

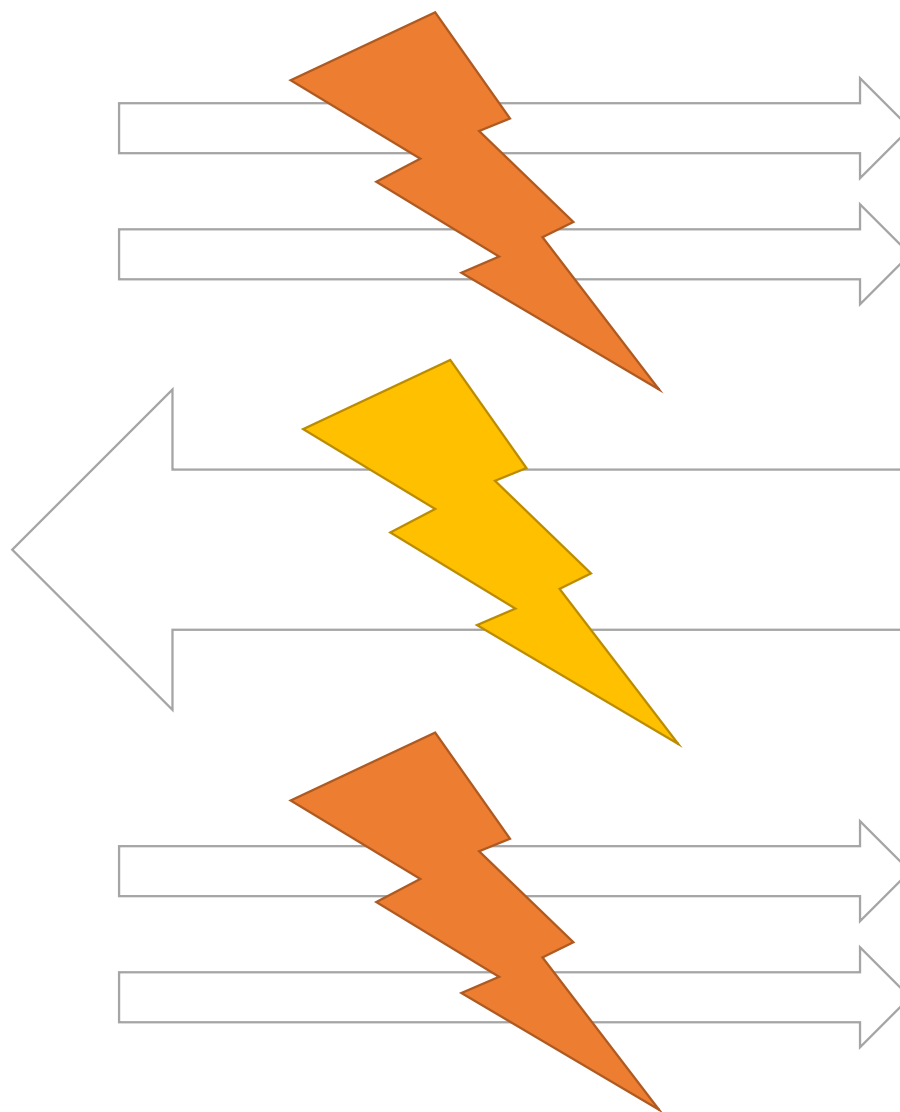
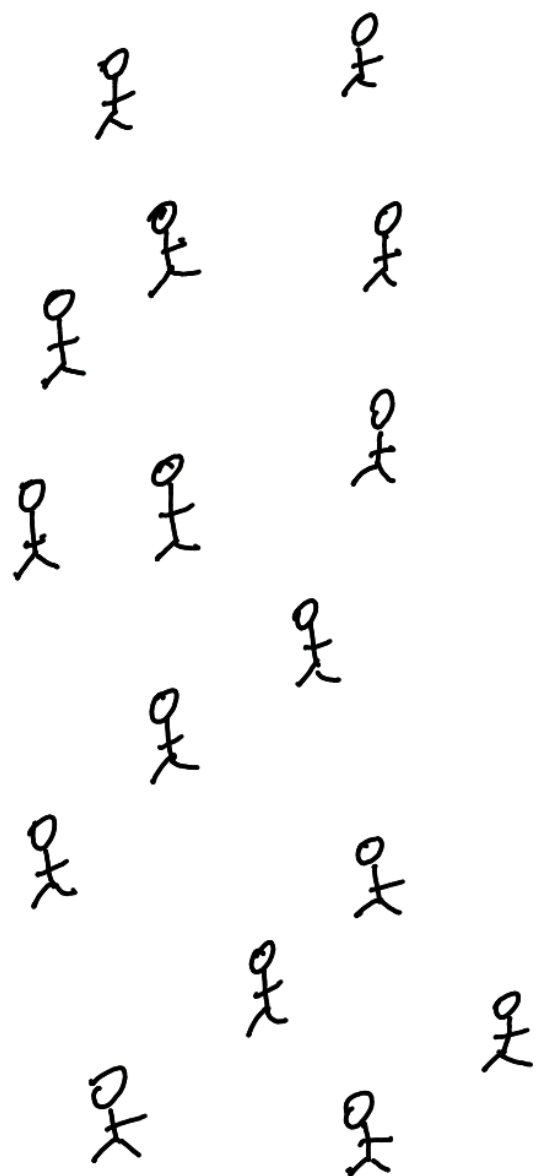


