

**ADDENDUM: A**

**INTERVIEW SCHEDULE**

**Section A: Demographic information**

**The role of socio-economic and demographic factors in the communication of information.**

1. How old are you?

Below 30 years
Between 30 years and 39 years
Between 40 years and 49 years
Between 50 years and 59 years
Over 60 years

2. For how long have you been staying at this place?

Less than 2 years
Between 2 and 10 years
Between 10 and 18 years
Between 18 and 26 years
More than 26 years

3. Which type of dwelling do you live in?

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4. How many people are there in your family?

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5. How many are adults?

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6. How many people are working?

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7. How many children are attending school and how many do not?

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8. What is your income per month?

Less than R100
Between R150 and R200
Between R200 and R300
Between R300 and R400
More than R400

9. What is your level of education?

Primary schooling
Middle schooling
Secondary school
Tertiary schooling
None

10. What is your literacy level?

Read and write
Read
Write
None

11. Which language(S) can you speak?

Sepedi
English
Afrikaans
Other

12. What is your religion?

ZCC
Apolistic
Christian
None
Other

13. What type of farming do you practice?

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14. Did you receive any training for your farming?

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15. What type of training did you receive?

Workshops
Meetings
Other

**Section B: Usability and Effectiveness**

**Show them the booklet “Sunflower production: A concise guide”**

**Questions**

1. Have you seen this booklet before?

1.1. Yes/No

1.2. If **yes**

Where/when?

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2. Have you used it? If yes for what?

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**2.1 Read the Introduction on page 1.**

- **Explain the meaning of the following words in the bookelet.**
- **Read the marked sentences and explain their meaning.**

3. In which type of soil did sunflower production traditionally take place?

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4. Why can sunflower crops only be cultivated in some parts of the country?

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5. What are the main points of the introduction?

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6. What do you think about the pictures and tables in the book?

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**6.1 Respondents are instructed to turn to page 3.**

- **Explain the table on page 3 to the respondents.**
- **Respondents are instructed to turn to another page.**
- **Page through the booklet.**

7. After paging through this booklet will you advise a friend or family member to read this info-guide for sunflower production?

7.1 Yes/No

7.2 If **YES:**

Why?

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7.3 If **NO:**

Why?

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8. For whom do you think this booklet was written for?

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9. Who do you think wrote this booklet?

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8. If you were to write a booklet on sunflower production what information would you include?

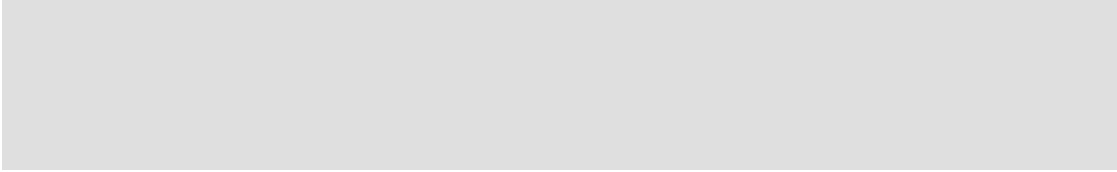
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9. What information do you think should be included in a guide for sunflower production?

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10. In which language do you think this booklet should be written?

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**ADDENDUM: B**

**Table 1**

Age	50-59	50-59	40-49	30	50-59	50-59	50-59	50-59	50-59	60
Area Lived	>26	>26	>18 & 26	>26	>26	18 & 26	18 & 26	>26	>26	
Type of Settlement	Mud	Cement	Cement	Mud	Cement	Mud	Cement	Cement	Cement	cement
Family	4	6	7	9	8	8	6	10	8	
Parents	5	2	5	4	2	6	1	2	2	2
Studying	6	0	0	1	3	0	2	0	1	1
Children	7	2	3	4	9	4	4	3	1	0
Income	None		400	100		400	400	150	400	400
Highest std	Sec	Sec	Pri	Sec	Pri	Sec	Mid	Mid	Mid	Pri
Literacy	Read Write	Read Write	Read Write	Read Write	Read Write	Read Write	Read write	Read Write	Read write	Read write
Language	S/E/A	S/E/A	A/O	S	E/A/O	S	S/A	S/E/A	S/E/A	S
Denomination	Zcc	Ethiopia	Christian	Zcc	Zcc	Christian	Lutheran	Other	Other	Other
Information	Parents	E O	E O	E O Media	E O	E O	E O	E O	Parents	E O
Farming	Crops Stock	Crops Stock	Crops Stock	Crops Stock	Crop Stock	Crop Crop	Crop Stock	Crop Stock	Crop Stock	Crop Stock
Training	No	No	Yes	Yes	Project	Yes	Yes	Yes	Yes	Yes
Information Mt	Meeting	Workshop	Workshop	Workshop	Workshop	Workshop	Workshop	None	none	none



**Table 2**

Age	>60	>60	50-59	30	>60	>60	>60	40-49	40-49	40-49
Area Lived	>26	>26	>26	>26	>26	26	26	>26	>26	26
Type of Settlement	Mud	Cem Brick	Cem Brick	Cem Brick	Cem Brick	Cem Brick	Cem Brick	Mud	Mud	Cem Brick
Family	4	18	9	10	8	12	11	3	8	8
Parents	2	6	2	2	1	5	8	1	2	4
Studying	0	1	0	1	1	4	0	0	2	1
Children	3	5	1	4	5	3	3	3	2	2
Income	400	400	400	400	400	400	400	—	400	400
Highest Std	Pri	Pri	Pri	Mid	Pri	None	Pri	Pri	Sec	Sec
Literacy	None	Read Write	Read Write	Read Write	Read	None	Read write	Read Write	Read write	Read write
Language	S	S	A/O	S/E/A	S/O	S	S/A	S/A/O	S/E/A	S/E
Denomi-Nation	Zcc	Ethio-pia	AME	IPCC	Zcc	Chris-Tian	Luthe-Ran	Other	Other	Other
Infor-mation	Par-rents	E O	E O	E O Media	E O	E O	E O	E O	Pare-nts	E O
Farming	Crops Stock	Crops Stock	Crops Stock	Crops Stock	Crop Stock	Crop Crop	Crop Stock	Crop Stock	Crop Stock	Crop Stock
Training	No	No	Yes	Yes	Self	Self	Self	Self	self	self
Infor-mation Mt		Work-shop	Work-Shop	Work-Shop	Work-Shop	Work-Shop	Work-Shop	None	none	None