

Quick Reference Extension Material Development

**For Researchers
And**

Guideline Monitoring & Evaluation

**For improvement of your
extension materials**



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[PART2 GUIDELINE: MONITORING & EVALUATION FOR IMPROVEMENT OF YOUR EXTENSION MATERIALS

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PART1:

Quick Reference: Extension Material

Development for Researchers

INTRODUCTION

This reference book is prepared for the readers of 'Extension material development guideline' to show how to develop the extension materials more concretely and more practically. The book looks at not only basic steps of development of extension materials, but also introducing basic operation of MS word software which is helpful for development of extension materials.

BASIC STEPS

Q1. WHAT SHOULD I BEGIN WITH?

A1. FILL UP 'SUMMARY SHEET' (See Page 5&6 of EMD Guideline)

Extension material is, so to speak, a tool to **tell advantages of your results of research concisely.**

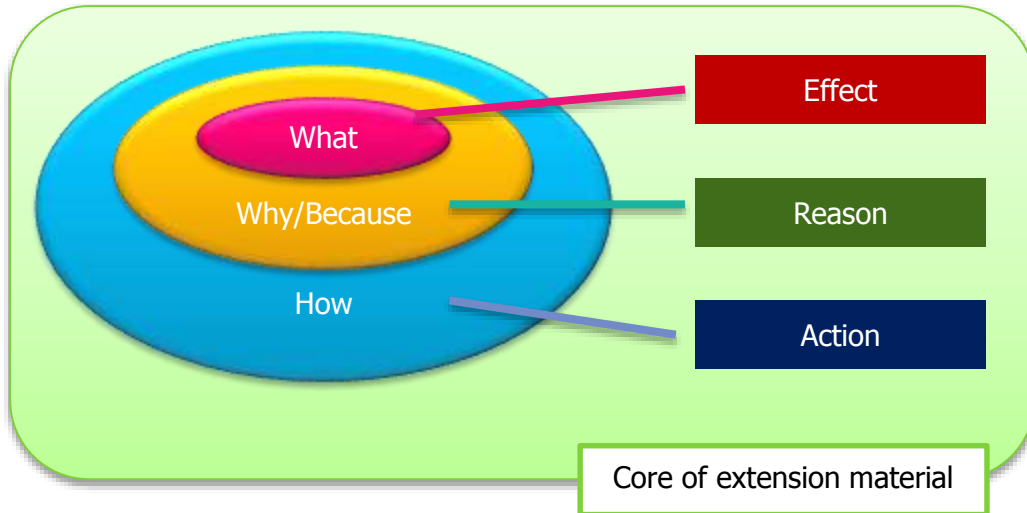
The aims of extension materials are;

- Attract the interest of farmers,
- Enable farmers understand the value of the technology
- And prompt actions among farmers.

Therefore, the **merit** of your technology **for the farmers** and **how to get it or how to do it** must be shown clearly in your extension material. These factors – merit and action – will be the core of your extension material. **'Summary sheet'** is used to make these points clear.

So, what you should begin with is itemize;

- ✓ **What do you want the farmers to do?** (it is correspond to "effect" on the Summary Sheet)
- ✓ **Why the farmers should do that?** (it is correspond to "reason")
- ✓ **How to do that?** (it is correspond to "action")



Q2. WHAT WILL BE THE NEXT?

A2. VERIFY THE STORY FROM THE VIEW POINT OF FARMERS

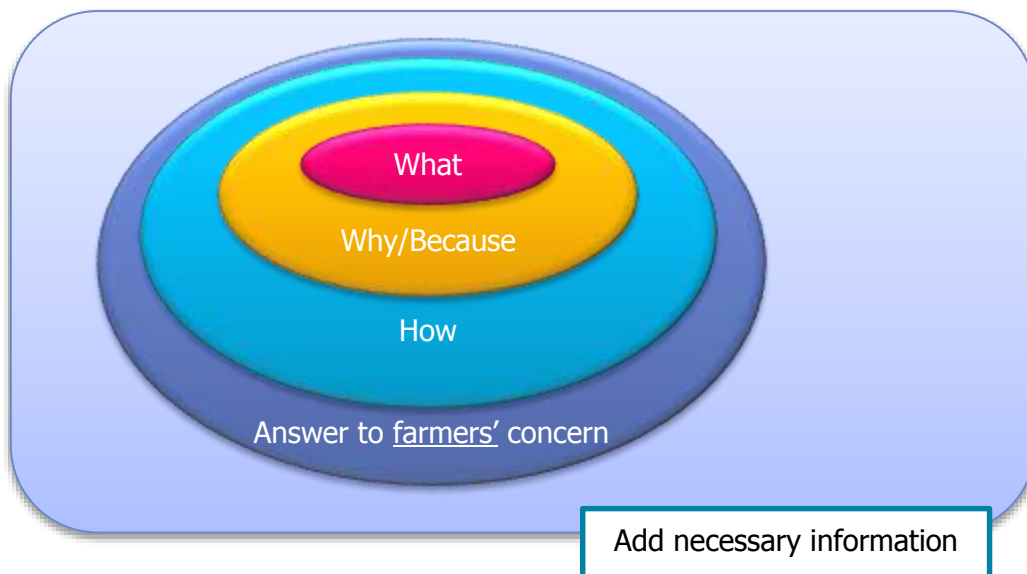
After fill up 'Summary sheet', then, you should verify the story **from the view point of farmers.**

The point that you have to think is,

If you are a farmer, what do you want to know to try a new technology?

New technologies usually demands farmers to have courage to try first. Together with **information on cost, labor and others, expected risks** must be stated clearly.

You may use your experience to **guess what kind of concern farmers raise.** Or you can ask some farmers if the information included in the draft extension materials are enough.

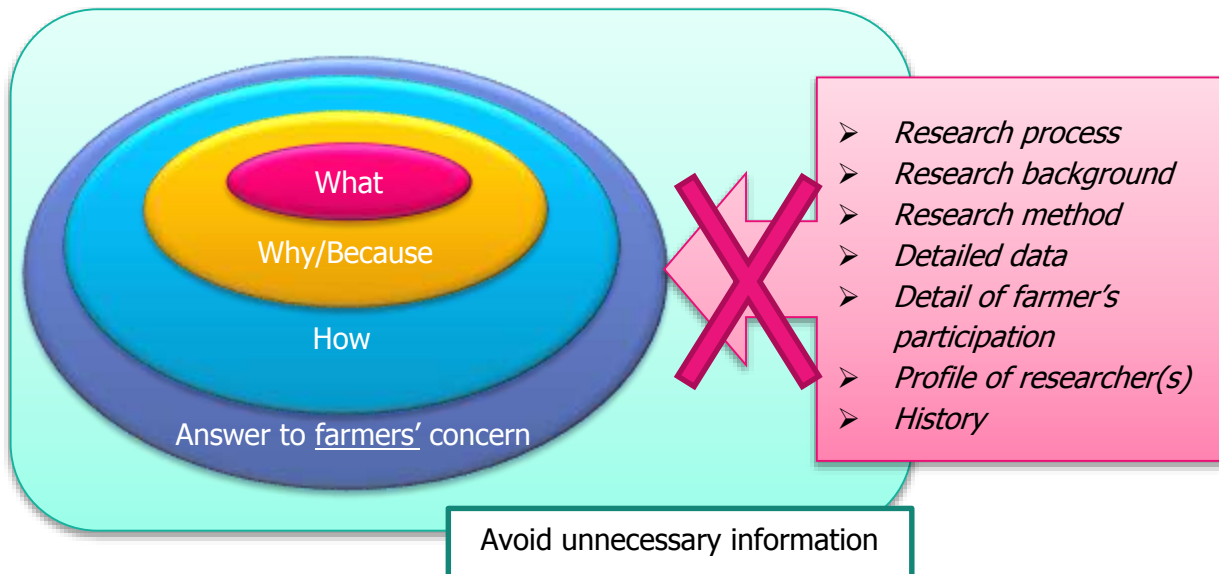


Q3. MAY I PUT RESEARCH PROCESS?

A3. NEGATIVE

What farmers want to know is the **results. Not the process of the research.**

To make an aim of extension material clear, the topic should be focused.



Q4. WHAT SHOULD I CARE IN WRITING?

A4. WRITE WITH FARMERS' POINT OF VIEW

When you write, the point that you have to think is,

**If you are a farmer,
can you practice a new technology with this extension material?**

Specifically,

1- Avoid technical / scientific terms

Technical/scientific terms must be translated into plain local terms. (If it is for extension personnel, technical/scientific terms may be necessary for conveying detailed information of the technology)

2- To be concrete

To avoid misunderstand and mistake, description must be concrete as much as possible.

e.g.

- ✗ Appropriate weeding should be done
- Weeding should be done at least once in every week

- ✗ Apply fertilizer
- Apply 100kg/ha of DAP at day before sowing

3- To be realistic

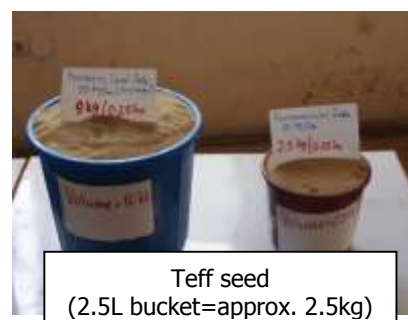
When you write, especially describe a measuring, you have to consider whether it is possible on the fields. You should try to describe in more familiar and possible way for farmers.

e.g.

- ✗ 10g of seeds
- 10g of seeds (approx. spoonful of seeds)

- ✗ 2.5kg of Teff seeds
- 2.5kg of Teff seed (approx. one level small bucketful)

(Showing with **picture** would be better)



4- Use appropriate pictures

Some technical aspects may be difficult to express in sentences. Using of appropriate pictures make your extension material more understandable. Needless to say, the **picture must be expressing the connected content correctly**.

Caption should be put next to the picture.

Q5. WHAT IS THE DIFFERENCE BETWEEN POSTER AND LEAFLET?

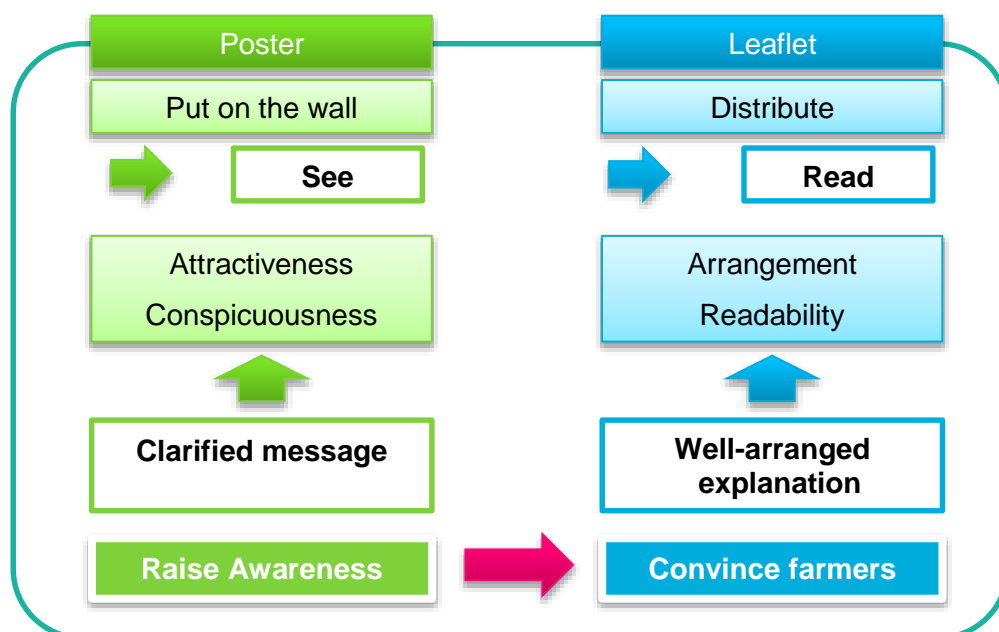
A5. POSTER IS A THING TO BE SEEN. LEAFLET IS A THING TO BE READ.

Poster is put on the wall while leaflet is distributed. In other word, poster is a thing to be **seen**, and leaflet is a thing to be **read**.

A poster is necessary to **attract attention** to have people see. It must bring viewers' attention and interest to let them want to know the message. Thus, **attractiveness and conspicuousness are essential for the poster**. And to be conspicuous, message that you want to tell must be **clarified and emphasized**.

On the other hand, **readability is essential for leaflet**. To let the readers to read it through, it must be well arranged. And there is one big advantage in leaflet. It is that you can put more detailed and more complicated explanation into leaflet because people can take it home and read it again and again.

Poster and leaflet play different roles. **By putting both together**, introduction of new technology will become smoother. Raise awareness or call attention by using the poster, then explain in details or convince by the leaflet.



USING MS WORD

Let's learn the basic operation for MS Word.

DEVELOP 3-FOLD BROCHURE

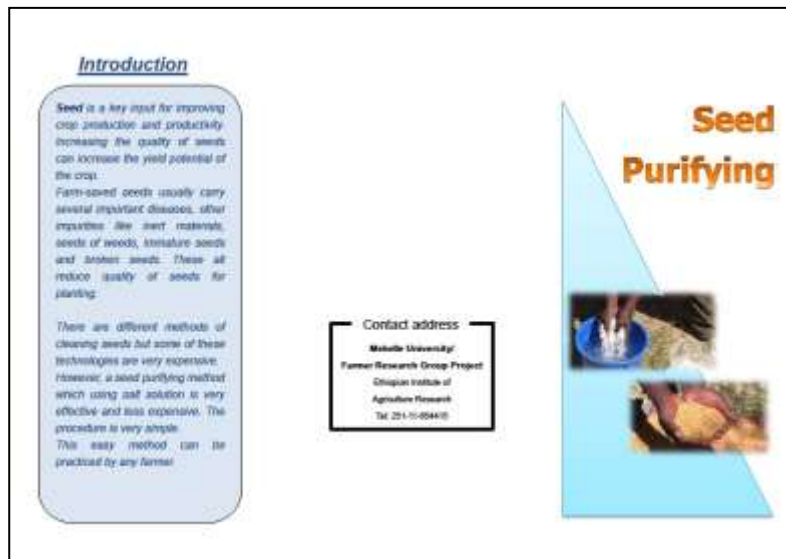
3-folded brochure is most typical style for extension material.

In this chapter, we make the 3-fold brochure with a sample to learn basic technique of MS Word. (You can also develop the brochure with 'Microsoft Office Publisher' if it has been installed in your PC. Basic operation is common. And by using template, you can skip procedure of 'Page layout' in next chapter.)



