

Farmer, Educator, and Researcher Motivations in Pursuit of Sustainable Agriculture. (A04-francis174313-Poster)

Authors:

- S.Trout - *University of Nebraska*
- C.Francis - *University of Nebraska*

Abstract:

A framework for understanding how people make decisions draws from leadership, influence and motivation literatures to identify follower-based influence triggers and the other variables that lead to compliance. An influence trigger is the instantaneous reaction to intentional or unintentional influence attempts. This study tests the Barbutto influence triggers framework with three populations who are involved in the research and expansion of sustainable agriculture: producers, educators, and researchers. The study includes an extensive qualitative component that expands the identification of influence triggers, especially within these more autonomous populations. We describe a mixed methods study of motivation, as well as major benchmarks of learning that have been identified and pursued as the study has unfolded. We have found that propensity for learning, specific serendipitous moments, and experience with agriculture in developing countries inform the relationship between triggers and sustainable agriculture behaviors. Funding for this study was provided by the North Central Regional SARE Program.

Corresponding Author Information:

Charles Francis	phone: 402-472-1581
University of Nebraska	fax: 402-472-4104
225 Keim Hall, UNL	e-mail: cfrancis2@unl.edu
Lincoln, NE 68583-0915	

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