Measuring Social Change

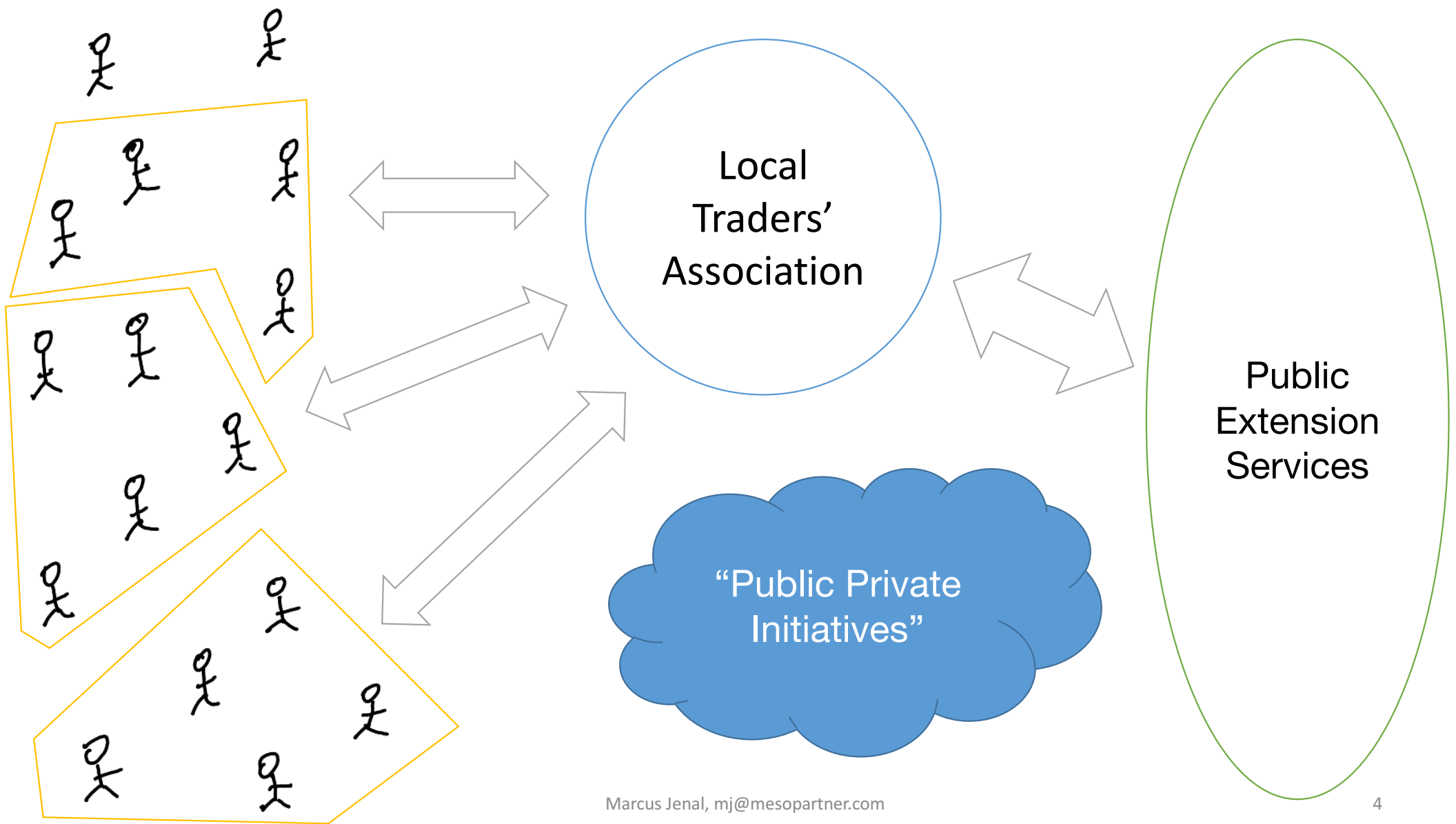
Change in farmers perceptions and attitudes in Bangladesh

Katalyst LAN

- Public extension services don't have the right approaches and enough resources to reach their objectives
- Growing and changing demands for information services and training by farmers