Sample – cover page

3-fold brochure



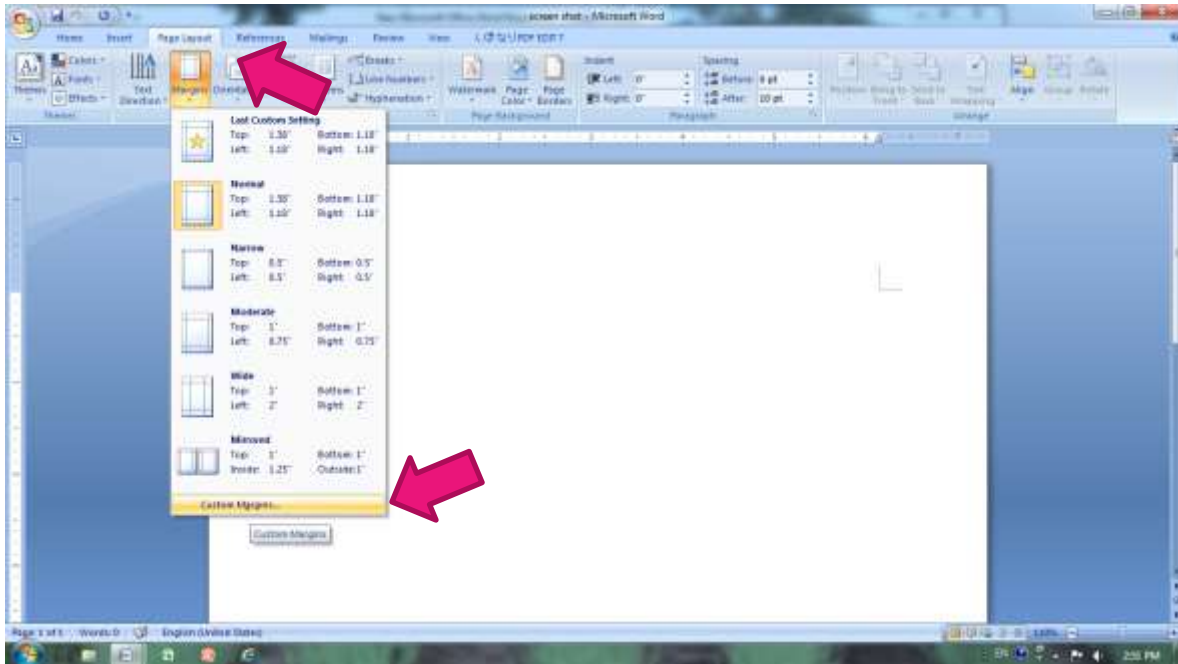
Sample – inside page



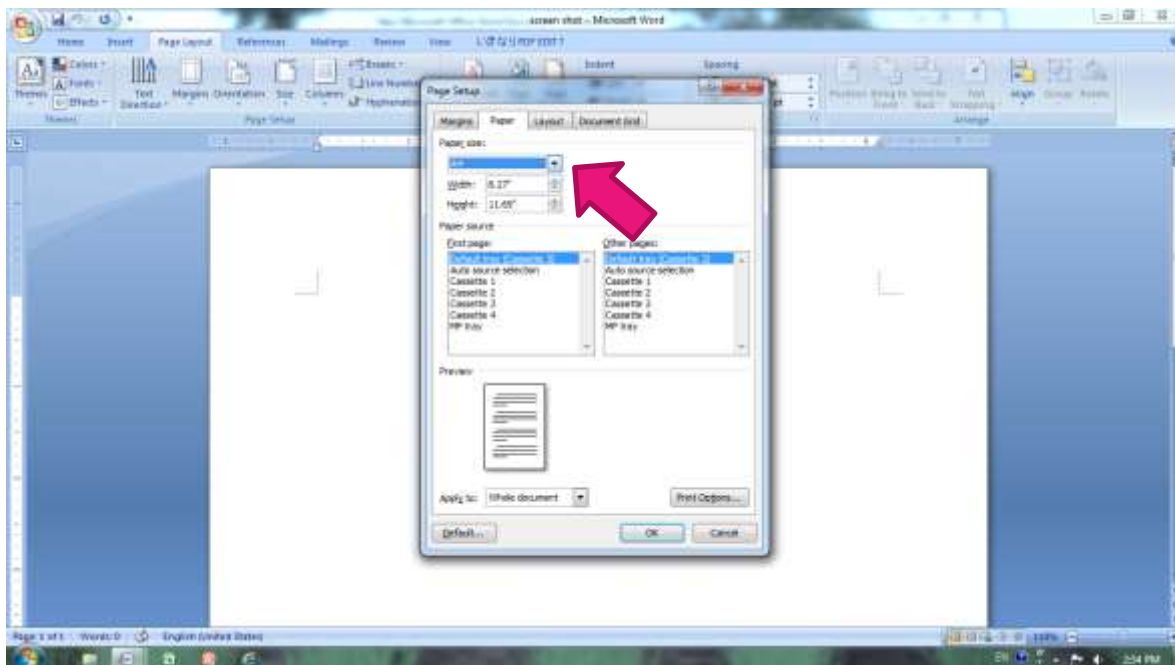
*This sample was created based on the actual research in Mekelle University

PAGE LAYOUT

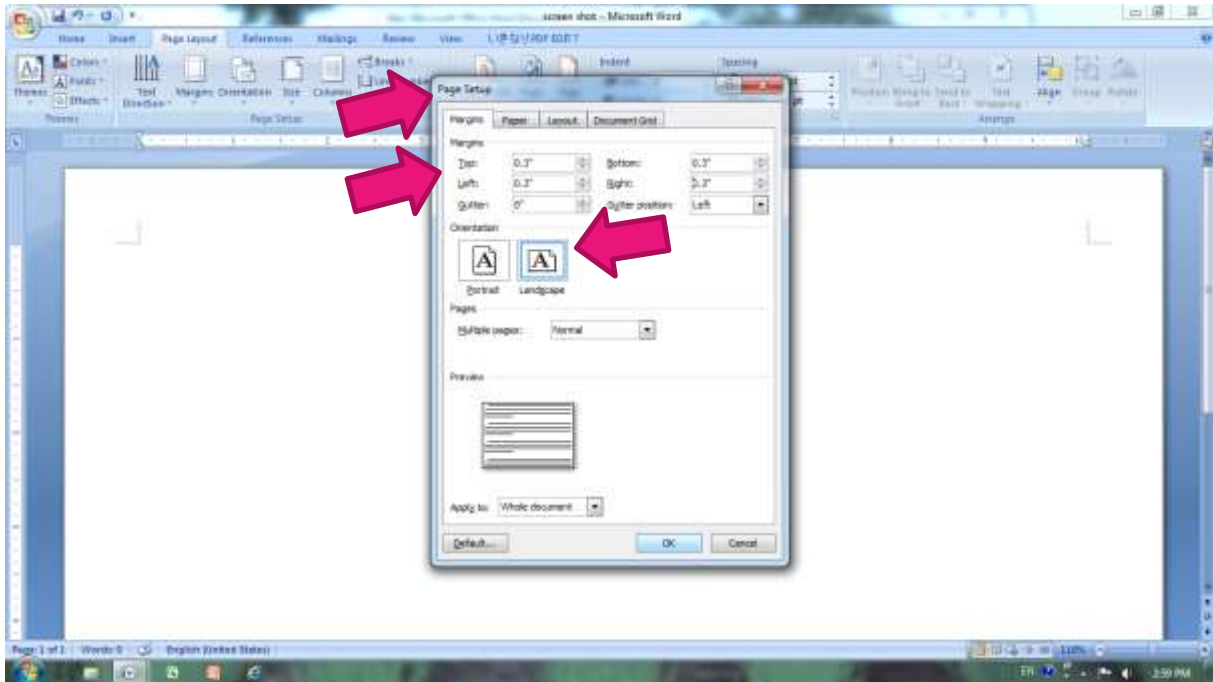
- Create a new page and click '**page layout**' tab.
- Click '**Margin**' and select '**Custom margin**' from pull down menu and click.



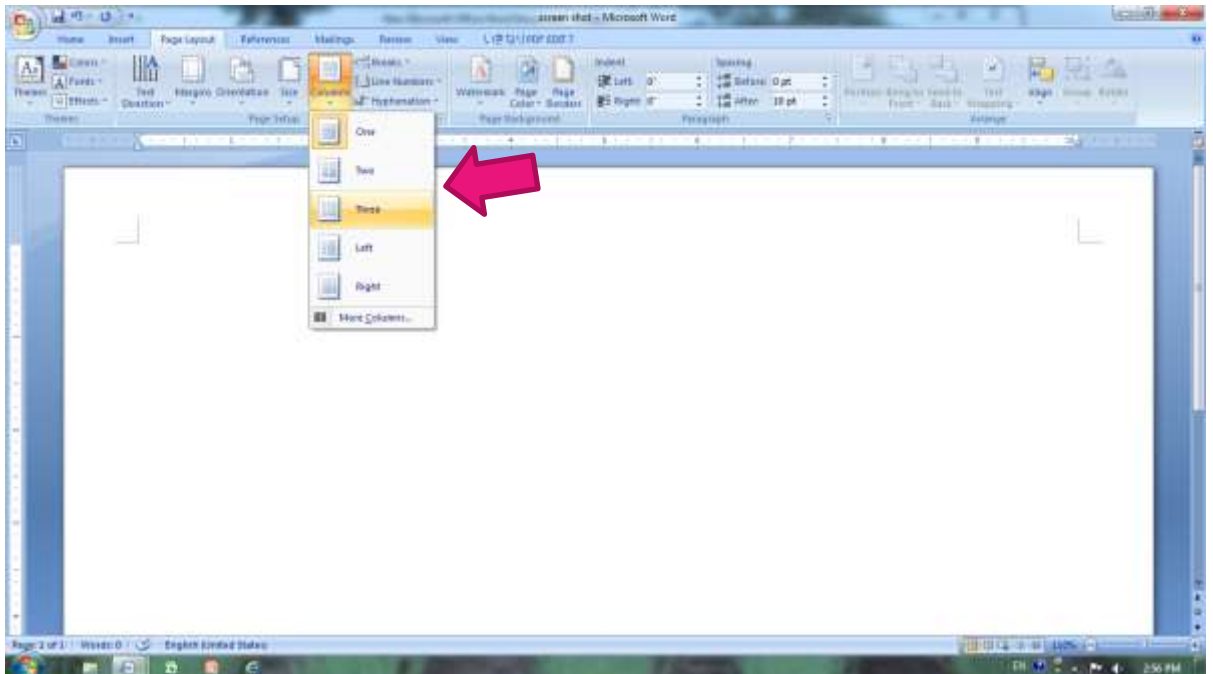
- '**Page Setup**' window is opened.
- Click '**Paper**' tab and select '**A4**' size.



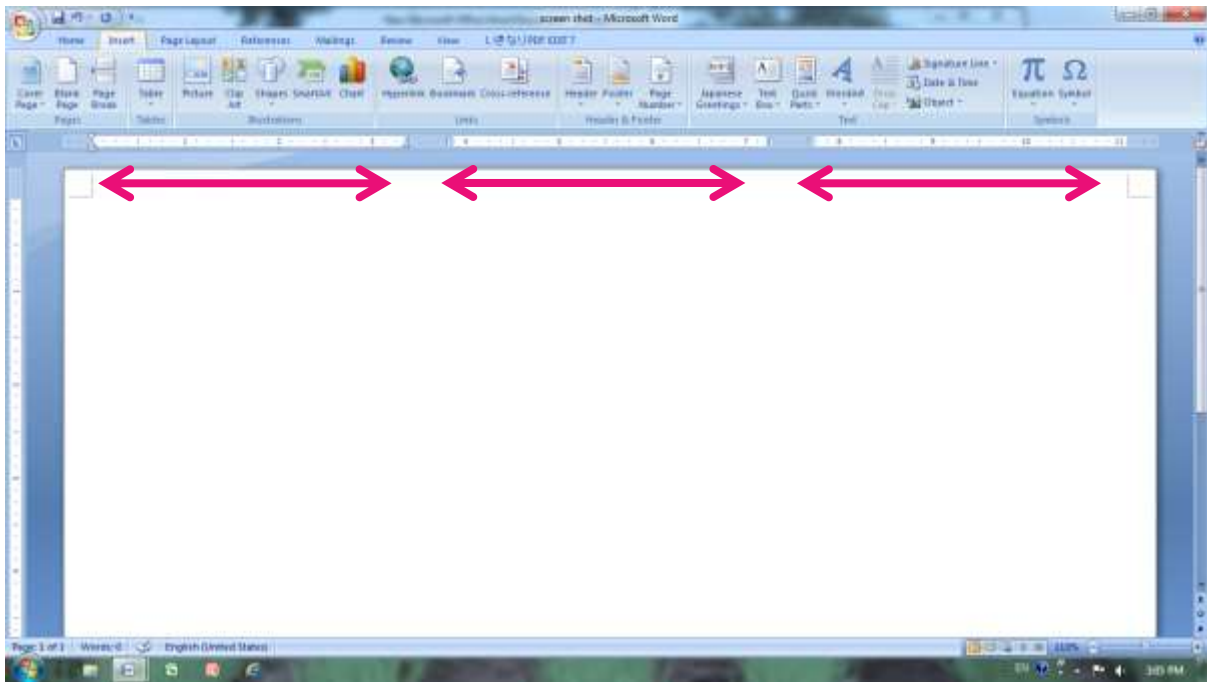
- Click '**Margin**' tab in same window.
- And set the entire margin (Top, Bottom, Left, and Right) to **0.3 inches (or 8 mm)**.
- Click '**Landscape**' orientation. Then click OK



- Click '**Columns**' button on '**Page Layout**' tab and select '**Three**' and click.

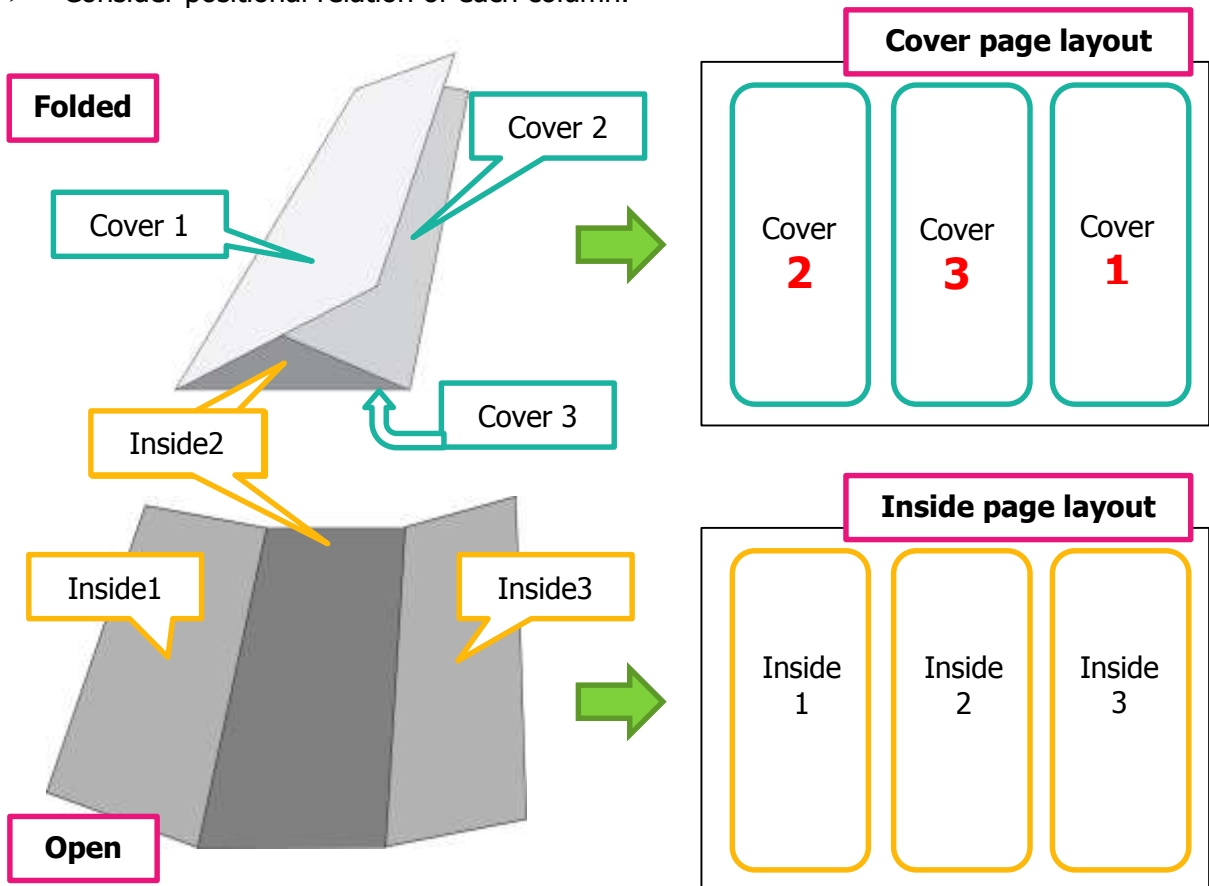


- Three columns are set on the page.



