

AGV 728 Extension Project/Programme Evaluation

Make today matter



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Fakulteit Natuur- en Landbouwetenskappe
Lefapha la Disaense tša Tlhago le Temo



Extension Project/Programme Evaluation

Class Lessons: 2

1. Last time:
 1. Introduction: Meaning, scope and place of research and evaluation in extension
2. Today:
 1. Problem Statement: The research and evaluation process; problem identification; how to formulate a research question
 2. Literature Review: Theory and hypotheses; objectives; literature review and information sources; plagiarism
3. Next classes:
 1. Methodology: Sampling; methods of data collection; evaluation criteria; quality of measuring instruments; scale construction; interviewing qualitative and quantitative data; validity and reliability of data
 2. Results: Reporting research findings; how to write well; challenges in attributing impact
 3. Conclusions and Recommendations: Preparation of an evaluation or research; tying research back to the theoretical literature; presenting research in scientific meetings; policy and practical implications

Reminder: Assessment plan

Assessment type	Assessment task	Assessment tool	Due date	Marks or weight
Assignment 1	Problem statement and research questions	Report	May	10%
Assignment 2	Literature review & introduction	Report	July	20%
Assignment 3	Present research orally	Presentation	September	20%
Exam	Written in class	Memo	November	50%
				100%

Reminder: Timetable

Contact session	Day	Periods	Time	Venue
Lesson 1/Introduce	March 19 & 26	TDB	9-11 am	Virtual
Lesson 2	May 7	TDB	TDB	Virtual
Lesson 3	12 – 16 July 2021, TDB	TBD	TBD	Virtual
Lesson 4	6 – 10 September 2021, TDB	TDB	TDB	Virtual
Lesson 5/present	18 – 22 October 2021, TBD	TDB	TDB	Virtual
Exam	8 – 19 November 2021, TBD	TBD	TBD	Virtual

Lesson 2 Overview

- Problem Statement: The research- and evaluation process; problem identification; how to formulate a research question
- Literature Review: theory and hypotheses; objectives; literature research and information sources; plagiarism
- Discussing your research or evaluation project for this class

Problem Statement

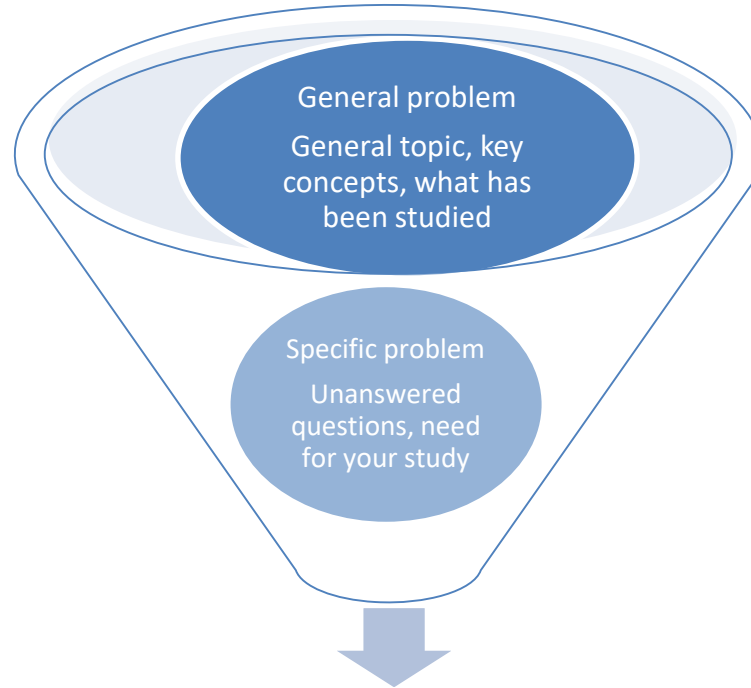
For research or evaluation

- Issue: A statement of the problem
- Shows gaps in research – what DON'T we know?
- Context: Sets the scene
- Relevance: Why is this important? Who cares?
- Generates research questions
- Very concise

Problem Statement

- Has to be researchable
- Should be provocative, interesting
- Should “perplex and challenge the mind” (Merriam & Tisdell, p. 76)
- Should be significant, urgent, or important
- “A carefully crafted essay laying out logic of the research or evaluation study”

Getting to the Problem



Precise purpose of your study

Global and South Africa Studies

The purpose of the study is to find out find out South African extension agent competency levels, attitudes toward digital extension, and motivations and incentives for their work.

The study aims to provide a better understanding of the effectiveness of the New Extensionist Learning Kit modules, and see how attitudes, motivation, intentions, and digital readiness affect learning outcomes.



Problem Statement

- Purpose statement – restatement of the gap in knowledge base
- Followed by research questions
 - What do you think are the most significant factors to study?
 - What questions are central?
 - How do they coherently guide the study?
 - 2-4 questions

Problem Statement -> Introduction

- As you expand the problem statement it becomes your introduction and literature review
- Show from the theoretical literature where your problem falls
- Indicate from the scientific literature what the gaps are
- What are you going to do about it? (Methodology, type of study)
- What is the population or program of interest? (Geography)

Research Questions

Determine how data will be collected

- What are you measuring?
- How will you measure it?
- How will you analyze it?
- How will you present it?