Public
Extension
Services



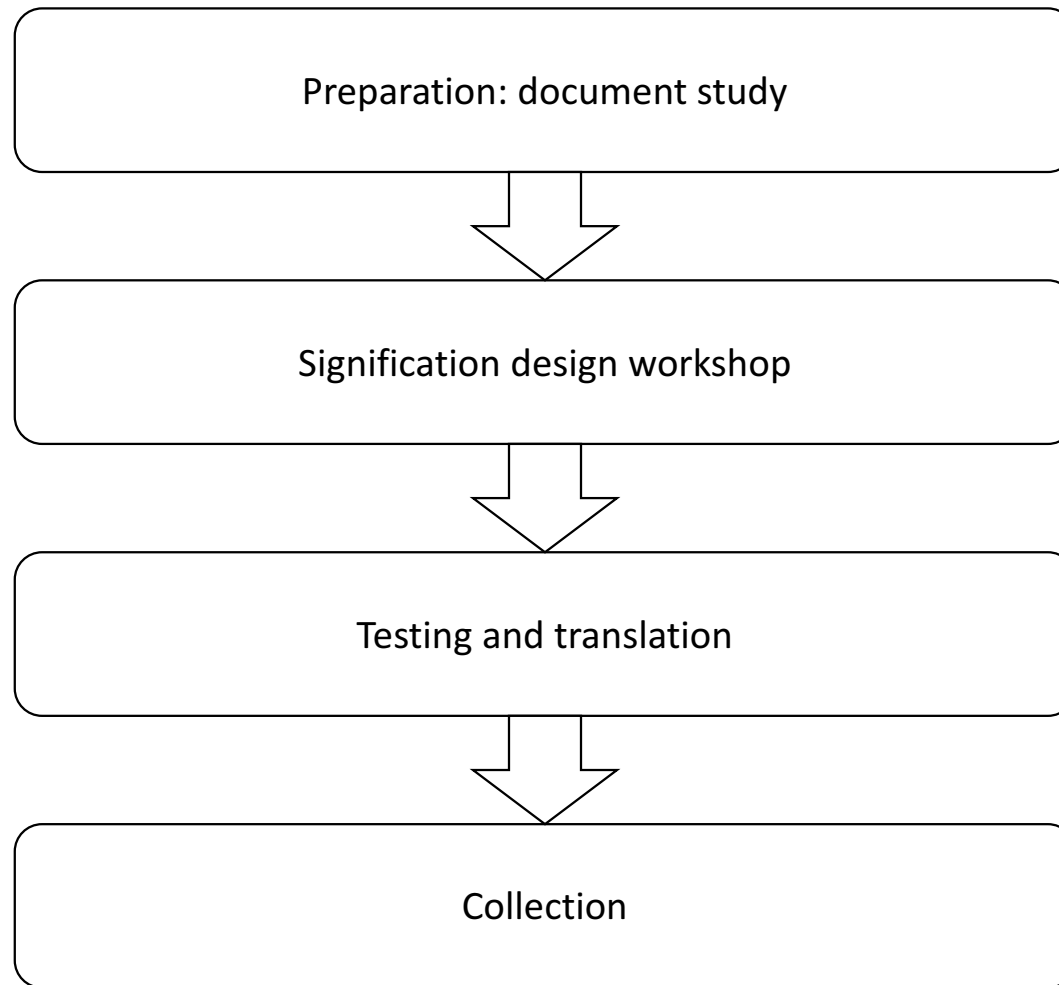
Research question

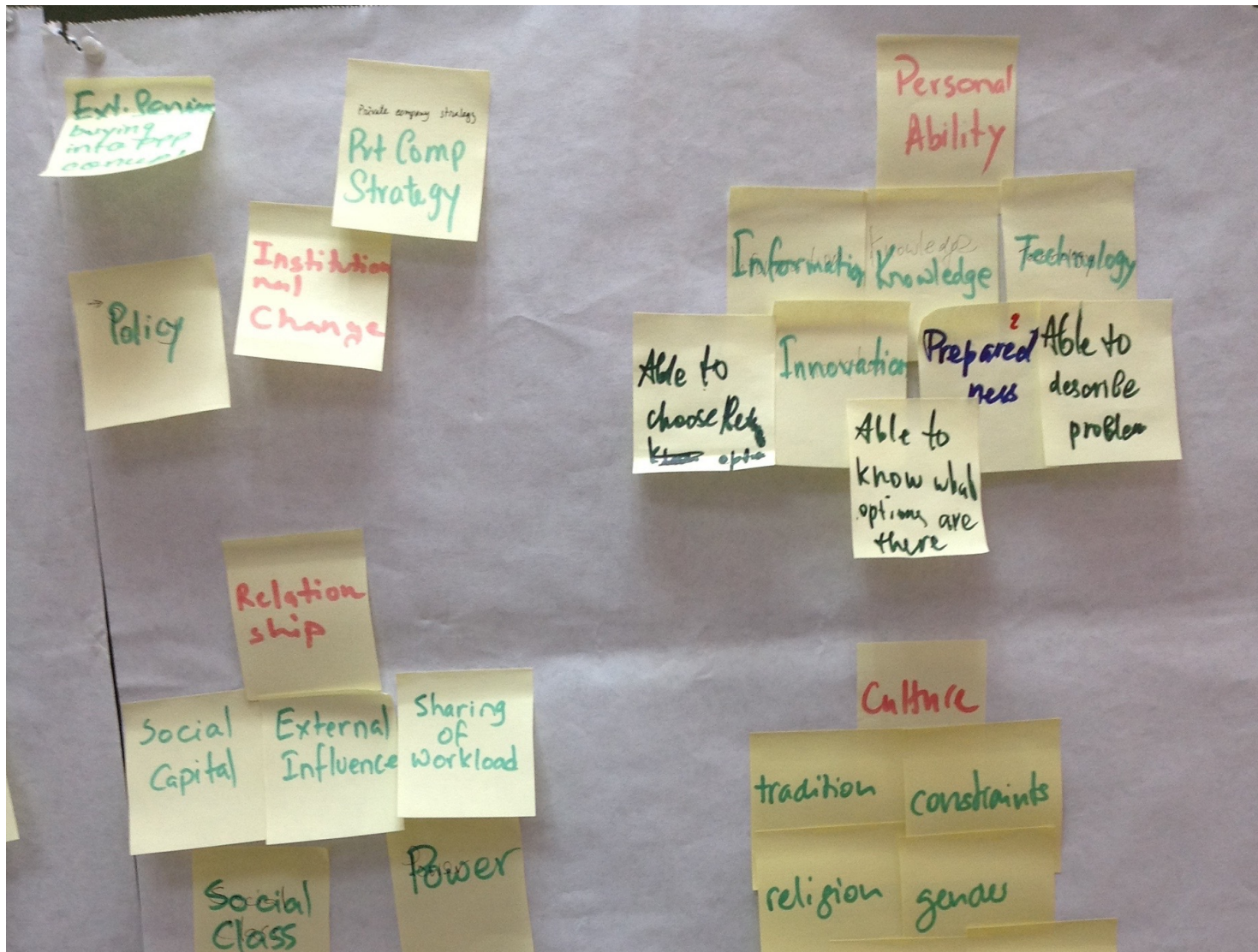
Has there been a transformation in the attitudes and perception of farmers towards extension support received?

