

Cheaper but Efficient Tools

What is the justification

Why qualitative information

How cost effective easy to implement

Qualitative and Quantitative Data Collection

Area...dissemination...diffusion...dis-adoption

...Measuring indicator

Area under sweetpotato

Area under Orange-fleshed sweetpotato

Area under different varieties

Adoption rate

Dis-adoption

Marketing

OFSP consumption trend

When to survey ? How often?

Main harvest season ?

Hunger/draught season ?

Secondary harvest season ?

Other(specify) ????

....but avoid seasonality effect...

Which questions to ask?

DID YOU RECEIVE VINES IN RECENT PRODUCTION YEAR?

IF YOU RECEIVE VINES, WHAT IS THE SOURCE OF VINES?

If you receive, WHEN DID YOU RECEIVE SWEETPOTATO VINES MOST RECENTLY FROM A SOURCE THAT WAS NOT YOUR OWN FARM?

HOW MANY VARIETIES DID YOU RECEIVE?)

(Name, quantity, unit, ..., still growing?)

COMPARED TO THREE YEARS AGO, HAS THE AREA UNDER SWEETPOTATO /OFSP ON YOUR LAND DECREASED, INCREASED OR STAYED THE SAME?

THREE YEARS AGO, IF YOU HAVE 10 ROOTS REPRESENTING ALL OF YOUR SWEETPOTATO PRODUCED, HOW MANY OF THEM ARE:

White-fleshed _____ . Yellow-fleshed _____

Orange-fleshed _____ . Purple-fleshed _____

TODAY, IF YOU HAVE 10 ROOTS REPRESENTING ALL OF YOUR SWEETPOTATO PRODUCED, HOW MANY OF THEM ARE:

....HOW MANY OF THOSE ROOTS WERE SOLD? _____

How to measure changes in area qualitatively

What is the proportion of OFSP...

TODAY, IF YOU HAVE 10 ROOTS REPRESENTING ALL OF THE **ORANGE-FLESHED SWEETPOTATO** YOU PRODUCED DURING YOUR MOST RECENT MAJOR HARVEST OF OFSP, HOW MANY OF THOSE ROOTS WERE **SOLD?** _____

.....CONSUMPTION OF OFSP

TODAY, IF YOU HAVE 10 ROOTS REPRESENTING ALL OF THE **ORANGE-FLESHED SWEETPOTATO** YOU PRODUCED DURING YOUR MOST RECENT MAJOR HARVEST OF OFSP, HOW MANY OF THOSE ROOTS WERE **CONSUMED?** _____

Frequency of planting

HOW MANY TIMES PER YEAR DO YOU PLANT ANY TYPE OF SWEETPOTATO?

TODAY, IF YOU HAVE 10 ROOTS REPRESENTING ALL OF THE **ORANGE-FLESHED SWEETPOTATO** YOU PRODUCED DURING YOUR MOST RECENT MAJOR HARVEST OF OFSP, HOW MANY OF THOSE ROOTS WERE SOLD? _____

IF BOTH OFSP AND NON-OSFSP WERE SOLD: DO YOUR ORANGE-FLESHED SWEETPOTATO GET YOU A HIGHER, LOWER, OR SAME PRICE PER UNIT AS YOUR WHITE- OR YELLOW-FLESHED SWEETPOTATO?