

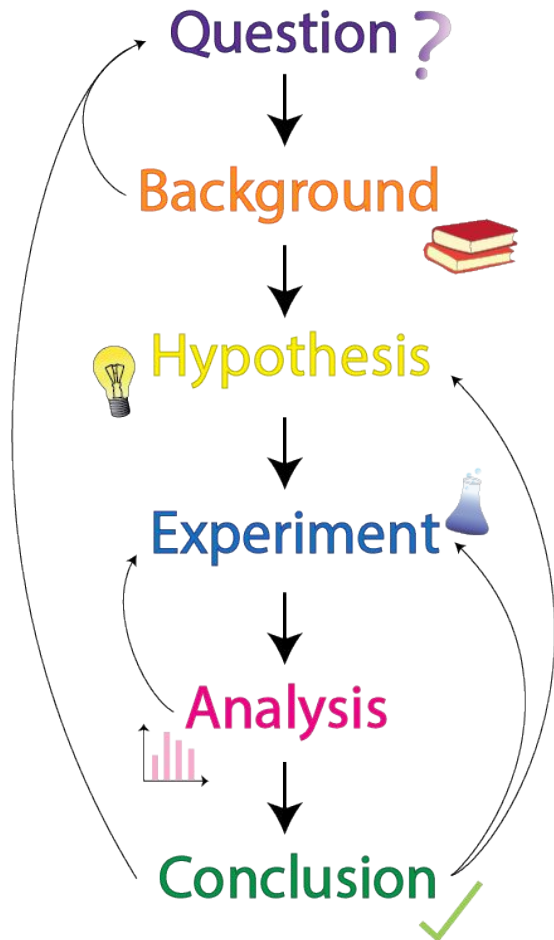
SOCIO-ECONOMICS DESIGNING THE RESEARCH

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THE UNIVERSITY OF BRITISH COLUMBIA



SCIENTIFIC METHOD

The Scientific Method



1. Question

How can the uptake of BMPs be increased?

Does living lab program increase BMP uptake?

2. Background

Previous work: Financial, knowledge, attitudes, norms, ...

3. Hypothesis

Uptake influenced by financials, awareness, attitudes, norms, ...

4. Experiment

Use survey to assess BMP uptake experience or intention, as influenced by financial, awareness, attitudes, norms, ...

