Integrated Pest Management (IPM) Evaluation Training Qualitative Methods

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USDA
United States Department of Agriculture

National Institute of Food and Agriculture

* **K**nowledge

* **A**ttitudes

* **S**kills

* **A**spirations

Evaluation Goals?

* What should we measure?
* How will we use this information?
* Will the questions we asked help us reach our evaluation goals?

➢Keep it honed.

* Used to obtain in-depth information from individuals about their experiences, actions, beliefs, attitudes, decisions and motivations for choices.

* Can also be used to improve the quality of survey-based evaluations.

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* A focus group is a planned and interactive discussion designed to collect perceptions, beliefs, opinions and attitudes about a defined topic of interest.

* 6 to 10 people + moderator

* For research, 3 to 5 focus groups

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Data Analysis

* Coding can be a priori or emergent
* Make coding framework
* Use multiple coders for more inter-rater reliability
* **Climate Change and Dairy in New York and Wisconsin: Risk Perceptions, Vulnerability, and Adaptation among Farmers and Advisors**

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* [Climate change and agriculture in New York and Pennsylvania: Risk perceptions, vulnerability and adaptation among farmers](#)

IPM Impacts Assessment - Western and Regional IPM Centers

Module 1: Getting Started with IPM Evaluation Planning
Module 2: Surveys
Module 3: Economic Analyses
Module 4: Focus Groups
Module 5: Secondary Data
Module 6: Case Study
Module 7: Interviews
Module 8: Social Network Analysis
Module 9: Impact Statements

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Zoom Polling and Breakout Rooms

* Let's discuss our polling questions in "Breakout Rooms"

Social Network Analysis

* **Why Do a Social Network Analysis?**

* In studying social networks we are usually concerned with questions such as: Who asks who for advice?

• **What information sources do people consult?**

• **Who knows who?**

• **Which organizations are connected, and how?**

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Social Network Analysis

* **Measuring Interpersonal Communication and Information Sharing**
* Most often social network analysis is applied to two sorts of questions in relation to extension:

- **Questions about social structure (i.e. who knows who?)**
- **Questions about who shares or exchanges specific types of information (e.g. on IPM practices for a particular context)**

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Social Network Analysis

* **Define Your Questions:**
* There are three elements to understand what data to collect for a specific social network analysis:

1. **Define the group(s) of people or institutions whose inter-relations you need to understand.** This will define the nodes of the network

2. **Define what aspects of the relationships you need to know.** This will define the meaning of the connections (edges) between the nodes in the network and the meaning of the results in your social network analysis.

3. **Define what properties of the network will change as a result of your program.** This will define the focus of your evaluation.

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Breakout Rooms

Zoom Video Breakout Rooms

- * Add polling question(s)
- * Launch poll during meeting
- * Share results if needed
- * Download report

Zoom Polling and Breakout Rooms

* Open new tab in browser
* Log in to Zoom
* Turn on Polling and Breakout Rooms in Zoom Settings
* Schedule a meeting
* Add polling questions
* Make pre- and post-meeting polling questions

Zoom Reports

* Webinar Reports
* Meeting Reports

Data Analysis

* Excel or Tableau Software (Recommended)
* Record your meeting
* Get Transcripts
* Code for "thematic" analysis
* Coding can be a priori or emergent

Thanks and Questions

Funding Acknowledgment