



Measuring Intentions and Assessing the Impact

PROGRAM OBJECTIVE

In a program designed to increase the level of implementation of production practices or business/marketing practices to increase opportunity for profitability and reduce negative environmental impacts, a logical program objective could center on participants' intentions to recommended changes:

Following an extension program, participants will plan to adopt at least three new recommended practices within 6 months.

EVALUATION STRATEGY

A follow-up question to measure intentions could be used at a program or a short time later. The following question could also be used *before* the program as well.

Intention Question

Listed below are several techniques that you can be used in growing food crops. How likely are you to do each one within the next 6 months? (Circle answer for each technique.)

Techniques

Create a high tunnel	NOT TOO LIKELY	SOMEWHAT LIKELY	MODERATELY LIKELY	VERY LIKELY	NOT APPLY
Train office staff to interpret heat unit accumulations	NOT TOO LIKELY	SOMEWHAT LIKELY	MODERATELY LIKELY	VERY LIKELY	NOT APPLY
Install a weather station	NOT TOO LIKELY	SOMEWHAT LIKELY	MODERATELY LIKELY	VERY LIKELY	NOT APPLY
Create insect or disease development graphs	NOT TOO LIKELY	SOMEWHAT LIKELY	MODERATELY LIKELY	VERY LIKELY	NOT APPLY
Attend an agricultural entrepreneurship course	NOT TOO LIKELY	SOMEWHAT LIKELY	MODERATELY LIKELY	VERY LIKELY	NOT APPLY
Visit 5 restaurants each day for a week	NOT TOO LIKELY	SOMEWHAT LIKELY	MODERATELY LIKELY	VERY LIKELY	NOT APPLY

IMPACT STATEMENTS

Two types of impact statements can be created using data from the above question. Assume some data.



1. Impact Statements Related to Techniques . Here are some examples

Participants *who had not used certain IPM practices before the extension program*, reported they plan to use the techniques within three months (N=154). Specifically,

29% reported they are “moderately” or “very likely” to a create high tunnel
46% reported they are “moderately” or “very likely” to train office staff to interpret heat unit accumulations

32% reported they are “moderately” or “very likely” to install a weather station
32% reported they are “moderately” or “very likely” to create insect or disease development graphs

20% reported they are “moderately” or “very likely” to attend an agricultural entrepreneurship course

36% reported they are “moderately” or “very likely” to visit 5 restaurants each day for a week

These data on each technique are good for instructors and program developers in making decisions about the future of the program, i.e., possible improvement.

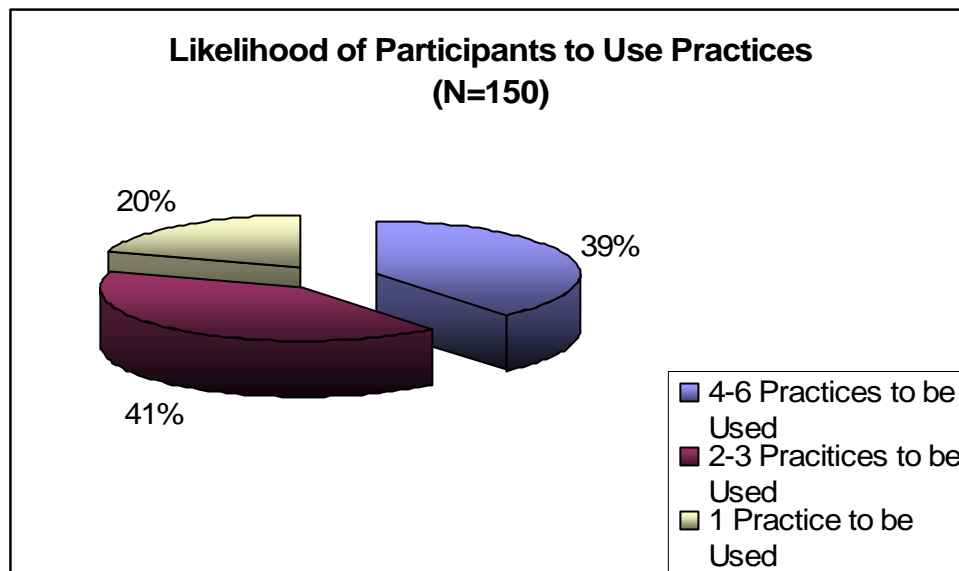
2. Impact Statements Related to Individuals . The data above reveal the impact of each technique. However, what about the impact on each individual in the program, another important type of data for accountability to some stakeholders?

Calculating the same data in a different way, we find that

All of the participants (100%) in the extension program reported that they plan to use one or more of the IPM practices recommended by extension (N=150). The practices included: creating a high tunnel, training office staff to interpret heat unit accumulations, installing a weather station, creating insect or disease development graphs, attending an agricultural entrepreneurship course, and visiting 5 restaurants each day for a week. Specifically,

39% reported they plan to use 4-6 IPM practices
41% reported they plan to use 2-3 IPM practices and
20% reported they plan to use 1 IPM practice.

These data can *easily* be displayed in one pie chart.



SUMMARY

Given a specific program objective about intention to change, and a question designed to measure intentions, two types of impact statements can be developed from the same data depending on whether you want information about the likelihood of the adoption of each technique, **good for program planning**, or whether you want information about the individuals in the program, **good for accountability**.

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