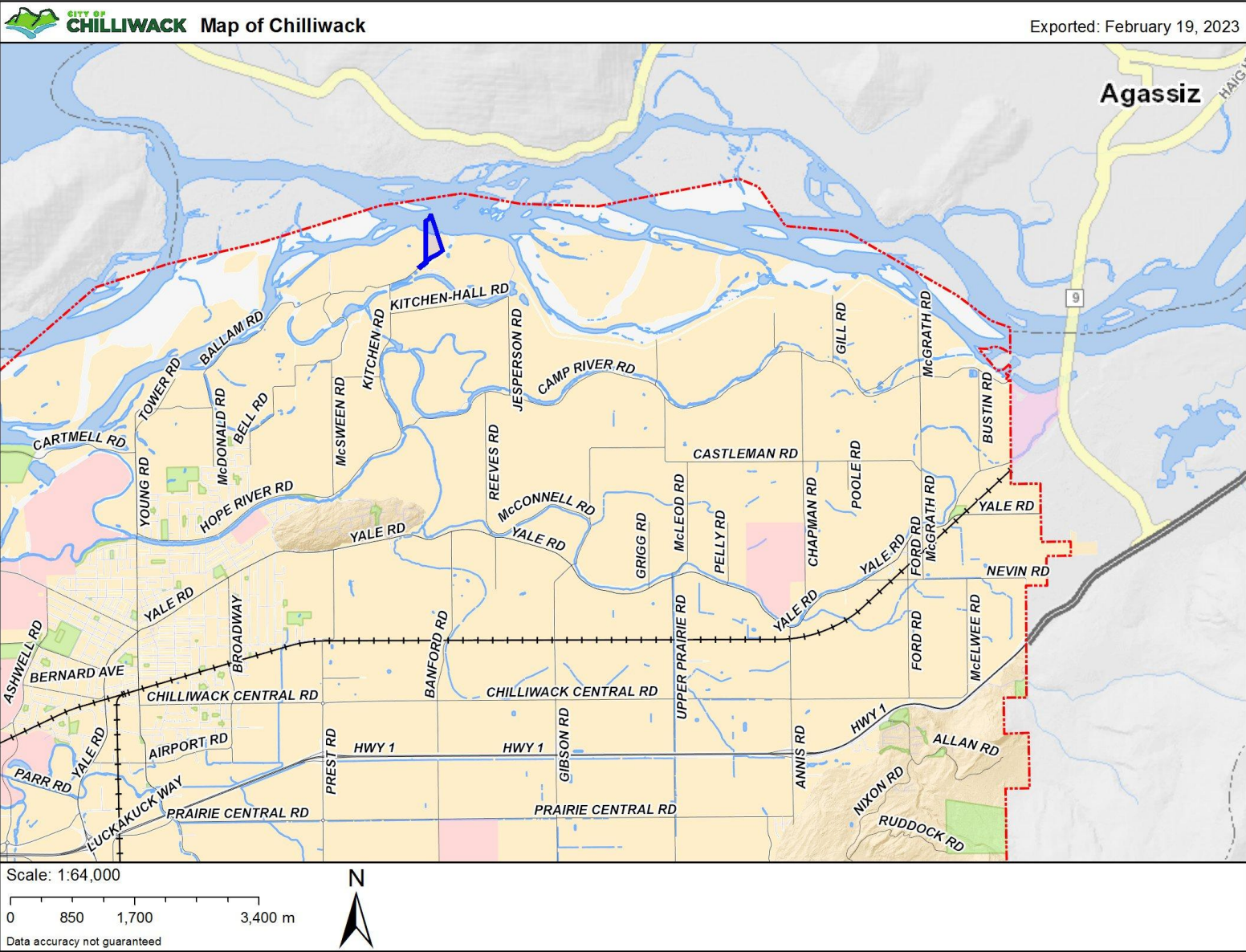
5. Analysis

Use statistics to assess influence of financial, awareness, attitudes, norms on BMP uptake experience or intention.

