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The purpose of this report is to provide detailed information on the methodological problems encountered in conducting field research in a rural Brazil for an ill-organized sector of community development. In order to the success of programs of directed change, we will consider the usual problems of sampling, data-gathering and analysis, etc.; more attention will be directed, however, to the problems which were confronted in attempting to conduct the research in an unfamiliar culture. The rationale for the selection of a particular approach to the solution of specific problems will be discussed, and, with the benefit of hindsight, will be compared to the results of our procedures. The research instrument was designed and used in a particular way which is described in detail in the report.

This report is written for the use of change agency administrators in Brazil. It is written for change agency administrators who wish additional methodological information. We hope that other researchers will find the report of interest and value.

We will first outline the methodology actually adopted. This will be followed by a discussion of the circumstances that led to the adoption of particular alternatives to the exclusion of others.

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## I. Statement of Methodological Decisions

### A. General Background

Our research in Brazil was one segment of a larger three nation study. The other nations selected were India and Nigeria.\*

In each country a field survey (Phase I) was conducted over a representative sample of communities or villages in an effort to determine community characteristics (e.g. social-structural characteristics, modernization levels of the community and its leadership, and quality and quantity of interaction with the change agency) which appeared to be conducive to more successful modernization and development. This survey was followed by a second which concentrated on the characteristics of individual farm decision-makers (Phase II) and this, in Brazil, with a set of field 'treatments' designed to investigate under controlled conditions the relative efficiency of various communication strategies (Phase III). Thus, the methodology of Phase I is best understood within the context of the total research program for Brazil and in comparison with comparable research being conducted at the same time in the other countries. The decisions made at each phase effected decisions made in succeeding phases; additionally, the overall research objectives tended to shape the research in each country toward similar ends.

In Brazil the research was conducted within the State of Minas Gerais; the conduct of the research across the entire nation was precluded by logistic, financial, and personnel considerations. Minas Gerais was chosen on the judgment that the research would be most feasible there and that the history

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\*The criteria for selection included favorable logistic possibilities, significance and representativeness of the country, interest and approval by the host government and by appropriate host institutions as well as local AID support.

of colonization and development in the state made it the most representative of any of the available alternatives. An additional important criterion was the presence in Minas Gerais of the oldest continuously functioning program of rural change and extension effort in South America, the program of the Agency for Credit and Rural Assistance (ACAR).<sup>\*</sup> Since the research initially asked the question, "What community characteristics are conducive to success of directed change efforts?" it was clear that the presence of a well established change organization such as ACAR was essential. ACAR cordially offered assistance and cooperation to the proposed research.

The general plan of Phase I was to utilize extant documentary resources in roughly assessing the effectiveness of ACAR in Minas Gerais and to follow this with a survey of a broad range of local ACAR offices (equivalent to U.S. extension offices in many respects) within the municipios (county-like political units) of the state. The survey would provide objective indicators of agency success, physical environment and characteristics, community leadership structure and orientations, and the characteristic interaction patterns of the community and the agency's representative. For each community the information from all those interviewed would be aggregated into a single set of data descriptive of the community. This data would then be submitted to appropriate multivariate analysis.

#### B. Sampling Procedure

There were 126 local ACAR offices organized into 15 regions in Minas Gerais at the time of the planning of the Phase I survey.<sup>\*\*</sup> Offices in five

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<sup>\*</sup>ACAR's history and characteristics are outlined in the Diffusion of Innovations Research Report No. 7. (Whiting and others, op. cit.) Further citations on this topic are given there.

<sup>\*\*</sup>See Research Report 7 for further detail on ACAR organization.

of the regions had been in existence less than three years. Since a history of success or failure of ACAR programs was at issue in Phase I, it was decided that a minimum of three years should have elapsed before a local office was eligible for inclusion in the study; consequently offices in these five regions were excluded from the potential sample. With their exclusion 78 local offices in ten regions were eligible for sampling. Consultation with ACAR specialists indicated that these regions could usefully be trichotomized on the basis of the suitability of the soil for farming, the availability of market and transport facilities, and the general level of social development of the communities.\* This led us to a stratification of the 78 local offices. The main purpose for the stratification was to enable appropriate sub-analyses of interesting aspects of the results within each of the three strata. Within the constraints of this stratification, 40 offices were randomly selected for inclusion in the study. In each local office the local ACAR supervisor was asked to designate the most and the least successful communities among those in which ACAR had worked.\*\* Thus, the selections by the ACAR agents of 40 most

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\*More detail on this is found in Ibid., p. 6-10; 117-122.

\*\*It should be noted that no minimum length of time for ACAR activity in the community was stipulated to the CAR agent. This was a relaxation of the three year criterion of experience insisted on for the local office's inclusion in the study. The lack of a minimal duration for agency-community interaction was a direct consequence of the limited local and regional representation of the study. It was felt that the alternative way to deal with the problem was to select communities within the local office. For some purposes this was done. However, the selection of communities for stratification and random sampling within the local offices' communities or activity. This point is further discussed in the second major section.

and 40 least successful communities comprise the sample for Phase I analysis. During data gathering unanticipated difficulties necessitated the reduction of the sample of local offices to 33, resulting in a sample of 76 communities rather than 80.

C. Data-Gathering\*

The overall plan of data-gathering involved a "snow-balling" technique for using local informants to identify other knowledgeable informants until a point was reached where little useful new information about community characteristics could be obtained. The first informant was the ACAR agent himself who, in addition to providing information about himself, his program, and the relevant physical characteristics of the two communities he had selected as most and least successful within his jurisdiction, directed us to local influentials within the community. Other information about local influentials was obtained from individuals occupying formal roles at the municipio and community level, i.e., the mayor, prefect, schoolteacher, storekeeper, justice of the peace, etc. A tally of the nominations for 'local influential' or 'informal leader' made by these formal role occupants ('formal leaders') was added to the nominations given by the ACAR agent. On the bases of these nominations the informal leaders were identified for interview. Informal leaders with the largest number of nominations were also interviewed.

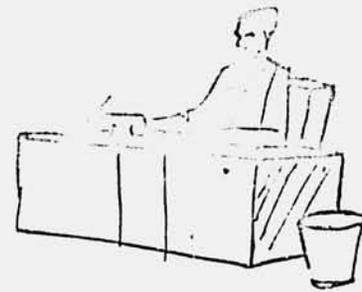
The number of interviews conducted in each community was determined by the number of formal role occupants in the municipio and community (i.e., the mayor, prefect, schoolteacher, storekeeper, justice of the peace, etc.) were utilized to identify 'community leaders.' Interviews

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\*Details on the planned data gathering schedule and other matters can be found in appendix A.

# Belo Horizonte

Urban Administration



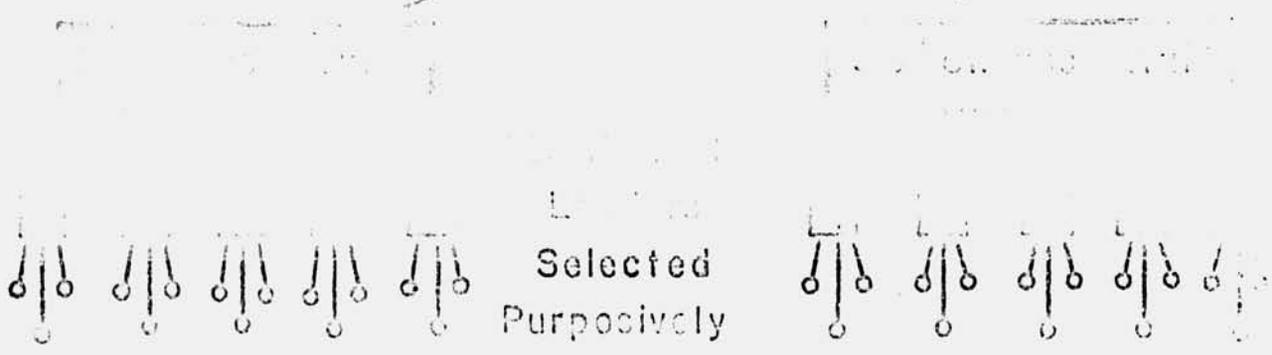
## Population Studied

123 Rural AC/At Offices  
(78 of these in existence)  
(three years or more)

76 Rural  
Villages

Randomly Selected  
Sample

Purposively  
Selected  
Sample



775 Informal Village Leaders

215 Formal Village Leaders

earlier.



Figure 1. The 775 Informal and 215 Formal Village Leaders selected from 76 rural villages in Minas Gerais Brazil

were conducted with these individuals. A median of 10 such community leaders was interviewed in each community. As will be evident, the aggregation of information about the community followed a reversal of this fanning-out process. The information from the various informants (informal leaders, formal leaders, and ACAR agents) was funneled into a single set of measures descriptive of each of the communities. Certain problems arose in this aggregation process which will be a focus of discussion later on. Suffice it to say that in our effort to obtain information about community characteristics we drew upon interviews with a broad group of knowledgeable and/or representative informants. This effort required separate interview schedules for separate groups of informants. In total, 775 informal leaders, 215 formal leaders, and 38 ACAR agents contributed information which was aggregated to describe 76 communities.

The data was gathered via four structured interview schedules. Two of these were completed by the ACAR agent: one concerning his own training, orientations, and experience as a change agent and the other descriptive of the objective characteristics of the community itself. A separate short interview schedule was utilized with formal leaders. This schedule served to gather from them nominations for the informal leaders, information about community social structure, and to briefly acquaint them with the research. The last of the interview schedules was administered to informants.

Before the interview schedule was administered to informants, a group of university students in two agricultural colleges in the state and certain of the faculties of the Federal University in Belo Horizonte. Of the more than 100 applications for employment, 29 were invited to interviewer training. Twenty came and after

a six day training period 16 interviewers were hired, ten men and six women. They were organized into five teams with separate supervisors and vehicles, assigned specific interviewing areas, and sent into the field.\* The most important research design and data collection dates are presented in Table 1.

Table 1

MSU/AID-Brazil Phase I Research Time Table

September, 1965--Sample Drawn  
October-November, 1965--(1) English Language versions of the necessary survey instruments drafted and translated.  
(2) Field Directors made visits to selected local ACAR offices.  
December, 1965--The interview schedules pre-tested  
January, 1966--(1) Interviewers recruited and trained  
(2) Revision of the interview schedules and final pre-test  
February, 1966--Interviewers provided by ACAR trained  
\*January 25 to March 10, 1966--Phase I data collected  
March, 1966--Phase I data coded

D. Instrumentation

The exact character of the interview schedules can be ascertained by reference to appendix A where the four schedules are reproduced. In general, the items utilized were highly structured and response categories precoded. Many items, particularly those intended for respondents with limited formal education, were dichotomous in nature. Certain items were, however, free response items. Versions of the Cantril ladder\*\* were utilized in several of the schedules. Interviewers were asked a few questions concerning the general impressions of the interviewees and the conditions of the interview.

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\*Data-collection began on January 24, 1966 and continued until February 18 (the day before the Brazilian Carnival began); following Carnival some interviewers returned to school and others stayed on to complete the data collection effort. Data collection ended March 5.

\*\*P. B. F. F. Cantril, S. L. G. Cantril, S. L. G. Cantril, S. L. G. Cantril: A Measure of Individuals Unique Reality Worlds. Journal of Individual Psychology, 16 (2). November, 1960. pp. 158-174.

Interview schedule. A typical respondent required about an hour to complete the interview. The Formal Leader schedule was usually completed within 20 minutes. Some of the ACAR agents took considerably longer to complete the community description schedules than others as some consulted records or other sources of information before responding.

#### E. Data-Analysis

We had anticipated utilizing appropriate multivariate techniques in the analysis of the data since, from one point of view, the task at hand was the determination of the best possible combination of predictor variables to explain ACAR success in the sample communities. In addition, we saw a chance for some useful comparisons using non-parametric statistics and dichotomizing our sample according to the criterion of success or failure implicit in the local ACAR agent's designation of communities within his jurisdiction on the poles of that continuum. We had not fully anticipated, however, the difficulties of aggregating the disparate measures descriptive of community characteristics. This effort occupied a large amount of our analysis time; and, we might have been better off to have violated our original intention of providing an analysis of community characteristics and frankly considered the opinions of each pool of respondents without first identifying them with their appropriate communities. Some of the difficulties encountered with the effort to aggregate the data into comparable community characteristics were:

1. That the computer program which we used to analyze the data had to be uniquely provided for the computer before appropriate measures (usually central tendencies or variances) could be computed.
2. That we had 38 ACAR agents and (for most purposes) 38 sets of Formal Leaders but 70 sets of community leaders. Thus the combination of measures from the various sets in describing variables which were most predictive of change required the choice of either counting measures from

some sets twice (artificially inflating their stability) or collapsing data from the larger set losing the stability afforded by a larger N, and obliterating the local agents' dichotomy.

3. The sheer difficulty of keeping track of the source of a particular response, especially when respondents within each of the general categories of respondents (e.g. ACAR agent, informal leaders, formal leaders) had all provided estimates or opinions on the topic.

As an example of the latter kind of difficulty, we obtained estimates of the nature of community social structure from each of the sets of informants. These measures included the number of groups serving each of four institutional areas (religion, politics, economics, and recreation) the number of informal cliques, the number of these groups which were actually independent, and many similar questions. Keeping track of the precise nature of the question and the type of respondent providing answers for it proved to be a cumbersome task. The advantage, of course, lay in the possibility of comparing sets of respondents with each other and of determining which provided the most useful information in terms of our criterion measure, success of ACAR programs.

## II. Methodological Dilemmas

Certain special dilemmas cropped up by virtue of the fact that we were foreigners, directing a survey research project in a developing country. These dilemmas may be most easily dichotomized into administrative and technical sub-categories. We will consider the technical dilemmas first.

