

# Interviewing an Audience for Feedback on Biochar

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One of the project's target audiences for creating awareness and increasing knowledge about biofuels is the general public. However, some of the events where CenUSA collaborators are providing educational information on biofuels to the public are not conducive to printed evaluation surveys (field days, fairs, demonstration plots).

An unstructured group interview is a way to reach out to a specific audience for feedback and comment. Immediate feedback from participants is valid documentation of learning and behavior change related to topics being discussed; for instance, biochar. You can collect data on whether or not participants increased their knowledge or skills or their intentions to take action (use biochar in their gardens) after the event. If you are using PowerPoint, you could ask a question while a slide displays related points, record the verbal responses, then go on to the next slide and question.

For consistency, questions asked of all participants should use the same phrasing to make it easier to aggregate responses from a variety of educational events that target the same outcome.

For simplicity, the question(s) should require "Yes" or "No" responses. Limit this approach to asking only about 5 questions. Tips for interviewers include:

- Refrain from inserting personal biases and belief systems.
- Don't lead participants to desired or preconceived conclusions.
- Avoid using non-verbal gestures that reinforce or discourage certain responses (e.g., nodding, gesturing, frowning, etc.).

## EXAMPLE INTERVIEW QUESTIONS

### Introductory Comments:

Hi, I am [name, affiliation]. I'd like to ask you a few questions about [topic] to find out how you plan to put this information to use. Please raise your hand to respond after I ask the question.

#### A. Knowledge gained question:

1. After hearing about this topic, do you have a better understanding of the benefits of biochar as a soil conditioner? Yes or No

#### B. Behavior change question:

2. After hearing about this topic, would you use biochar as a soil conditioner if it was available to purchase? Yes or No

### [At the end of questions]

Thank you for your feedback. This information will provide valuable input for Extension's outreach educational efforts. We appreciate your taking the time to respond.

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... and justice for all

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