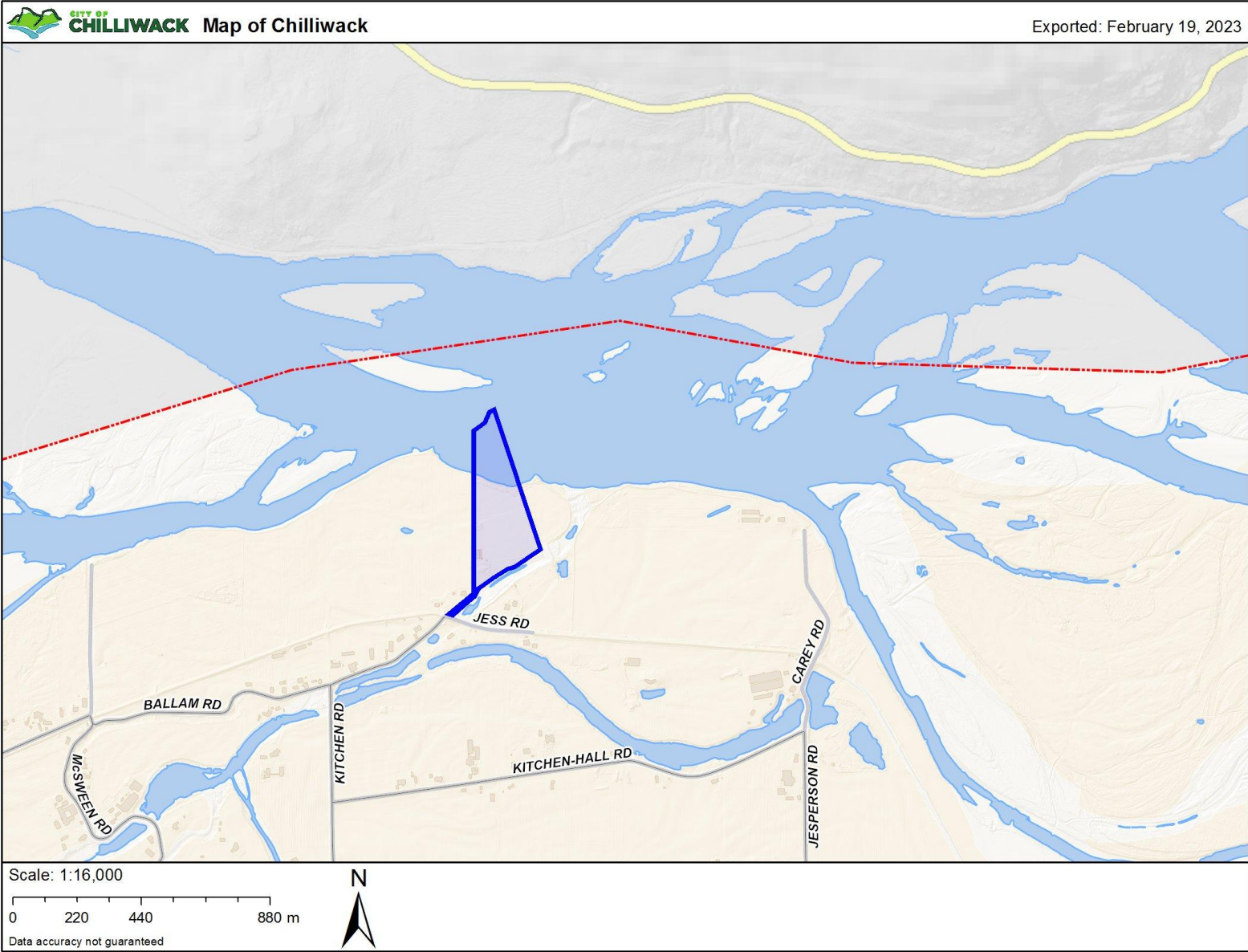
6. Conclusion



EXAMPLE



EXAMPLE

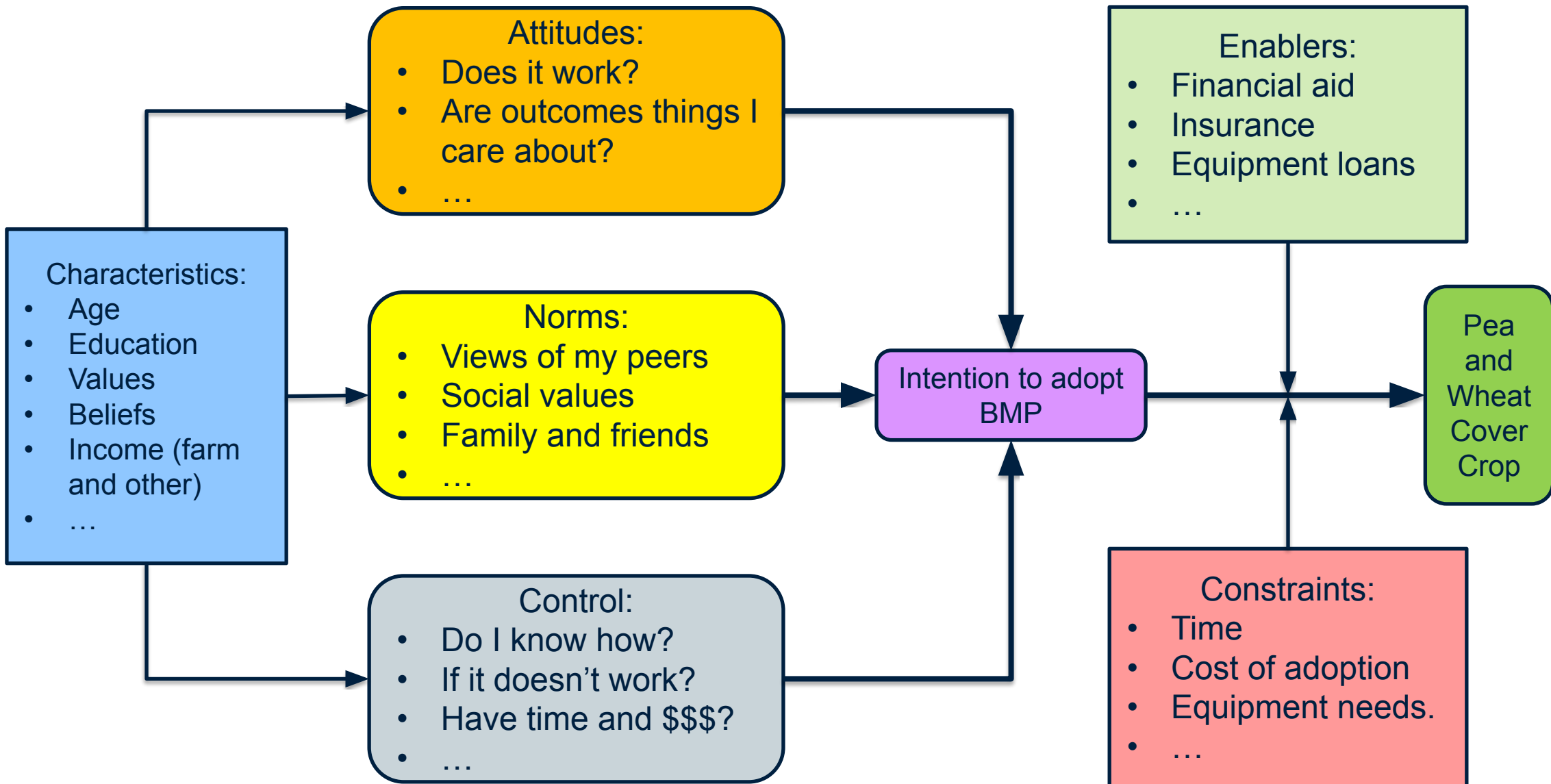


EXAMPLE

- 1990's, trialed pea and winter wheat cover crop after silage corn on family farm near Chilliwack.
- Promise:
 - Green manure, easy to integrate before next crop, contributes nitrogen.
 - Reduce erosion and capture nutrients with spring manure spreading.
 - High quality silage crop harvested before corn planted.
 - Increased soil carbon not part of conversation in 1990's.
- Experience:
 - Winter arctic blast when cover crop not dormant, serious winter kill.
 - Information gathering time, cost of soil preparation, seeding seed not commonly used, ...
- Result:
 - Return to fall rye.
 - Lower feed quality, harder to work in, but dependable in climate.

