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

Marcus Jenal, mj@mesopartner.com
Public Extension Services

Local Traders’ Association

“Public Private Initiatives”

Marcus Jenal, mj@mesopartner.com
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
Preparation: document study

Signification design workshop

Testing and translation

Collection
Testing with colleagues

Translation

Field testing

Final framework
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?

- lentils
- salt
- water

In your example, what was important?

- nature
- tradition
- progress
Signification

In your example, farmers changed …

what they produced

how they produced it

the way they marketed and sold it

In your example, the sources for innovations were …

formal networks & organisations

N/A

informal relationships

personal development and experimentation

N/A

Marcus Jenal, mj@mesopartner.com
Signification

In your experience, attitudes revealed were…

wanting things to change

keeping tradition

☐ N/A
Data overview

497 stories collected

- 90% farmer
- 6% service provider/trader
- 3% extension officer

Marcus Jenal, mj@mesopartner.com
Comparison groups

Has this type of support always been available?

- Yes it has always been available (‘before’) 33%
- It has only become available recently say within the last year (‘after’) 67%

Treatment: 55%
Spillover: 24%
Control: 22%
Comparison groups

- Treatment: 88% (12% available recently, 56% available within the last year)
- Spillover: 44% (56% available)
- Control: 36% (64% available)

- It has only become available recently (within the last year)
- Yes, it has always been available
Example of visual analysis

In your example, what was important?
In your example, what was important?

More likely to be stories about support that has always been available

More likely to be stories about support that only recently become available

6%

66%
Example of visual analysis

### Treatment
- **nature**
  - 1% tradition
  - 73% progress

### Spillover
- **nature**
  - 11% tradition
  - 61% progress

### Comparison
- **nature**
  - 13% tradition
  - 58% progress

Marcus Jenal, mj@mesopartner.com
Example of visual analysis

In your experience, attitudes revealed were...

wanting things to change

keeping tradition

wanting things to change

keeping tradition

Marcus Jenal, mj@mesopartner.com
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