

Social Media and Technology as Game Changers in Pond Management Extension

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Who Are We?

Biologists

Problem solvers

We Spend our Time Solving Problems for a Few Pond Owners

We Should Be...

Motivating the entire population of
Pond Owners



Managing Oklahoma Ponds - OSU Cooperative Extension

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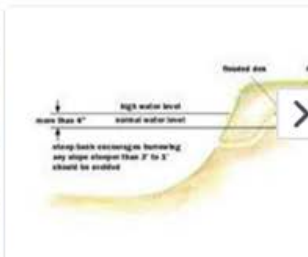
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March 1, 2016

Spring is coming and many pond owners are thinking about stocking fingerlings. This is usually not the first thing to do when seeking to improve fishing in a pond: You may just be feeding the bass. Read more at...

<http://pods.dasnr.okstate.edu/.../Documen.../CR-9205pod-2010.pdf>



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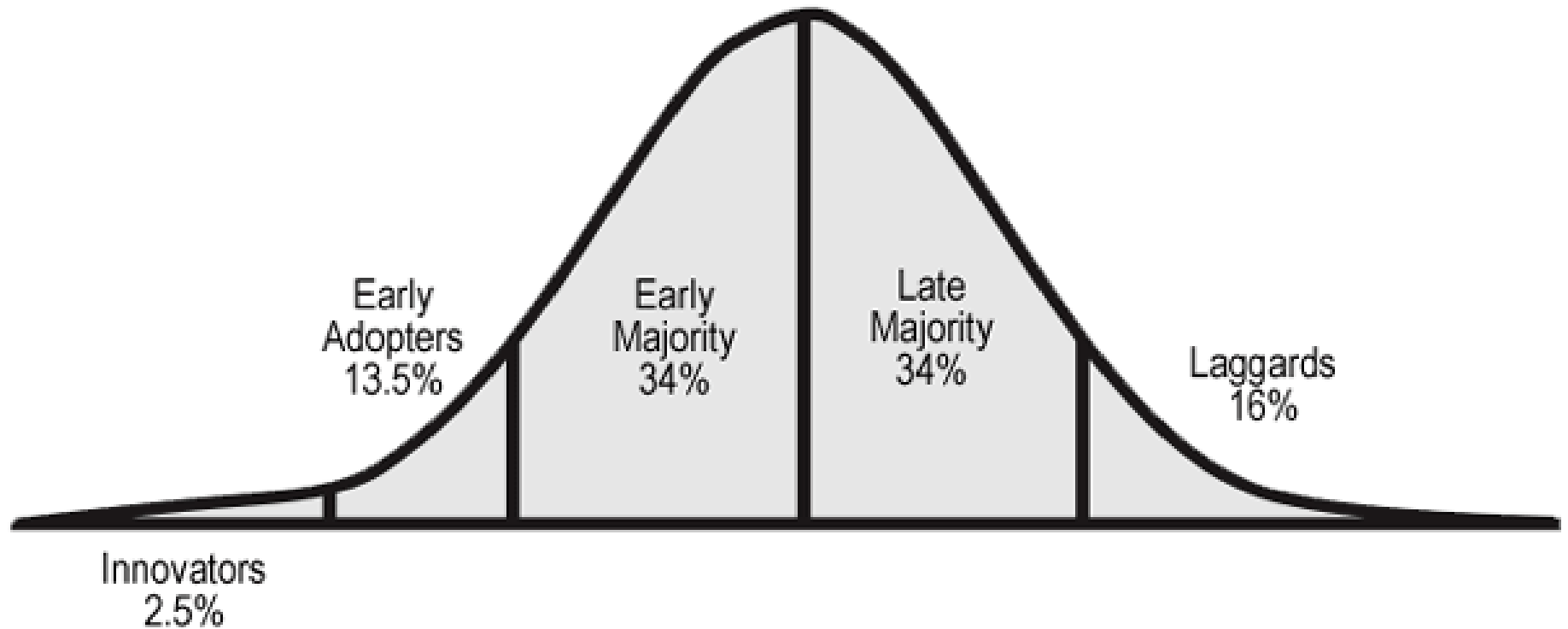
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Social Media as a Tool

- Aesthetics
- Recreation
- The stealth agenda: Proactive Management

Innovation Diffusion



*From E.M. Rogers, *Diffusion of Innovations*, 4th edition (New York: The Free Press, 1995)

New Technologies for Pond Fishing

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Sensors for UAVs





Engineering Solutions to Biological Problems

- UAVsCull the herd
- Fish Lice

Augmented Reality

Injecting computing power into
Real world – Real time situations

Augmented Reality



Augmented Reality “Apps” Needed

- Catch Data Collection
 - Species, Length and Condition
 - Release or Keep this Fish?

- Vegetation ID and Monitoring

Two Game Changers

Social Media to motivate pond owners to manage
– Marketing

Technologies that make the “impossible” possible

Will we shape the future or be blindsided by it?