

## STRATEGIES FOR DISSEMINATION AND PROMOTION OF BRAZILIAN RABBIT BREEDING: DR. CUNI CHANNEL

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**Resumo:** A cunicultura é uma atividade estratégica sob o ponto de vista da sustentabilidade ambiental, social e econômica. Para êxito dessa atividade é essencial que sejam criados novos canais para difusão de tecnologia, devendo estes serem de fácil acesso, direcionados a um público específico, facilmente compreensíveis e conterem informações atualizadas. Neste contexto, o *Youtube* se tornou uma extraordinária ferramenta para difusão de novas tecnologias, oferecendo livre acesso a seu conteúdo. Elaborou-se um canal, composto por entrevistas, notas técnicas, descrições, explicações objetivas, etc. Os vídeos foram gravados em granjas e escolas do Brasil exterior, sendo editados e legendados para o espanhol. Foram publicados cinco episódios, divididos em 10 vídeos, apresentando um número de visualizações totais de 16.857, 89.722 minutos de visualização e um total de 385 inscritos. Uma considerável porcentagem de visualizações foi realizada no exterior (13%), principalmente em países como México, Portugal e Espanha. Percebe-se também que o canal ganhou maior visibilidade a partir de abril/2017 quando foi publicado o episódio “Benefícios da cunicultura para a sociedade”. Dessa maneira acredita-se que o canal tem contribuído de forma significativa para melhoria da atividade a nível de mercado.

**Keywords:** Comunicação Técnica, Desenvolvimento Agrário, Disseminação de Tecnologias, Youtube.

### Introduction

Rabbit breeding is a strategic activity, mainly from the point of view of environmental, social and economic sustainability, and can be an excellent tool for agrarian development and improve the self-esteem of people within the rural context, besides providing meat of high nutritional value (Brum Junior, 2012 ). This activity has grown a lot in the last years, mainly in the states of Minas Gerais, Rio de Janeiro and São Paulo, being lacking of organization (Machado, 2013).

Communication tools in rabbit breeding have always been very limited and nowadays there is a lack of updated and easily access information (Machado, 2013). In this way Machado and Ferreira (2014) proposed, within some proposals of solutions for the Brazilian rabbit breeding, the elaboration of explanatory videos of easy access and understanding, that could be placed in "YouTube channel" and disseminated for Brazil and Latin America. Thus, this paper aims to present and discuss the implementation of the Dr Cuni Channel, which Works for the dissemination of clear, free, applied and easily understood information about rabbit breeding.

### Material and methods

The present work was developed in the Federal Institute of Education, Science and Technology of the State of Minas Gerais, Bambuí campus. Animal science students, a physics student and professors from Brazil and Spain composed the team. The animal science students were responsible for the assembly, regulation and transportation of audio and image recording equipment as well as recordings. The physics student was responsible for the creation of vignette, editing of the videos, images, audio, introduction of Spanish language subtitles. The Brazilian

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professor was responsible for the collection, selection and presentation of technical information, preparation of the Spanish subtitles as well as interviews with farmers and technicians. He also contributed for publication of videos and dissemination, using the network of the Brazilian Association of Rabbit Science, social networks and whatsapp groups. Finally the Spanish professor was responsible for the revision and readjustment of the subtitles, previously elaborated.

The Dr Cuni Channel was created in December 2016 and has since been active at <https://www.youtube.com/channel/UCo7Q0kCNgjlashXJ3ZaQI9w>. At the time when the videos were placed on YouTube, we also translated the basic information to Spanish language. The duration of the episodes varied according to the theme, but we tried to make videos (parts) of approximately 15 minutes and so one single episode could be divided into two or three parts. The subtitles in Spanish language were made to increase the diffusion of the channel and to provide information's for rabbit farmers in another's Latin America counties, which is lacking of information and presents conditions and problems similar to Brazil.

## Results and discussion

The results presented here were taken in April 12, 2018. A total of 385 persons signed the channel. A total of 10 videos are available and they compose 5 episodes, which are described in table 01. They can be easily found by the search term "cunicultura" (is the word rabbit breeding in Portuguese and Spanish languages), which is of extreme importance for the channel, since this is its central theme. The number of accesses was 16,857, and this were made mainly in Brazil (83,0%). It is necessary highlighting the fact that some of these views were carried abroad, mainly in Portugal (4.1%), Mexico (3.3%), Spain (1.2%) and Mozambique (1.0%). This high search in Spanish language countries highlight the importance of subtitles in Spanish language. It should be noted that there are views originated from more than 60

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countries around the world. About the total time of exhibition 89.722 minutes were registered.

**Tabel 1** – Episodes list already published in Dr Cuni Channel

Episode	Number of parts	Post date of the first part
Presentation of Dr Cuni Channel	1	March 3, 2017
Benefits of the rabbit breeding for society	2	April 4, 2017
Advices on how to start a rabbit farm safely	2	July 3, 2017
Rabbit breeds	2	September 13, 2017
Equipment and facilities in rabbit breeding	3	December 15, 2017

It was not considered here an episode about "Interview with Dr. Juanjo Pascual" although this one is inside the channel.

The most watched video was the first part of the "rabbit breeds" episode, with more than 2470 views and this one is extremely sought after not only by those who raise rabbits or have interest, but also by owners of these animals. Another videos as "Equipment and facilities in rabbit breeding – part 1" and "Advices on how to start a rabbit farm safely" already have more than 2000 accesses. The quantity of "likes" that the channel has is an important tool to verify its acceptability. A total of 690 of "likes" (97,6%) and 17 of "no likes" (2,4%) were registered. In addition, there were 58 comments and 239 shares, which helped a lot in the channel diffusion and Youtube preferences.

## Conclusion

It is verified that the Dr Cuni Canal is being slowly popularized and has arrived in different countries outside Brazil. It has contributed to a better diffusion and foment

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of the rational rabbit breeding in Latin countries. The process of recording, editing and subtitling has been effective, although it is slow and laborious. New videos about reproduction, artificial insemination and nutrition of rabbits will also be published soon in the first season, which should contribute to the greater popularization of the channel.

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