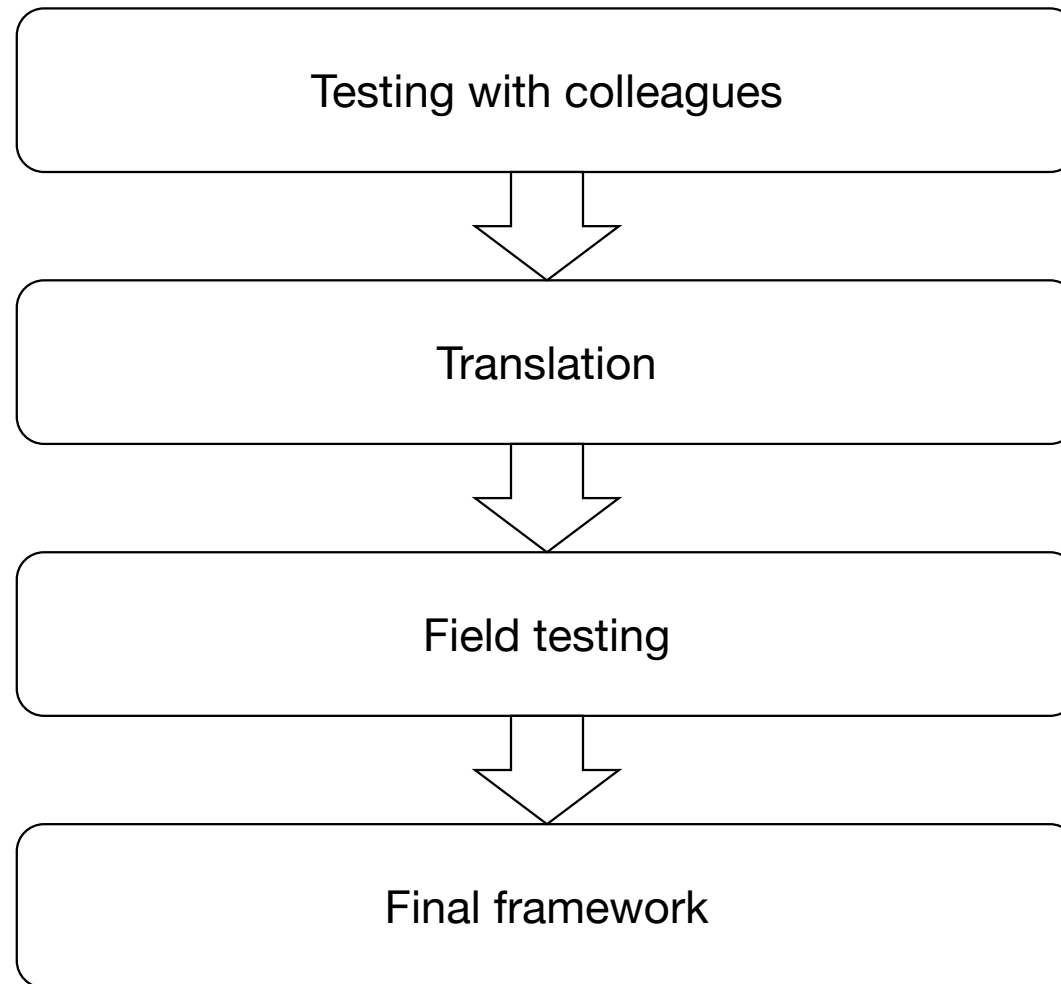
Methodology

Methods used in the LAN pilot study:

- narrative research with SenseMaker®
- key informant interviews





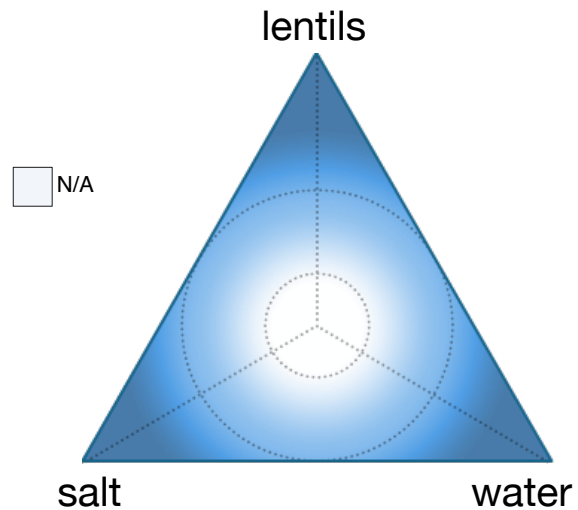


Story prompt

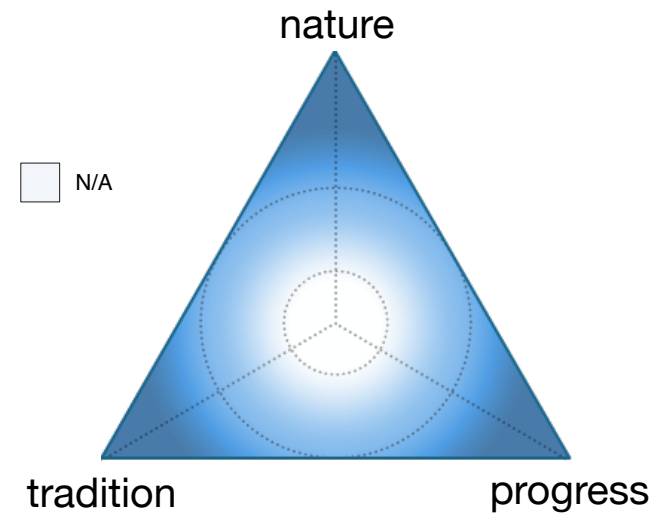
If a farmer you don't know asked you about support from outside your family related to farming available in your area (for example training, demo plots, vaccinations, information, etc.), what experience of yours or someone you know would you share? It can be a positive or negative experience.

Signification

How did you take your last dhal?

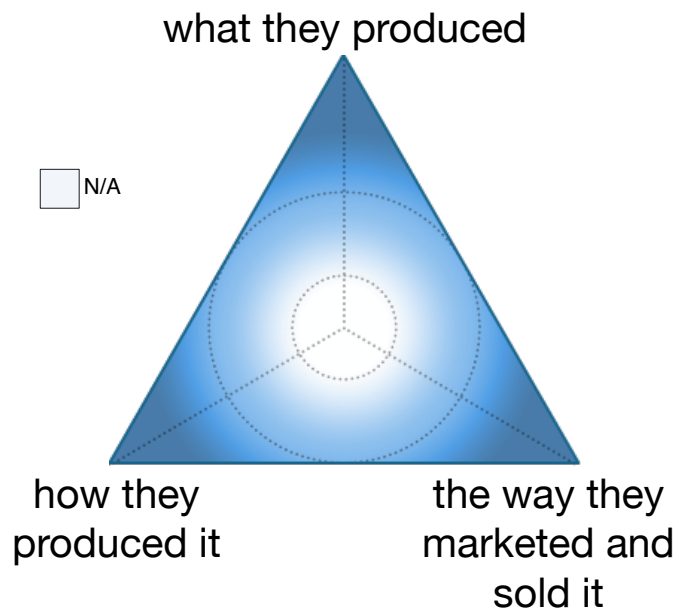


In your example, what was important?

