Group: ❑ Doer ❑ Non-doer

**Barrier Analysis Questionnaire on**

**Planting Orange-fleshed Sweet Potatoes**

**for use with Targeted Farmers**

**Behavior Statement**

Targeted farmers plant orange-fleshed Sweet Potatoes

**Demographic Data**

Interviewer’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Questionnaire No.: \_\_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Community: \_\_\_\_\_\_\_\_\_\_\_\_\_

Gender of interviewee: ❑ Male ❑ Female Language of Interview: \_\_\_\_\_\_\_\_\_\_\_\_

Scripted Introduction:

Hi, my name is\_\_\_\_\_\_\_\_\_; and I am part of a study team looking into the crops farmers plant. The study includes a discussion of this issue and will take about 15 minutes. I would like to hear your views on this topic. Would you be willing to talk with me? You are not obliged to participate in the study and no services will be withheld if you decide not to. Everything we discuss will be held in strict confidence and will not be shared with anyone else.

Would you like to participate in the study? [ If not, thank them for their time.]

**Section A - Doer/Non-doer Screening Questions**

1.Are you are farmer?

❑ A. Yes

❑ B. No 🡪 🡪 *End interview and look for another respondent*

❑ C. Do not know / no response 🡪 *End interview and look for another respondent*

2. Have you ever planted any sweet potatoes of the orange flesh variety?

❑ A. Yes

❑ B. No

❑ C. Do not know / no response 🡪 *End interview and look for another interviewee*

**DOER /NON-DOER CLASSIFICATION TABLE**

|  |  |  |
| --- | --- | --- |
| **DOER**  (all of the following) | **Non-Doer**  (any one of the following) | **Do Not Interview**  (any one of the following) |
| Question 1 = A |  | Question 1 = B or C |
| Question 2 = A | Question 2 = B | Question 2 = C |

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**Behavior Explanation**

In thefollowing questions I am going to be talking about planting a new type of sweet potato that has orange-colored flesh. (Could potentially show an example of the OFSP)

**Section B – Research Questions**

*(Perceived Self Efficacy / Skills)*

**1. Doer/Non-doer:** With your present knowledge, resources, and skills, do you think that you could plant the orange flesh variety of sweet potato?

❑ a. Yes

❑ b. Possibly

❑ c. No

❑ d. Don’t Know

*(Perceived Positive Consequences)*

**2a.** ***Doers:*** What are the ***advantages*** of planting the orange flesh variety of sweet potato?

**2b. *Non-doers:*** What would be the ***advantages*** of plantingthe orange flesh variety of sweet potato?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Negative Consequences)*

**3a.** ***Doers:*** What are the ***disadvantages*** of plantingthe orange flesh variety of sweet potato?

**3b. *Non-doers:*** What would be the ***disadvantages*** of plantingthe orange flesh variety of sweet potato?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Self-efficacy)*

***4a. Doers***: What makes it ***easier***  for you to plantthe orange flesh variety of sweet potato?

**4b.** ***Non-doers***: What would make it ***easier*** for you to plantthe orange flesh variety of sweet potato?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Self-efficacy)*

**5a. *Doers***: What makes it ***difficult*** for you to plantthe orange flesh variety of sweet potato?

**5b.** ***Non-doers***: What would make it ***difficult*** for you to plantthe orange flesh variety of sweet potato?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Social Norms )*

**6a. *Doers:*** Do most of the people that you know approve of you plantingthe orange flesh variety of sweet potato?

**6b.** ***Non-doers***: Would most of the people that you know approve of you planting the orange flesh variety of sweet potato?

❑ a. Yes

❑ b. Possibly

❑ c. No

❑ d. Don’t Know / Won’t say

*(Perceived Social Norms )*

**7a.** ***Doers:*** Who are the people that ***approve*** of you plantingthe orange flesh variety of sweet potato?

**7b.** ***Non-doers:*** Who are the people that ***would approve*** of you plantingthe orange flesh variety of sweet potato?

(***Write all responses below. Probe with “Who else?”)***

*(Perceived Social Norms )*

**8a.** ***Doers:*** Who are the people that ***disapprove*** of you plantingthe orange flesh variety of sweet potato?

**8b.** ***Non-doers:*** Who are the people that ***would disapprove*** of you plantingthe orange flesh variety of sweet potato?

***(Write all responses below. Probe with “Who else?”)***

*(Perceived Access)*

**9a.** ***Doers:*** How difficult is it to get the materials and services you need to plantthe orange flesh variety of sweet potato?

**9b. *Non-doers:*** How difficult would it be to get the materials and services you need to plantthe orange flesh variety of sweet potato?

❑ a. Very difficult

❑ b. Somewhat difficult

❑ c. Not difficult at all.

❑ d. Don’t Know / Won’t say

*(Perceived Cues for Action / Reminders)*

**10a. *Doers:*** How difficult is it to remember when to plantthe orange flesh variety of sweet potato? Very difficult, somewhat difficult, or not difficult at all?

**10b. *Non-doers:*** How difficult do you think it would be to remember when to plantthe orange flesh variety of sweet potato? Very difficult, somewhat difficult, or not difficult at all?

❑ a. Very difficult

❑ b. Somewhat difficult

❑ c. Not difficult at all.

❑ d. Don’t Know / Won’t say

*(Perceived Susceptibility / Perceived Risk)*

**11.** ***Doers* and Non-doers:**  How likely is it that you or your child would get night blindness or measles in the next year? Very likely, somewhat likely, or not likely at all?

❑ a. Very likely

❑ b. Somewhat likely

❑ c. Not likely at all.

❑ d. Don’t Know / Won’t say

*(Perceived Severity)*

**12.** **Doers and Non-doers:** How serious would it be if you or your child got night blindness or measles? A very serious, somewhat serious, or not serious at all?

❑ a. Very serious

❑ b. Somewhat serious

❑ c. Not serious at all

❑ d. Don’t Know / Won’t say

*(Action Efficacy)*

**13. Doers and Non-doers** How likely is it that you or your child would get night blindness or measles if you planted and atethe orange flesh variety of sweet potato?

❑ a. Very likely

❑ b. Somewhat likely

❑ c. Not likely at all.

❑ d. Don’t Know / Won’t say

*(Perception of Divine Will)*

**14a.*****Doers:***Do you think that **God (or the gods) approves** of you planting the orange flesh variety of sweet potato?

**14b. *Non-doers****:* Do you think that **God (or the gods) would approve** of you planting the orange-flesh variety of sweet potato?

❑ a. Yes

❑ b. No

❑ c. Don’t Know / Won’t say

*(Policy)*

**15a. *Doers*:** Are there any community laws or rules in place that made it more likely that you plant the orange flesh variety of sweet potato?

**15b. *Non-doers*:** Are there any community laws or rules in place that would make it more likely that you will plant the orange-flesh variety of sweet potato?

❑ a. Yes

❑ b. No

❑ c. Don’t Know / Won’t say

*(Culture)*

**16a. Doers and Non-doers:** Are there any cultural rules or taboos that make it less likely that you would plant the orange-flesh variety of sweet potato?

❑ a. Yes

❑ b. No

❑ c. Don’t Know / Won’t say

*(Question on Universal Motivators)*

**17. Doers and Non-doers:** What are the things that you want most in life?

***(Write all responses below. Probe with “What else?”)***

***THANK THE RESPONDENT FOR HIS OR HER TIME!***