### A. Sampling Problems

We entered Brazil with the notion that we were going to try to do a piece of research which, like the anthropological or sociological case study would be descriptive of events and characteristics at the community level but unlike them would locate the position of the particular communities in the general social system, i.e. be able to speak to the question of their representativeness. For this reason we desired to follow basic survey sampling procedures. Only thereby could our results be generalized. In addition we desired to sacrifice separate but largely non-comparable studies of the unique aspects of particular communities in favor of obtaining a broad enough sampling of communities to enable estimation of central tendencies. The price paid by thus opting for the survey sample with comparable measures in every community was that we largely had to ignore unique aspects of certain communities; instead all were fitted into a standard frame of reference. In addition, the decision to study a broad and representative sample of communities meant that we could not gather data on unique or special local community characteristics. The unique aspects of each community which were being investigated, even as they, had to be sacrificed to the survey researcher's lightning approach in terms of pre-structured categories. Thus we utilized the theoretic leads and foci which other researchers had previously suggested. The findings of anthropological case studies on factors influencing the course of programs of directed

change were prominent in our considerations, as were the formulations of other social scientists concerning variables crucial to the development process. We were also basing our research, in part, on the fund of diffusion research which was being synthesized and ordered at Michigan State. Nevertheless, the decision to sample a relatively large number of representatively selected communities collecting data primarily through structured interviews meant that we could not:

- (1) purposefully select outstanding examples of change agency success or failure.\*
- (2) study in depth and at great length the unique and peculiar factors characterizing particular communities.

Instead we chose to select a sample of communities which could confidently be regarded as representative of the agency's overall program and attempted to measure them along lines which were more generally applicable, and consequently less detailed than might otherwise have been possible. This decision reflected not only a valuation of the possibility of being able to generalize our findings with some confidence but also a hope that the kinds of variables we found to be important indicators of success or failure would also be relatively easy for the change agency to measure when we were gone. In other words, to have found correlates of success which would have required, in order to detect them, six months intensive study in the community would have been to provide a rather small set of information to the change agency.

In spite of this, there were frequently times when we wished that the broader nature of our program could be more thoroughly, in depth and on discrete case studies, conducted with the same end in view, i.e. the identification of cor-

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\*In the course of our study we learned of the existence of some of these, e.g. a municipio which had requested that the agency depart, another municipio where it was extremely well liked, etc. Both of these happened to fall outside our random sample.

relates of agency success. Had this been possible we would have been able to focus the broad survey more surely on considerations important for the Brazil context and, from the longitudinal and concentrated study of a few instances, had more grounds on which to base imputations of possible causal relations among variables.

Having determined to begin the research with a survey of a large number of communities we required a sampling frame. We wanted the sample to be representative of agency efforts, and at the same time we hoped to pick up as broad a range as possible of agency success. By guaranteeing variance in our criterion variable we hoped to have more opportunity to distinguish those variables which more generally related to it. These considerations led to a compromise of the strictly probabilistic sampling of potential communities.

As already indicated the number of potential sample communities was reduced by the criterion that they all be serviced by a local ACAR office which had been in operation at least three years at the time of the survey. The three year cut-off was clearly arbitrary, but some length of time on that order seemed a reasonable prerequisite to assessing the history of agency success in the area. As already indicated, 40 local offices were selected from a sampling universe of 78 offices which met the three-year hurdle.

We had earlier learned that it was not feasible in terms of our resources to study the total overall impact of the local office. The most reasonable social unit available for study appeared to be what was known as the community. This designation was unfortunately ambiguous and varied in character from office to office. Occasionally it amounted to little more than a geographic sector whose inhabitants were loosely related to one another and had strong social ties to divergent outlying social centers. Occasionally something

approaching a cluster village was found with most of the immediate social influences and services centering in the interaction occurring there and virtually no outside competition for primary social allegiance. More frequently the communities fell somewhere between these two extremes. For example, individual inhabitants might satisfy the majority of their social needs within a particular locality but market their produce elsewhere.\*

For all its drawbacks, the 'community' appeared to be the best unit of analysis we could obtain for study. The local ACAR office would not necessarily have made any more sense as a socially meaningful unit since it was dependent upon political boundaries which were sometimes drawn with little concern for patterns of social interaction. In addition the study of 80 local offices was beyond our resources. Even the study of a single community within each of 80 local offices would have strained them due to the geography of the state and the far-flung nature of the agency's change efforts. Thus, to arrive at 80 units we determined to sample 40 offices according to the principles of probability sampling and then require of the local agent (who presumably was well informed on the matter) the specification of the best and worst communities within his office in terms of the agency's success.\*\* We had the additional

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\*The nature of the communities we studied is more completely described in Whiting and others. In general, one of the impressions we obtained of the social structure of rural Minas Gerais is that frequently there is not very much of it, i.e. much that we had anticipated would be structured was frequently relatively unstructured.

\*\*We learned too late that many agents were ill-informed about the communities in their office and that in selecting best and worst communities depended, often on superficial impressions rather than extensive experience. This was accounted for by the rapid turn-over of ACAR field personnel. Of course, a considerable number of agents were very well informed about the communities and had sound bases for selecting those they did.

hope that the total sample could be dichotomized for analysis into successful and unsuccessful communities and that this dichotomy, drawing as it would from communities which were located in the same general geographic area, would tend to cancel out the effects of some of the variables which the agency could not control and focus attention on variables more amenable to the agency manipulation. This expectation was naive, as we later learned from an analysis of the adequacy of the agents' designation of communities as successful or unsuccessful. The dichotomy served little purpose and its presence made certain further manipulations of the data untenable.\*

Even as the selection of communities within local offices was a purposive selection, dependent on the recommendation of specific individuals, so the selection of respondents (or informants) within the communities was purposefully guided. The manner in which we fanned out from interviews with the local agent to interviews with the formal leaders has already been detailed. So has the procedure for selecting informants within the communities. Although nominations were sought in the areas of 'gatekeeper' roles, both for information from outside the community and for information circulating inside the community, only the nominations for farm opinion leader were utilized in selecting respondents. In retrospect this was probably a mistake, as our analysis indicated.

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\*For instance, we were later able to order the local offices according to their history of success or failure. Had the communities within each local office been chosen at random from a list of all communities in which the office had worked we would have been able to apply the local office success rating to the two communities representative of that office, thereby extending our sample size. Had we realized that the local agents would be unable to specify the most and least successful communities we would have turned to this procedure. It held, however, the trap of leaving open to the interviewers the possibility of selecting communities which would be more easily accessible within the local office. The interviewer supervisor would have to have been entrusted with the selection of the two communities when his team arrived at the local office. This, of course, could not have been true had we been able to utilize the mail system of some other means to obtain from the local agent an exhaustive list of communities. We learned, however, that the only sure way of communicating with the local agents was by personal contact. Despite what we thought were considerable efforts to forward them of our coming we were a surprise to many.

Although there was considerable overlap between being selected as an opinion leader and being selected as a gatekeeper, we found that gatekeeper nominations were more predictive of agency success than opinion leader nominations. Considering the fact that the gatekeeper is likely to be informed while the opinion leader may or may not be, depending upon whether or not he is traditional or modern in his orientations and aspirations, it would seem to make good sense to include the gatekeeper nominations in any effort to locate knowledgeable informants. Of course, the best procedure for identifying the 'true' opinion leaders or the 'true' gatekeepers would be to depend upon the nominations given by peers rather than on the impressions of formal leaders and change agents, all of them more or less outsiders to the local social system. But this option was not open to us due to logistic difficulties. Had it been, a combination of gatekeeper, opinion leader, and best friend nominations would likely have provided the sharpest identification of the locally influential and well informed individuals.

B. Measurement of the Dependent Variable

Success or failure of change agency efforts was stipulated as our dependent variable. We initially expected to investigate the success levels of a variety of organizations in addition to ACAR. We were frustrated in this by the fact that nearly all of the other agencies had failed to penetrate to the local level. In terms of direct impact on the lives of individual cultivators, ACAR virtually preempted the field. Of course the efforts of experiment stations, the State Agricultural Office, the Veterinary school in Belo Horizonte and the two agricultural colleges in the state, one in Vicosa and the other in Lavras, had had effects in certain areas and these institutions did supply trained personnel to ACAR or various supportive aid at the upper and intermediate levels

of the agricultural production and marketing process in the state. But their direct impact at the local level was spotty and in certain cases, not sufficiently constant to allow assessment. Certain commercial firms were also of undoubted importance, especially in the extreme southern portion of the state near the border with Sao Paulo: but their impact tended to be restricted to a particular crop or product rather than generalizing to the total range of agriculture and rural life. Hence we restricted ourselves to a study of ACAR alone. To have done otherwise would have been to collect a considerable amount of data which would have been very difficult to synthesize or interpret. Still, having only one organization under scrutiny meant that we were unable to assess the impact of many constants characterizing that organization's structure and approach. In other words, we had no explicit standard of comparison by which to judge ACAR-wide policy or characteristics.

Success or failure clearly is an important criterion for an agency. Therefore the interest in its assessment and in finding its correlates at the community level is entirely understandable. Also success or failure is clearly recognized at its extremes. Hence, had we been conducting case studies it would have undoubtedly been possible to have selected outstandingly successful communities and local offices, and, on the other hand, unsuccessful communities and local offices for contrast. However, the broad middle range is not so easily identified and quantified in intuitive terms.

Furthermore, the criterion 'success' is not necessarily a unitary phenomenon. While long range improvement of farm productivity, efficiency, and rural living levels can function well as organizational objectives, these require objectification and quantification in other terms if 'success' is to be the subject of empirical research. Many measures such as the degree to which the

ACAR program of supervised credit was sought or accepted, the number of youths enrolled in the 4-S program, etc. could have been the focus of attention. We felt, however, that these were all intermediate successes or goals, functioning toward the end of achieving the adoption of ACAR promoted programs of agricultural innovations. Innovations in the area of rural hygiene and living standards were also relevant criteria, but agricultural innovations, possessing the capacity of both immediately improving production efficiency and, over the longer haul, farm income seemed reasonable candidates upon which to concentrate our efforts.

The question of measuring ACAR success became, then, a question of measuring the extent to which ACAR promoted programs had been adopted by community members. Immediately one realizes that as circumstances (soil, topography, markets, etc.) change from area to area throughout the State, so the relevance of specific agricultural programs must change. We felt it valuable however, to have a core of innovations which were widely relevant and had been widely promoted by ACAR. We learned that at least three such innovations could be identified by ACAR specialists: the use of hybrid seed corn, the development of special pasturage for dairy cattle, and the cultivation of family vegetable gardens. These were incorporated into our interview schedules. In addition, we asked each local agent to designate three other ACAR programs which were uniquely representative of past ACAR efforts in the community. (If the agent stated that one of our common innovations was unrepresentative, we allowed him to substitute another program of innovations for it; however, none of the agents objected to the three innovations which were selected to assess all offices.)

In an additional effort to adapt the innovations which were to function as our measure of ACAR success to local conditions, we specified that only those

farmers who could reasonably be expected to use them be included in establishing the basis of the percentages of farmers who had adopted them. With the estimates obtained from the ACAR agents we made this rather explicit; estimates from other informants included this information but did not make the estimate of the number of farmers eligible to adopt a program a separate step in the estimation process. Indeed, with the informal leaders, community wide adoption was estimated only in terms of quartiles.

Each of our informants had certain limitations as sources of information about the level of adoption of ACAR programs.\* The local ACAR agent, on whom we concentrated most carefully in our effort to assess ACAR success, sometimes lacked experience with the community. We found that the typical length of service of an agent in a particular office was only 22 months, with some agents having as little as two months and others as much as eight years experience in the same office. Thus, the degree of familiarity with local communities varied greatly. Secondly, local agents usually had no means of comparing the level of success in their office with that found in other offices. Their experience and frame of reference were too narrow to allow such comparison. This consideration was irrelevant, of course, to their estimates of the adoption level of innovations in their communities, but it did effect their performance on other measures of general agency success which we attempted with them. Of course, some agents had a broader base for comparison, having worked longer for ACAR and, sometimes, in more than one office.\*\* Finally, it is

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\*Our potential informants for this purpose were, of course, the local ACAR agent, the formal leaders, and the informal leaders. In addition, specialists in the Central ACAR office might have provided us some estimates.

\*\*In our sample the most experienced agent had worked for ACAR 13 years, but many were comparative neophytes to the organization. The typical agent had four years of experience.

probably the case that relatively little attention had been directed to adoption levels by the agent prior to our arrival. Rather considerable portions of their time were devoted to problems of supervising the credit they were extending to families in their jurisdiction. While credit is viewed by the central office as a means to increase the adoption of ACAR promoted programs of innovations and otherwise aid the rural cultivators, some agents naturally regard it more as an end in itself rather than as a means. Certainly the status and dynamics of the lending process were more salient to most agents than the levels of community-wide adoption of ACAR promoted innovations.

The use of ACAR central office specialists to estimate the levels of adoption of ACAR promoted innovations in specific communities clearly was not feasible. While these men could give general impressions of the history of specific local offices they clearly could not be knowledgeable about 80 local communities and their levels of adoption. Consequently, they were not considered as potential estimators of adoption levels.

Likewise, the formal leaders, the priest, prefect, justice of the peace, etc., could hardly be expected to provide detailed information about adoption levels since such concerns were typically outside their concern. They had closer knowledge of the communities, of course, but the majority of them resided in the municipio center itself, and their knowledge of adoption levels in the community was sketchy. For this reason and because we wished to keep our interviews with them short, we did not ask them to estimate adoption levels.