PLAN & DESIGN

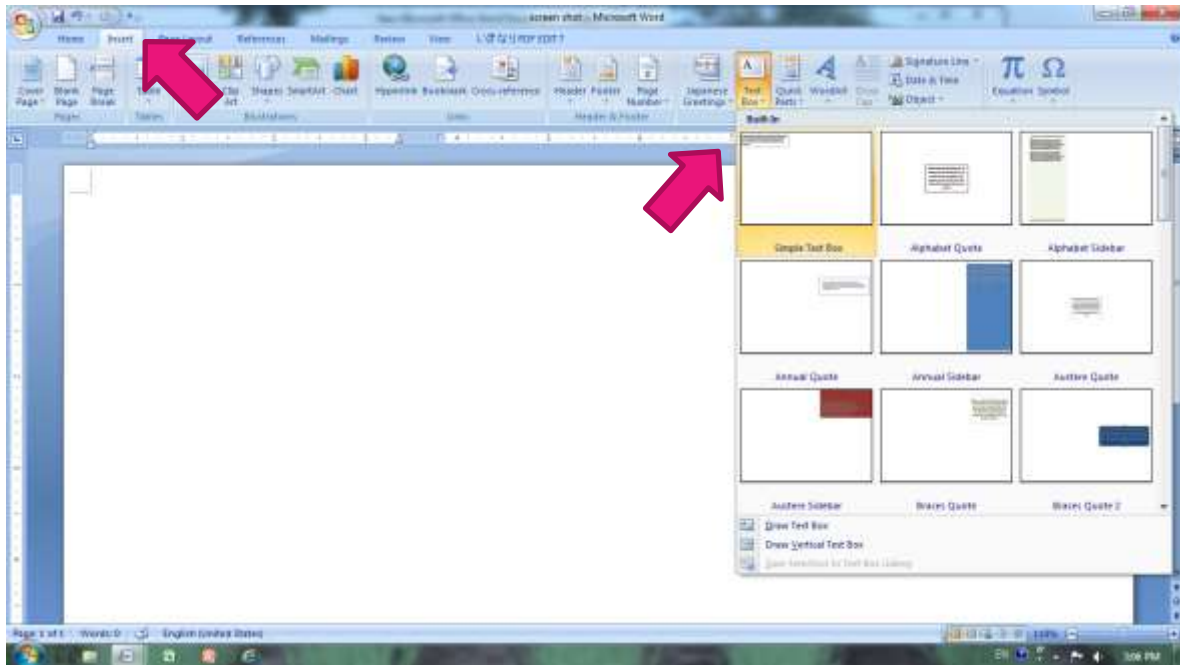
- Consider positional relation of each column.



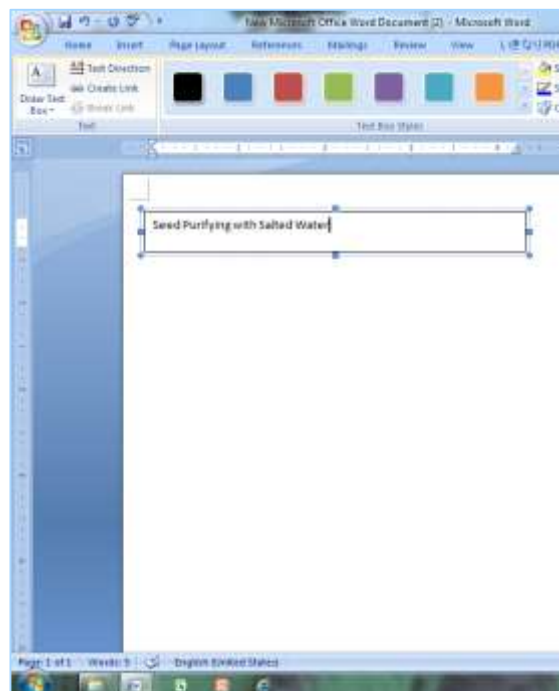
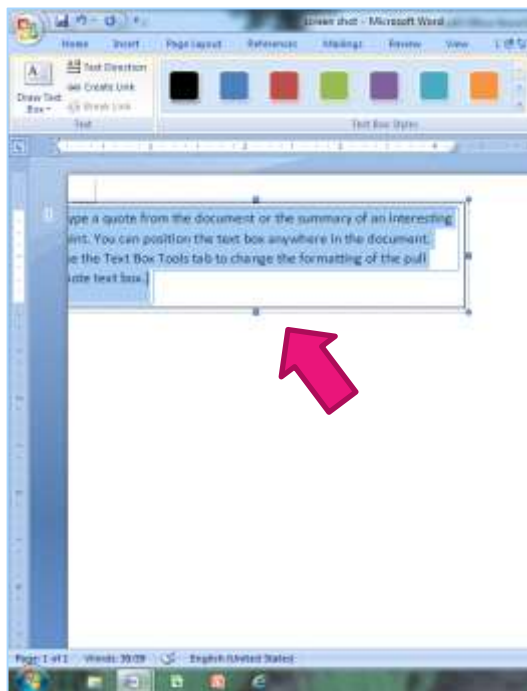
TEXT BOX

INSERT TEXT BOX

- Click '**Insert**' tab. Then click '**Text Box**' and select '**Simple Text Box**'.



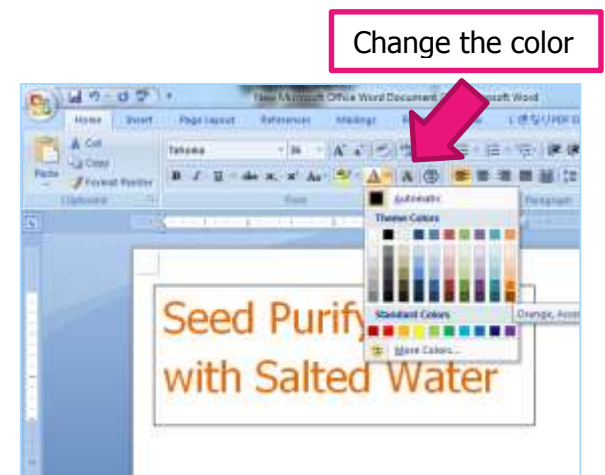
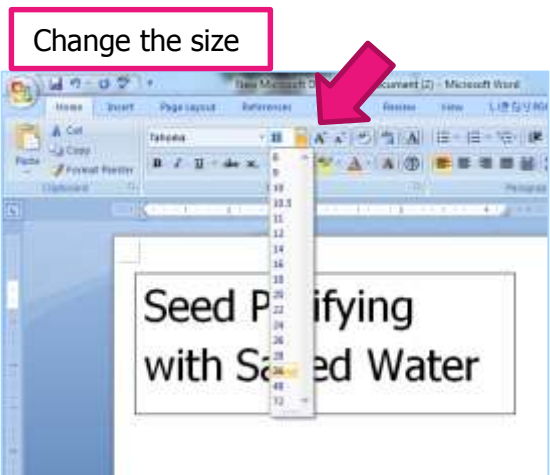
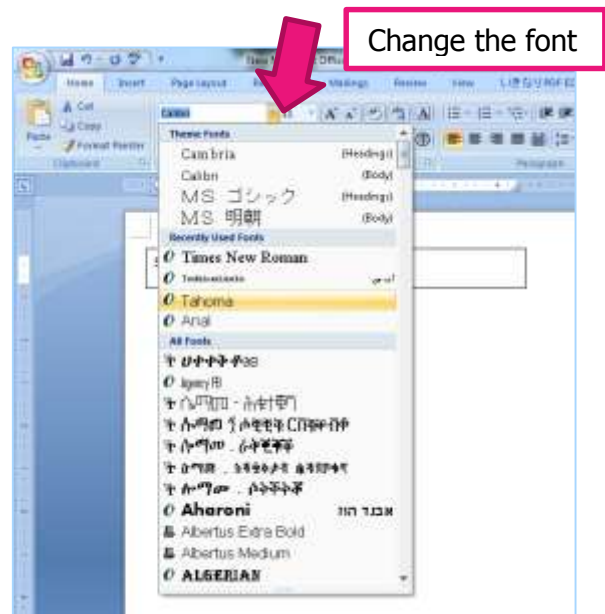
- 'Simple Text Box' comes up on the page.
- Type the words into text box.



FONT

You can change the font and its size and color from pull down menu on 'Home' tab.

- Select the words
- Click the down arrow next to font box to open pull down menu, and select.



ARRANGE THE TEXT BOX

- You can arrange the appearance of text box from pull down menu on 'Format' tab.
- If you click the Text box, 'Format' tab of 'Text Box Tools' is open automatically.

Select fill color
("No Fill" is selected in the sample)





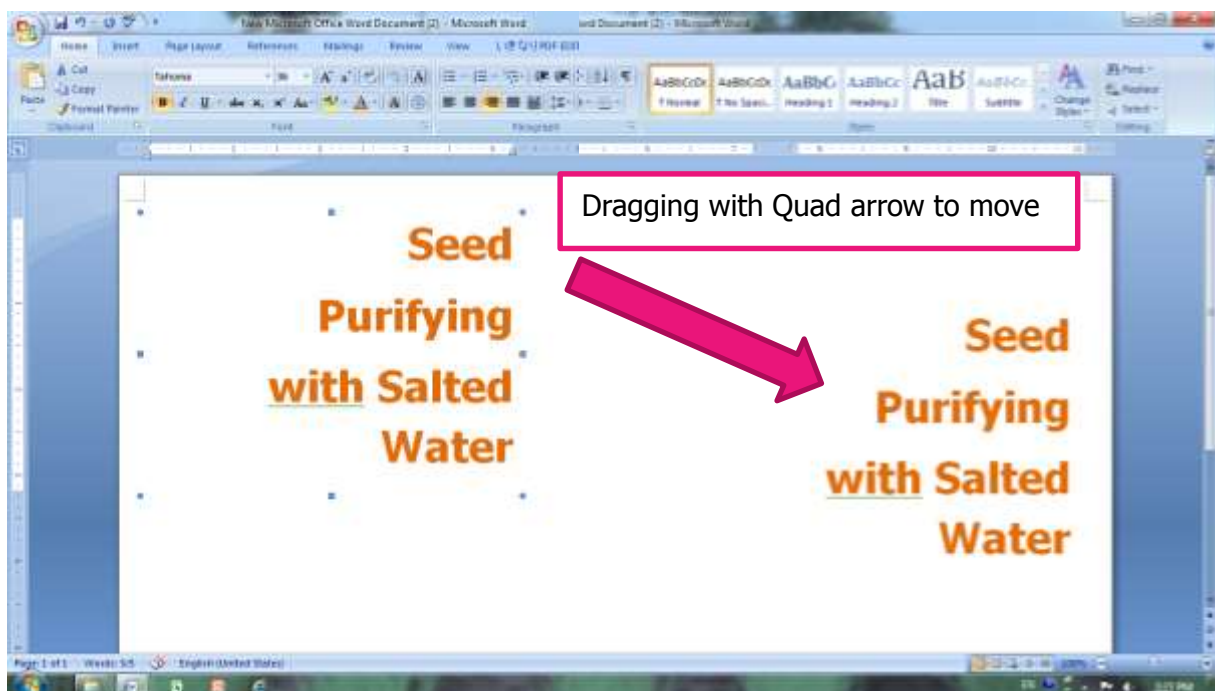
Select outline of text box
("No Outline" is selected in the sample)



- You can change the size, color or shape using with various button on the ribbon.

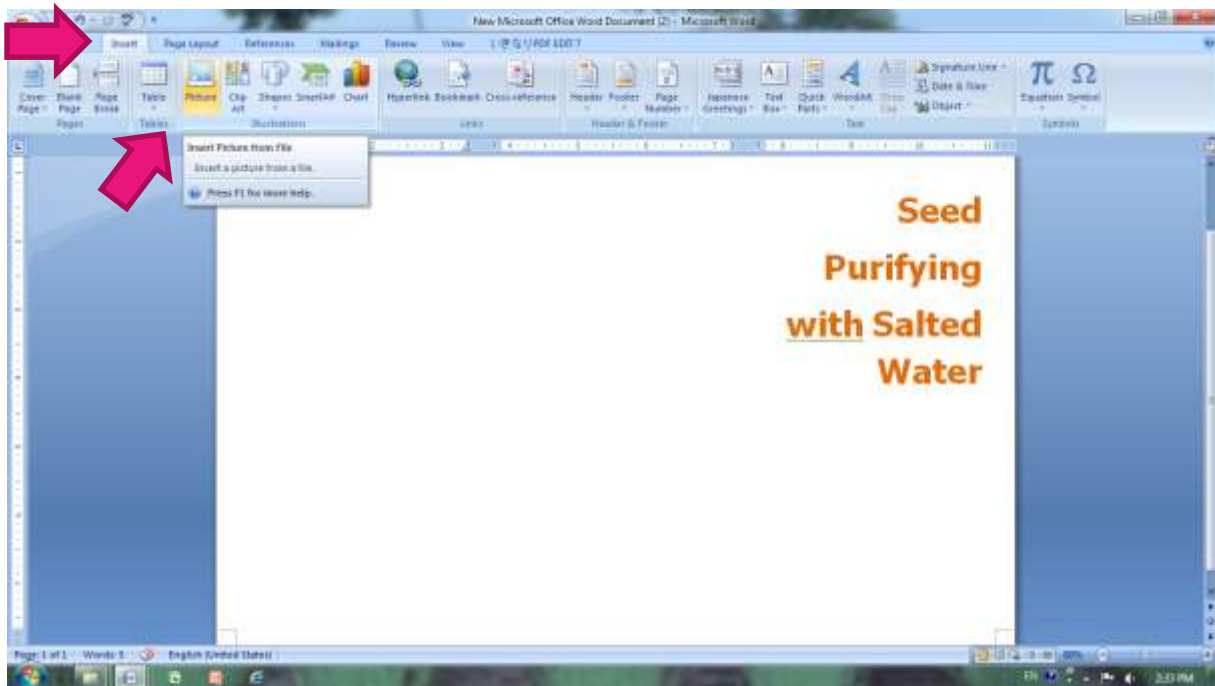
ADJUST SIZE AND POSITION OF TEXT BOX / OBJECT