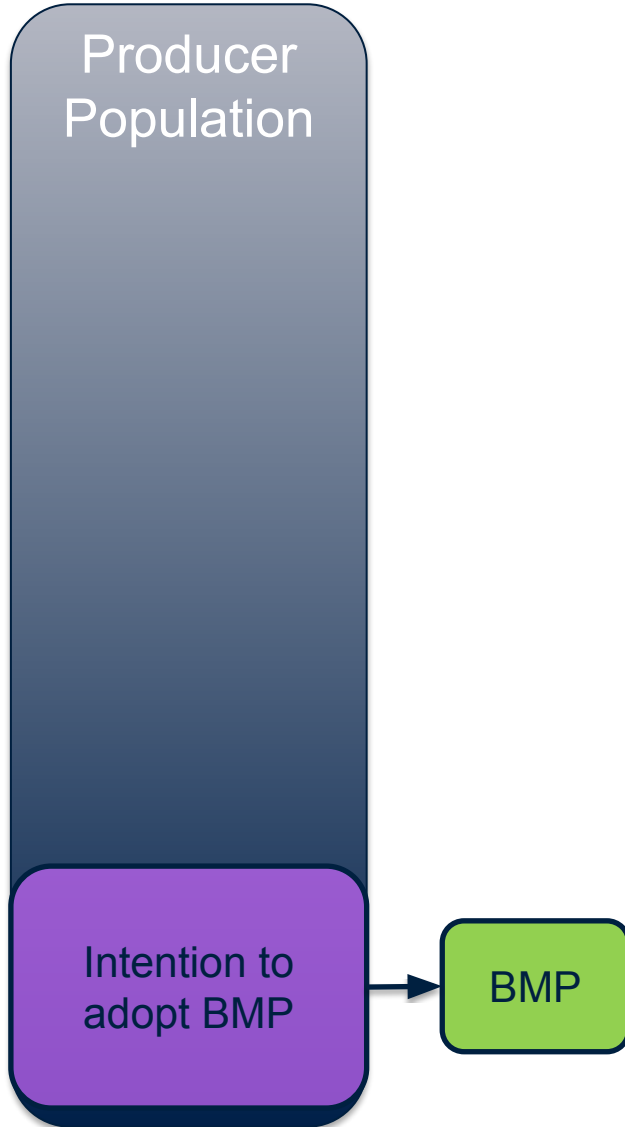


PREDICTION

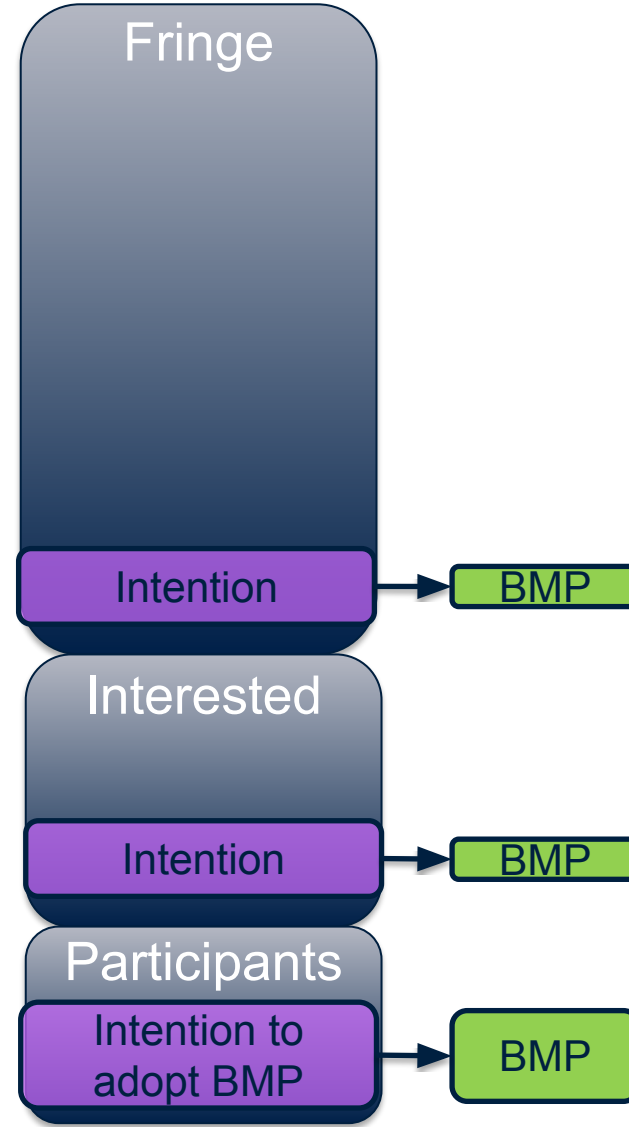


DYNAMICS

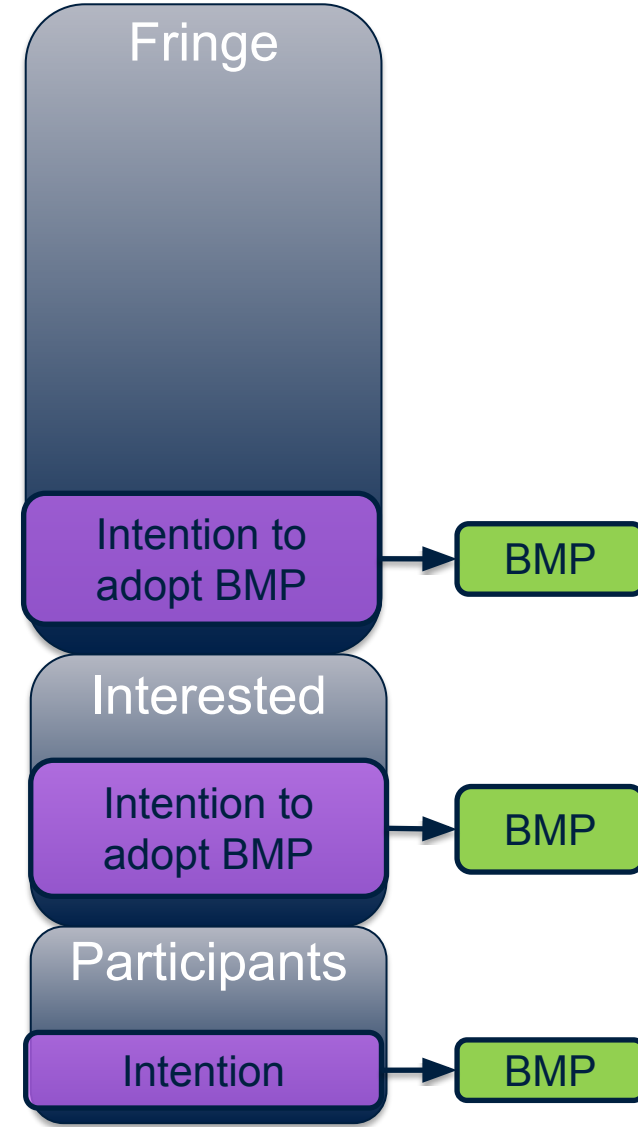
Initial



Living Lab Activities