Research Questions

Example from global study

1. Are there perceived differences in knowledge as a result of the learning kit?
2. Are there differences in learning outcomes and digital readiness between female and male learners?
3. How do attitudes and intentions affect learning outcomes?
4. Does digital readiness affect learning outcomes?

Resources

- [How to write a statement problem \(slideshare.net\)](#)
- Merriam, S. B. & E. J. Tisdell. 2016. Qualitative research: A guide to design and implementation. 4th. Ed. San Francisco: Jossey-Bass.

Example

- “Agricultural technology, often promoted through extension, has the potential to be a critical pathway out of poverty for rural women and men in developing countries, given the predominance of agriculture as a livelihood in such settings (Mellor and Desai 1985).”
- “Women make up 60% of the rural population (Hafkin and Taggart 2001), yet—at least in Africa—only seven percent of extension resources is spent on women (Blumberg 1994 in Haug 1999).”

Context

Significance

Example

Research questions

- What are the preferred sources of agricultural information, disaggregated by gender?
- What are attitudes of women toward new agricultural practices and technologies?

Literature Review

What is it?

- Surveys scholarly sources on a specific topic
- Provides an overview of current knowledge
- Points out gaps in existing research
- Appears as part of a dissertation or on its own

Source: [Scribbr](#)

Literature Review

Purpose

- Demonstrate familiarity with the topic and scholarly context
- Develop a theoretical framework and methodology
- Position your approach in relation to other researchers
- Show how your research fits in

Source: [Scribbr](#)

Literature Review

How to do it

1. Define your research problem
 1. Identify keywords
 2. Search the literature

Source: [Scribbr](#)

Defining the Research Problem

- Effects of social media
 - ➡ Social media & body image
 - ➡ Social media & body image among Gen Z

What is the impact of social media on body image among Generation Z?

Search of Relevant Sources

- University of Pretoria [library](#)
- Relevant journals
- [Google Scholar](#)
- [JSTOR](#)
- Do NOT just “google” it
- Do NOT cut and paste anything
- Be sure to remember the full references!
- Use boolean operators (AND, OR, NOT)
- Read abstracts
- Check bibliographies for more sources
- Note recurring citations

Identifying Keywords

- Social media, Facebook, Instagram, Twitter, Snapchat, TikTok
- Body image, self-perception, self-esteem, mental health
- Generation Z, teenagers, adolescents, youth

Literature Review

How to do it

1. Define your research problem
 1. Identify keywords
 2. Search the literature
2. Evaluate and select sources
3. Identify themes, debates, gaps
 1. Trends in the literature over time
 2. Key themes
 3. Debates and disagreements
 4. Pivotal publications
 5. Research gaps

Source: [Scribbr](#)



Literature

Evaluate and select sources

- Seminal literature
 - Recent literature
 - Key theories and methods
 - Cite the original source
 - Preferably use peer-reviewed journal articles, books or other scientific literature
- Rogers (1962)
 - Davis, Babu & Ragasa (2020)
 - Rogers' Diffusion of Innovations Theory

Literature Review

How to do it

1. Define your research problem
 1. Identify keywords
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Source: [Scribbr](#)

Literature Review

How to do it

4. Outline your structure; it can be:
 1. Chronological
 2. Thematic
 3. Methodological
 4. Theoretical
5. Write the literature review!
 1. Introduction establishing purpose
 2. Body analyzing the literature
 3. Conclusion summarizing key findings

Source: [Scribbr](#)

Plagiarism

- Plagiarism is a serious form of academic misconduct.
- It involves both appropriating someone else's work and passing it off as one's own work afterwards.
- Thus, you commit plagiarism when you present someone else's written or creative work (words, images, ideas, opinions, discoveries, artwork, music, recordings, computer-generated work, etc.) as your own.
- Only hand in your own original work.
- Indicate precisely and accurately when you have used information provided by someone else.

“The act of appropriating the literary composition of another author, or excerpts, ideas, or passages therefrom, and passing the material off as one's own creation.”*

*Source: <http://ucblibraries.colorado.edu/about/glossary.htm>

Paraphrasing

1. Condense ideas presented by author
2. Put it into your own words
3. Provide a source citation

Citations

- Author Last Name, Author First Name. Date Book was Published. *Title of the Book*. Publisher's City: Name of Publisher.
- Chicago Manual of Style (economists)
- American Psychological Association (APA) (educators)
- Choose and use the style appropriate for your field/discipline

Peer Groups



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Discussion

Discuss your problem statements and research questions

- Is the problem clear?
- Is it provocative?
- Is it researchable?
- Is the context shown?
- Is the importance of the problem stated?
- Are there appropriate references/citations?
- Are the research questions appropriate?
- Is it a research or evaluation activity (or both)?

Assignment for July Class

- Assignment 2: Write up the introduction to the research/evaluation and literature review
- Typically around 5 pages for introduction and 5-10 for literature review
- Must include citations and full references in a single style
- 20% of grade

Thank You



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