



Measuring Factors that Influence Behavior and Assessing the Impact

PROGRAM OBJECTIVE

In a program designed to increase the number of clientele selecting cultivars utilizing the following factors: growing site adaptability, marketability, profitability, productivity, and environmental impact; a logical program objective could center on participants' behavior in making recommended changes:

Program participants will use at least one recommended factor in selecting cultivars this season.

EVALUATION STRATEGY

A post program follow-up behavior related question could be used in a mail survey, interview, phone survey, or postcard several months after the program.

Factors Influencing Behavior Question

To what extent did each factor below affect your decision to select cultivars this past season? (CIRCLE ANSWER)

Factors

Growing Site Adaptability	NOT AT ALL	A LITTLE	A LOT	A GREAT DEAL
Marketability	NOT AT ALL	A LITTLE	A LOT	A GREAT DEAL
Profitability	NOT AT ALL	A LITTLE	A LOT	A GREAT DEAL
Environmental Impact	NOT AT ALL	A LITTLE	A LOT	A GREAT DEAL
Productivity	NOT AT ALL	A LITTLE	A LOT	A GREAT DEAL

IMPACT STATEMENTS

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

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

Participants reported they based decisions about the selection of cultivars this past season on factors recommended in an Extension program (N=124). Specifically,



60% reported they relied “a lot” or “a great deal” on Growing Site Adaptability
55% reported they relied “a lot” or “a great deal” on Marketability
75% reported they relied “a lot” or “a great deal” on Profitability
25% reported they relied “a lot” or “a great deal” on Environmental Impact
15% reported they relied “a lot” or “a great deal” on Productivity

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

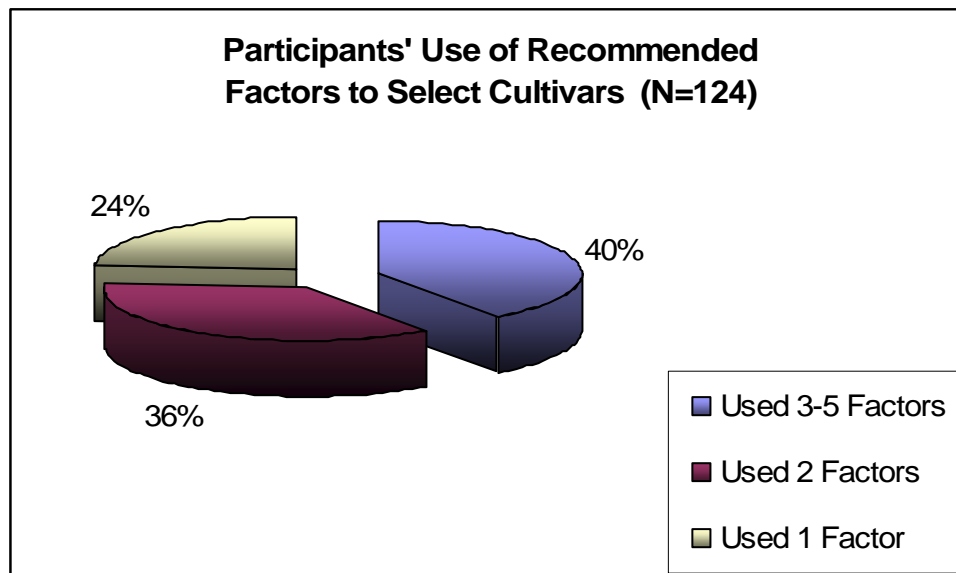
2. Impact Statements Related to Individuals . The data above reveal the extent to which each of the factors was considered by participants in the selection of cultivars. However, what about the impact on each individual in the program, another important type of data for accountability to some stakeholders?

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

All of the participants (100%) in the extension program reported that they used one or more factors recommended by extension in selecting cultivars this past season: growing site adaptability, marketability, profitability, productivity, and environmental impact (N=124). Specifically,

40% reported they used 3-5 factors
36% reported they used 2 factors and
24% reported they used 1 factor.

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



SUMMARY

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

Nancy Ellen Kiernan, Ph.D., Program Evaluator, nekiernan@psu.edu

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