The major drawback to measuring ACAR success in a general way by asking individual farmers (our informal leaders) about ACAR was their limited experience with the organization. They could, of course, only speak from experience with a few agents and programs which had functioned in their communities.

Furthermore, ACAR was sufficiently popular in the rural areas that it was somewhat difficult to get sufficient variance in estimates of general ACAR success.

On the other hand, informal leaders could provide at least crude estimates of community adoption levels; and, more importantly, they could all report whether or not they themselves had adopted the practices.\*

Our analysis of the various estimates of adoption and of other measures of ACAR success indicated that the best estimates were those provided by the informal leaders and that their own levels of practice adoption were slightly (but not significantly) more related to the actual situation than their estimates of the community's adoption level. The worst estimates came from the local ACAR agents (on whom we had placed more reliance). The estimates of the local office's overall success made by the central office specialists were somewhat better than the local agent's estimates, even though the two communities (supposedly selected to represent the polar instances of success in the local office) had to be lumped together in the process. Finally, as already intimated, the dichotomy of high and low success communities provided by the local agent bore least relationship to our criterion measure.

On the basis of this experience we would next time have largely ignored the local agent's perceptions of adoption levels (except, perhaps, for the purposes of assessing his optimism or some such variable) and concentrate on eliciting more detailed estimates from people in the community. The adoption level estimates were obtained from them in quartiles on the supposition that they would not be able to understand or reliably provide finer distinctions, but this

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\*Clearly our decision to interview only a few informants in each community made it impossible to question each farm family as to whether they had adopted the practices. This approach became possible only in Phase II where we worked with 20 communities rather than 30. Therefore, estimates of community adoption levels were required for Phase I use.

might not be so if greater effort were lavished on encouraging them in accurate estimation.\*

### C. Field Problems

Certain difficulties arose due to the fact that we initiated field work in Brazil earlier than in any of the other participating countries. Another source of difficulty was the relatively underdeveloped communication and transportation system prevailing in the rural areas. The former problem is best relegated to a discussion of administrative difficulties. A discussion of the latter, although lacking intellectual significance, may forewarn others planning similar research merely through a recital of some of our experiences.

First, we found that written materials did not reach local supervisors through the mail system. Occasionally telegrams also failed to arrive. The only sure way to communicate with them was to visit in person. Likewise reports of interviewing team progress which were sent to us by mail frequently failed to arrive. Those which did come were so belated as to serve only historical functions rather than as effective feedback to the research headquarters. There was no substitute for the personal contact between interviewing teams and the research directors. Telegrams and telephone calls were little better than mailed reports. With four teams in the field scattered across the state this meant that at least one research director needed to be on the road constantly.

We experimented with extensive daily reports from the interviewers. These were to give all concerned some idea of the distribution of time among travel, actual interviewing, etc. These reports were soon abandoned. Most of the interviewers worked to the limits of their capacities and the task of completing

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\*Further detail on the measurement of ACAR success is found in Appendix B of this report.

extra reports late at night in dimly lit hotel rooms did not improve morale. Additionally the reports were usually incomplete and the breakdown in the mail system guaranteed their uselessness.

One of our greatest difficulties was the shortage of dependable transportation. Crowding four interviewers and a supervisor into one car or jeep meant that the interviewers spent most of their time either waiting for the jeep to return or hiking to new locations. The supervisor frequently found himself serving largely as chauffer and trouble-shooter. The requirement that he validate the interviews conducted by the interviewers became an impossible burden if the team was to keep moving. As things stood, much time was spent in idleness. In addition to mechanical breakdowns, vehicles frequently became mired in the mud of the seasonal rains.\*

We probably would have worked about as efficiently with fewer interviewers per car (or more cars). This could be expensive however, as the rural roads were tough on the vehicles. We spent over \$300 repairing the vehicles used during Phase I.

We distributed funds to the interviewer supervisors in as large amounts as they were willing to take responsibility for. These funds were needed to pay per diem, hotel, and transportation expenses. Central research staff attempted to keep these funds replenished by periodic visits. With more experience in later phases of the project we were able to send the supervisors out with traveller's checks which could be redeemed at local banks. We also learned to send money via telegraph through the banking system.

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\*The utilization of college students as interviewers had various advantages, among them the relative ease with which the students could establish rapport with most of the farmers. However, students could only be utilized during their vacations from school. The longest vacation (and the one coinciding with our schedule for Phase I) came during the rainy season. We were fortunate in that much of the period of the data collection was unseasonably free of rain. Nonetheless, considerable time was spent retrieving jeeps from mudholes and streams.

D. Validation and Reliability Checks

Following usual survey research practice we extracted agreements from the interviewer supervisors that they would validate about ten per cent of the interviews performed by their interviewers. They were instructed to return to farmers who had already been supposedly interviewed and, from a random start in the questionnaire, ask again the items on every fifth page. The interviewer supervisors resisted this practice, and with good reasons:

- (1) The interviewers typically were left at the home of the person to be interviewed. They were essentially stranded there and had little else to do except conduct the interview. Hence there was little motivation to fake the entire schedule.
- (2) The reliability of the respondents' answers to questions asked him was not so high that a supervisor could really tell whether minor changes made from one day to the next reflected errors or biases on the part of the interviewer or simple unreliability.
- (3) Unless the interviewing team was to be held up while the supervisor made a return trip to someone's home for purposes of validating the interview, the supervisor had to (a) choose for validations those interviews conducted early in the team's stay in the area and/or (b) make his validating interviews with more accessible individuals. Since the interviewers were aware of this they would have probably faked the inaccessible respondents or those interviewed toward the end of the team's stay in the community, had they motivation to fake anything at all.

For these reasons the validation of interviews tended to be ritualistic rather than a legitimate system for assuring interviewer honesty.

We attempted to assess the reliability of the interview schedule by returning after a lapse of about 30 days to one of the first communities in which we had interviewed. Only 13 informal leaders were reinterviewed so the results of any analysis are consequently very imprecise. Nevertheless we were considerably sobered by the finding that many of the items we had selected as most promising on the basis of extensive pretesting seemed to have low levels of reliability. The generally most adequate items in terms of reliability seemed to be the fixed response items with relatively few alternatives. Very low relationships were

obtained when actual numbers were asked for, e.g. the amount of land in cultivation or the number of movies attended, etc. On some of the items correlations could not be run due to lack of variation over the 18 respondents. No negative correlations occurred. This would seem to indicate that the respondents were either not able or not interested in purposely reversing their previous positions.

Another problem confounding our research was the activity of the Brazilian Land Reform Institute. Shortly before we went into the field they conducted a survey\* of sorts in Minas Gerais. Farmers were widely antagonistic to the Institute and its survey. Some initially assumed that we were connected with it. Our association with ACAR helped to allay their fears as did the presence of the university students. However, by identifying ourselves with ACAR in order to gain a hearing we biased the objectivity of the respondents' evaluation of ACAR. Although we explained that we were cooperating with ACAR rather than actually a part of the organization it is unlikely that many respondents sought to bite the hand that might, conceivably, feed them supervised credit. But as we would have probably been covertly identified with ACAR in any event we felt it best to admit the connection and avoid identification with something more threatening to the rural people.

Some of the vehicles we borrowed from cooperating institutions had identifying marks on them which could not be removed. These included the AID handclasp symbol on the vehicles borrowed from AID, special government license plates on the vehicle borrowed from the Veterinary school, and ACAR symbols on the jeeps borrowed from them. We have no doubt but that these symbols were interpreted in a biasing manner by the respondents, but the symbols came with the vehicles and we could not, at that time, afford to turn down proffered transportation.

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\*Among other purposes, this survey was known to be related to a proposed income tax reform.

E. Administrative Difficulties

A major proportion of our energy was expended in an area in which we had no particular competency or training--diplomacy. And a major force attenuating the scientific adequacy of our efforts was the relative amount of concentration required to merely keep the research operation floating. Difficulties were to be expected, of course. First, we were foreigners doing social research in the countryside. We might add that this particular countryside was renowned for its suspicion of outsiders. Second, we were funded by an agency of the U.S. government. We could scarcely avoid being perceived as connected with U.S. foreign policy objectives. Third, although we were affiliated with a major U.S. university, that university came under major attack during our stay in Brazil, and the attack amounted to an accusation that the university's foreign activities were a cloak for C.I.A. operations.\* Fourth, the Camelot scandal broke while we were beginning our research. All of this tended to place us in a very ticklish position in relation to our Brazilian collaborators and institutions. The professors at the universities could scarcely afford to associate themselves too closely with suspected C.I.A. agents for fear of losing their credibility with the students. Even those students who worked for us were not entirely certain as to our motivation. Some of them expressed the wish that the goals of research might be to help Brazil rather than merely to help the U.S. (indicating a misperception on their part). Thus, in addition to the usual problems that a foreign researcher might expect (language, new customs, etc.), we had the extra onus of identification with U.S. foreign policy interests.

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\*Michigan State University was accused of working with the C.I.A. in South Vietnam, under the guise of AID sponsorship, to develop a politically motivated police force for the Diem Regiem. The University denied these allegations made by Ramparts magazine.

In order to obtain funding for the research it was necessary to have a fairly complete outline of activities and research aims before arriving in the host country. It was also necessary that the research remain administratively under the control of U.S. nationals in order to maintain control of funds. These two circumstances mitigated against the possibilities of attracting host country scholars to full collaboration with us. We could, and did, offer the research as a possible vehicle for the testing of some of their ideas, but with the research largely structured before-hand and with the stimulation that they could not obtain a relatively free hand in directing it, the attractiveness of collaboration was largely outweighed by its dangers. Empirical research is a sufficiently innovative and difficult activity for a Latin American scholar as things now stand. Our presence could not materially reduce the dangers or increase the attraction to engage in it.

One of the outcomes of all this was that despite our efforts to integrate our research into the interests of host country scholars, to obtain their collaboration and advice, and to further the exchange of ideas which is so vital for fruitful research in any context, we found ourselves largely isolated from interaction with like-minded host-country scholars. The documents of collaboration and agreement drawn up between the cooperating U.S. and Brazilian institutions served primarily to facilitate certain administrative needs and services but failed to have the hoped-for payoff in terms of intellectual interchange. There were minor exceptions to this generalization, but the situation was nevertheless characterized more by intellectual isolation than by fruitful interaction.

At the same time, our contacts with U.S. scholars interested in social scientific research and qualified to appreciate, criticize, and advise us on the research were restricted. Within the local AID/B mission we were assigned to

the division concerned with agricultural development. This was thoroughly reasonable in terms of the stated objectives of the project, but made little sense in terms of the interests and training of the direct hire AID/B employees and the other contractors associated with this division in Brazil. All bore more relationship to technical agricultural subjects than to social scientific research. Again, despite the best intentions and every effort to be helpful in terms of administrative problems, we were intellectually peripheral and isolated in this division. A more reasonable assignment within AID/B would have been to the Human Resources Division which contained social scientists with much interest in our research. Although we achieved some interaction with this division, it was on the basis of informal rather than formal associations.

In general our difficulties with cooperating Brazilian agencies tended to lie in the realm of omission or lack of hoped-for relationships and interaction. Our difficulties with AID/B tended to be more active, primarily because of a mistaken notion we initially entertained that we should follow the rules laid down for us in the contract. This notion stemmed partly from inexperience and partly from a fear that we would be called to task for violations of the contract if we knowingly operated in extra-controlled fashion. They also grew out of individual value considerations that required good faith observance of agree-to provisions.

We increasingly learned that, with respect to the local sponsoring agency, a choice had to be made between following the letter of the contract and accomplishing the purposes for which we had been sent to the country. Several instances of the difficulties we encountered by attempting to ascertain the meaning of contractual items and by trying to go-by-the-book can be cited:

1. Security clearance: The contract required security clearance of all project employees, both U.S. and host country nationals. We attempted to learn the exact meaning of this provision and found that to the extent the question was pressed the requirement became increasingly strung out. We obtained the required clearance on our Brazilian Associate Project leader, although this procedure delayed the utilization of his services for four and a half months (and this at a time when his presence was most sorely needed). We obtained "name checks" through the local U.S. consulate on interviewers and other employees (although a stricter interpretation of the contract might have required more complete clearances on them as well). These name checks consisted of a search of the files of both the civil and political police in Brazil. We initially informed our employees that we would do this. The reaction from the cooperating Brazilian institutions (universities in particular) was that if we required the clearance of the political police the cooperating Brazilian institutions would withdraw all support from the project and actively work to see that we were expelled from the country! They regarded this sort of clearance as an infringement of the rights of independent political belief--a sort of infringement of civil rights--and were highly incensed that we even considered obtaining it. We calmed their fears and explained that no one would be denied employment with us on the basis of political opinion. In consequence, when two of our best potential employees (one a potential supervisor and the other an interviewer) were found to be on record with the political police as accused communists, we were caught in the middle. The political attache at the consulate explained that we did not have to follow their recommendations or findings. We did not seek a second opinion from the security control officer in Rio, but rather hired these people on the basis of their objective competence and in disregard of their political record. As it turned out we were exceedingly fortunate to have made

this decision, for not only did these people perform excellently in their assigned tasks, but their presence as a part of our research team helped to dampen suspicions that we were C.I.A. agents. Our impression of these individuals was that they were leftist in their orientations, humanitarian, and falsely accused. But we were grateful to be associated with them.