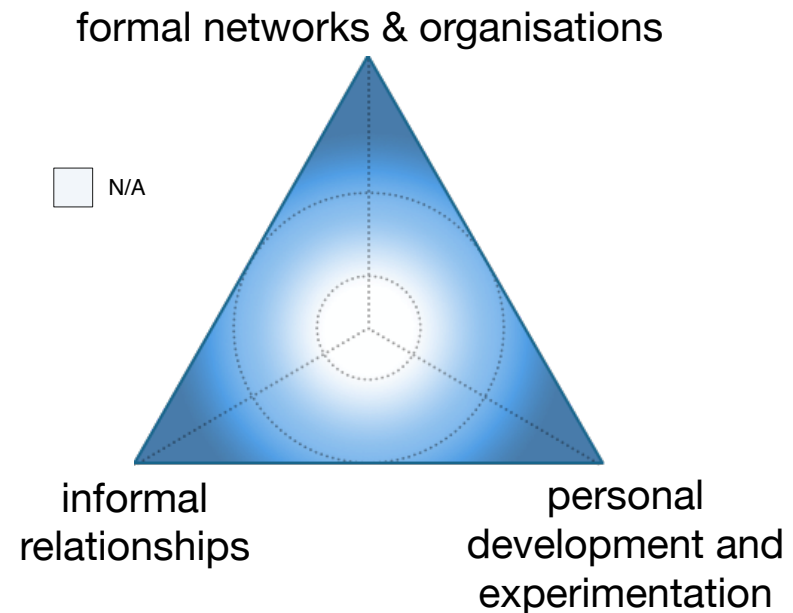


Signification

In your example, farmers changed ...



In your example, the sources for innovations were ...



Signification

In your experience, attitudes revealed were...

