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University of Minnesota Driven to Discover Research returning to the Stevens County Fair

UMN Morris professor invites you to participate in a study about health and communications

(Aug 2, 2023) The University of Minnesota's "Driven to Discover" Research initiative (D2D) is once again providing opportunities for you to quickly and easily participate in research at county fairs across Minnesota, including at the Stevens County Fair in Morris, on Aug. 9-13.



The D2D Research Facility at the Minnesota State Fair has enrolled over 110,000 individuals into over 350 studies since 2013, but the majority of those participants were from the Twin Cities metro area. In an effort to include more rural and small town residents, D2D expanded last summer to include several county fairs. That outreach continues this summer.

Among the various D2D projects being conducted at the 2023 Stevens County Fair, UMN Morris Associate Professor of Communication, Media, and Rhetoric Barbara Burke is researching health communications.

Burke is asking adults to take a short, anonymous, online survey about their opinions, their media use and their daily, healthy habits. Specifically, Burke is seeking to identify who may be health mavens. "A maven is someone with general information who shares that information regularly and gives advice about their ideas," she explained. "They may particularly enjoy sharing their knowledge by posting or creating memes about what they know, or don't know, through their various channels of communication."

Burke will be at the Research on a Stick booth at the Stevens County Fair Wednesday, August 9, from 5-8 p.m., Thursday, Aug. 10, from 4-8 p.m. and Friday, Aug. 11, from 2-9 p.m.



Professor Barbara Burke at the Rock County Fair in Luverne, Minnesota.