This has also led to agencies investing into aquaculture related research, with Oregon State University (OSU) being one of the biggest contributors to this on both the regional and national level. The research institution has a rich history in aquaculture research and education, facilitating a diversity of programs, and variety of opportunities to get involved in this field. The importance of highlighting the research conducted in the field of aquaculture (both OSU and state-wide) using media outlets is an essential part to the further investment and visibility to these programs for both students and faculty.

Approach

Pages added to the Aquaculture Website:

- Reports and Documents that includes "The White Paper."
- News Archive
- Video Archive
- Events
- Industry Stakeholders
- Researcher and Student Spotlights
- Oregon Explorer Map

Methods:

Website development was utilized by using the Drupal software, which allowed the addition of photos and videos that required additional coding. In order to be inclusive of different types of media, pages such as News Archive (**Fig 1**) and Video Archive (**Fig 2**) were added to showcase the published research articles and videos in relation to aquaculture research both at OSU and statewide. Additionally, the Researcher and Student Spotlights (**Fig 3**) page were added in order to present aquaculture work done by faculty at OSU, which was collected by interviewing each individual. Spotlights completed were Christopher Langdon, Hillary Egna, Henry Fleener, and Jennifer Hesser.

In partnership with local government and state agencies, the Industry Stakeholders (**Fig 4**), Oregon Explorer Map (**Fig 5**), and Reports and Documents (**Fig 6**) pages were created to further inform the contributions and research facilities in Oregon.

To increase student outreach engagement, a social media plan was created for future posts that emphasize aquaculture-related research facilities and their functions (**Fig 7**). This was executed on social media platforms Instagram and Twitter.

Results

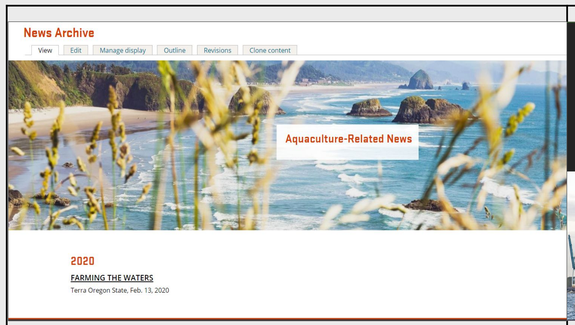

Fig 1: News Archive that has a collection of aquaculture related articles and research papers. Page created using Drupal and categorized by year published.

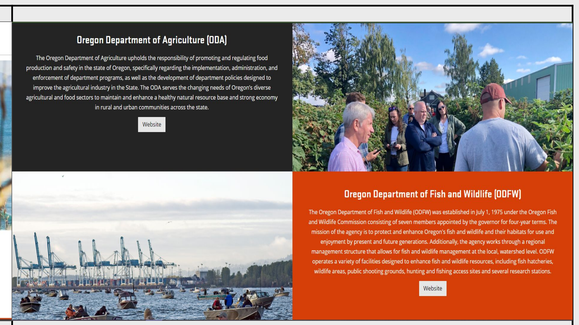

Fig 4: Industry Stakeholders page that has a short summary and link to contributors to the aquaculture website. Page was created using Drupal software.

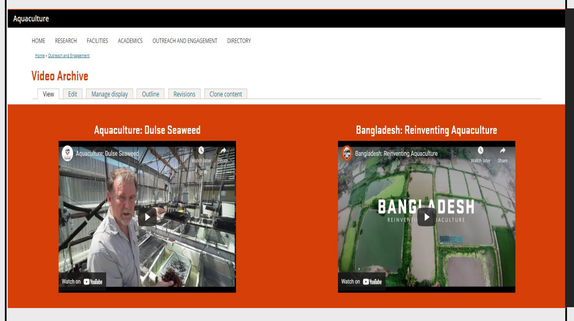

Fig 2: Video Archive that has a collection of aquaculture related videos published on Youtube by OSU's official account or by OSU-related research labs. Page created using Drupal and required minimal coding.