F. Paying Brazilian Employees

We early learned that our project had no legal existence in Brazil and that we could not legally pay anyone a salary. If we paid for someone's services we were required to withhold income tax and a series of social security taxes from the payment in addition to contributing to these taxes as employers. This we would gladly have done except that we could not withhold tax since we were not a legal entity. Thus we were caught in a legal bind. We could not withhold nor could we pay without withholding. And clearly we had to pay people for their services. We appealed to the Embassy for legal advice; they eventually put us in touch with a Brazilian law firm. For more than a year we struggled with the intricacies of the problem. The eventual solution was to channel the money through the Federal university with whom we had a formal agreement. Our employees became special employees of theirs, and we paid the money into one of the university's funds. Some individuals such as interviewers we simply paid outright. Again, in order to get on with the work we were required to side-step technical restrictions.

Fortunately for us we were financially independent of the operations of the local AID/B mission. Our money came directly from Michigan State. Had this not been the case we would have been caught in a financial squeeze which would have shut down our project just as it forced the curtailment of many other projects dependent on funds channeled through the local AID/B mission. The details of the

difficulties are not worth recital here.

Some of our difficulties were attributable to the fact that we were first into the field with the research. Thus, we were the precedent setters, in the contract with AID/W and at many points we had to wait for rulings on interpretations of contract provisions. Perhaps the most galling delay surrounded the importation of personal vehicles and the purchase of project vehicles. We were eight months in Brazil before the importation of personal vehicles was authorized and another three and six months elapsed before their arrival. In addition, the authorization to purchase jeeps for project use was delayed eight months and the purchase and licensing of the vehicles required another month's delay. As a result we obtained project vehicles exactly four days before the end of the data gathering for Phase I. We had had to beg vehicles from the cooperating Brazilian institutions and from the local AID/B mission to get our teams into the field, and many of these vehicles tended to be failure prone and unreliable. Considerable suspense and uncertainty attended the question of whether we would be able to transport our interviewing teams at all. And many of the visits by central office researchers had to be made utilizing regular busses or hitchhiking in order to get from team to team scattered over the state. This was clearly an inefficient utilization of expensive manpower.

Other examples of difficulties stemming from being the first into the field under the AID contract could be added. They reduce to the general proposition that it is hazardous to attempt to conduct respectable research without a firm institutional base and clearly established lines of contact and cooperation. Perhaps the first nine months of our stay in the country were dominated by these kinds of non-intellectual concerns. And it was during this time that we planned and carried out Phase I.

### III. Review of Research Decisions

Despite the recital of woes in what has gone before, there is relatively little that we would chose to do differently in setting up the Phase I study in Brazil if we had it to do over again and were required to operate under the same constraints and pressures. Perhaps the major change would be to attempt to loosen some of the constraints and obtain prior assurances in some areas which would be solid enough to enable us to devote ourselves primarily to the task of scientific research rather than to trivial problems unrelated to our training but crucial to our continued existence in the culture. Perhaps we would insist that the research design include some careful case studies of success and failure by a well-trained cultural anthropologist who could feed his findings into the survey research planning. Perhaps we would modify the team approach to data-collection and make some effort to send a single individual to each community to collect data in greater depth than was possible with teams of interviewers.\* We recognize that this approach would have its dangers and drawbacks too. Perhaps we would have concentrated a greater proportion of our measures at the community level and been less dependent upon the local ACAR agent for information and evaluation. Very probably we would, with the benefit of hindsight, choose to sample randomly from among the communities in each local office rather than accept a purposive selection of communities supposedly representing extremes on our dependent variable. Finally, we might have chosen to precede our major survey with a careful and fully evaluated pilot study. This might have allowed a more extensive "dry-run" of instruments and procedures and helped us improve

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\*The indepth individual interviewer offers a greater breadth of information on rural communities, but at a much greater cost of both money and time.

our measurements and approach. In the light of the circumstances and constraints under which we worked we would have had to expend at least another six months in preparation and more probably a year, particularly if the anthropological case study approach had been insisted upon as a necessary prior preparation for the survey. If the chance arises again, we would undoubtedly change many other details. But like the task of raising children, the same chance will never come again, and every research opportunity will present unique problems just as does each new child. Perhaps part of our errors next time will be attributable to over reliance on the lessons of this experience.

#### APPENDIX A: Data Gathering Schedule and Other Details

An integral aspect of any research project is the actual collection of data, and in survey research the operations of interviewers. Our data collection proceeded as much as possible in a pre-planned fashion so as to minimize logistic difficulties and maximize data collection efficiency and comparability.

The plan of operations of the interviewing teams within each of the selected ACAR local offices was as follows: About two weeks before an interview team was expected to arrive in a municipio the local ACAR supervisor would receive a letter informing him of the approximate day of arrival, the number of people in the team, and the name of the interviewer supervisor. The ACAR supervisor would be asked to make the tentative arrangements with municipio level formal leaders for interviews. A few days before the interviewing team arrived in a municipio the ACAR supervisor would receive a confirming telegram from the interviewer supervisor advising the supervisor of the exact date of the team's arrival. In practice frequently neither the letter nor the telegram arrived.

As soon as the interviewing team arrived in a municipio, it was to find quarters and meet with the local ACAR supervisor for introductions and a general briefing on municipio conditions. The ACAR local supervisor was asked to take the group to meet the Prefect, the Chief of Police, the Priest and any other municipio formal leaders. After introductions an interview was arranged with each of these individuals, preferably on the same day and an interviewer from the team was assigned to each. The ACAR agent was also interviewed during the first day concerning his activities as a change agent and concerning the characteristics of the two communities he had nominated for the study. It was important that the municipio level leaders and the ACAR agent be interviewed first

since they provided legitimization for the activities of the team in the municipio and, nominations for opinion leaders and key communicators in each of the communities. .

On the second day, if possible, the team of interviewers moved to the first community where they interviewed formal leaders at the community level. Some of these interviews were with leaders found in the market center used by people in the community. As soon as this was completed, the team compiled a list of opinion leaders based on the nominations given by formal leaders and the ACAR agent. Every attempt was made to interview at least eleven people from the community. If a highly-nominated person was unavailable, the next nominated person on the list was included in the sample of informal leaders. As soon as operations were completed in the first community, the team moved to the second and repeated the process, starting with community leaders and moving to opinion leaders. During the time the team was interviewing at the community level the supervisor was primarily concerned with checking the adequacy of the interviewing being done, working out logistic problems, and deciding who was to be interviewed.

At the conclusion of interviewing in the second community, the team was directed to clean up any other necessary interviews in the municipio which were not available until this time, pay what courtesy calls were necessary and head for the next area of assignment.

A goal of at least thirty interviews was set for each ACAR local office chosen in the sample. An outline of the interviewing schedule is given below:

MUNICIPIO LEVEL

First Day	Change Agent:	ACAR Supervisor
	Formal Leaders:	Prefeito, Priest, Superintendent of Police, etc. (orinimum of fans)

	<u>COMMUNITY I</u>		<u>COMMUNITY II</u>
2nd and 3rd days	School Teacher Store Keeper 11 Informal lenders	4th and 5th days	School Teacher Store Keeper
	(Minimum total: 13)		(Minimum total: 13)

It was considered essential to interview change agents who would be common to all the communities studied, i.e., the ACAR agents, and likewise an attempt was made to find similar types of formal and informal leaders so that comparisons across communities would be justified.

Infrequently the municipio level leaders were too ignorant about the situation in the communities to merit more than a courtesy call. In each instance, however, an attempt was made to interview people who filled the three roles designated (political, religious, and security) and whose jurisdiction spanned both of the communities included in the sample.

## APPENDIX B: MEASURING ACAR SUCCESS

The Brazilian Diffusion Project's designers had to confront a variety of alternatives in selecting the best and most appropriate measures of the dependent variable, the relative success of change agents. In the early stages of developing a research design several methods of measuring the success or failure of programs of change were discussed. For example, one member of the Project's Advisory Committee pointed out that the relative effectiveness of change agents might be measured via interviews with their supervisors; other members of the Advisory Committee suggested: (1) the possibility of measuring the success of programs of change in terms of a cost-benefit ratio, or, (2) the possibility of consulting existing records, such as those indicating crop yields, fertilizer sold, etc., in comparison to the length of time that the program of change had operated in the village, or, gathering data, if possible, on the wage and price structure of the villager as an economic man.

The Advisory Committee noted several measurement problems likely to impede measurement of the dependent variable, such as: (1) the difficulty of equating the success of programs of change which have run for different periods of time, (2) the difficulty of equating the success of programs of change which are variant in ease of adoption for villagers, and (3) the complication of evaluating programs of change having both positive and negative outcomes, e.g. programs which increase morale and cohesiveness while decreasing productivity.

The Diffusion Project's planners, in attempting to safeguard as much as possible against the measurement problems inherent in any one approach chose to attempt to mesh several approaches. Their measures of the relative success of change programs might be dichotomized as "reputational" measures and

"objective" measures. It was planned that these measures of success be intercorrelated, with a goal of selecting the single best measure of success.

The Project's measures of the dependent variable were operationalized in the following manner.

1. Reputational Measures.

If a change program is relatively more successful in one community than another, the change agency officials, (the community ACAR change agents) and the community should be able to recognize the fact. The reputational measures utilized: (a) ratings by change agency officials of success, (b) ratings by ACAR agents working in the community and (c) ratings by the Community leaders as to: (1) overall success of the change program, (2) desirability of the consequences of the program of change for the community as a whole, and (3) general satisfaction with the program. Reputational measures also utilized the interviewer's observations of the communities success with the program of change.

2. Objective Criteria.

Programs of change are usually accompanied by measurable criteria which allow evaluation of their success or failure, such as: (a) rate of adoption of innovations (that were promoted by the change program) as indicated by sales of fertilizers, new seed varieties, or by the level of adoption as estimated by change agents and community leaders, (b) number and percentage of community members contacted by the change program, and (c) extent of community member's knowledge of change programs.

Selection of Innovations to be Measured

Measurement of objective criteria for the dependent variable depended upon quantification of the adoption of several innovations. Due to the implications of developing appropriate research methodology to fit the innovations studied (such as the necessity of utilizing women respondents and women interviewers if population control and nutritional innovations were measured) it was decided to use agricultural innovations as the focus of measurement of the dependent variable in the study. The selection of specific agricultural innovations depended upon: the availability of the innovations in the country across all communities studied, as well as, consideration for the time dimension. The innovations studied should be recent enough for the respondents to remember them; but also, the innovations should have been adopted by a sufficiently large number of respondents at the time of the data gathering.

Objective measures of the dependent variable depended upon obtaining estimates of local community adoption levels for ACAR sponsored programs of change utilizing both inter-community and intra-community standards.

APPENDIX C

Interview Schedules for Phase I - Brazil

- A. Community Description Schedule
- B. ACAR local Agent Schedule
- C. Formal leader schedule\*
- D. Informal leader Schedule

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\* The "Formal Leader Schedule" is an abbreviated form of the "Informal Leader Schedule". Therefore, in the interest of brevity, all questions included in the "Formal Leader Schedule" will be asterisked in the "Informal Leader Schedule" and the former will not appear in this presentation.

ACAR Local Agent

Schedule

DIFFUSION OF AGRICULTURAL PRACTICES: PHASE I

Interview with Change Agents

Summer, 1966

Final Edition  
1/24/66

B

1. County (Municipio, administrative unit) \_\_\_\_\_ 6,7 \_\_\_\_\_
2. Interviewee's name: \_\_\_\_\_ 8 9 \_\_\_\_\_
3. Name of his organization \_\_\_\_\_ 10,11 \_\_\_\_\_
4. Interviewer's name: \_\_\_\_\_
5. Supervisor's name: \_\_\_\_\_
6. Date of interview: \_\_\_\_\_
7. Begun at \_\_\_\_\_ o'clock, finished at \_\_\_\_\_ o'clock,  
Total time \_\_\_\_\_ hours.

INTERVIEW WITH CHANGE AGENTS AT "MUNICIPIO" (COUNTY) LEVEL

1. Have you been brought up in a city or in the country? 0-12 \_\_\_\_\_  
0. Town, City 2. Country 13 \_\_\_\_\_
  
2. How many years have you worked on a farm? 14,15 \_\_\_\_\_  
0. Never Number of years \_\_\_\_\_
  
3. Were you born in Minas Gerais or in another state of Brazil? 16 \_\_\_\_\_  
0. Minas 2. Other
  
4. For how long have you been working for ACAR? 17,18 \_\_\_\_\_  
Number of years \_\_\_\_\_
  
5. In how many other organizations which aim at bringing about change have you worked, and for how long? 19 \_\_\_\_\_  
Number of organizations \_\_\_\_\_ 20,21,22 \_\_\_\_\_  
Total period of work (in months) \_\_\_\_\_ : : \_\_\_\_\_
  
6. For how many years have you been working in this area (or office)? 23,24,25 \_\_\_\_\_  
\_\_\_\_\_ months : : \_\_\_\_\_
  
7. What do you like best about your work, and what do you like the least? 26 \_\_\_\_\_  
a. Likes best \_\_\_\_\_ b. Likes least \_\_\_\_\_ 27 \_\_\_\_\_  
\_\_\_\_\_
  
8. Do you think that your "regional" pays considerable attention to your ideas, or not? 28 \_\_\_\_\_  
0. Never listens to me  
1. He listens to me  
3. Other \_\_\_\_\_
  
9. If a farmer from outside of your working area needed your professional counseling urgently, would you make use of ACAR's vehicle without your "regional's" authorization? 29 \_\_\_\_\_  
2. Yes  
1. No  
Other \_\_\_\_\_

10. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

10a. In the better community: Number \_\_\_\_\_, and in the poorer, \_\_\_\_\_  
 which of these \_\_\_\_\_? (Check ONE)  
 \_\_\_\_\_

10b. In the \_\_\_\_\_ \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_
- a. Office work? \_\_\_\_\_ 34,35 : \_\_\_\_\_
  - b. Work in the communities? \_\_\_\_\_ % 36,37 : \_\_\_\_\_
  - c. Meetings with other agents to discuss problems and plans? \_\_\_\_\_ % 38,39 : \_\_\_\_\_

13. What other change agencies work in your same county (ies)?  
 (INTERVIEWER: GET THE NAME OF THE AGENCY AND ALSO THAT OF  
 ITS LOCAL REPRESENTATIVE).