wanting things to
change

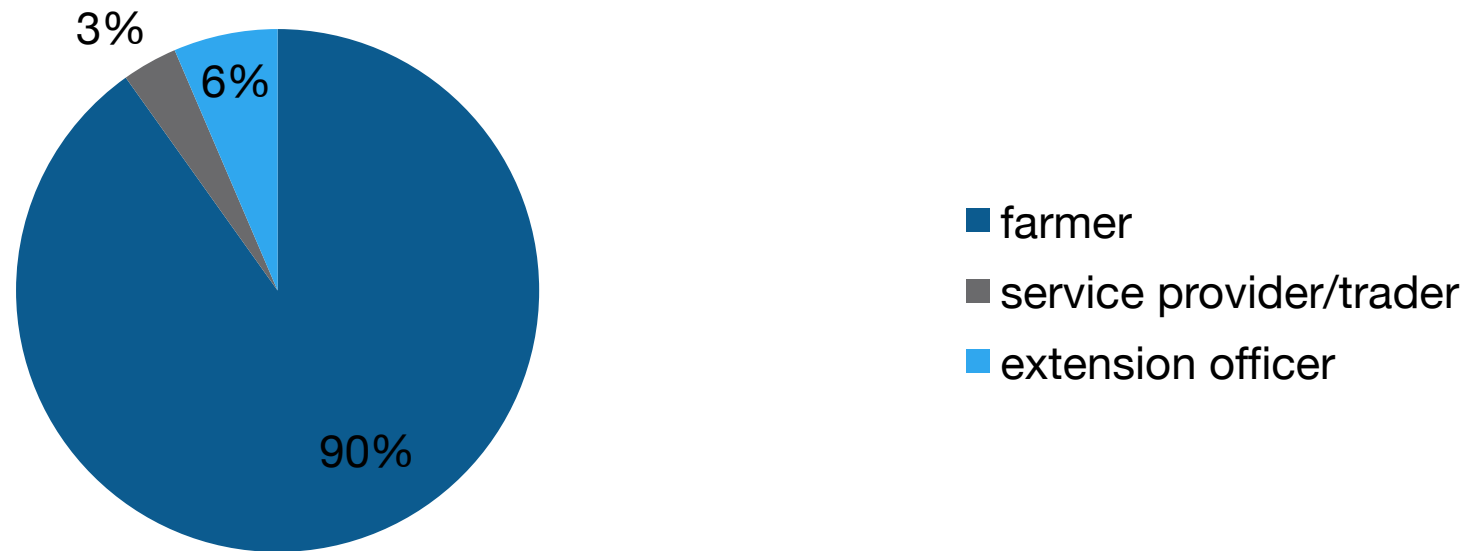


keeping tradition

☐ N/A

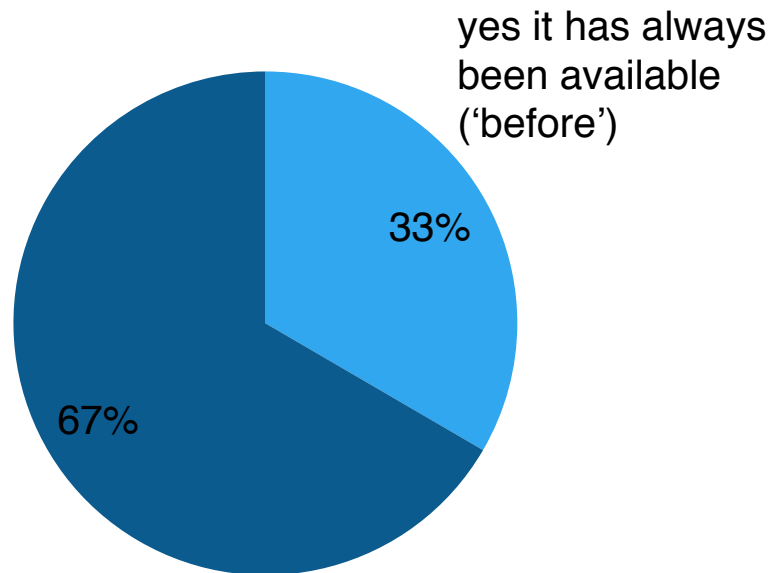
Data overview

497 stories collected

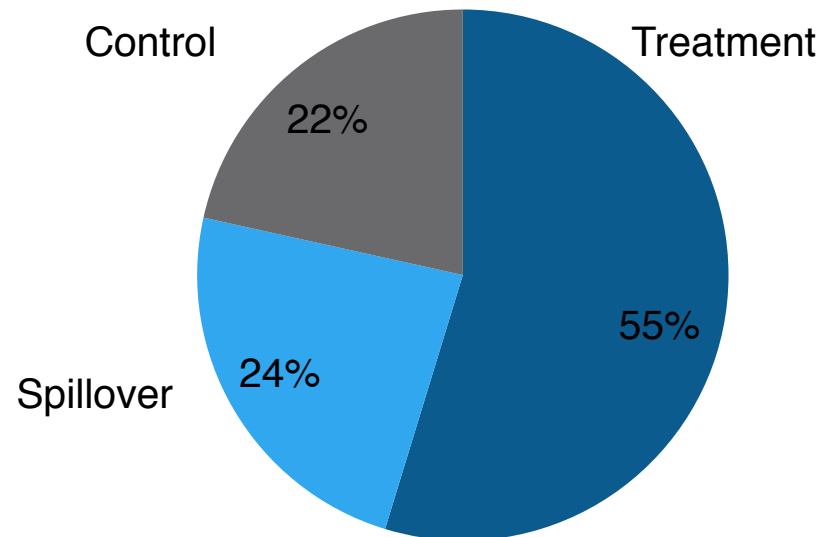


Comparison groups

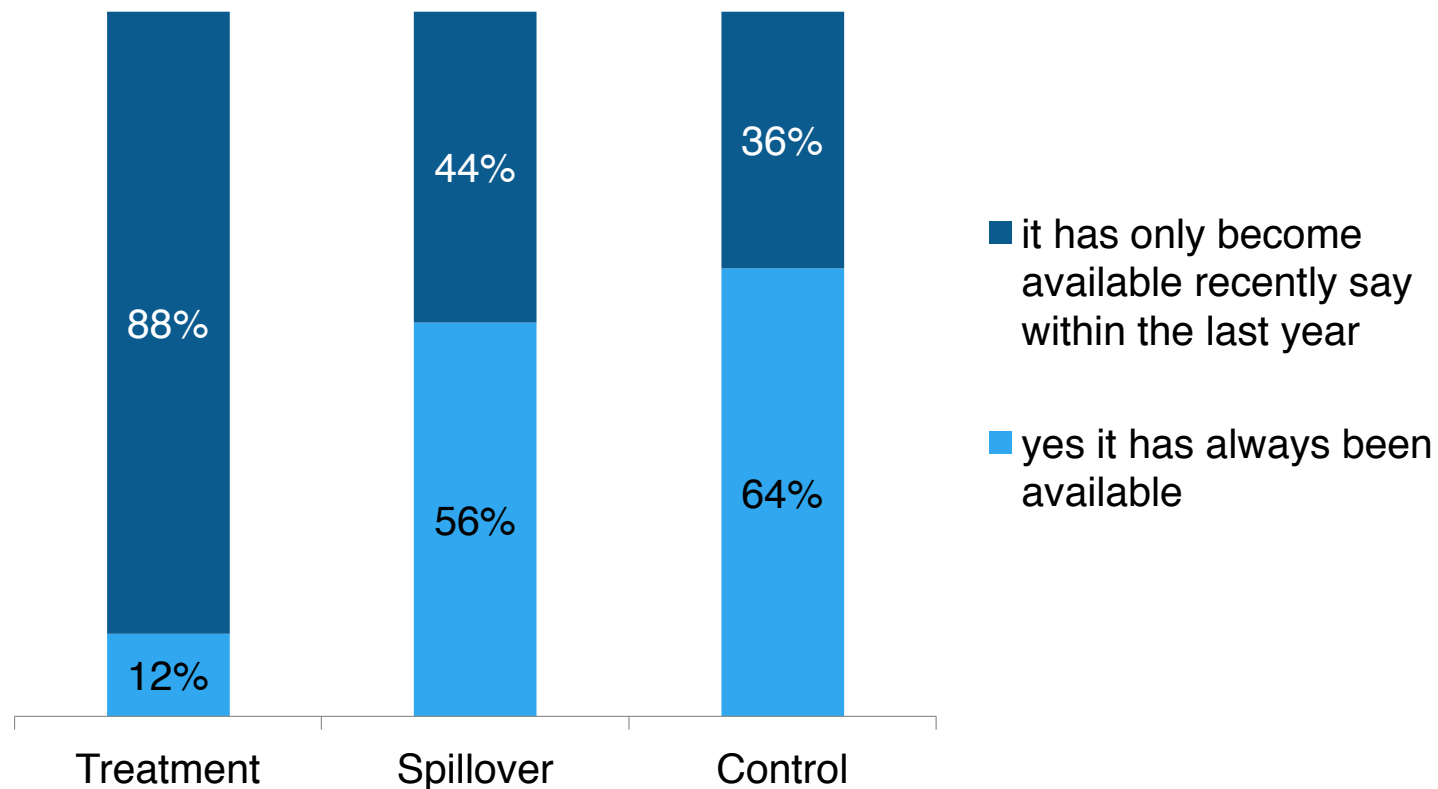
Has this type of support always been available?



it has only become available recently say within the last year ('after')