- Point the edge of Text Box/Object, pointer (arrow) will change its shape.
- Quad arrow  with dragging is used for **changing the position**.
- Left – Right arrow  with dragging is used for **adjusting the size**

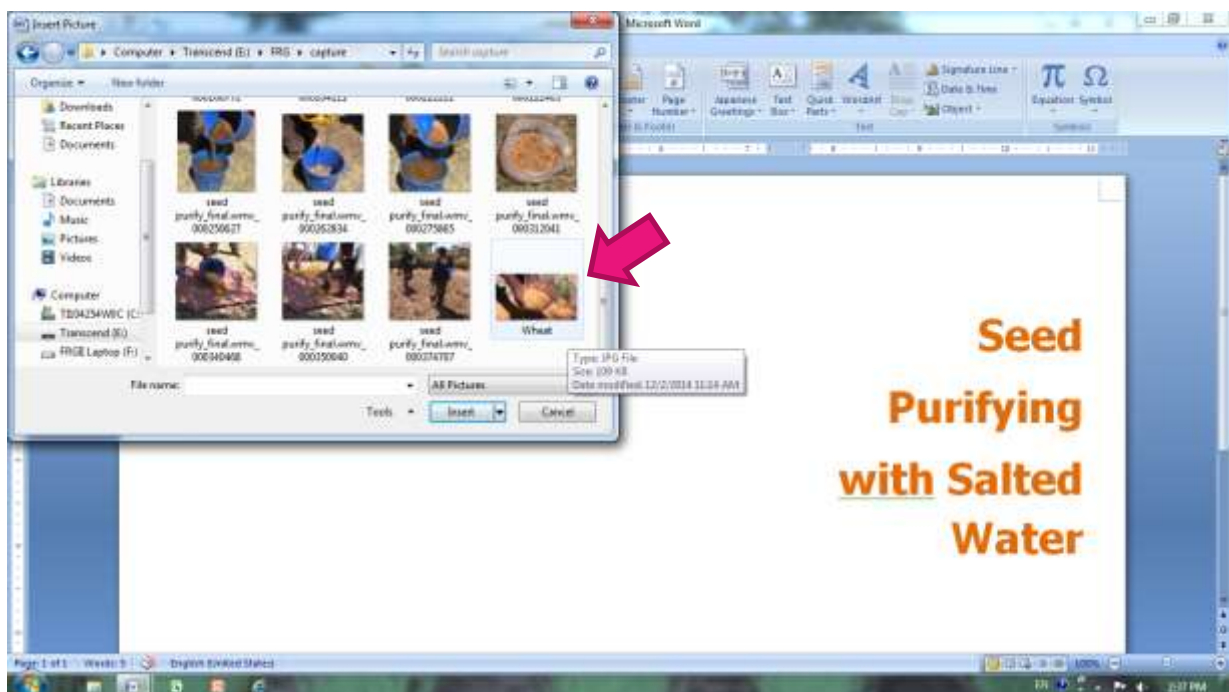


INSERT PICTURE

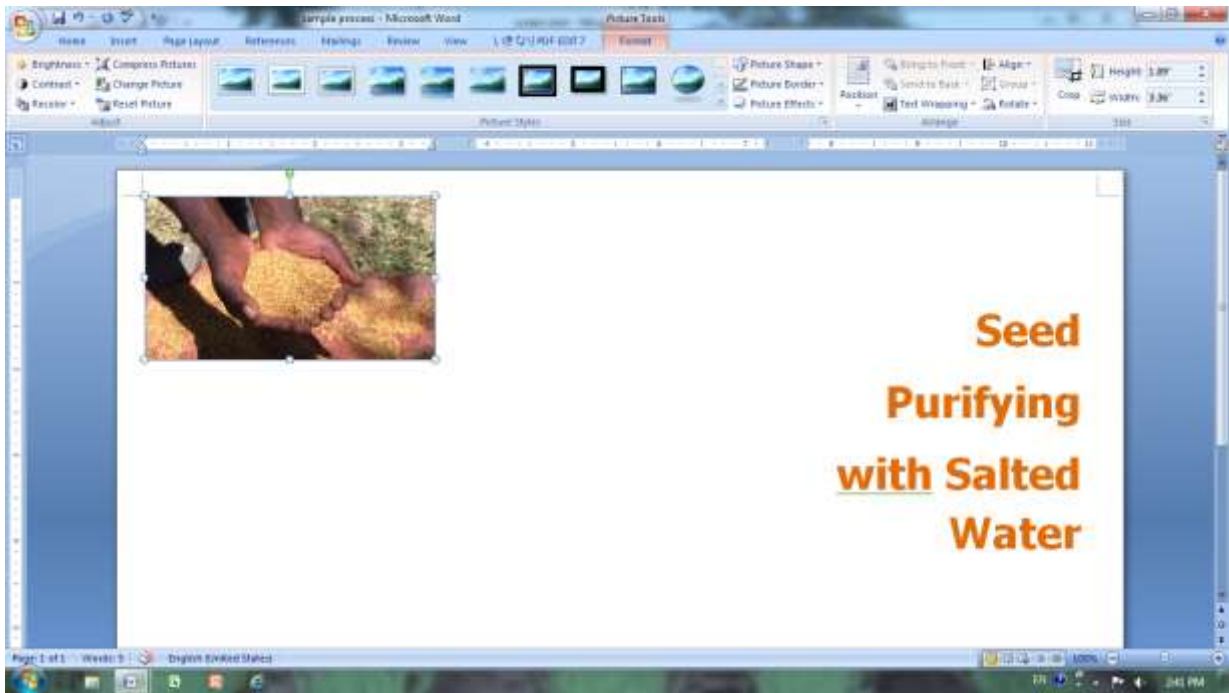
- Click '**Insert**' tab, and click '**Picture**' button.



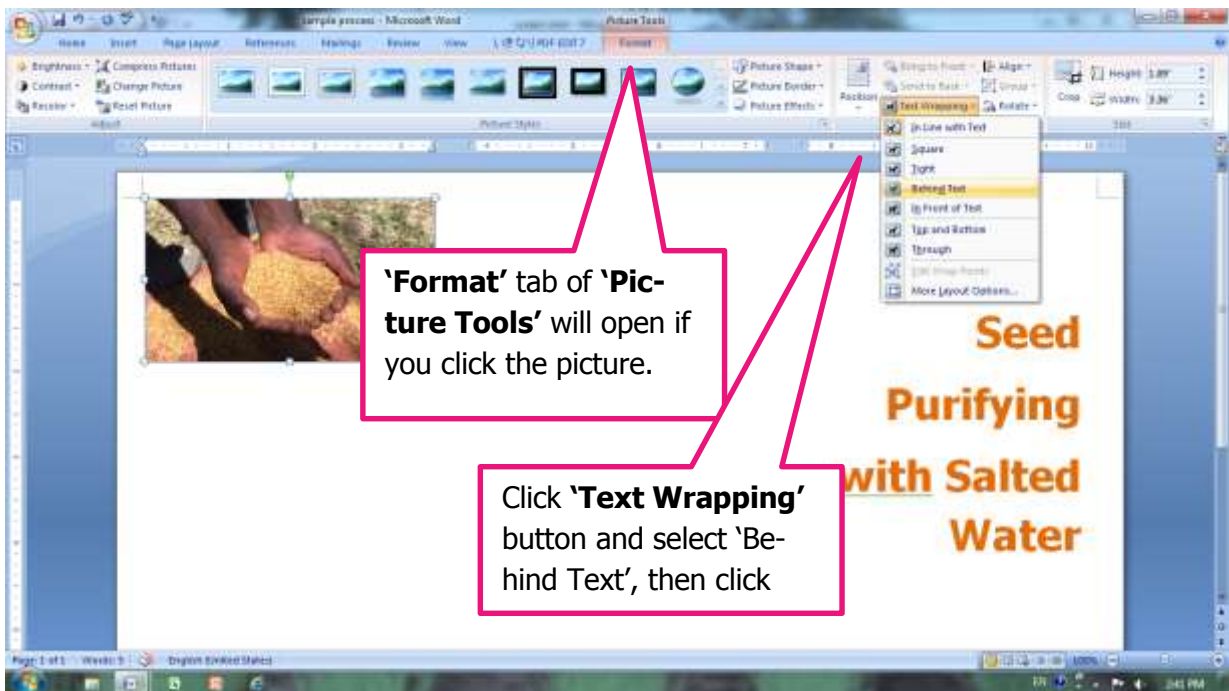
- Picture folder is opened. (or you can select the folder which contain desired picture)
- **Double click** a picture you want. (or click and 'Insert')



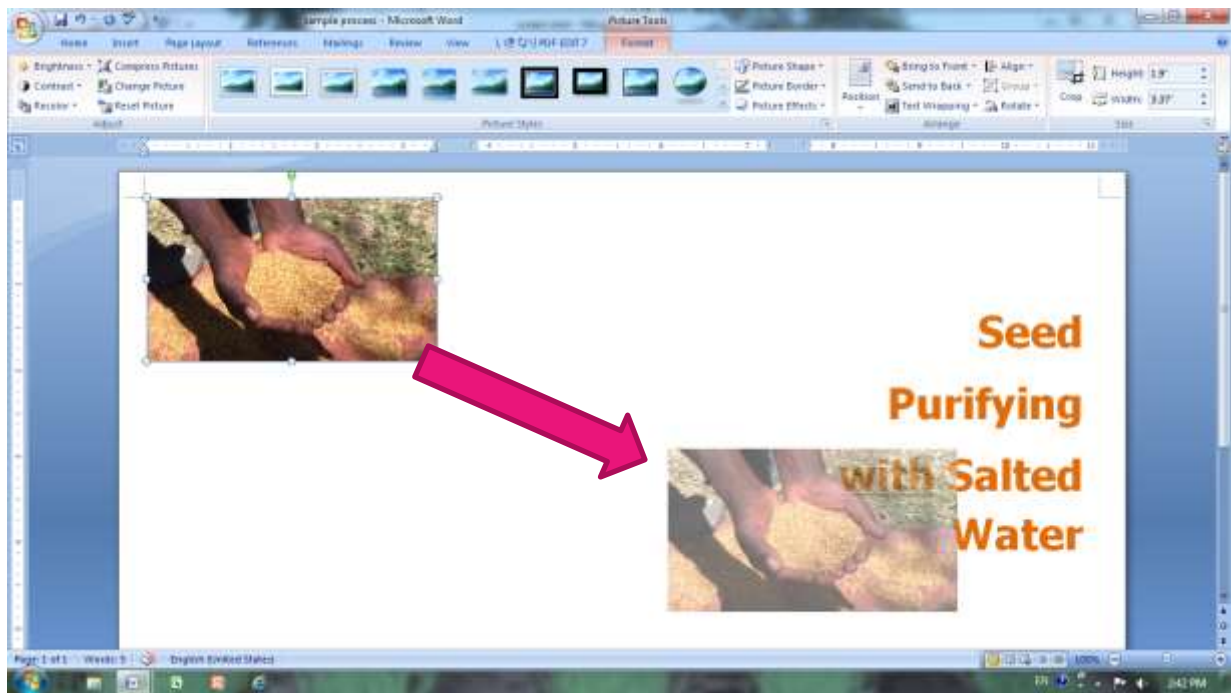
- A picture is inserted.



- To move a picture freely, adjust '**Text Wrapping**'.





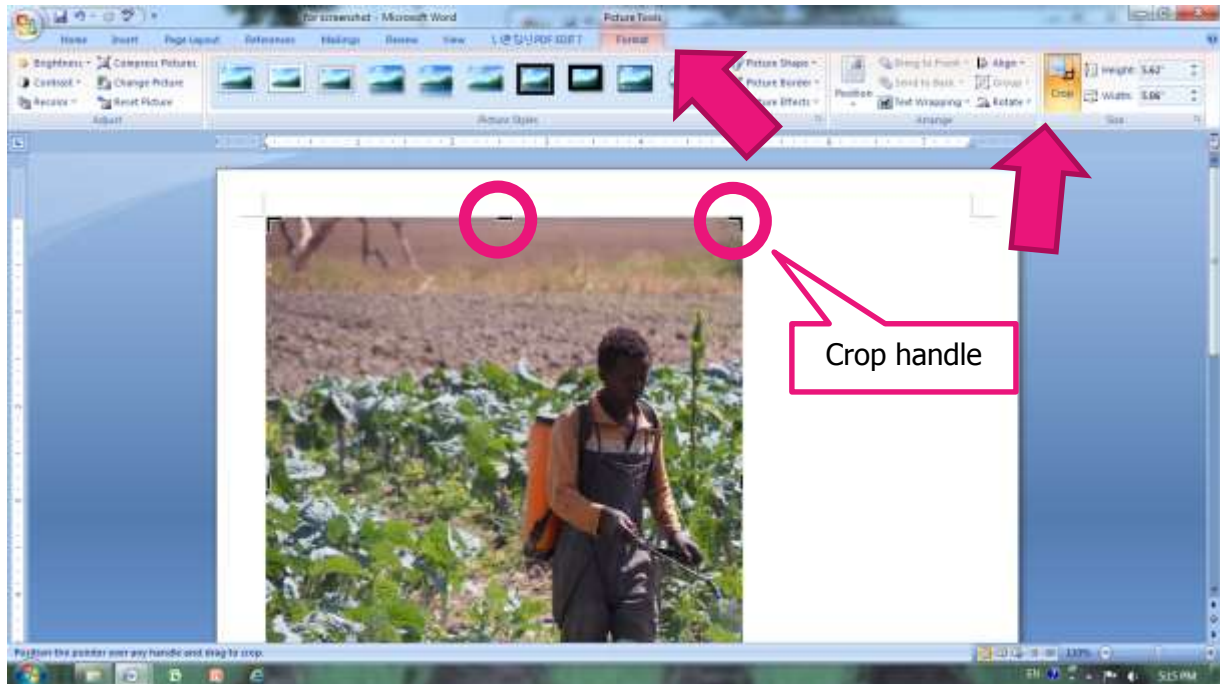
- Now you can change the position freely **by dragging**.