Agency: \_\_\_\_\_ Representative: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



18. What do you think is the best way to deal with people of little intelligence:
- 0. Be authoritative and tell people straightforwardly what they have to do, or
  - 2. Encourage them to make up their minds by themselves? 46 \_\_\_\_\_
19. Do you appreciate that people of little intelligence:
- 0. Talk over their problems and ideas with you, or
  - 2. Don't waste your time with that sort of thing? 47 \_\_\_\_\_
20. Please state the frequency with which each one of the methods of communication mentioned below is used by you during a normal month:  
(SPECIFY IN CASE IT IS DURING A YEAR.)
- a. Verbal information \_\_\_\_\_ 48 \_\_\_\_\_
  - b. Individual demonstrations \_\_\_\_\_ 49 \_\_\_\_\_
  - c. Demonstration of results \_\_\_\_\_ 50 \_\_\_\_\_
  - d. Meetings \_\_\_\_\_ 51 \_\_\_\_\_
  - e. Demonstrations for groups \_\_\_\_\_ 52 \_\_\_\_\_
  - f. Excursions \_\_\_\_\_ 53 \_\_\_\_\_
  - g. Talks \_\_\_\_\_ 54 \_\_\_\_\_
  - h. Cinema \_\_\_\_\_ 55 \_\_\_\_\_
  - i. Press \_\_\_\_\_ 56 \_\_\_\_\_
  - j. Radio \_\_\_\_\_ 57 \_\_\_\_\_
21. Please number the following methods from 1 to 10, according to the degree of importance:
- a. Verbal information \_\_\_\_\_ 58 \_\_\_\_\_
  - b. Individual demonstrations \_\_\_\_\_ 59 \_\_\_\_\_
  - c. Demonstrations of results \_\_\_\_\_ 60 \_\_\_\_\_
  - d. Meetings \_\_\_\_\_ 61 \_\_\_\_\_
  - e. Demonstrations for groups \_\_\_\_\_ 62 \_\_\_\_\_
  - f. Excursions \_\_\_\_\_ 63 \_\_\_\_\_
  - g. Talks \_\_\_\_\_ 64 \_\_\_\_\_
  - h. Cinema \_\_\_\_\_ 65 \_\_\_\_\_
  - i. Press \_\_\_\_\_ 66 \_\_\_\_\_
  - j. Radio \_\_\_\_\_ 67 \_\_\_\_\_
22. What you see of importance in your organization, how many sources of information:
- (1. \_\_\_\_\_)
  - (2. \_\_\_\_\_)
  - (3. \_\_\_\_\_)
  - (4. \_\_\_\_\_)
  - (5. \_\_\_\_\_)
  - (6. Experts from your organization)
  - (7. Other \_\_\_\_\_) 68 \_\_\_\_\_

23. Which of these is most important for you? \_\_\_\_\_ • 0-69 \_\_\_\_\_

24. To how many organizations do you belong?

- 0. None
- 1. Syndicate
- 2. Religious Association
- 3. Recreative Association
- 4. Cooperative Society
- 5. Other \_\_\_\_\_

70 \_\_\_\_\_

25. Which of these is most useful to you in performing your work? \_\_\_\_\_

71 \_\_\_\_\_

26. Where do you think you get the most results:

- 0. At seminars with groups, or
- 2. In individual discussions?

72 \_\_\_\_\_

27. Which is the highest academic degree you possess?

- 1. Agricultural Technician (Tecnico Agrícola)
- 2. Agrotechnician (Agrotecnico)
- 3. Higher (Agronomy or Veterinary Science)

73 \_\_\_\_\_

28. Do you agree with the opinions below:

- a. It is better to be content with the little one has than to be always traveling for more.
  - 1. agree strongly
  - 2. agrees somewhat
  - 3. doesn't know
  - 4. disagrees somewhat
  - 5. disagrees strongly

1-12 1

13 \_\_\_\_\_

- b. I like to try my hand at something really difficult, even if it is only to prove to myself that I can do it.

- 1. disagrees strongly
- 2. disagrees somewhat
- 3. doesn't know
- 4. agrees somewhat
- 5. agrees strongly

14 \_\_\_\_\_

29. I would like to be a member of a professional organization.

- 1. agree strongly
- 2. agrees somewhat
- 3. doesn't know
- 4. disagrees somewhat
- 5. disagrees strongly

15 \_\_\_\_\_

30. I would like to be a member of a labor union.

- 1. disagrees strongly
- 2. disagrees somewhat
- 3. doesn't know
- 4. agrees somewhat
- 5. agrees strongly

16 \_\_\_\_\_

- e. I'd rather arrive in my work now than dream of the future.
  - 1. disagrees strongly
  - 2. disagrees somewhat
  - 3. doesn't know
  - 4. agrees somewhat
  - 5. agrees strongly
- f. To wish to become famous or to spend one's life trying to be successful is a waste of one's time.
  - 1. agrees strongly
  - 2. agrees somewhat
  - 3. doesn't know
  - 4. disagrees somewhat
  - 5. disagrees strongly
- g. No matter what I've done, I am always wanting to do more.
  - 1. disagrees strongly
  - 2. disagrees somewhat
  - 3. doesn't know
  - 4. agrees somewhat
  - 5. agrees strongly
- h. The most important thing a father can do is to encourage his son to start working very young.
  - 1. disagrees strongly
  - 2. disagrees somewhat
  - 3. doesn't know
  - 4. agrees somewhat
  - 5. agrees strongly
- i. The way things are nowadays makes it discouraging to work hard.
  - 1. agrees strongly
  - 2. agrees somewhat
  - 3. doesn't know
  - 4. disagrees somewhat
  - 5. disagrees strongly
- j. Is it wrong to judge a person by the work he does?
  - 1. agrees strongly
  - 2. agrees somewhat
  - 3. doesn't know
  - 4. disagrees somewhat
  - 5. disagrees strongly

17 \_\_\_\_\_

1-18 \_\_\_\_\_

19 \_\_\_\_\_

21 \_\_\_\_\_

22 0

29. How many hours do you spend each week reading publications directly related to your work?  
 \_\_\_\_\_ hours

26,27 \_\_\_\_\_

30. How many hours do you spend reading other types of printed matter (newspapers, magazines, books, etc)?  
 \_\_\_\_\_ hour

28,29 \_\_\_\_\_

- 31. How many hours do you spend watching television during a normal week? \_\_\_\_\_ hours 30,31 \_\_\_:\_\_\_
- 32. And listening to the radio? \_\_\_\_\_ hours 32,33 \_\_\_:\_\_\_
- 33. How many times a year do you go to the cinema? \_\_\_\_\_ 34,35 \_\_\_:\_\_\_
- 34. How many times a year do you visit a large city? (Belo Horizonte, Rio de Janeiro, Sao Paulo, Brasilia, etc.) \_\_\_\_\_ times. 36,37,38 \_\_\_:\_\_\_:\_\_\_
- 35. Do you know any foreign language?  
0. No 2. Yes 39 \_\_\_\_\_
- 36. Have you ever traveled abroad?  
0. NO 2. Yes 40 \_\_\_\_\_

We are particularly interested in people who live in:

	BETTER COMMUNITY		POORER COMMUNITY	
37.	In which of these communities do the farmers most trust one another?			
	2. Better	0. Poorer	@1 (no difference)	1-41 _____
38.	In which community do they have more confidence in people like you?			
	2. Better	0. Poorer	@1 (no difference)	42 _____
39.	In your opinion, which community has more contact with the city, and with the way things are imagined and carried out in the city?			
	2. Better	0. Poorer	@1 (no difference)	43 _____
40.	Which community is more interested in new ideas and is more anxious to change?			
	2. Better	0. Poorer	@1 (no difference)	44 _____
41.	In which community do the leaders better understand its problems.			
	2. Better	0. Poorer	@1 (no difference)	45 _____
42.	In which community have the people reached better agreement on the nature of these problems?			
	2. Better	0. Poorer	@1 (no difference)	46 _____
43.	In which community have people reached the best agreement as to the best way to solve their problems?			
	2. Better	0. Poorer	@1 (no difference)	47 _____

44. Is there agreement in the better community as to who has the main responsibility to answer these problems? 48 \_\_\_\_\_  
 0. No 2. Yes.

44a. And in the poorer community? 49 \_\_\_\_\_  
 0. No 2. Yes

45. Who do people from the better community think should settle their problems? 50 \_\_\_\_\_  
 1. They, themselves  
 2. The government  
 3. God

46. And from the poorer community? Number \_\_\_\_\_ 51 \_\_\_\_\_

We would like to have some information concerning the degree of divergence among the number of formal and informal groups existing in both communities, and whether they differ as to the degree of cooperation among these groups. We would appreciate a systematic approach to this. First, let's take for example \_\_\_\_\_ (INTERVIEWER: GIVE THE NAME OF THE MORE SUCCESSFUL COMMUNITY).

47. How many recreation and athletic groups are there? \_\_\_\_\_ 52 \_\_\_\_\_

48. How many political groups are there? \_\_\_\_\_ 53 \_\_\_\_\_

49. How many religious congregations are there? \_\_\_\_\_ 54 \_\_\_\_\_

50. How many different economic groups (cooperative societies, agriculture clubs, markets, etc.) operate effectively in this community? 1-55 \_\_\_\_\_  
56,57 : \_\_\_\_\_

51. Would there be any groups operating in this community that could be labeled as a "clique"? 58 \_\_\_\_\_  
 0. No Yes  
51a. How many? \_\_\_\_\_

52. You have just mentioned \_\_\_\_\_ -(SUPPLY THE TOTAL NUMBER OF GROUPS MENTIONED) groups. But perhaps there might be an overlap, that is, it could well be that the political group also supplies recreation and attends to the economic problems of its members. All the operating groups in this community considered, how many independent groups would there be? 59,60 : \_\_\_\_\_

53. The leaders of the most influential groups are: 61 \_\_\_\_\_  
 0. The majority are traditional  
 1. Medium; don't know (UNDERLINE THE ALTERNATIVE)  
 2. The majority are modern

54. In order to know what happens to a new idea, that is, whether it is accepted or not, what type of group is more important:  
 0. Cliques ("panelinha") . 2. Formal group 62 \_\_\_\_\_

55. How do the leaders of these groups get along with one another:  
 0. Do they make deals and compromises among themselves, or  
 2. Each one minds his own affairs?  
 1. Other \_\_\_\_\_ 63 \_\_\_\_\_

Now we need to ask you the same questions about \_\_\_\_\_  
 (INTERVIEWER: GIVE THE NAME OF THE LESS SUCCESSFUL COMMUNITY).

56. How many groups are there for recreation and atheltics?  
 \_\_\_\_\_ 64 \_\_\_\_\_

57. How many political groups are there? \_\_\_\_\_ 65 \_\_\_\_\_

58. How many different religious congregations are there?  
 \_\_\_\_\_ 66 \_\_\_\_\_

59. How many different economic groups (cooperative societies, agriculture clubs, markets, etc.) operate effectively in this community \_\_\_\_\_ 67 \_\_\_\_\_  
 68,69 \_\_\_\_\_ :

60. Would there be any operating group within this community that could be labeled as a clique? ("Panelinha").  
 0. No Yes  
 61a. How many? \_\_\_\_\_ 70 \_\_\_\_\_

61. You have just mentioned \_\_\_\_\_ (GIVE THE TOTAL NUMBER OF GROUPS MENTIONED) groups. But perhaps there might be an overlap, that is, it could well be that the political group also supplies recreation and attend to the economic problems of its members. All the operating groups within this community considered, how many independent ones would there be? \_\_\_\_\_ 1-71,72 \_\_\_\_\_ :

62. The leaders of the most influential groups are:  
 0. The majority are traditional.  
 1. Medium; don't know (UNDERLINE THE ALTERNATIVE)  
 2. The majority are modern. 73. \_\_\_\_\_

63. In order to know what happens to a new idea, that is, whether it is accepted or not, what group type is more important:  
 0. Clique ("panelinha") 2. Formal group 74 \_\_\_\_\_

64. How do the leaders of these groups get along with one another?  
 0. Do they make deals and compromises among themselves, or  
 2. Does each one mind his own affairs?  
 1. Other \_\_\_\_\_ 75 \_\_\_\_\_

65. In which one of the two communities are there the best relationships among property owners and non-owners?  
 0. The first one                      2. The second one. 76 \_\_\_\_\_

66. Which three persons, either who live here or nearby who would be more listened to or more imitated when it comes to operating a dairy herd? (FULL NAME)

BETTER COMMUNITY	POORER COMMUNITY
1. _____	_____
2. _____	_____
3. _____	_____

67. Which three persons would be more listened to or more imitated when it comes to growing corn?

BETTER COMMUNITY	POORER COMMUNITY
1. _____	_____
2. _____	_____
3. _____	_____

68. Which three persons would be more listened to or more imitated when it comes to a good crop of sugar cane. (INTERVIEWER: IN CASE SUGAR CANE ISN'T CULTIVATED IN THE AREA, REPLACE IT BY ANOTHER CASH CROP, SUCH AS COFFEE OR TOBACCO). WRITE NAME OF PRODUCT HERE \_\_\_\_\_.

