

Preparation of Data Collection

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Objectives

- Partial vs. holistic objectives
- Commercial farms vs. family farms
- One farm, farm clusters
- Time lines
- Classification and extrapolation of results to other farms

Toolbox for calculations

- 1) Partial analyses and planning:
 - Gross margin
 - Cost benefit analyses (CBA)
 - Cost efficiency analyses (CEA)
 - Variations and statistical parameters
- 2) Holistic analyses and planning:
 - Farm level (farm income)
 - Farming systems level (family income, cash availability, household supply)
 - Variations and statistical parameters

Toolbox for data collection

- Interviews (standardized, open)
- Annotations
- Sources for secondary information
- Aggregated /disaggregated data

Planning of data collection procedures

- Workflow
- Interviewers
- Sampling plans
- Monolithic vs. modular data collection

Psychology and reliability in data collection processes

- Academic world meets reality
- Social preparation
- Interviewer's bias (prejudice, self-involvement, assumptions etc.)
- Interviewee's bias (omission, neglect, sensitive information etc.)

The narrative: quantitative and qualitative information

- Context – understanding and coordination of obtained information
- Documentation of supporting information
- Scenario techniques
- Evaluation of qualitative information
- Evaluation of quantitative information within contexts

Reverse process: Creation of data bases

- Harmonization of data documentation and data storage
- Ensuring accessibility and permanence
- Coding
- Accompanying documentation
- Time constraints (role, approaches to time saving)