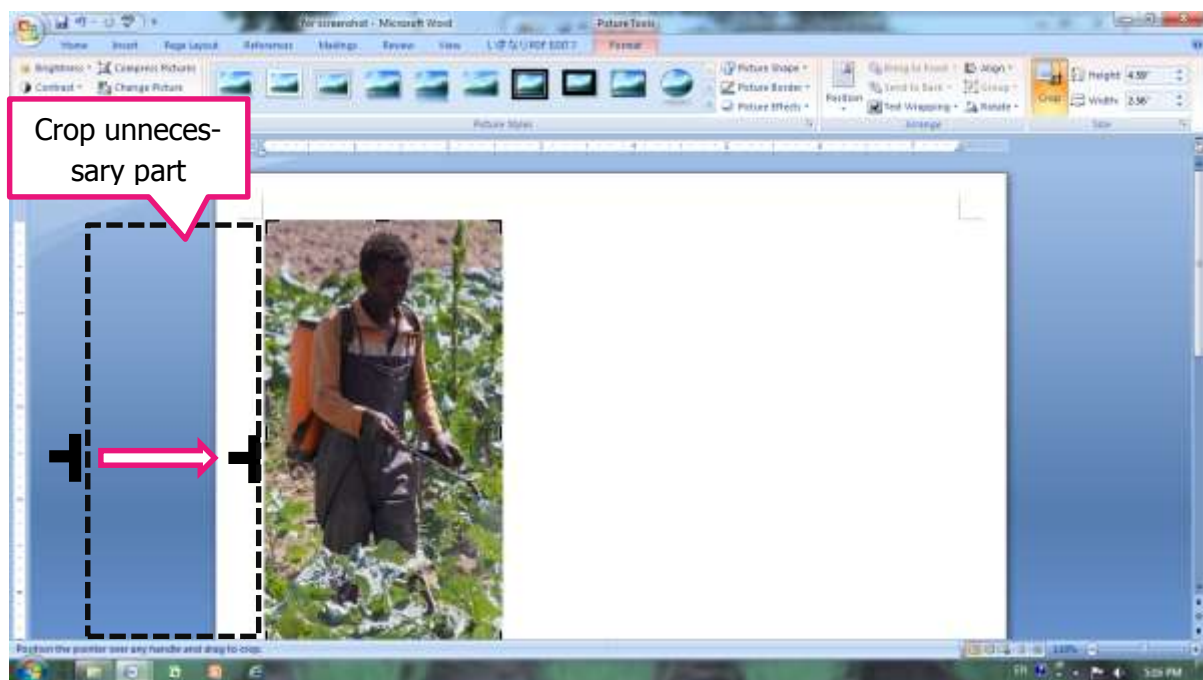
MODIFICATION OF THE PICTURE (OBJECT)

TRIM

- Click picture, and click '**Format**' tab of '**Picture Tools**'. Then click '**Crop**' button.
- Crop marks (handles) are come out.
- Point crop handle, and pointer (arrow) will change to  (corner) or  (edge).



- Then drag the edge or corner of the picture.



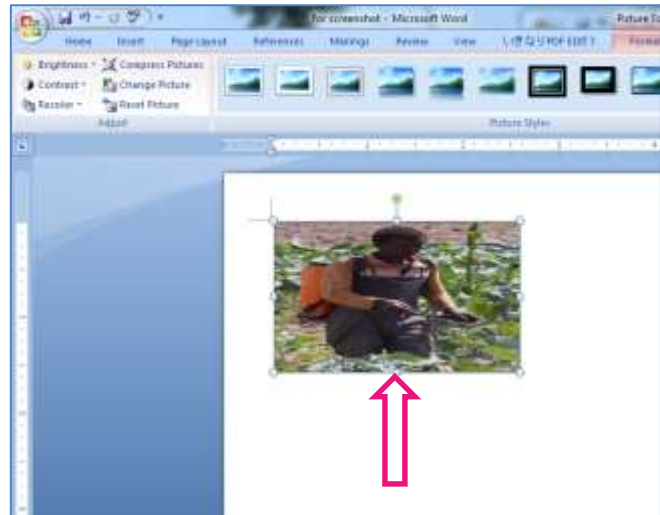
RESIZE (SCALE)

- Click the picture
- Handles (◻ - edge, ◯ - corner) are come out.
- Point handle, and pointer (arrow) will change to ⇔
- Then drag the edge or corner of the picture.

The object (picture) is compressed (or magnified) with keeping original aspect ratio when you use the corner handle.

If you use the edge handle, the object is compressed (or magnified) in the direction of dragging. At that time, aspect ratio is not kept and the picture becomes **extremely unnatural and unprofessional**.

Therefore, you should **crop or use corner handle** whenever if you want to resize the picture.

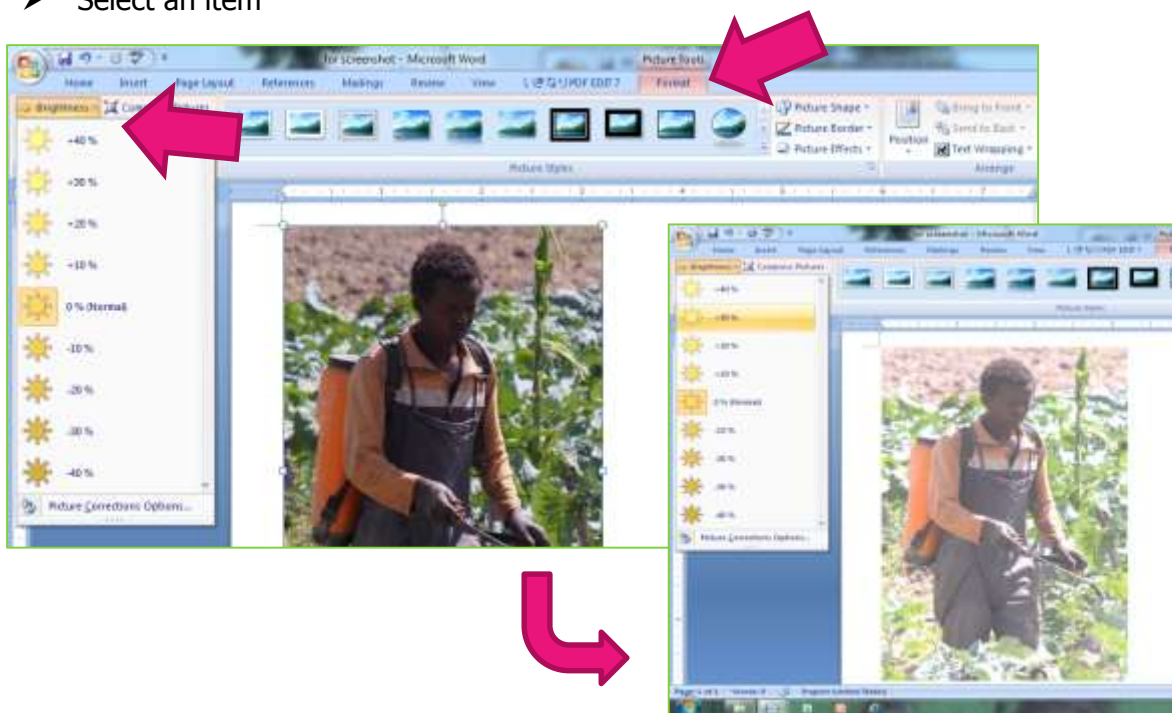


- You can also adjust the size of picture, object and text box with 'Size' on "Format" ribbon.



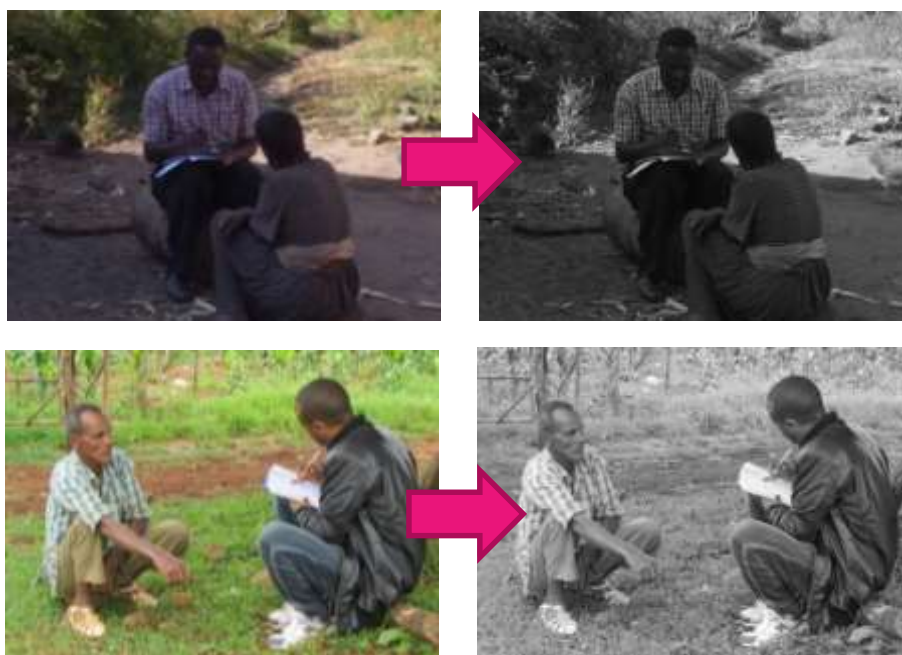
CORRECTION (BRIGHTNESS, CONTRAST, COLOR, ETC.)

- Click the picture, and open **'Format'** tab of **'Picture Tools'** by click.
- Click **'Brightness'** button and open pull down list (in case brightness correction).
- Select an item



■ **Tips for using photo**

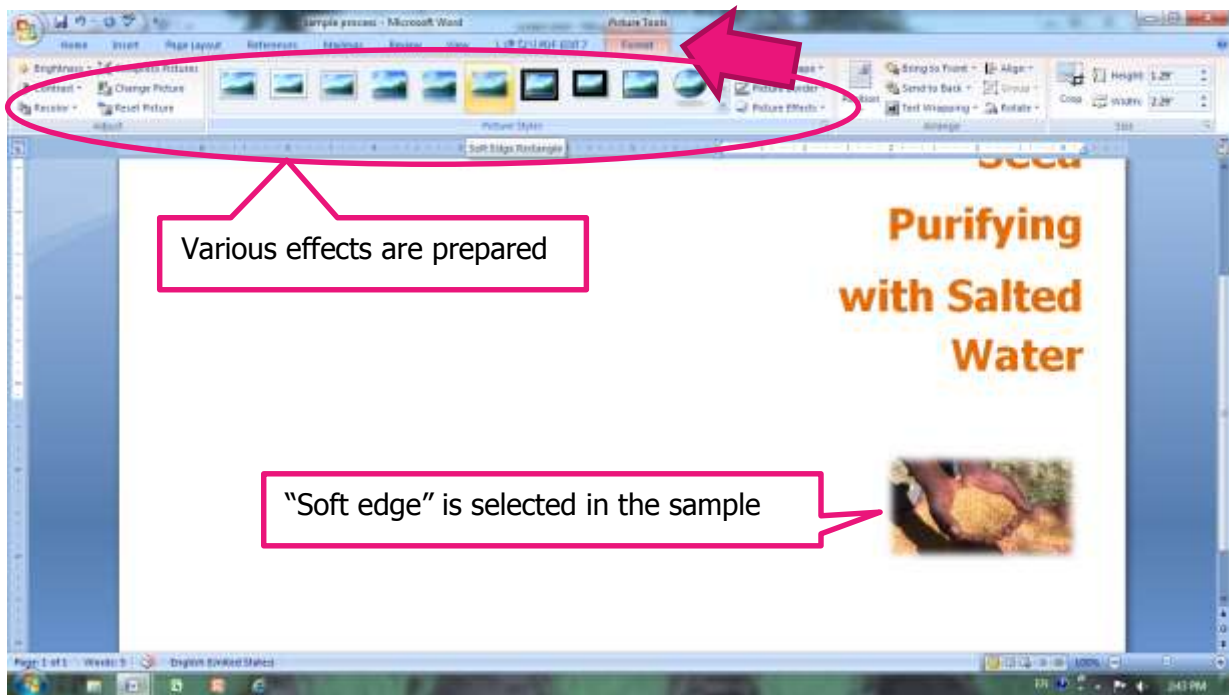
- The brochure which you developed may be printed in B/W in most cases.
- In B/W printing, the details of photo become indistinct especially in case of a gloomy (shady) photo. So, you should use brighter photo or adjust brightness.



- See also **page 11-13** of **"Extension Material Development Guideline"**

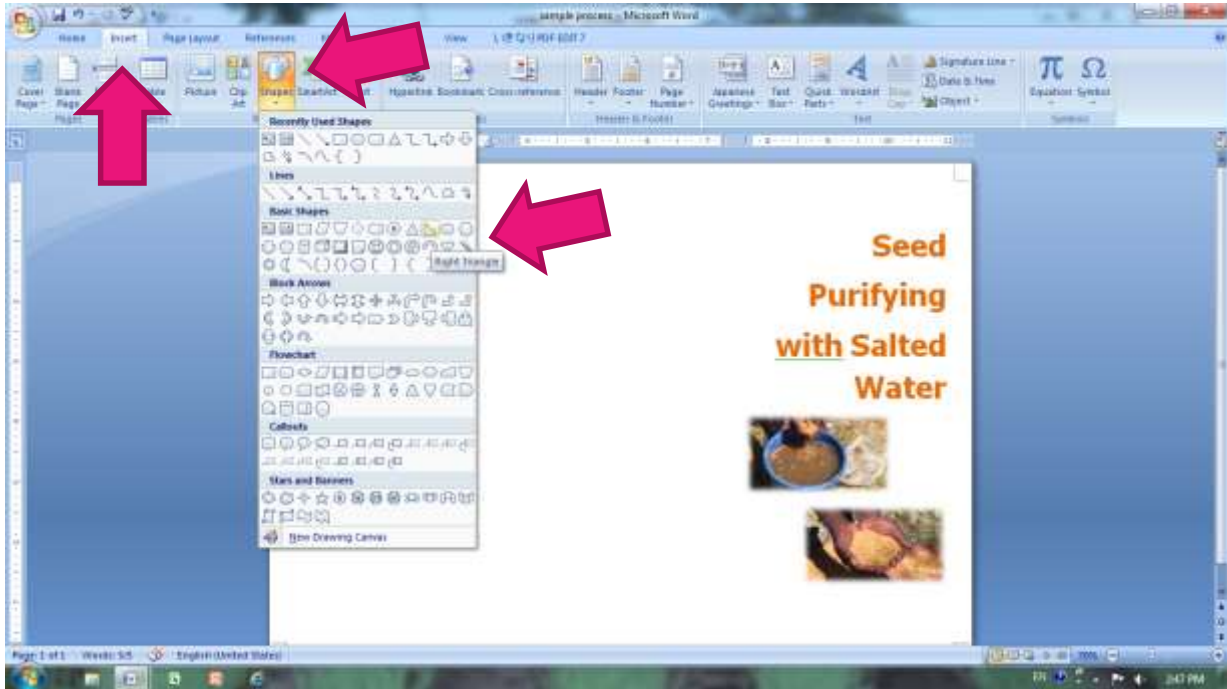
ADD EFFECT

- You can add various effect on your picture from '**Format**' tab of '**Picture Tools**'.