BETTER COMMUNITY	POORER COMMUNITY
1. _____	_____
2. _____	_____
3. _____	_____

69. We would appreciate your giving us the names of three persons who supply agricultural news to the communities to which they belong:

	BETTER COMMUNITY	POORER COMMUNITY
1.	_____	_____
2.	_____	_____
3.	_____	_____

70. How large an expanse of land would a man have to own in order to be considered a large land-owner in this region? 2-12 2  
 (GET THE AREA IN "ALQUEIRES" AND THE CON- A. Better community  
 VERSION OF THE "ALQUEIRES" \_\_\_\_\_ alq. 13,14,15     :     :      
 INTO HECTARES) \_\_\_\_\_ ha B. Poorer community  
 \_\_\_\_\_ alq. 16,17,18     :     :    

71. What is the percentage of land owners that can be considered as large in?  
 a. Better community \_\_\_\_\_ 19,20     :      
 b. Poorer community \_\_\_\_\_ 21,22     :    

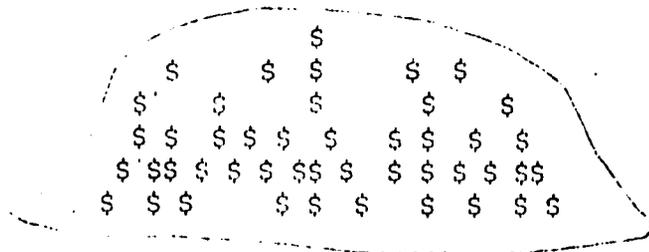
72. Would the majority of the large landowners in (Better community) trust the administration of their lands to other people, or does the majority try to administer their property deciding what and how it is to be planted?  
 0. The majority trust it to other people, or  
 2. The majority of them manage it by themselves

72a. In the better community \_\_\_\_\_ 23 \_\_\_\_\_  
 b. In the poorer community \_\_\_\_\_ 24 \_\_\_\_\_

73. Now think of the five largest landowners in \_\_\_\_\_ (BETTER COMMUNITY).  
 You don't need to tell me their names, but please answer the questions below, using your knowledge of those persons:

a. How many of them know how to read and write? \_\_\_\_\_ 25 \_\_\_\_\_  
 b. How many of them own radio sets? \_\_\_\_\_ 26 \_\_\_\_\_  
 c. How many of them visit a large city at least once a month? \_\_\_\_\_ 27 \_\_\_\_\_  
 d. How many finished primary school? \_\_\_\_\_ 28 \_\_\_\_\_  
 e. How many own a car or truck? \_\_\_\_\_ 29 \_\_\_\_\_  
 f. How many among them like to experiment with new and modern ideas about farming? \_\_\_\_\_ 30 \_\_\_\_\_  
 g. How many among them spend more of their time with politics than with farm administration? \_\_\_\_\_ 31 \_\_\_\_\_

74. Now think of the five largest landowners in \_\_\_\_\_  
(POORER COMMUNITY)
- a. How many of them know how to write and read? \_\_\_\_\_ 32 \_\_\_\_\_
  - b. How many of them own radio sets? \_\_\_\_\_ 33 \_\_\_\_\_
  - c. How many of them visit a large city at least once a month? \_\_\_\_\_ 34 \_\_\_\_\_
  - d. How many have concluded primary school? \_\_\_\_\_ 35 \_\_\_\_\_
  - e. How many of them own a car or truck? \_\_\_\_\_ 36 \_\_\_\_\_
  - f. How many among them like to experiment with new and modern ideas about farming? \_\_\_\_\_ 37 \_\_\_\_\_
  - g. How many among them spend more of their time with politics than with farm administration? \_\_\_\_\_ 38 \_\_\_\_\_
75. In which one of the two communities are the largest owners wealthier?  
0. Poorer community                      2. Better community                      2-39 \_\_\_\_\_
76. In which community is the difference greatest between the richest and the poorest people?  
0. Poorer community                      2. Better community                      40 \_\_\_\_\_
77. How many of the five richest men in the better community would also be the five largest landowners?  
Number \_\_\_\_\_ 41 \_\_\_\_\_
- 77b. And in the poorer community? \_\_\_\_\_ 42 \_\_\_\_\_
78. Now let us suppose this. If everybody in \_\_\_\_\_ (BETTER COMMUNITY) could pile up all their annual income; if the 5 richest men from \_\_\_\_\_ (BETTER COMMUNITY) came over and took away what they had contributed, then how much would be left in the pile? \_\_\_\_\_ % (INTERVIEWER: GET THE ANSWER IN FRACTIONS OR PERCENTAGE). 43,44 \_\_\_\_\_
79. Suppose that this were done in \_\_\_\_\_ (POORER COMMUNITY), how much would be left? \_\_\_\_\_ % (SEE BELOW THE OUTLINE OF MONEY PILE) 45,46 \_\_\_\_\_



80. As compared to other counties (municipios) of the state, what is the status of this county in its present stage of development, speaking in agricultural and economic terms? That is, would you rank it above, below, or on an average position?  
 0. Below average      1. Average      2. Above average      47 \_\_\_\_\_
81. What are the three principal problems which hinder agricultural development?  
 1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_      48 \_\_\_\_\_
82. Which would you select as the most important, out of the three? (CIRCLE)      49 \_\_\_\_\_
83. In your opinion, what is the best way to solve this problem?  
 \_\_\_\_\_  
 \_\_\_\_\_
84. We have already asked these same questions to other people in Minas Gerais, and they have pointed out as principal problems the lack of:  
 0. Credit and technical assistance  
 1. Fair price for the milk and corn  
 2. Schools
85. Which would you consider to be the most important for this county out of the following?:      2-50 \_\_\_\_\_  
 1. Either the government, or      51 \_\_\_\_\_  
 2. Cooperatively-minded farmers, or      52 \_\_\_\_\_  
 3. The farmer on his own      53 \_\_\_\_\_  
 Which of these opinions is more correct? (CIRCLE)      54 \_\_\_\_\_
86. How many years have you worked in (POORER COMMUNITY) \_\_\_\_\_ years.      55,56 \_\_\_\_:\_\_\_\_
87. And how many years in (BETTER COMMUNITY)? \_\_\_\_\_      57,58 \_\_\_\_:\_\_\_\_
88. Before you started working in (POORER COMMUNITY) what were the people's experiences with other change programs (in agriculture, health, etc.)?      59 \_\_\_\_\_  
 0. Bad (explain) \_\_\_\_\_  
 1. There were no programs in the community.  
 2. Good (explain) \_\_\_\_\_

89. And in \_\_\_\_\_ (BETTER COMMUNITY)? 60 \_\_\_\_\_  
0. Bad (explain) \_\_\_\_\_  
1. There were no programs in the community. \_\_\_\_\_  
2. Good (explain) \_\_\_\_\_
90. Now we wish to know about your experience with corn cribs.  
a. Where or from whom did you hear about corn cribs for the first time? \_\_\_\_\_ 61 \_\_\_\_\_  
b. Where or from whom did you get the information which convinced you that corn cribs were good for farm usage? \_\_\_\_\_  
\_\_\_\_\_ 62 \_\_\_\_\_
91. In \_\_\_\_\_ (POORER COMMUNITY) which channels of communication did you use to convey the corn crib idea to the farmers? \_\_\_\_\_  
\_\_\_\_\_ 63 \_\_\_\_\_
92. What is the percentage of farmers in (POORER COMMUNITY) who are presently acquainted with corn cribs? \_\_\_\_\_ % 64,65 : \_\_\_\_\_
93. What is the percentage of farmers who have used corn cribs to the present? \_\_\_\_\_ % 66,67 : \_\_\_\_\_
94. What were the resistances in the farmers' attitudes and values in (POORER COMMUNITY) concerning corn cribs? \_\_\_\_\_  
\_\_\_\_\_ 68 \_\_\_\_\_
95. How have you managed to adapt the corn crib idea to the farmers' attitudes and values in (POORER COMMUNITY)? \_\_\_\_\_  
\_\_\_\_\_ 69 \_\_\_\_\_
96. Now, in (BETTER COMMUNITY) which communication channels have you used to convey the idea to the farmers? \_\_\_\_\_  
\_\_\_\_\_ 2-70 \_\_\_\_\_
97. What is the percentage of farmers in (BETTER COMMUNITY) who are presently acquainted with corn cribs? \_\_\_\_\_ % 71,72 : \_\_\_\_\_

98. What is the percentage of users to the moment? \_\_\_\_\_ 73,74 \_\_\_\_:
99. What were the resistances in the farmer's attitudes and values concerning corn cribs in (BETTER COMMUNITY)? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ 75 \_\_\_\_\_
100. How have you managed to adapt the corn crib idea to the farmers attitudes and values in (BETTER COMMUNITY)? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ 76 \_\_\_\_\_
101. Do you have any comments about the county, both the communities about which we have talked so much, or about your work, organization and experiences, which could help us to achieve a better understanding of the situation here?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DIFFUSION OF AGRICULTURAL PRACTICES  
Interview with Municipio (County) Leaders

Final Edition

1/24/66

C

SUMMER, 1966

1. Office and County \_\_\_\_\_ 6, 7 \_\_: \_\_
2. First Community: \_\_\_\_\_
3. Second Community: \_\_\_\_\_
4. Interviewee's Name: \_\_\_\_\_ 8, 9 \_\_: \_\_
5. Position or Function: \_\_\_\_\_ 10,11 \_\_: \_\_
6. Interviewer's Name: \_\_\_\_\_
7. Supervisor's Name: \_\_\_\_\_
8. Date of Interview: \_\_\_\_\_
9. Begun at \_\_\_\_\_ o'clock; finished at \_\_\_\_\_ o'clock;

Total time: \_\_\_\_\_ hours.

1. In your opinion, what are the three biggest problems faced by this county in improving people's living conditions and increasing crops? 12 0

1. \_\_\_\_\_ 13 \_\_\_\_\_

2. \_\_\_\_\_ 14 \_\_\_\_\_

3. \_\_\_\_\_ 15 \_\_\_\_\_

2. In your opinion, what is the answer to this problem?  
 \_\_\_\_\_  
 \_\_\_\_\_ 16 \_\_\_\_\_

3. Other people in Minas Gerais have indicated as main problems the lack of:  
 0. Credit and technical assistance  
 1. Fair prices for milk, corn, etc.  
 2. Schools

Which would you classify as the most important for this county? (CIRCLE) 17 \_\_\_\_\_

4. The same persons answered that these problems can be solved through:  
 1. the government  
 2. the farmers' coop rating, or  
 3. the farmer himself.

With which of these opinions do you most agree? (CIRCLE) 18 \_\_\_\_\_

5. Name three persons who live in (GIVE THE NAME OF BETTER COMMUNITY: THEN REREAD THE QUESTION AND PLACE HERE THE NAME OF THE POORER COMMUNITY) \_\_\_\_\_ who would be most listened to or most imitated when it comes to operating a dairy herd. (FULL NAME)

FIRST COMMUNITY	SECOND COMMUNITY
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____

6. Name three persons in (SAME AS ABOVE) that would be most listened to or most imitated when it comes to growing corn.

- |          |          |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

7. Name three persons who would be most listened to or most imitated when it comes to the cultivation of a good crop of sugar cane (or coffee, tobacco, etc.).

INDICATE CASH CROP \_\_\_\_\_

- |          |          |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

8. We would like to know the name of three persons who carry news into (SAME AS ABOVE) about agriculture.

- |          |          |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |

9. What are the four organizations or groups from this area which are doing most to improve life of people in the rural areas?

0-19 \_\_\_\_\_

1. \*(ACAR)
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

(IF HE CAN'T THINK OF FOUR DON'T FORCE HIM TO. IF HE MENTIONS ONLY ONE, OR NONE, SKIP TO QUESTION 12).

10. Which of these is doing the best job? (NUMBER) \_\_\_\_\_

20 \_\_\_\_\_

11. Which of these best cooperates with the other ones? (NUMBER) \_\_\_\_\_

21 \_\_\_\_\_

12. In your opinion, what is the aim of ACAR programs? 22 \_\_\_\_\_

---



---

13. Do you know the present ACAR supervisor?  
 0. No 2. Yes  
 (TERMINATE THE INTERVIEW) 13a. By name?  
1. No 2. Yes 23 \_\_\_\_\_

---

14. How many times did you talk with him last year? 24 \_\_\_\_\_

15. Have you already noticed any changes in the people here, or in their way of life, that could be attributed to ACAR's work?  
 0. No 2. Yes  
15a. What were these changes? 25 \_\_\_\_\_

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---



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16. Have you ever attended meetings or demonstrations of ACAR?  
 0. No 2. Yes 0-26,27 \_\_\_\_\_  
How many times? \_\_\_\_\_

---

17. Suppose that ACAR were promoting a good program, but that there were a few things that probably wouldn't work for this county. Do you think that ACAR's supervisor would adapt the program to suit the county or not?  
 0. No 2. Yes 28 \_\_\_\_\_

(ASK HIM TO LOOK AT THE LADDER)

18. On the top is the man whom you most trust, while at the bottom is the man whom you don't trust at all. Where would ACAR's supervisor be? 29 \_\_\_\_\_

We would like to know a little more about the degree of divergence among the number of formal or informal groups existing in the two communities, and whether they differ as to the degree of cooperation among these groups. Let us take for instance \_\_\_\_\_  
 (INTERVIEWER: GIVE FIRST THE NAME OF THE MORE SUCCESSFUL COMMUNITY).