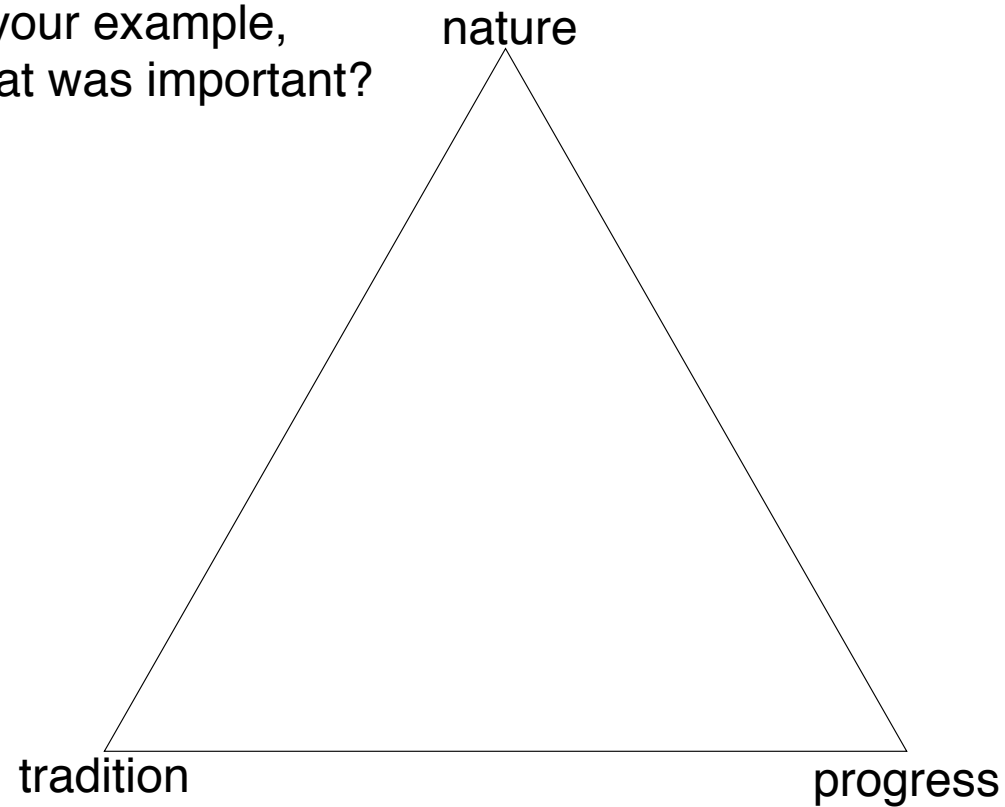


Comparison groups

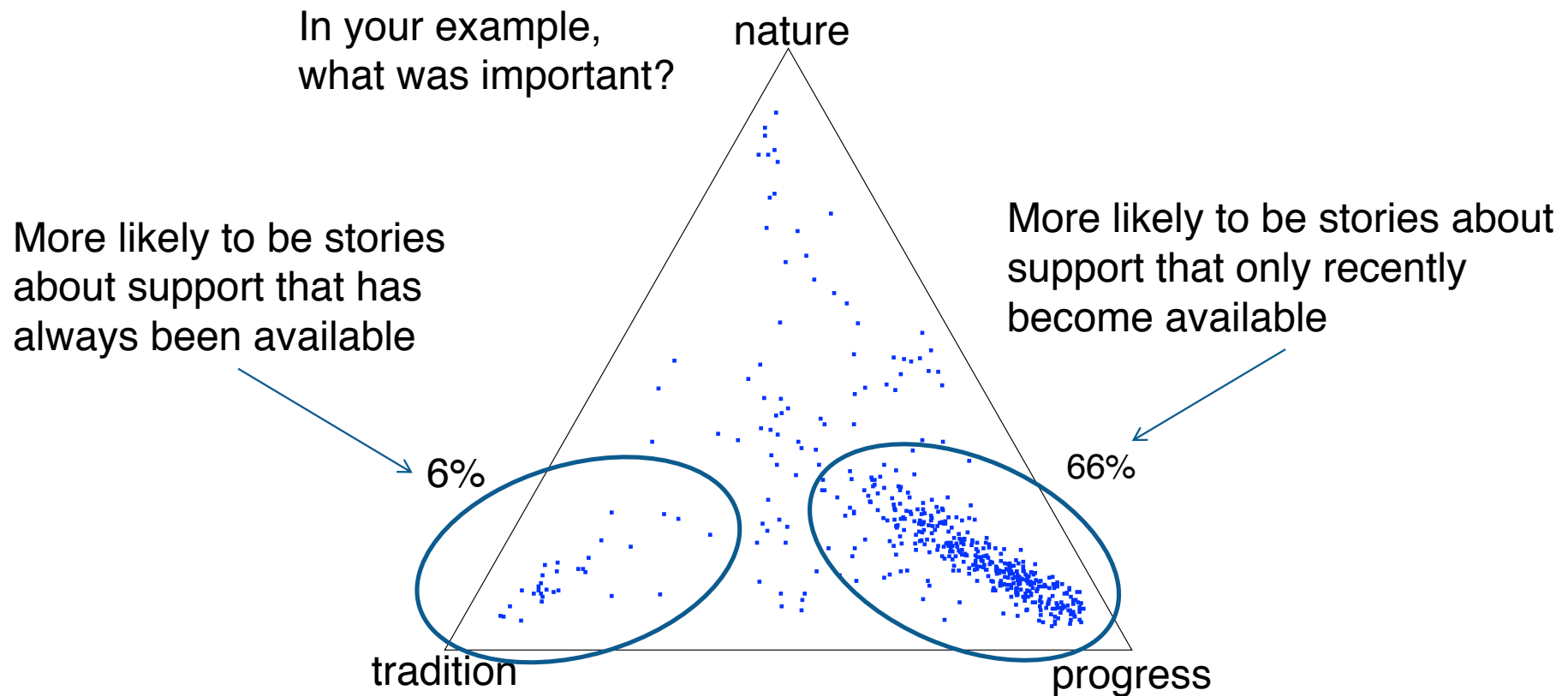


Example of visual analysis

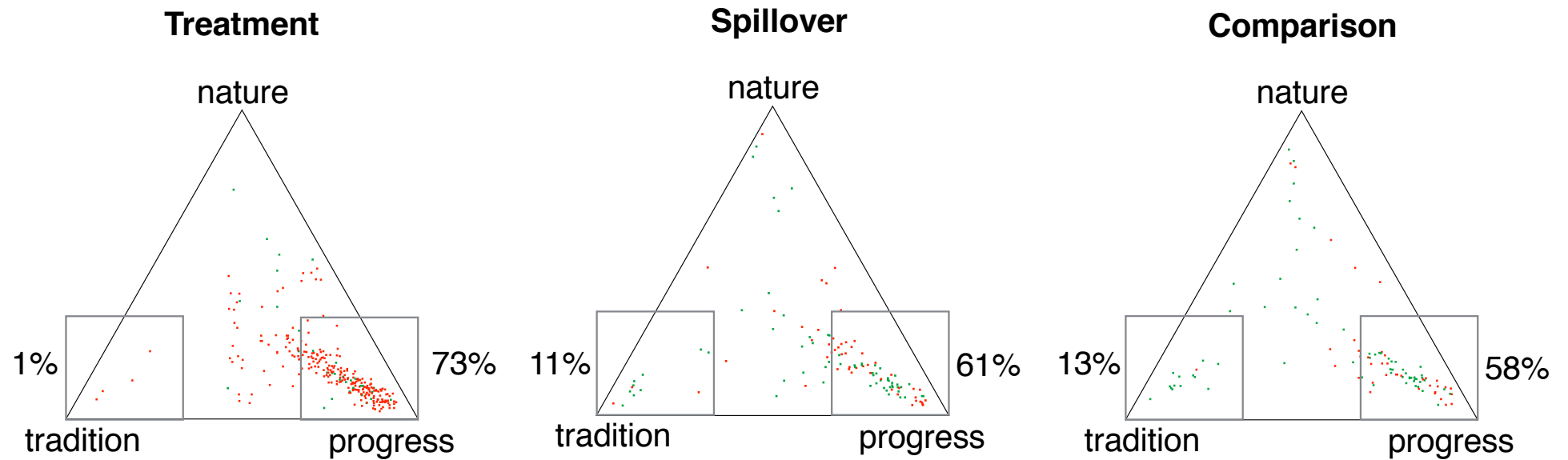
In your example,
what was important?



Example of visual analysis

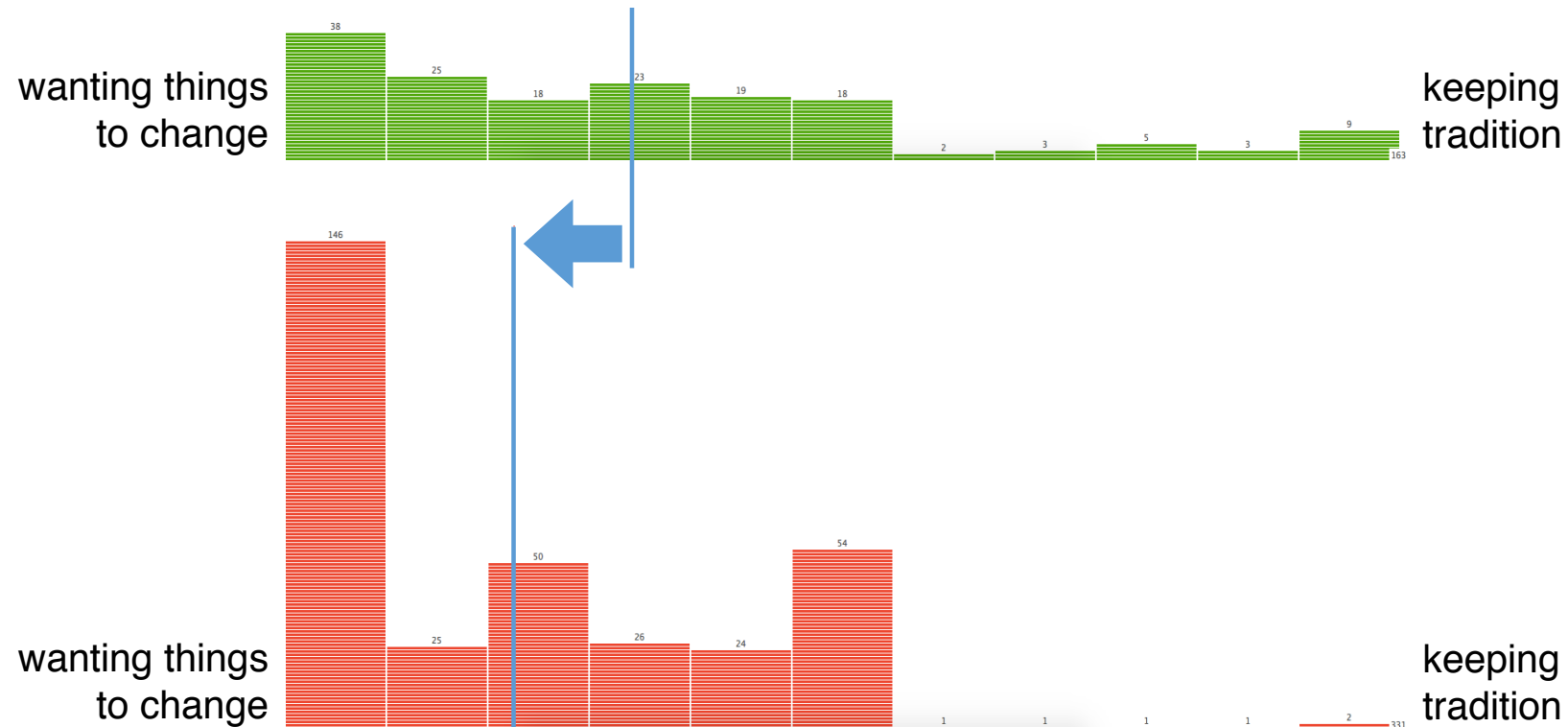


Example of visual analysis



Example of visual analysis

In your experience, attitudes revealed were...



'after'

'before'

Examples of sensemaking questions

- What themes/issues does this data illustrate/raise?
- What, if anything, surprised you?
- Questions or stories you would want to read or explore further
- Where would you want to see the pattern shift - “More stories”?
- Where would you want to see the pattern shift - “Fewer stories”?

Some findings

- Improved information accessibility, quality and relevance
- Formal networks gain in importance
- Increasing balance of trust and income generation potential
- Growing importance of progress and innovation
- More balanced innovation