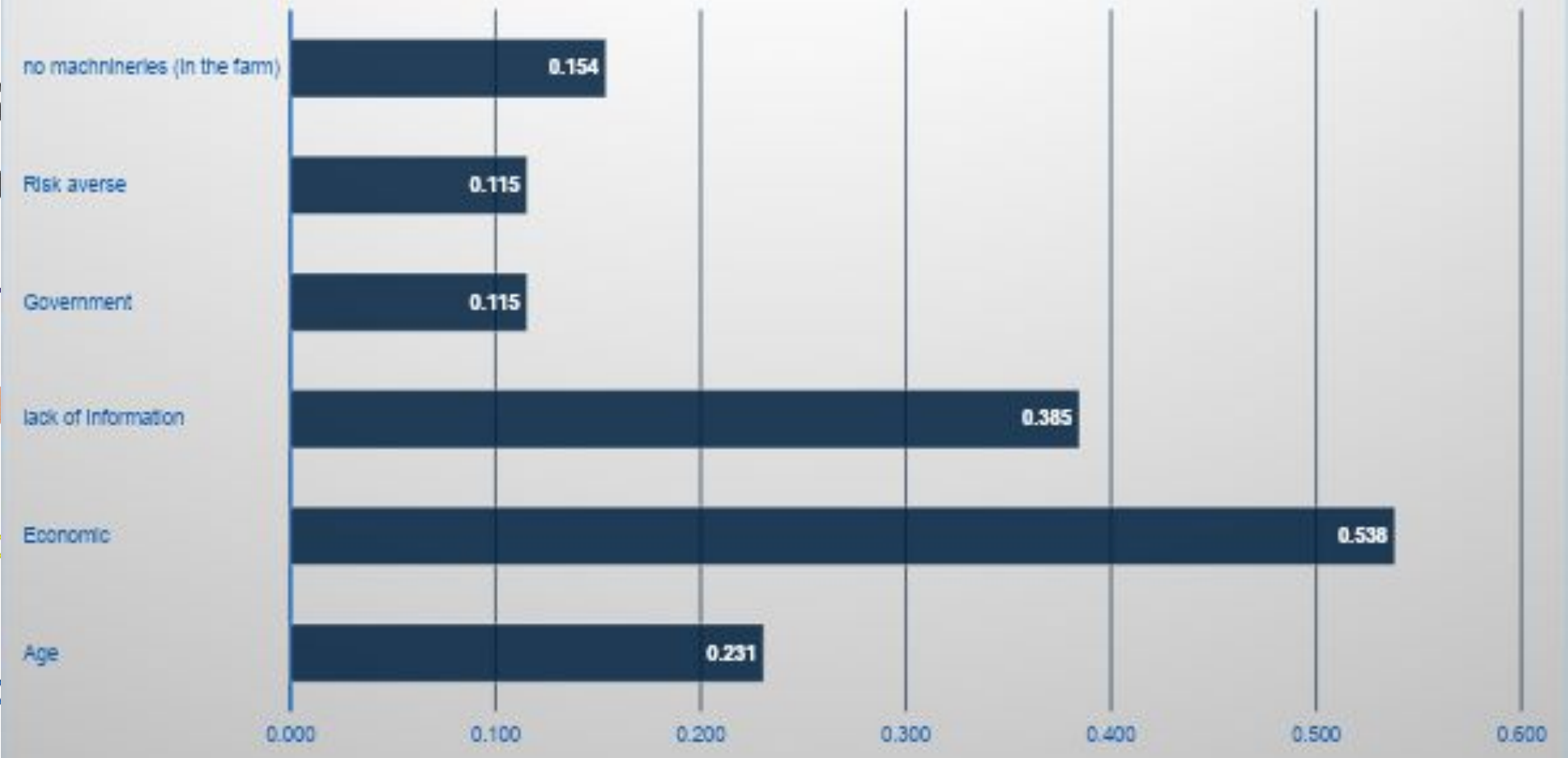


Final



Result (Barrier's)

p<0.05



PREDI

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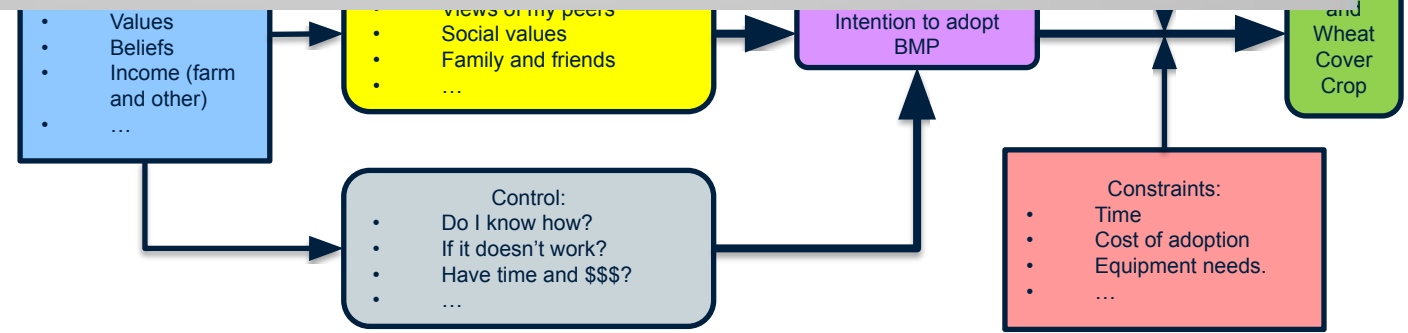
Back