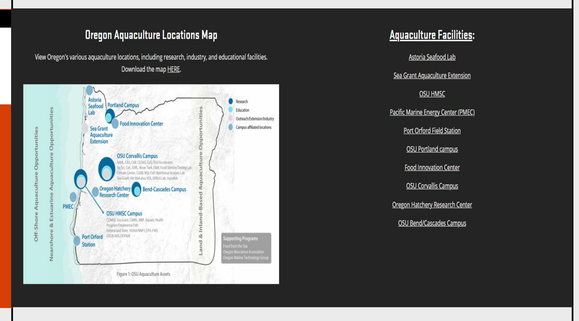

Fig 5: Oregon Explorer Page implementation in partnership with the Oregon Explorer Natural Resource Library. Includes list of Oregon research facilities that are hyperlinked. Created using Drupal.

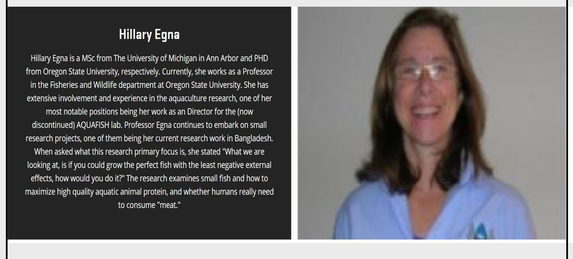

Fig 3: Example of Faculty Spotlight on Research and Student Spotlight Page that has a collection of aquaculture researchers (students and faculty). Page created using Drupal and required interviewing individuals to collect quotes.

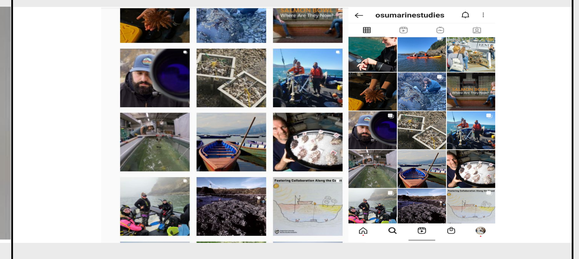

Fig 6: Reports and Documents page that has "The White Paper" attached to it. "The White Paper" is a document that details the website's vision statement of OSU's further contribution to the aquaculture sector.

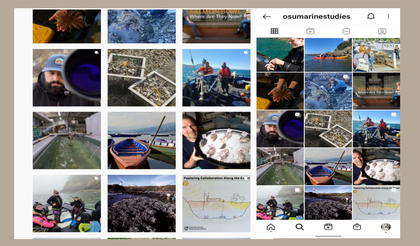

Fig 7: Instagram feed showing posts that were published using the social media plan document. Each post centers on one Oregon based research facilities with a brief description explaining its functions.

Conclusion

As the aquaculture continues to evolve as one of the fastest-growing agriculture sectors in the world, the need for visibility, opportunities, and funding for the needed research endeavors will continue to grow more prevalent. However, this persistent demand must also be met with the required tools and opportunities for both students and faculty in the field. The project explored the capabilities of media to obtain these essentials by bridging the world of media and aquaculture research using website development and social media platforms. By enhancing visibility of programs offered by OSU and other state-wide aquaculture research agencies, this has been able to maximize the promotion and networking opportunities for researchers (and student researchers) in the aquaculture field in the state of Oregon. In the ever-evolving world of aquaculture, it is vital for OSU to continue to elevate their efforts to further foster these programs and opportunities for the current and future researchers that they educate.

Works Cited

1. Ritchie, Hannah, and Max Roser. "Seafood Production." Our World in Data, Our World in Data, 13 Sept. 2019, ourworldindata.org/seafood-production.
2. National Institute of Food and Agriculture. "National Institute of Food and Agriculture." Aquaculture , United States Department of Agriculture , nifa.usda.gov/topic/aquaculture.

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Oregon State University OSU Hatfield Marine Science Center

Oregon Explorer Natural Resources Digital Library

Oregon State University