19. How many recreation and athletic groups are there? \_\_\_\_\_ 30 \_\_\_\_\_
20. How many political groups are there? \_\_\_\_\_ 31 \_\_\_\_\_
21. How many different religious congregations are there? \_\_\_\_\_ 32 \_\_\_\_\_
22. How many different economic groups (cooperative societies, agriculture clubs, markets, etc.) operate effectively in this community? \_\_\_\_\_ 33 \_\_\_\_\_  
34,35 \_\_\_\_\_
23. Would there be any group operating in this community that could be labeled as a "clique?" ("panelinha")  
0. No Yes  
23a. How many? \_\_\_\_\_ 36 \_\_\_\_\_
24. You have mentioned (GIVE THE TOTAL OF MENTIONED GROUPS) groups. But perhaps there might be some overlap, that is, it could well be that the political group also supplied recreation and attended to the economic needs of its members. All groups that operate in this community considered, how many independent ones would there be? \_\_\_\_\_ 37,33 : \_\_\_\_\_
25. The leaders of the most influential groups are:  
0. The majority are traditional 1. (Medium; I don't know)  
2. The majority are modern (UNDERLINE THE ALTERNATIVE). 38 \_\_\_\_\_
26. How do the leaders of these groups get along with one another?  
0. Do they make deals and compromises with one another, or  
2. Does each one mind his own affairs?  
1. Other \_\_\_\_\_ 0-39 \_\_\_\_\_
- Now we need to ask you these same questions about \_\_\_\_\_  
(INTERVIEWER: GIVE THE NAME OF LESS SUCCESSFUL COMMUNITY)
27. How many recreation and athletic groups are there? \_\_\_\_\_ 40 \_\_\_\_\_
28. How many political groups are there? \_\_\_\_\_ 41 \_\_\_\_\_
29. How many different religious congregations are there? \_\_\_\_\_ 42 \_\_\_\_\_

30. How many different economic groups (cooperative societies, agriculture clubs, markets, etc.) operate effectively in this community? \_\_\_\_\_ 43 \_\_\_\_\_  
44,45 \_\_\_\_\_
31. Would there be any group that operates in this community that could be labeled as a "clique?" ("panelinha")  
0. No Yes  
31a. How many? \_\_\_\_\_ 46 \_\_\_\_\_
32. You have mentioned \_\_\_\_\_ (GIVE THE TOTAL OF MENTIONED GROUPS) groups. But perhaps there might be some overlap, that is, it could well be that the political groups also supplied recreation and attended to the economic needs of its members. All groups that operate in this community considered, how many independent ones would there be? \_\_\_\_\_ 47,48 : \_\_\_\_\_
33. The leaders of the most influential groups are:  
0. The majority are traditional 1. @ (Medium, I don't know)  
2. The majority are modern (UNDERLINE THE ALTERNATIVE) 49 \_\_\_\_\_
34. How do the leaders of these groups get along with one another?  
0. Do they make deals and compromises among themselves, or  
2. Does each one mind his own affairs?  
1. Other \_\_\_\_\_ 50 \_\_\_\_\_

INTERVIEWER:

35. There will be other things about this interview that are particular to it. Please make a small summary of them and whatever other comments you have about the interview and interviewee.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I HEREBY CERTIFY THAT THIS WAS AN HONEST INTERVIEW.

\_\_\_\_\_  
Interviewee's signature

Interview checked: \_\_\_\_\_  
Interview validated: \_\_\_\_\_

FINAL EDITION  
1-24-66

DIFFUSION OF AGRICULTURE PRACTICES: FIRST PHASE  
PERSONAL INTERVIEWS AT COMMUNITY LEVEL

D

1. Office and County \_\_\_\_\_ 6, 7 \_\_\_:\_\_\_
2. Community: 1st      2nd \_\_\_\_\_ 8, 9 \_\_\_:\_\_\_
3. Interviewee's name \_\_\_\_\_ 10,11 \_\_\_:\_\_\_
4. Type of leadership ( ) Informal ( ) Formal \_\_\_\_\_
5. Interviewer's name \_\_\_\_\_
6. Supervisor's name \_\_\_\_\_
7. Date of interview \_\_\_\_\_
8. Begun at \_\_\_ o'clock, Finished at \_\_\_ o'clock, Total time \_\_\_

- 0-12 0
1. How many people are presently living at your home?  
(INCLUDING HIMSELF: WIFE, SONS AND DAUGHTERS, RELATIVES,  
OR WHOEVER LIVES WITH HIM.) \_\_\_\_\_ 13,14   :
2. How many sons and daughters do you have? \_\_\_\_\_ 15,16   :    
(DO NOT INCLUDE ADOPTED ONES)
3. How many godsons/goddaughters do you have? \_\_\_\_\_ 17,18,19   :
4. If your son were attending school, what occupation  
would you like him to take up. \_\_\_\_\_ 20         
\_\_\_\_\_
5. For how long would you like your sons and daughters to  
attend school?  
0. None  
1. Primary  
2. Junior High School ("Ginasio")  
3. Senior High School ("Cientifico, Tecnico ou Normal")  
4. Higher  
@ (3. I don't know). 21
6. Do you think that a man who owns a good house, is eating  
well, and providing good clothes for his family should:  
0. Be satisfied, or  
2. Work to make more money  
@ (1. I don't know). 22
7. If we asked this question to everyone else in this  
community, what would you think the majority of them  
would say?  
0. Be satisfied, or  
2. Work in order to make more money  
@ (1. I don't know what they would say). 23
8. Who supplies you the best information about hybrid  
corn? (CIRCLE ONE)  
1. Neighbor  
2. Agronomist  
3. Radio  
4. Booklet  
@ (0. I don't know) 24
9. And about a new vaccine?  
1. Neighbor  
2. Agronomist  
3. Radio  
4. Booklet  
@ (0. I don't know) 0-25

10. And about a new type of manure?  
 1. Neighbor  
 2. Agronomist  
 3. Radio  
 4. Booklet  
 @ (0. I don't know) 26 \_\_\_\_\_
11. In whom do you place the most trust when it comes to new ideas about agricultural management?  
 0. Experienced persons  
 2. School-trained persons  
 @ (1. Both or I don't know) 27 \_\_\_\_\_

PRACTICES	12. Are you using it now? 0. No 2. Yes @ (1.) Isn't a farmer)	13. Here in 28 _____ how many use it? 4. Everybody (100%) 3. Almost everybody (75-99%) 2. Half (26-74%) 1. less than half (1-25%) 0. Nobody
a. Hybrid Corn	_____	29 _____
b. Improved fodders	_____	30 _____
c. Vegetable gardens	_____	31 _____
d. ( _____ )	_____	32 _____
e. ( _____ )	_____	33 _____
f. ( _____ )	_____	34 _____
		35 _____
		36 _____
		37 _____
		38 _____
		39 _____
		40 _____

14. Which three persons who live around here or in the neighborhood would be more listened to or more imitated, when it comes to operating a dairy herd? (FULL NAME)

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

15. Which three persons would be more listened to or more imitated when it comes to growing corn?

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

16. Which three persons would be more listened to or more imitated when it comes to a good crop of \_\_\_\_\_ (INDICATE THE CASH CROP)

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

17. If you could change things around here in \_\_\_\_\_ (COMMUNITY) would you:

- 2. Change a few things, or 0. Leave things as they are

0-42 \_\_\_\_\_

R-18. Let's suppose, for instance, that cows gave 40 litres at each milking; what would you do if the world were like this?

\_\_\_\_\_  
\_\_\_\_\_

43 \_\_\_\_\_

R-19. Do you think that your neighbors would be willing to cooperate in community projects?

- 0. No
- @ (1. I don't know)
- Yes
- 19a. How many?
  - 1. Some of them
  - 2. The Majority

44 \_\_\_\_\_

- R-20. Have you ever thought what it would be like to live in your great-grandfather's time?  
 0. No  
 @ (1. I don't know) Yes  
 20a. How often?  
 1. Seldom  
 2. Often 0-45 \_\_\_\_\_
- R-21. Have you ever imagined yourself being a great hero (ine)?  
 0. No Yes  
 21a. How often?  
 1. Seldom  
 2. Often 46 \_\_\_\_\_
- R-22. Have you ever imagined yourself being the President of Brazil?  
 0. No 2. Yes 47 \_\_\_\_\_
23. If you were the President of Brazil, what would you do?  
 \_\_\_\_\_  
 \_\_\_\_\_ 48 \_\_\_\_\_
24. If you were the prefect of this county, what would you do?  
 \_\_\_\_\_  
 \_\_\_\_\_ 49 \_\_\_\_\_
25. If you were the poorest person around, what would you do?  
 \_\_\_\_\_  
 \_\_\_\_\_ 50 \_\_\_\_\_
- 25a. Have you ever thought of questions like these?  
 0. No Yes  
 25b. How often?  
 1. Seldom  
 2. Often 51 \_\_\_\_\_
26. Do you know what the duties are of:  
 a. the President of Brazil  
 0. Nothing (1. A little) 2. A good deal 0-52 \_\_\_\_\_  
 b. the prefect of this county?  
 0. Nothing (1. A little) 2. A good deal 53 \_\_\_\_\_



34. How many times did you go to a large city last year?  
(More than 40,000 inhabitants)  
\_\_\_\_\_ times 14,15,16 \_\_\_:\_\_\_:\_\_\_
35. Do you have any relative or friend who lives in a  
large city? (More than 40,000 inhabitants)  
0. No Yes  
Did you meet last month?  
1. No 2. Yes 17 \_\_\_\_\_
36. Which is the farthest place you have ever traveled to?  
(CIRCLE BIGGEST NUMBER)  
0. Same county  
1. Other county  
2. Large city  
3. Other state  
4. Foreign country 18 \_\_\_\_\_
37. In the same conditions, would you prefer:  
Staying here Living in the city  
37a. Do you like going to the city every now  
and then? 37b. Would you like to  
come to the country  
every now and then?  
0. No 1. Yes 3. No 2. Yes 19 \_\_\_\_\_
- 38a. If you made twice as much  
money as you do now by  
living in the city, would  
you still like to live here?  
1. No 0. Yes  
38b. If you earned half the  
amount by living in the  
city, would you still  
like to live there?  
2. No 3. Yes 1-20 \_\_\_\_\_
39. What are the three biggest problems faced by this community  
in its effort to improve the life of its people and to  
increase its agricultural production?  
1. \_\_\_\_\_ 21 \_\_\_\_\_  
2. \_\_\_\_\_ 22 \_\_\_\_\_  
3. \_\_\_\_\_ 23 \_\_\_\_\_
40. Do you usually think about these problems?  
0. No Yes  
1. Seldom Often 24 \_\_\_\_\_
41. And to the answers to these problems?  
0. No Yes  
1. Seldom Often 25 \_\_\_\_\_

- R-42. Do you think that the majority of the people in this community think about these problems and the way they could be settled?  
 @ (0. Nobody) 1. A few (or I don't know) 2. The majority 26 \_\_\_\_\_
43. Other people in Minas Gerais have indicated as a major problems the lack of:  
 0. Credit and technical assistance  
 1. Fair prices for milk and corn  
 2. Schools  
 Which one would you classify as the most important for this community? (CIRCLE) 27 \_\_\_\_\_
44. Those same people have answered that these problems can be resolved by:  
 1. The Government, or 28 \_\_\_\_\_  
 2. The farmers cooperating together, or 29 \_\_\_\_\_  
 3. The farmer on his own. 30 \_\_\_\_\_  
 To which of these opinions do you most agree? (CIRCLE)
45. If one of your relatives borrowed some money from you, and didn't pay you punctually, would you 1-31 \_\_\_\_\_  
 0. Never try to get your money back.  
 2. Try to receive it later.  
 @ (1. I don't know). 32 \_\_\_\_\_
46. If several neighbors promised to exterminate the ants on their property, would you think that the majority would keep their promise?  
 0. No @ (1. I don't know) 2. Yes 33 \_\_\_\_\_
- R-47. Let us suppose that, to carry out some improvements in the school building, everybody who had children promised to help; how many of them would keep their word?  
 0. A few 2. The Majority @ (1. Half, or I don't know) 34 \_\_\_\_\_
- R-48. If a person starts improving his situation, what will happen to his neighbors' situation:  
 2. Improve 0. Worsen @ (1. Stay the same or I don't know) 35 \_\_\_\_\_
49. As compared to your father's time, has the way of working the land:  
 stayed the same?  
 49a. Do you think this is:  
 1. Good  
 2. Bad  
 changes?  
 49b. Do you think this is:  
 3. Good  
 0. Bad 36 \_\_\_\_\_

50. Do you think that the respect of youth for their elders:  
Is still the same? . Has been changing?  
50a. Do you think that this is: 50b. Do you think that this  
1. Good is: 3. Good 37 \_\_\_\_\_  
2. Bad 0. Bad
51. Do you think that changes bring about:  
0. Problems 2. Improvements @ (1. Half and Half) 38 \_\_\_\_\_
52. Have you much influence on things that change in this  
community?  
0. No, not at all 2. Yes, a good deal  
@ (1. Some, but not very much). 1-39 \_\_\_\_\_
53. Let's suppose that your neighbor is selling a tractor  
for Cr\$ 5 million. In another county, a farmer, whom  
you don't know, is selling another tractor of the same  
make, year, and power, for Cr\$ 4 million. From which  
would you purchase the tractor?  
0. From the neighbor whom you know, inspite of his  
selling it for a higher price, or  
2. From the unknown person because it is cheaper?  
@ (1. I don't know) 40 \_\_\_\_\_
54. Can you read a newspaper?  
No 2. Yes 41 \_\_\_\_\_  
54a. Do you have anyone in your family who can  
read a newspaper? 0. No 1. Yes  
54b. Have you read (or has anyone read for you)  
newspapers or magazines? 0. No yes  
54c. How many times each month? \_\_\_\_\_ 42,43 :  
54d. Do you read agricultural news  
in newspapers or magazines? 0. No 2. Yes 44 \_\_\_\_\_
55. Can you write a letter?  
0. No 2. Yes
56. How many letters do you write (or ask to have written for  
you) during a year? \_\_\_\_\_ 46,47 :  
57. How many persons (adults) in this community know how to  
write and read?  
0. Less than 1/4 (0 to 25%)  
1. From 1/4 to 1/2 (25 to 50%)  
2. From 1/2 to 3/4 (51 to 75%)  
3. More than 3/4 (more than 75%) 48 \_\_\_\_\_

58. Do you listen to the radio?

0. No

Yes

58a. How many hours a week do you listen to the radio attentively?