Hyp

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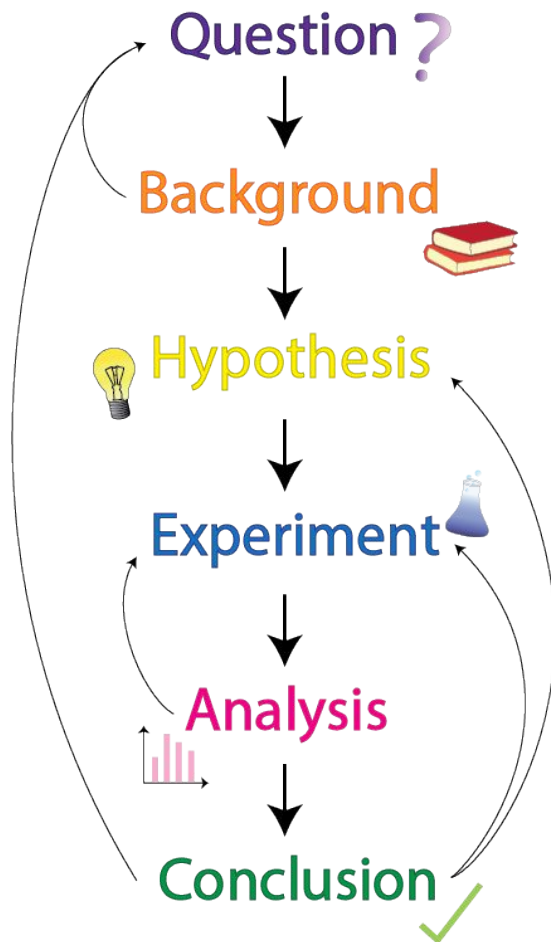
Analysis