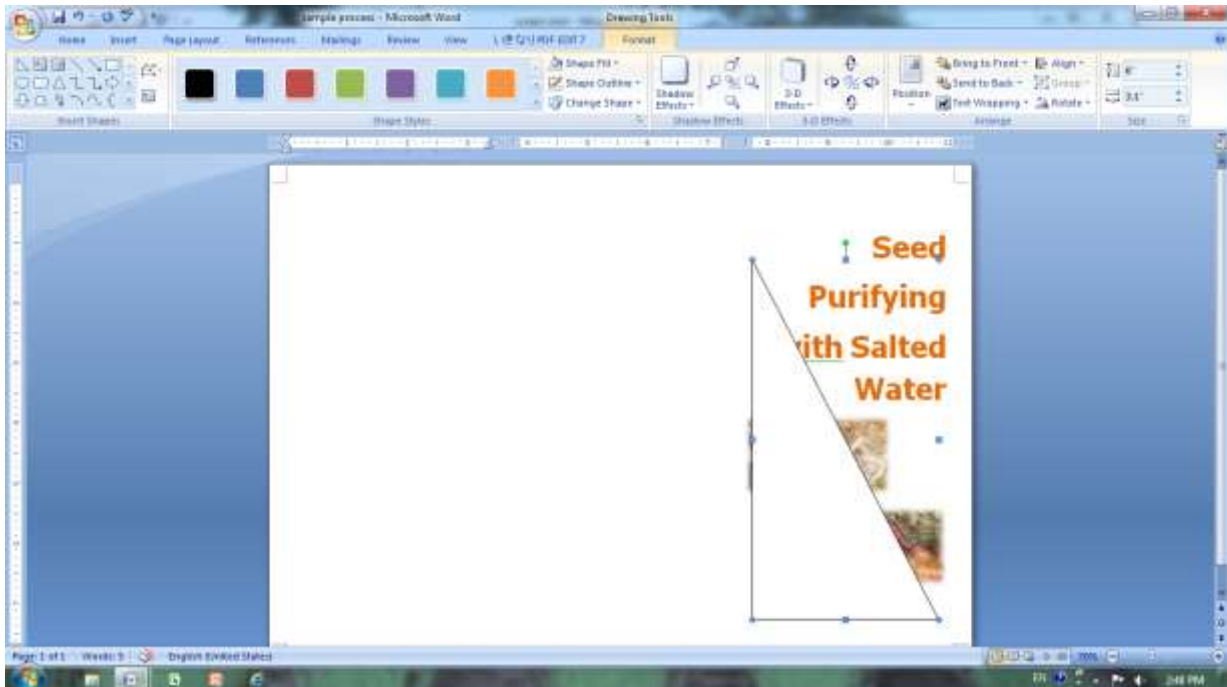


INSERT OBJECT

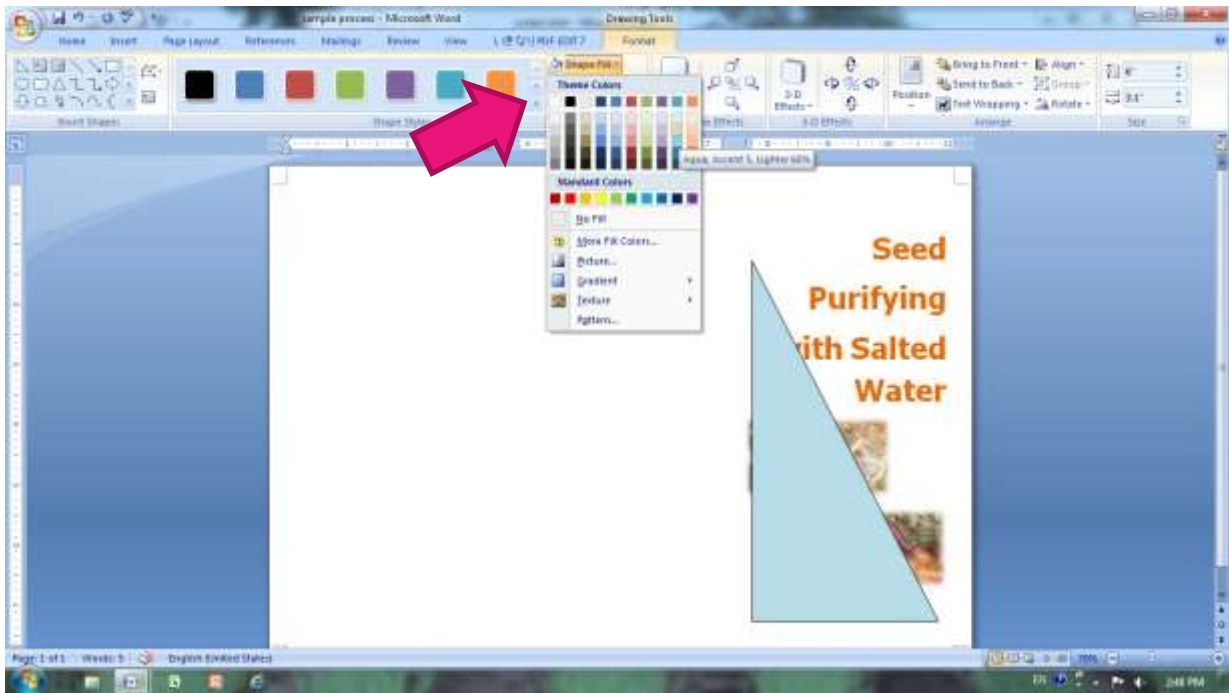
- Click '**Insert**' tab, and click '**Shapes**' button.
- Select a shape from menu. ('Right Triangle' is selected in the sample)



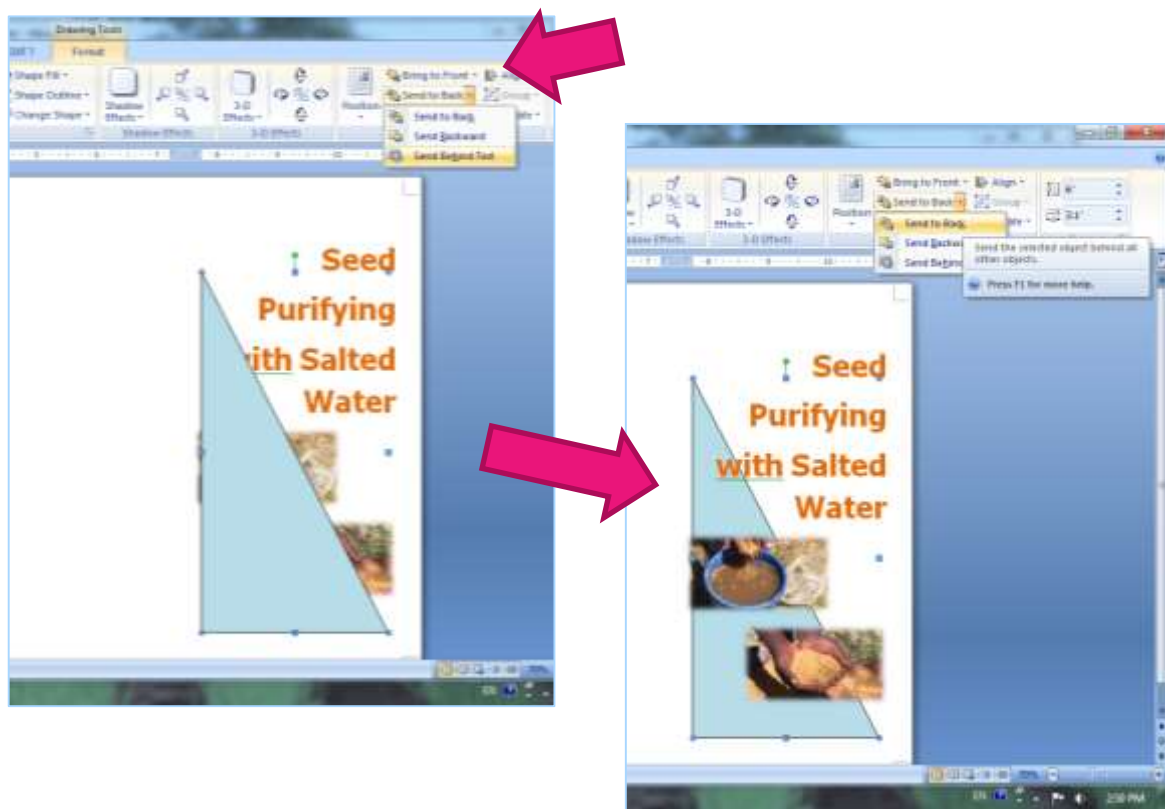
- Object is inserted by dragging.



- Change color with **'Shape Fill'** button on **'Format'** tab.



- Change order with **'Send to Back'** button.

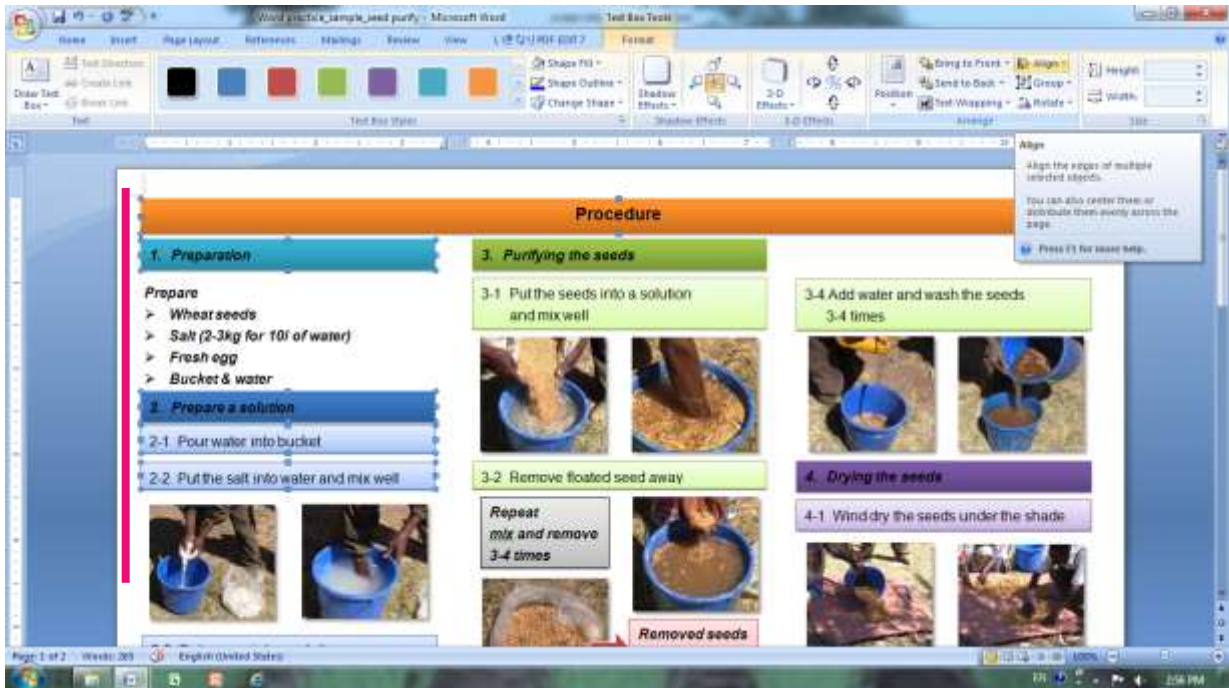


ALIGN OBJECTS (TEXT BOXES, PICTURES)

- Select objects (text boxes are selected in the sample) at one time. (Click every objects while pushing 'Shift' key to select multiple objects)
- Click '**Format**' tab, and click '**Align**' button to open menu. Select an item



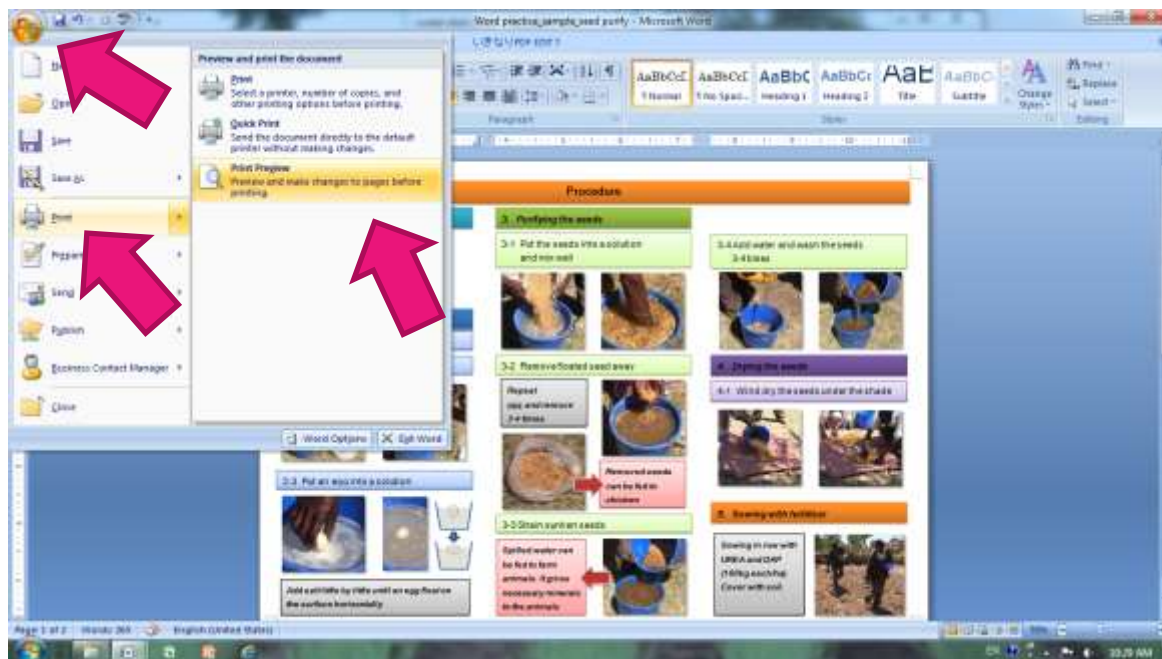
- Objects are aligned



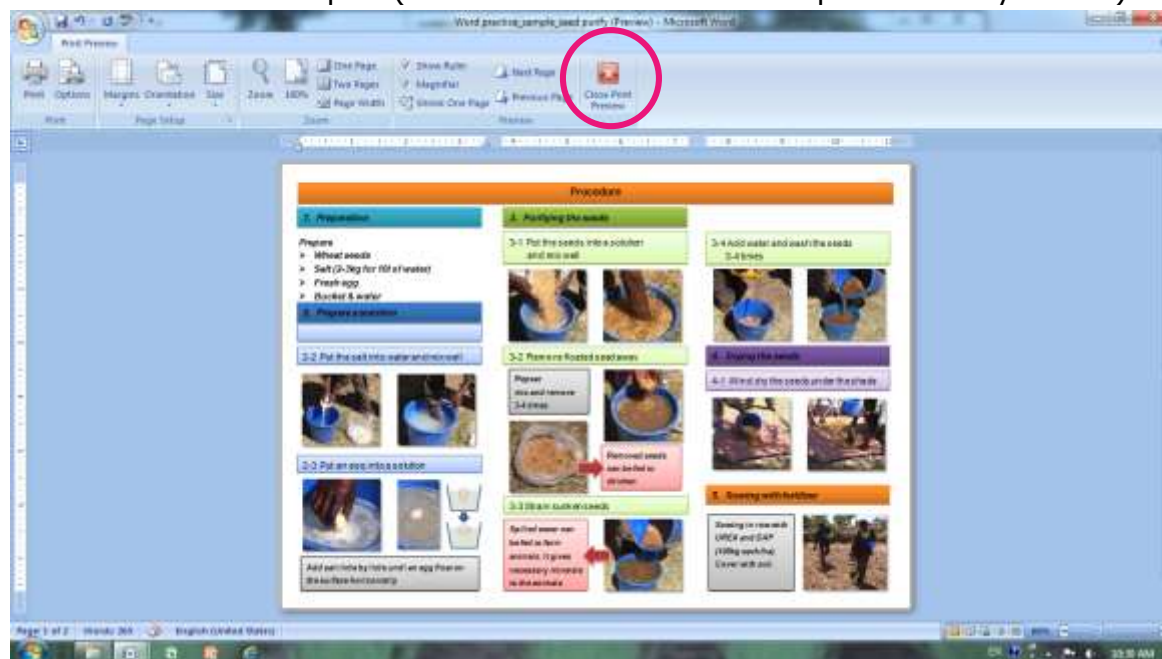
PRINT

PRINT PREVIEW

- Check appearance of the whole pages using a 'Print preview'.
- Click '**Office button**', point '**Print**', click '**Print Preview**'.
- ('Print Preview' can be also call up with short-cut key [**Ctrl + Alt + I**] or [**Ctrl + F2**])



- '**Print Preview**' is open. (Click '**Close Print Preview**' or press '**Esc**' key to back)



TEST PRINT

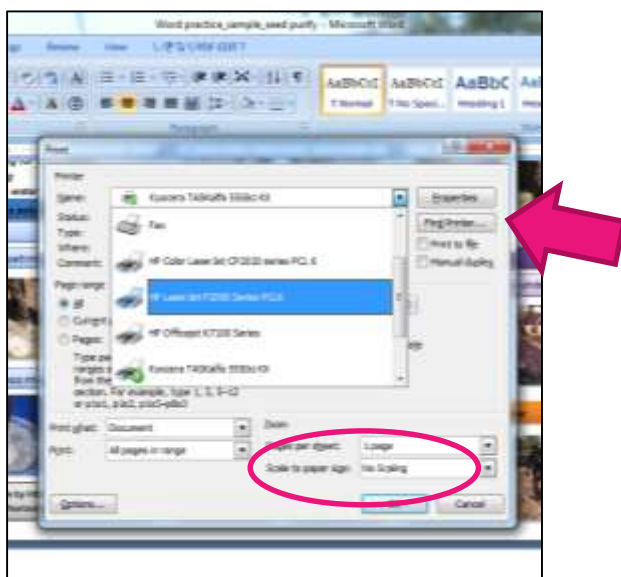
- Print one piece firstly. It may be necessary to adjust (or repair) the layout (and/or color) of the document in some cases.