49,50 \_\_\_\_\_

58b. Do you hear any news about agriculture on the radio?

0. No 2. Yes

51 \_\_\_\_\_

59. Do you go to the cinema?

0. No

Yes

59a. How many times a year? 52,53

\_\_\_\_\_ :

60. Which three persons in this community carry news in from the outside about agriculture?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

R-61. Let's suppose that on top of the ladder are the most important families in this region. At the bottom are the least important ones; in the middle would be the other families according to their importance.

Where would persons like you be? \_\_\_\_\_

54 \_\_\_\_\_

R-62. Let's suppose that those on the top are the richest, and those at the bottom are the poorest. Where would persons like you be? \_\_\_\_\_

55 \_\_\_\_\_

R-63. Imagine now that the persons on the top have studied much, and those at the bottom haven't studied at all. Where would persons like you be? \_\_\_\_\_

56 \_\_\_\_\_

R-64. Now let us talk about two imaginary communities: "Companionship" and "Simplicity." In "Companionship," which is on top of the ladder, if a person belongs to a small group, he can also belong to other ones. But, in "Simplicity," which is at the bottom, if a person belongs to a certain small group, he can't belong to other ones. In relation to these two communities, where would your community be placed concerning the number of small groups ("rodinhas") to which a person can belong? \_\_\_\_\_

57 \_\_\_\_\_

R-65. Let's consider two other communities: "Harmony" and "Conflict." They have the same number of small groups, But in "harmony" all the groups get along very well, while in "Conflict" they keep quarreling. If "Conflict" is on step "0", and Harmony on step "9" of the ladder, what would be the place of this community, between the two? 1-58 \_\_\_\_\_

66. Who are your three best friends here in the community?

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

R-67. Now suppose that everybody from this community could pile up all their annual income. If the 5 richest men came over and took away what they had contributed, how much would be left in the pile? (INTERVIEWER: GET AN ANSWER IN FRACTIONS OR PERCENTAGE) \_\_\_\_\_ 59,60 \_\_\_:\_\_\_

\$  
 \$ \$ \$  
 \$\$\$\$\$

68. Are you a member of any Rural Association?  
 0. No 2. Yes 61 \_\_\_\_\_

69. Are you a member of a cooperative?  
 0. No 2. Yes 62 \_\_\_\_\_

70. To how many other organizations, clubs, congregations, associations and other cooperative societies do you belong? \_\_\_\_\_ 63 \_\_\_\_\_

71. How many times a year do you go to church? 64,65,66 \_\_\_:\_\_\_

72. How many times a year do you go to the nearest health center or hospital? 67,68 \_\_\_:\_\_\_

73. How many times have you asked for bank loans? 69,70 \_\_\_:\_\_\_

74. What are the four organizations or groups in this area that are working hardest to improve the life of people like you?  
 0. None  
 1. @ (ACAR)  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_ 71 \_\_\_\_\_

(IN CASE HE CAN'T THINK OF FOUR, DON'T FORCE HIM TO: IF HE MENTIONS ONLY ONE OR NONE, SKIP TO QUESTION 77).

75. Which one of these is doing the best job?  
(NUMBER) \_\_\_\_\_ 1-72 \_\_\_\_\_
76. Which one of these best cooperates with the other ones?  
(NUMBER) \_\_\_\_\_ 73 \_\_\_\_\_
77. Do you know ACAR? (DON'T ASK IF IT IS OBVIOUS) 2-12 2  
0. No (SKIP TO QUESTION 89)  
2. Yes 13 \_\_\_\_\_
78. In your opinion, what is the aim of ACAR's programs?  
\_\_\_\_\_  
\_\_\_\_\_
79. Have you ever attended any of the meetings or demonstrations  
of ACAR? 14 \_\_\_\_\_  
00. No Yes  
79a. How many? \_\_\_\_\_ 15,16 : \_\_\_\_\_  
79b. How many of these were  
carried out on your  
property? \_\_\_\_\_ 17,18 : \_\_\_\_\_
80. Do you have sons (daughters) who take part (or have taken  
part) in 4H clubs of ACAR?  
0. No 2. Yes 19 \_\_\_\_\_
81. Were you, or are you a "leader" in any ACAR project?  
0. No Yes  
81a. How many? \_\_\_\_\_ 20 \_\_\_\_\_
82. Have you ever asked ACAR for a loan?  
0. No Yes  
82a. How many times? \_\_\_\_\_ 21 \_\_\_\_\_
83. Do you know the present ACAR supervisor (or Agronomist)?  
0. No Yes  
(SKIP TO QUESTION 89) 83a. By name?  
1. No 2. Yes 22 \_\_\_\_\_
84. How many times have you talked with the supervisor  
(or Agronomist) last year? \_\_\_\_\_ 23,24 : \_\_\_\_\_
85. If you were the ACAR supervisor, what would you do to  
improve its work?  
\_\_\_\_\_  
\_\_\_\_\_ 25 \_\_\_\_\_

- 86.
86. Let's take another look at this ladder. On top of it is the man whom you most trust, while at the bottom is the man whom you don't trust at all. Where would the ACAR supervisor be? \_\_\_\_\_ 2-26 \_\_\_\_\_
87. In you contacts with the ACAR supervisor, did he ever ask you your opinion about something?  
 0. No \_\_\_\_\_ 2. Yes \_\_\_\_\_ 27 \_\_\_\_\_
88. Have you ever looked for him to help you with some problem?  
 0. No \_\_\_\_\_ 2. Yes \_\_\_\_\_ 28 \_\_\_\_\_
89. How many "alqueires"\* do you own? \_\_\_\_\_ 29,30,31 : : \_\_\_\_\_
90. How many cultivated "alqueires" do you own? \_\_\_\_\_ 32,33 : : \_\_\_\_\_
91. On your property do you have:  
 a. Electric light?  
 0. No \_\_\_\_\_ 2. Yes \_\_\_\_\_ 34 \_\_\_\_\_  
 b. A car, jeep or truck?  
 0. No \_\_\_\_\_ 2. Yes \_\_\_\_\_ 35 \_\_\_\_\_  
 c. Running water?  
 0. No \_\_\_\_\_ 2. Yes \_\_\_\_\_ 36 \_\_\_\_\_
92. How many persons work for you? \_\_\_\_\_ 37,38 : : \_\_\_\_\_
93. In what year were you born? \_\_\_\_\_ (how old are you?) 39,40 : : \_\_\_\_\_
94. What was your last year in the school? (CIRCLE)  
 a. None (0)  
 b. Primary (1, 2, 3, 4, 5)  
 c. Junior high school ("ginasio" or "comercio") (6,7,8,9)  
 d. "tecnico" or equivalent (10,11,12,13)  
 e. College (SKIP TO QUESTION 99) 41,42 : : \_\_\_\_\_
95. How many of these trade marks can you read or recognize?  
 a. "Viva" 0. No \_\_\_\_\_ 2. Yes \_\_\_\_\_ 43 \_\_\_\_\_  
 b. "Hoca" 0. No \_\_\_\_\_ 2. Yes \_\_\_\_\_ 44 \_\_\_\_\_  
 c. "G. pette" 0. No \_\_\_\_\_ 2. Yes \_\_\_\_\_ 45 \_\_\_\_\_  
 d. "Maizena" 0. No \_\_\_\_\_ 2. Yes \_\_\_\_\_ 46 \_\_\_\_\_  
 e. "Ford" 0. No \_\_\_\_\_ 2. Yes \_\_\_\_\_ 47 \_\_\_\_\_  
 48 \_\_\_\_\_

---

\* A unit of area common in Minas Gerais which varies from place to place in its acre equivalents.

96. Now I'd like to know how many of these words you can read:
- |               |       |        |    |       |
|---------------|-------|--------|----|-------|
| a. "Maizena"  | 0. No | 2. Yes | 49 | _____ |
| b. "Moca"     | 0. No | 2. Yes | 50 | _____ |
| c. "Ford"     | 0. No | 2. Yes | 51 | _____ |
| d. "Minister" | 0. No | 2. Yes | 52 | _____ |
| e. "Viva"     | 0. No | 2. Yes | 53 | _____ |
| f. "Grapette" | 0. No | 2. Yes | 54 | _____ |

97. Please, could you read this passage for me?  
 ("The man moved his arm rapidly in a gesture of respect.")
- |            |       |        |    |       |
|------------|-------|--------|----|-------|
| a. man     | 0. No | 2. Yes | 55 | _____ |
| b. moved   | 0. No | 2. Yes | 56 | _____ |
| c. arm     | 0. No | 2. Yes | 57 | _____ |
| d. rapidly | 0. No | 2. Yes | 58 | _____ |
| e. gesture | 0. No | 2. Yes | 59 | _____ |
| f. respect | 0. No | 2. Yes | 60 | _____ |

(INTERVIEWER: IF INTERVIEWEE SCORES AT LEAST 4 WORDS IN NUMBER 97, SKIP TO THE FOURTH PAGE OF BOOKLET; IF NOT, GO ON TO QUESTION NUMBER 99).

98. We have one more task. Could you read the passage below for me? (MARK BELOW THE WORDS WHICH HE MISREADS).  
 "He who cannot read is like a person whose eyes are always covered. He is like the blind man who must be guided according to other people's will; or then he must stumble along his way. The illiterate man is not altogether free: he is a slave of his ignorance. Read something everyday, and never cease to learn something. You that already know how to read, teach a person of your family, a neighbor, a friend."  
 (NUMBER OF MISREAD WORDS \_\_\_\_\_) 61,62 : \_\_\_\_\_

- R-99. Now I am going to say a word and I want you to give me its opposite. For instance, if I say "hot" you say "cold." Now, if I say "new", what should you say? \_\_\_\_\_  
 (INTERVIEWER: ENCOURAGE HIM TO GIVE HIS ANSWERS BY HIMSELF; IF YOU WOULD THINK IT NECESSARY, MAKE HIM PRACTICE WITH OTHER PAIRS OF WORDS SUCH AS "FULL-EMPTY", "INSIDE-OUTSIDE".)

- |              |                  |             |       |
|--------------|------------------|-------------|-------|
| 1. good      | (bad, evil)      | (correct=c) | _____ |
| 2. tall      | (short)          |             | _____ |
| 3. attack    | (defend)         |             | _____ |
| 4. bless     | (curse)          |             | _____ |
| 5. begin     | (finish)         |             | _____ |
| 6. humiliate | (exalt)          |             | _____ |
| 7. impetuous | (cautious, calm) |             | _____ |

(INTERVIEWER: PUT A MARK BESIDE EACH CORRECT ANSWERED ITEM. IF HE SAYS SOMETHING DIFFERENT FROM THE ANSWERS PROVIDED THAT YOU THINK OUGHT TO BE CORRECT, WRITE IT ON THE APPROPRIATE BLANK).

100. Now I have a few arithmetic problems  
(INTERVIEWER: GIVE HIM 20 SECONDS FOR EACH ANSWER. HE  
CAN USE PENCIL AND PAPER IF HE WISHES. IF HE ANSWERS ONE  
WRONGLY, SKIP TO QUESTION 101).
1. Take 9 from 23 \_\_\_\_\_
  2. Multiply  $8 \times 9$  \_\_\_\_\_
  3. If you have 128 oranges and wish to share them equally  
among 8 persons, how many oranges will each one get?
  4. If  $1/2$  kilogram of fertilizer costs Cr\$ 150, how many  
kilograms could you buy for Cr\$ 750? \_\_\_\_\_

2-64 \_\_\_\_\_

- |   |              |              |
|---|--------------|--------------|
| 101. Who is the present Governor of Minas Gerais?                         | Right<br>( ) | Wrong<br>( ) |
| 102. To what American country did Brazil send<br>troops last year?        | ( )          | ( )          |
| 103. Who was the president of Brazil who was<br>deposed two years ago?    | ( )          | ( )          |
| 104. What Brazilian agricultural product is<br>most sold abroad?          | ( )          | ( )          |
| 105. What Latin-American country became<br>communistic several years ago? | ( )          | ( )          |

65 \_\_\_\_\_

(INTERVIEWER: PLEASE ANSWER THE FOLLOWING QUESTIONS ABOUT THE INTERVIEWEE AND THE SITUATION OF THE INTERVIEW.)

- 106. How cooperative was he?  
Cooperative \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_ Non-cooperative 2-66 \_\_\_\_\_
- 107. How did he understand the majority of the questions?  
well \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_ Badly 67 \_\_\_\_\_
- 108. How private was the interview setting?  
Very private \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_ Little privacy 68 \_\_\_\_\_
- 109. How intelligent was he, generally speaking?  
Intelligent \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_ Ignorant 69 \_\_\_\_\_
- 110. What is his status among the other people in the county?  
High \_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_:\_\_\_ Low 70 \_\_\_\_\_
- 111. There must be other particular things about this interview. Please make a small summary of them; mention also whatever comments you may have about the interview and interviewee.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I hereby certify that this was an honest interview.

\_\_\_\_\_  
Interviewer's signature

Interview checked \_\_\_\_\_  
Interview validated \_\_\_\_\_

## TECHNICAL REPORTS

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2. Herzog, William A. Jr., Literacy Training and Modernization: A Field Experiment, 1967.
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