Conclusion



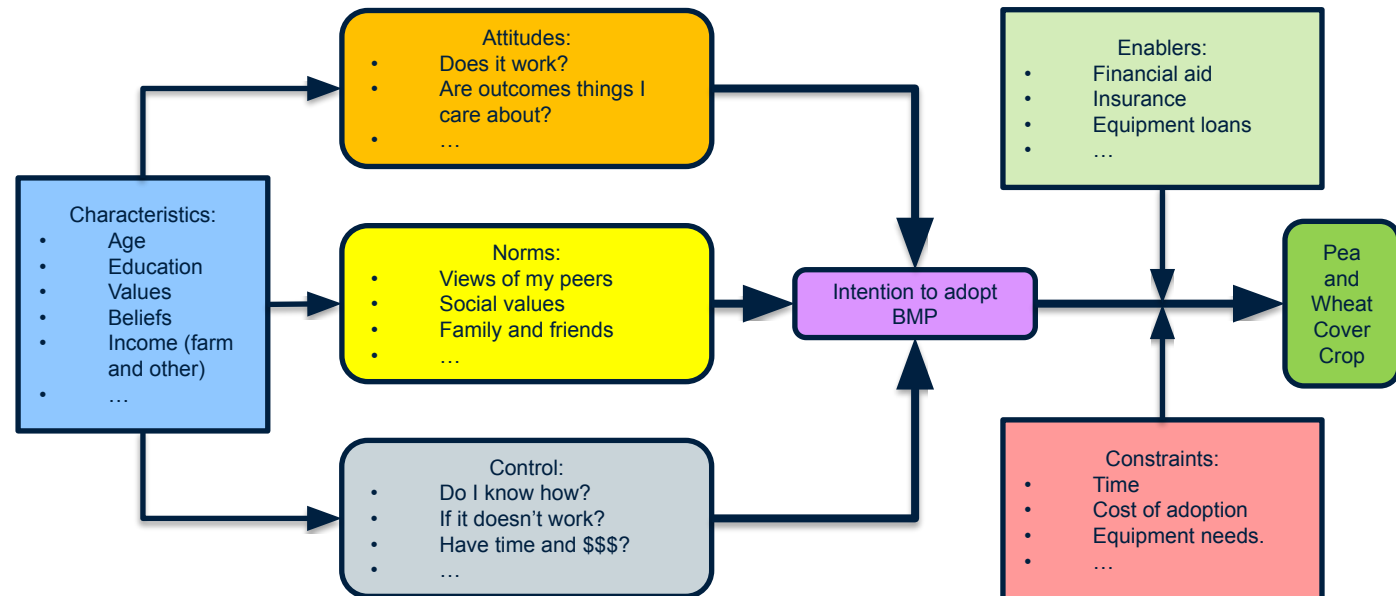
PREDICTION

The Scientific Method



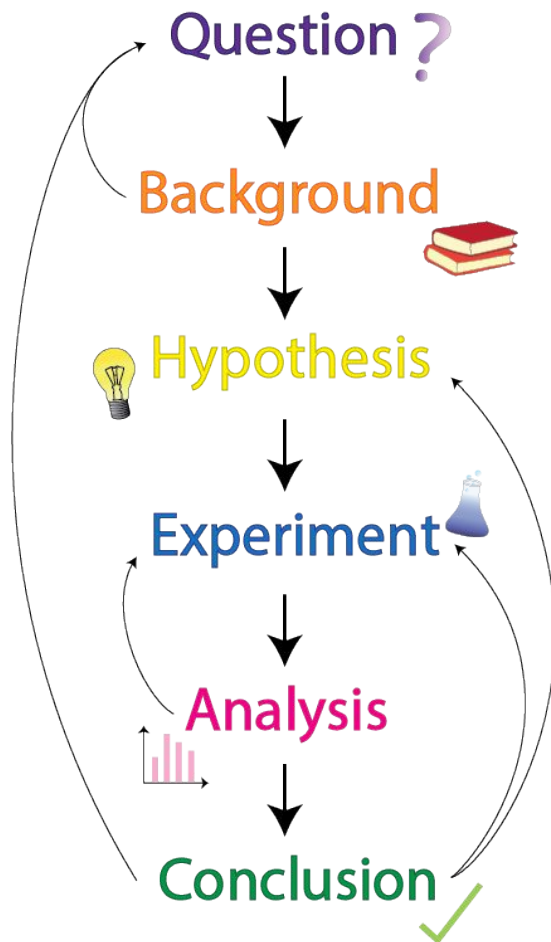
3. Hypothesis

- Features represented by all boxes will matter.
- Role of features will differ by commodity.
- Role of features will differ by individual.



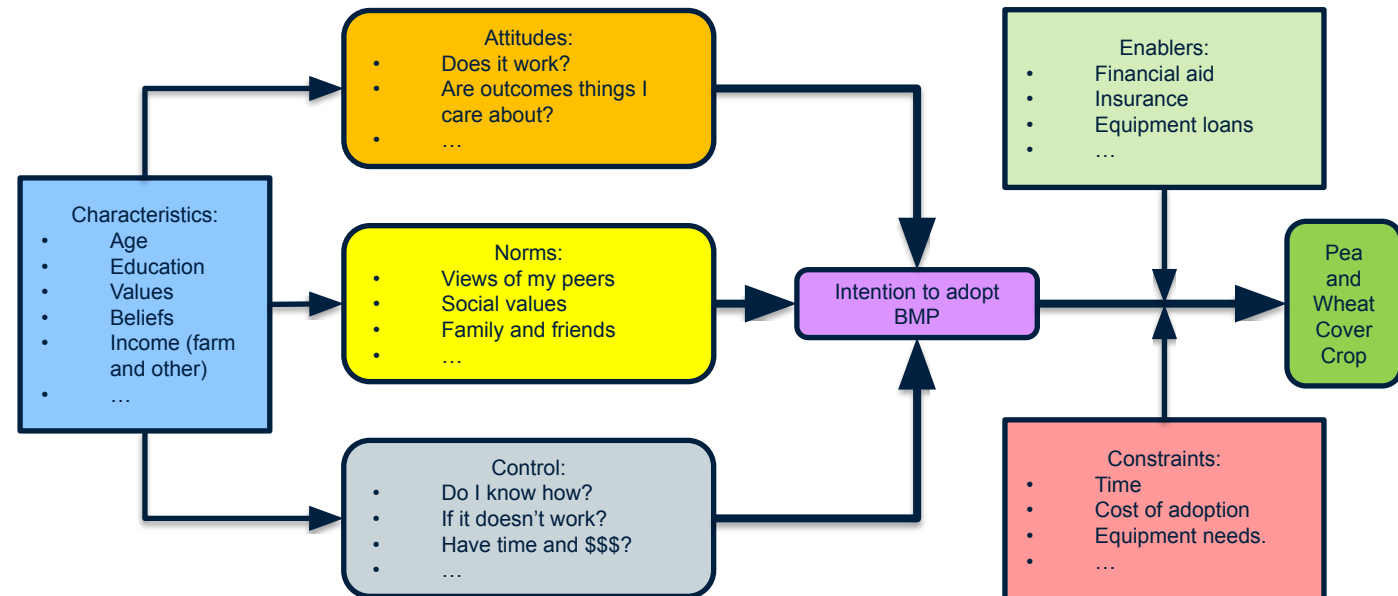
PREDICTION

The Scientific Method



4. Experiment

- Construct measures to capture aspects of each feature.
- Common measures across commodities to detect differences.
- Ensure unique factors of commodities are not missed.
- Sample from participants, interested, and fringe.



RESPECT

- Some producers (and other data contributors) may consider some of this information private.
- Survey data must be securely stored.
- All involved in data collection and analysis must have committed to respecting confidentiality and privacy of people contributing data
 - Primary data not shared unless those shared with have made same commitment.
 - Data **CANNOT** be archived and made public.
- Following university research ethics process facilitate satisfaction of requirements.





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