PRINTER PROPERTIES

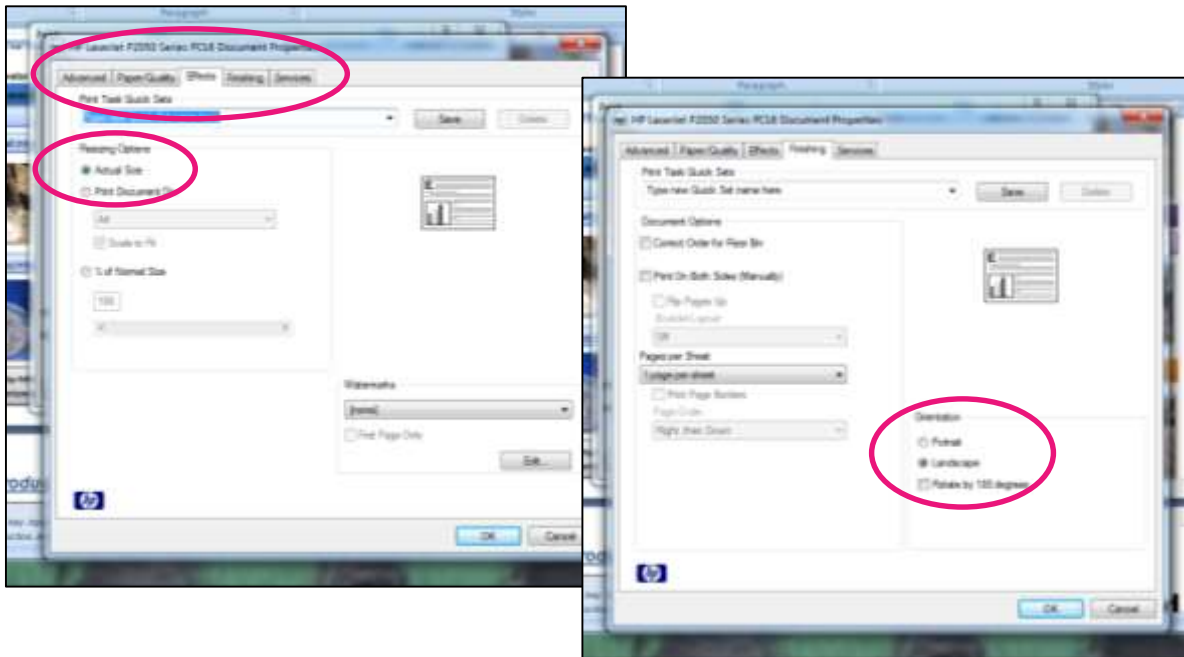
- Check the 'Printer Properties' when the print out is big different from expectation. (appearance of 'Printer properties' window may vary depend on the printer)
- Click '**Office button**', point '**Print**', click '**Print**' to open '**Print**' window.



- Select your active printer from pull down menu. Then click '**Properties**'



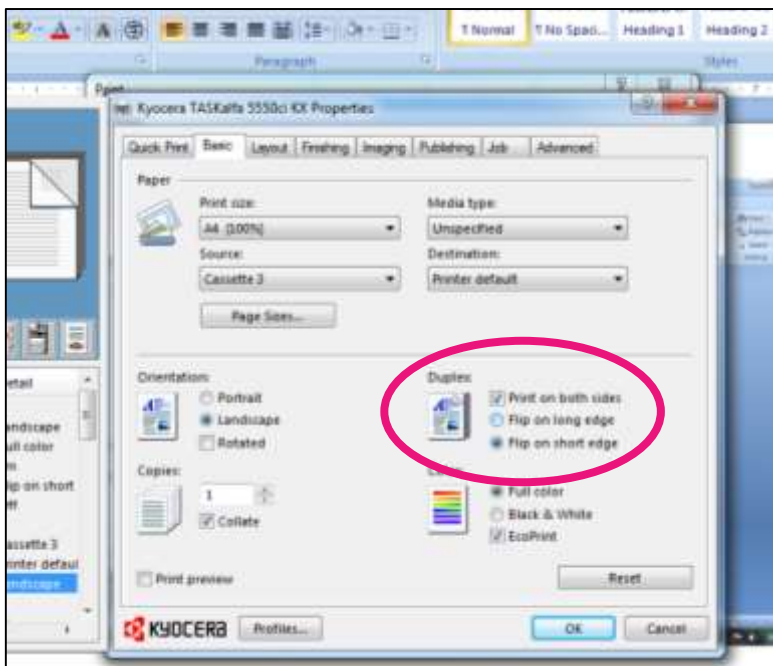
- Check "scaling", "orientation", "paper size" etc... with printer properties.



- Some printers will set a margin (blank) automatically from its mechanical reason. In such case it may be necessary to change the layout of the document to some extent.

DUPLEX PRINTING

- If your printer has '**Duplex**' function, a duplex printing is carried out automatically.
- Activate '**Duplex**' function (**Print on both side**) and check '**Flip on short edge**' from 'Printer Properties'.




Sample – cover page

Page: A4, Landscape, Margin 8mm (0.3"), three columns

Introduction
Seed is a key input for improved crop production and productivity. Increasing the quality of seeds can increase the yield potential of the crop. Farm-saved seeds usually carry several important diseases, other impurities like inert materials, seeds of weeds, immature seeds and broken seeds. These all reduce quality of seeds for planting. There are different methods of cleaning seeds but some of these technologies are very expensive. However, a seed purifying method which using salt solution is very effective and less expensive. The procedure is very simple. This easy method can be practiced by any farmer.

Contact address
Mekelle University
Farmer Research Group Project
Ethiopian Institute of Agriculture Research
Tel: 221-51-8544/0

Seed Purifying



Font: Arial, 20pt, bold, italic, Underline

Font: Arial, 12pt, Line space 1.0, Justify

Text box: Rounded Rectangle Size: 6.5" * 3.0" Fill color, outline

Textbox Font: Arial, 14pt, Centering No outline / White fill color

Textbox Font: Tahoma, 36pt, Align right No outline / No fill color

Text box: Outline weight 3pt Size: 1.3" * 2.4" Text: Arial 10pt, Bold / 9pt. Arial 9pt. Line space 1.0 Centering

Photo: 1.42"*2.5" Cropped Soft edge effect

Object: 6.3"*3" Shadow effect Fill color / Outline

Sample – inside page

Textbox 0.35" * 3.43"
 Font: Arial, 12pt, Bold, Italic
 Preset color

Font: Arial, 12pt, Bold, Italic
 Bullets, Line space-1

Textbox (Top line) 0.4" * 11.1"
 Font: Arial, 14pt, Bold, Centering
 Preset color

Textbox 0.35" * 3.43"
 Font: Arial, 12pt
 Preset color

Text box: 0.63" * 3.31"
 Font: Arial 10.5pt, Bold, Italic. Line space 1.0

Illustration

Object: 0.5" * 0.5"
 Preset color

Photo: 1.42" * 1.57"
 Cropped
 Shadow effect

BASIC OPERATION & KEYBOARD SHORT-CUT

Select

Single word	Point the target word → Double click (or click and drag) (or click, 'Shift' key + 'arrow' key)
Sentence	Point the target sentence → Triple click (or click and drag) (or click, 'Shift' key + 'arrow' key)
Object	Point the target object → click
Multiple objects	Point the target object → 'Shift' key + click objects

Keyboard short cut

Copy	Select the target (object or words) → Ctrl + C
Cut	Select the target (object or words) → Ctrl + X
Paste	Point the insert position / select replaced word → Ctrl + V
Undo	Ctrl + Z
Repeat	Ctrl + Y
Save	Ctrl + S
Spell check	F7
Print preview	Ctrl + Alt + I or Ctrl + F2 ('Esc' to back)
Switch the window	Alt + Tab (while you open the multiple windows)

PART2:

Guideline: Monitoring & Evaluation for Improvement of Your Extension Materials

INTRODUCTION

As you have learnt in the “Extension Material Development Guideline”, a good extension material attracts the interest of farmers, enable farmers to understand the value of the technology, and prompts action among farmers. However, there is no short-cut to reach there. No one can develop a perfect extension material without “try and error” process. Evaluations through monitoring are essential process to build up your extension materials more effective and attractive.

The handbook looks at the key issues of Monitoring and Evaluation for improving extension materials. Methods and procedures are also presented. This handbook is expected to help the readers to deepen their awareness and knowledge about M&E, develop their M&E capacities, conduct M&E more effectively and improve their extension materials.

1. MONITORING AND EVALUATION

1-1. WHAT IS MONITORING?

WHAT TO MONITOR

Monitoring is an activity to watch a situation carefully and see if your extension material is used as expected. A role of extension material is to transfer information correctly and effectively, and prompts actions among farmers. Thus, what you have to monitor are;

- ✓ Do users understand the contents easily?
- ✓ Are users interested in it?
- ✓ Are users motivated by it?
- ✓ Does it fit to users’ needs?

Always expect there is room for improvement and it is important to keep improving.

WHO ARE “USERS”

Monitoring is conducted according to how the extension materials are used. “Users” of extension materials are usually farmers so the monitoring is to see how the extension materials are used by farmers. Often, extension materials are used in training conducted by Development Agents (DAs). In such case, the monitoring needs to check the usability of the extension materials for both DAs and farmers.

1-2. MONITORING METHODS

The followings are the basic monitoring methods. You can chose one or combine some of them in accordance with the situation.

- Observation
- Interviews
- Questionnaires
- Exam

It is important to prepare monitoring tool(s) for each method to obtain right results.

OBSERVATION

- Observe reactions and attitude of users. Degree of interest will be the main observation point.
- In case if your material is handled by another person such as DA or lecturer, you have to see whether they can manage the material easily.
- Use "observation sheet" (➡ *see example on appendix*) to record what you observe in the field.

INTERVIEW

- Interviewing users is the most common method for monitoring. It enables you to obtain users' impressions on the extension materials more concretely and directly.
- Prepare "Interview sheet" (➡ *see example on appendix*) beforehand. Interview is conducted along with questions written on interview sheet.
- Question shall be asked specifically and concretely, e.g. "What were you impressed most?" "What does this photograph express?" "If you try this technique, what will be the problem?"... If you ask "did you understand?" or "it is good?" interviewee may answer "yes (no)" or "good (not good)". Vague questions lead only vague answers which do not help you improving the extension materials.
(➡ *see more example on appendix*)

Good Question	Bad Question
<ul style="list-style-type: none">- What were you impressed most?- What does this photograph express?- "If you try this technique, what will be the problem?"	<ul style="list-style-type: none">- Did you understand?- Is this technique good?
Specific / Concrete	Vague / Unfocused

- Question about overall impression on your material is also important. You should not ignore the intuitive impression of users such as "beautiful" "neat" or "confused" "messy" "too much colors". Attractiveness (of appearance) is certainly important for extension materials.

- And you should remember that people often hesitate to talk straight in face to face manner. Interview by the third person is one of option to avoid this problem, or pretend as if you are not the person who produced the extension material.
- In combining with other method such as questionnaire, you will be able to grasp the actual situation from different angles.

QUESTIONNAIRE

- An advantage of the questionnaire is that it can cover many users at a time. In questionnaire, the respondent can express their impression more honesty than interview.
- On the other hand, it is applicable for only literate users unless they are given orally.
- Big advantage of questionnaire is that count and analysis are easy if it can quantify the responses. (➡ *see example on appendix*)

EXAM / QUIZ

- Exam or quiz is very effective means to measure users' understanding of the subject.
- It enables you to get information directly from large number of users in a short time. And compile result easily.
- Not only a written exam, but also oral quizzes are effective. Oral quiz is applicable for illiterate users. (➡ *see example on appendix*)
- However, (as you may know) no one like exam. When you carry out an exam, it is important that you clarify at first the purpose of the exam which is to measure the quality of extension materials, not ability of users.

1-3. EVALUATION

After conducting the monitoring, the results are investigated to clarify further improvements of your extension material. Your extension material is revised according to the results of evaluation.

The quality of extension materials is judged by the users. So you need to have a viewpoint of users at all times.

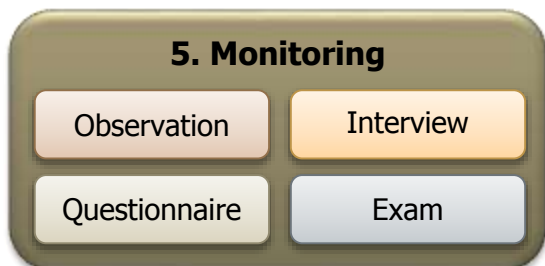
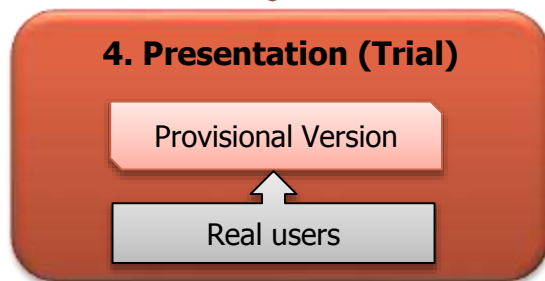
2. PROCEDURE OF MONITORING AND EVALUATION

The followings are the basic procedure of monitoring and evaluation.



