Fostering Knowledge Transfer Through Effective Interpersonal Communication: An Exploratory Study of Interactive Wine Tasting Seminars

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RESEARCH PROBLEM
Innovative extension strategies are needed to bridge knowledge gaps between scientific research and industry practices. By sharing information in relevant and appropriate ways, scientists can ensure that innovations are adopted. However, few studies have explored scientists’ engagement practices from an information behaviour theory perspective. This poster presents initial findings of an exploratory, qualitative, interdisciplinary study in the wine industry.

STUDY DESIGN
- Qualitative focus groups conducted at 4 Australian wineries with 25 winemakers and grape growers
- Exploratory discussion of participants’ information gathering and sharing practices related to research innovations and technology use
- Independent, evaluative assessment of NWGIC’s interactive wine-tasting seminars designed to address industry needs during multi-year research projects through presentation of experimental innovations related to berry-ripening and wine style assessment practices

FUTURE RESEARCH
ARC Linkage Grant (2016-2018): Information Seeking & Research Adoption in the Wine Industry

REFERENCES

PARTICIPANTS SAID...
“[If researchers are] working with industry, then industry starts to drive the [research] program. That’s the way I see it. And without involving industry, you can’t expect industry to run with something. You can’t just write a paper and hope that someone’s going to pick it up and run with it.”

“The face to face is how the wine industry is done.”

“It’s important to get the take home messages that affect us in our operation. [When you researchers come out to see us] you have to flesh out exactly what we want to achieve now. So we’ve got some take home messages and some goals to go for [in our practice].”