1. **Checking your draft.**

- After you drafted an extension material multiplied, check it on the concept, contents and finishing work using **checklist** on the page 14 of "**Extension Material Development Guideline**".



2. Show your material to your colleague.

- Show your material and ask specific questions to your colleague or friends to hear their honest impressions.
- An aim is to check your material from another point of view.

3. Make provisional version for trial.

- Modify the draft based on the above steps and prepare a provisional extension material for trial use in the field. Make a minimum number of copies.

4. Make a presentation (trial use)

- You get a lot of suggestions and hints to make your extension material better by trial.

5. Monitoring

- Prepare monitoring tools.
- Conduct monitoring.

6. Evaluation

- Analyze the results of monitoring to clarify the further improvements of extension material.

7. Modify an extension material

- Modify your extension material based on the result of your monitoring and evaluations.
- Back to item **#4 <Make a presentation>** above and repeat same cycle at least one more time.

3. MODIFICATION

This chapter explains how to modify the extension material. The table below showed typical feedback, probable causes and possible measures.

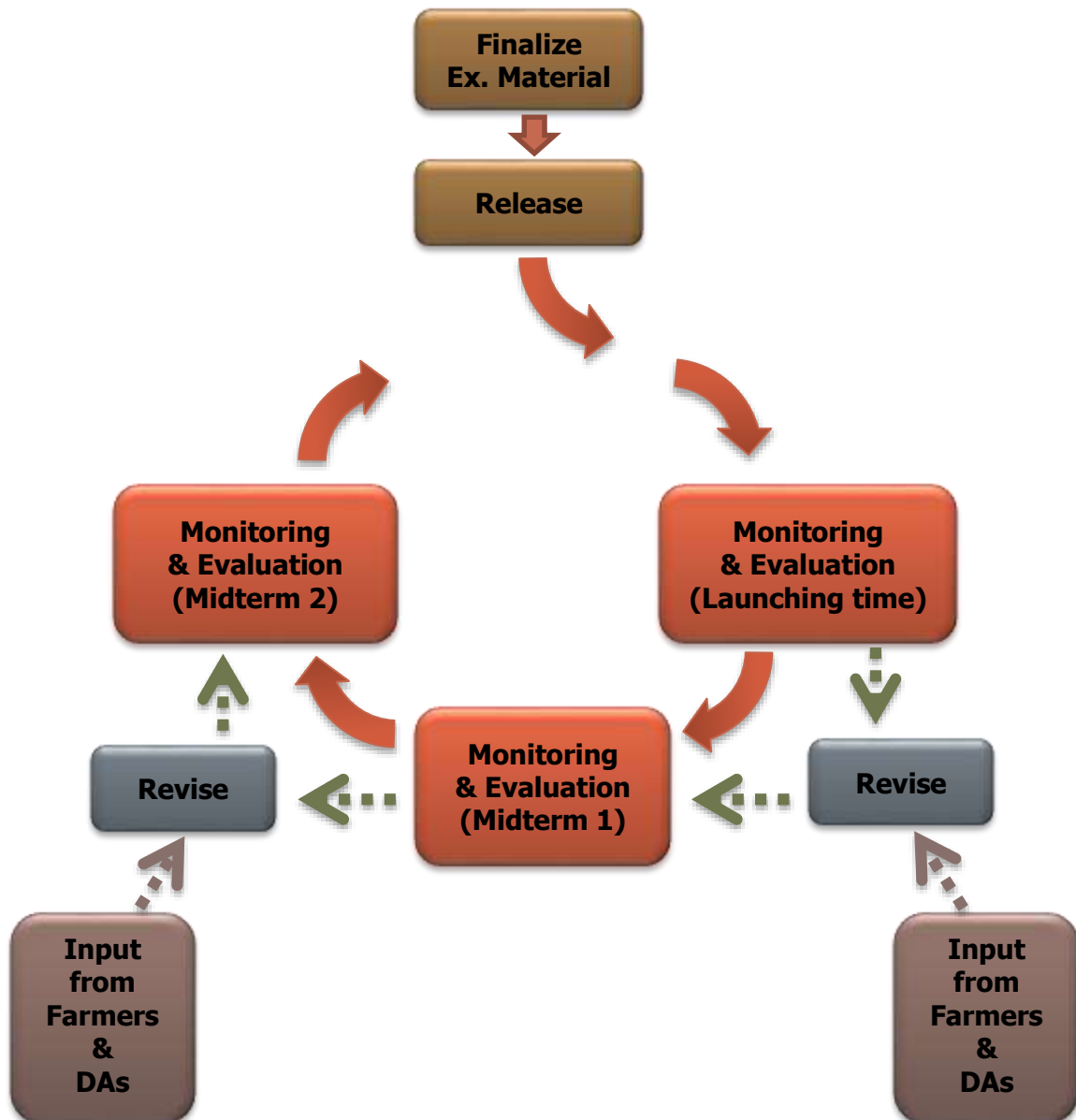
	<i>Typical feedback</i>	<i>Probable causes</i>	<i>Possible measures</i>
Contents	<ul style="list-style-type: none"> - Difficult - Unreadable - Hard to catch points - Complicated 	<ul style="list-style-type: none"> - Too much text - Uncommon words (technical term) - Complicated story - Unnecessary information (back-ground, objectives of research, etc.) - Deficient logic - Unfitted photo - Monotonous 	<ul style="list-style-type: none"> - Simplify the story - Specify the story - Use easy words - Narrow down the theme and eliminate unnecessary information for the users - Itemize - Check logical flow - Visualize with chart / table / photo - Emphasize the point
Appearance	<ul style="list-style-type: none"> - Messy - Unattractive - Unreadable 	<ul style="list-style-type: none"> - Too much text - Monotonous 	<ul style="list-style-type: none"> - Itemize - Use chart/table/photo - Reconsider the flow - Reconsider the font size & color

To modify extension materials to fit users, specific and concrete feedbacks are needed. Careful and modest evaluation is essential.

4. CONTINUOUS MONITORING

4-1. CONTINUOUS CYCLE OF MONITORING AND EVALUATION

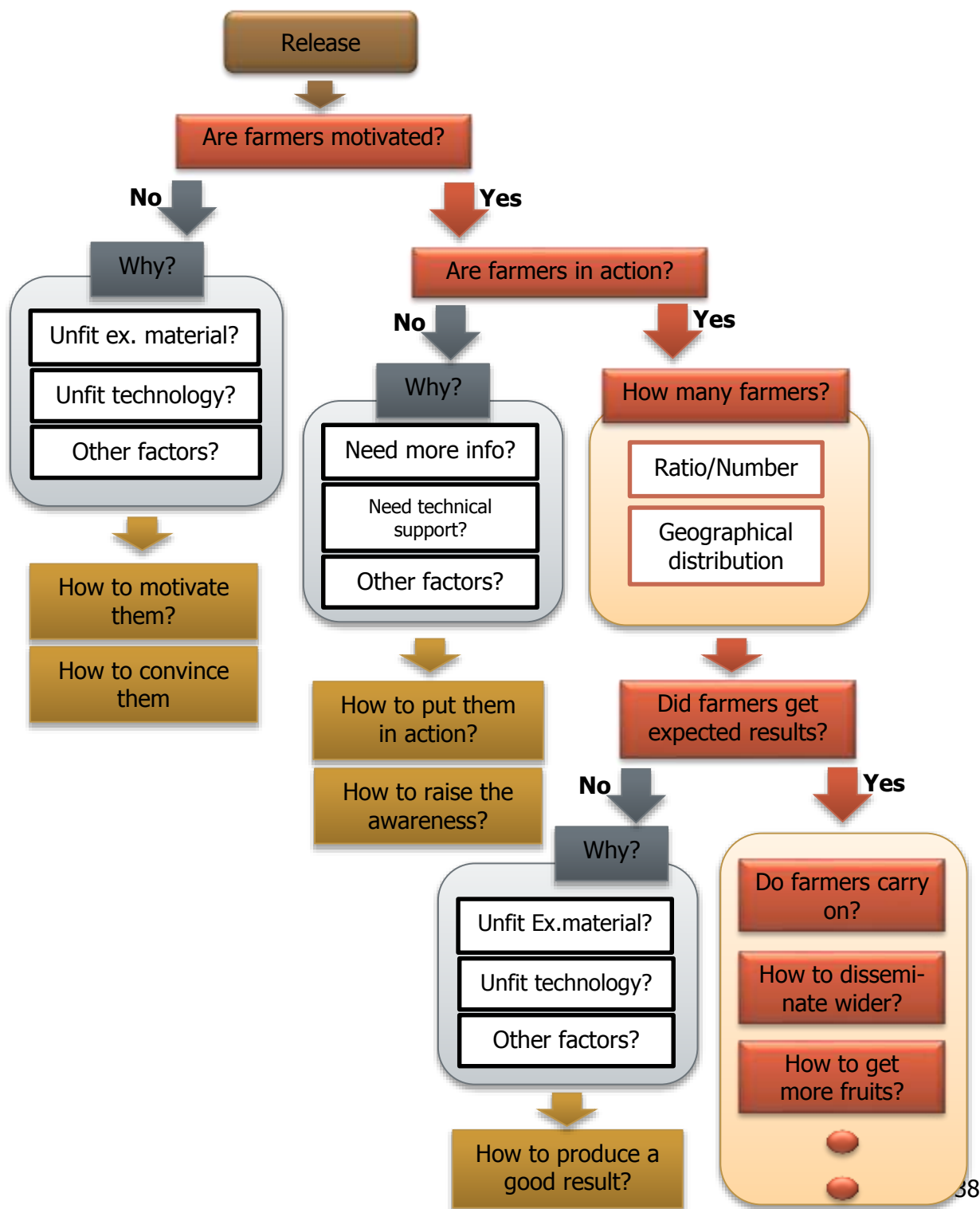
Publication is not a goal of your extension material development. The goal is that fruit of your research help farmers by being practical by them. Thus, continuous and periodical monitoring and evaluation should be conducted for farther modification.



4-2. LONG TERM MONITORING AND EVALUATION

After release your extension materials, an aim of monitoring and evaluation sifts from "quality of extension materials" to "effectiveness of extension materials".

As it takes time to see an effect of new technology in the field of agriculture in particular, a long-term monitoring and evaluation is required. The chart below shows the standard flow of long-term monitoring and evaluation of extension materials.



APPENDIX

EXAMPLE - OBSERVATION SHEET

Observation Sheet

Date:	Venue:	Observer:
Time: : ~ :	(Lecturer)	
The number of Participants:		(Male: Female:)

Time lapse	Topic	Positive	Negative

In case it used in workshop / seminar, put time lapse and topics so that you can find which topic (part) has been attractive (or less attractive) for participants.

Write down what you thought and what you saw on both positive / negative points, e.g.

- About 90% of participants seem to hear with interest.
- An old farmer ask question about ***. Better to put it in the material?
- A young guy point out chart #2 is difficult to understand. Consider replace.

EXAMPLE - INTERVIEW SHEET

Interview Sheet		
Date:	Venue:	Interviewer:
Time: : ~ :		Interviewee:
Back-ground of interviewee:		Age:
		Sex:

Q1.
Response:

Write the background, profile or your impressions of interviewee, e.g. "very experienced farmer" "motivated in new technologies" "leader of young villagers". It is helpful for analysis.

Q2.
Response:

Q3.
Response:

*Put the questions beforehand. (Be specific!)
In most cases, it is important that you ask the same question for all interviewee.
(Of course you can add question appropriately)*

Q4.
Response:

*Write down the answer immediately (before you move to next question).
(Be specific!)*

Q5.
Response:

Summery

Note your feeling or impression of interview.

EXAMPLE - QUESTIONNAIRE

*Name of respondent is optional.
People tend to write honesty in anonymity but irresponsible answers may increase.*

Name:	Age:	Male / Female
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Q1. Which topics was the most interesting? Please mark the one topic from list below.

- | | |
|---|---|
| 1 | 4 |
| 2 | 5 |
| 3 | 6 |

Q2. Which topics was the incomprehensible?
Please mark every topics which you felt incomprehensible from list below.

- | | |
|---|---|
| 1 | 4 |
| 2 | 5 |
| 3 | 6 |

Q3. How do you feel about a technique that we introduced today?
Please mark an item which considered closest to your feeling.

1. Very interesting. I want try.
2. Interesting. I want detailed information.
3. Interesting but not realistic.
4. I am not interested in it.
5. I do not understand it.

*"Select from prepared answer" is easy way for examinee to answer.
It also enables the answers to standardize and quantify.*

Q4. If you try the new technique introduced today, what will be the hindrances?
Please mark every items which you think.

- | | | |
|-----------------------------|------------------------------|-----------|
| 1. Budget | 4. labor | 7. Others |
| 2. Knowledge and experience | 5. Equipment | () |
| 3. Technical support | 6. Supply of necessary items | |

Q.5 About the poster today we show you, please indicate your feeling with 5 grade.

Understandableness:



Appearance:



Comment:

"Grade estimation method" is effective to catch up the "vague sense" or "feeling" of respondent.

Thank you for your cooperation

In case your target cannot read/write, ask these questions orally and record the response

EXAMPLE - EXAM

Questionnaire

<i>Name:</i>	<i>Age:</i>	<i>Male / Female</i>
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Q1. Which is the most appropriate frequency for weeding?

- 1. Every morning
- 2. Every week
- 3. Every 2 weeks
- 4. Every month
- 5. As necessary

Q2. Which is the most appropriate procedures for seed extraction?

- 1. Soak into hot water - wash - dry
- 2. Soak into hot water - Dry - Wash
- 3. Dry - Wash - Soak into hot water

Q3. Row planting method promises more yield than broad casting method.

- 1. Yes
- 2. No
- 3. I don't know

Q4. Put the correct word into blank.

"Even in the lowland condition, upland variety which called () promises high yield. "

* put the name of variety into blank

These questions can be used for both written exam and oral quiz.

In case your target cannot read/write, ask these questions orally and record the response

EXAMPLE – POSSIBLE QUESTIONS FOR INTERVIEW/QUESTIONNAIRE

- **To check the conspicuousness / attractiveness.**

- Does this poster attract attention?
- What will this poster appeal for?
- Is the poster (leaflet) interesting?

- **To check whether the key points were understood correctly.**


- What this poster (leaflet) wants to tell? (What is the point)?
- What does this picture (table, chart) express?
- If you try this technique, what will be the challenge?
- Which part is the most interesting (un-interesting)? And why?
- Can you demonstrate what is shown here to me/another person by using this extension material?

- **To check whether the developed material fits user's needs.**

- Do you want to try this technique at your cost? If no, please tell me the reason.
- Do you need more detailed information? If yes, what information?
- If you try this technique, what will be the challenge?
- Which part is the most interesting (un-interesting)? And why?

- **To check the readability.**

- Please tell me the points not to like in this leaflet (poster).
- Please tell me the points not to understand in this leaflet (poster).
- Are there any ideas or comments to make this leaflet (poster) better?



You should try to get critical comments out as much as possible because a hint for improvement is there.

FRG

Empowering farmers' innovation



Farmer Research Group Project
Ethiopian Institute of Agriculture Research
P.O.Box 2003, Addis Ababa
Tel: +251-11-6454415
Fax: +251-11-6461033
Email: research4farmers@gmail.com