

Final Report

Title:	Social Dimensions of Watershed Management		
Sponsoring Agency	NIFA	Project Status	COMPLETE
Funding Source	Mcintire Stennis	Reporting Frequency	Final
Accession No.	215172	Project No.	IND011541MS1
Project Start Date	10/01/2008	Project End Date	09/30/2013
Reporting Period Start Date	10/01/2008	Reporting Period End Date	09/30/2013
Submitted By	Christy Rich	Date Submitted to NIFA	02/13/2014

Project Director

Linda Prokopy
765-496-2221
lprokopy@purdue.edu

Recipient Organization

SAES - PURDUE UNIVERSITY
401 S GRANT ST
WEST LAFAYETTE, INDIANA 47907-2024
DUNS No. 072051394

Performing Department

Forestry & Natural Resources

Non-Technical Summary

Nonpoint source (NPS) pollution from agriculture is the primary source of water quality impairment in the United States (USEPA 2000), and addressing NPS pollution in rural agricultural watersheds requires influencing farmers' management practices. In order to influence farmers' management practices, we need to understand the factors that influence farmers decisions to both adopt or reject conservation practices. This project will test a suite of social indicators to see if they help explain adoption of conservation practices. It will test to see if surveys being developed to collect social indicators are leading to reliable and valid findings. It will further examine whether educational interventions can be improved through the consideration of social data. The expected outcomes of this project include: 1) improved educational programs in watersheds across the Midwest, 2) improved data evaluating the effectiveness of watershed projects across the Midwest, and 3) contributions to the literature about motivations for adopting conservation practices.

Accomplishments**Major goals of the project**

1. Explore the relationship between social indicators and behavior change in Midwestern watersheds 2. Understand how social indicators can be used to help improve project planning and educational interventions in watersheds. 3. Develop methods for collecting social indicators for non point source water projects that are valid and reliable in a diversity of different project settings.

What was accomplished under these goals?

Social indicator data were used to explore differences between large and small farms and think about how outreach messaging needs to be different.

What opportunities for training and professional development has the project provided?

Over 1000 people received training on how to use the social indicators system through a variety of webinars, on-line training opportunities, and in-person training.

How have the results been disseminated to communities of interest?

Webinars and trainings.

What do you plan to do during the next reporting period to accomplish the goals?

{Nothing to report}

Participants

Final Report

Accession No. 215172	Project No. IND011541MS1
----------------------	--------------------------

Actual FTE's for this Reporting Period

Role	Non-Students or faculty	Students with Staffing Roles			Computed Total by Role
		Undergraduate	Graduate	Post-Doctorate	
Scientist	0.7	0	0	0	0.7
Professional	4.7	0	0	0	4.7
Technical	0	0	0	0	0
Administrative	0	0	0	0	0
Other	0	0	0	0	0
Computed Total	5.4	0	0	0	5.4

Student Count by Classification of Instructional Programs (CIP) Code

{NO DATA ENTERED}

Target Audience

individuals trying to change farmers' and others' behavior regarding water quality and non point source pollution

Products

Type	Status	Year Published	NIFA Support Acknowledged
Journal Articles	Accepted	2014	NO

Citation

Reimer, Adam and Linda Stalker Prokopy. In Press. Farmer Participation in U.S. Farm Bill Conservation Programs. Environmental Management.

Type	Status	Year Published	NIFA Support Acknowledged
Journal Articles	Accepted	2014	NO

Citation

Perry-Hill, Rebecca and Linda Stalker Prokopy. In Press. Comparing Different Types of Rural Landowners: Implications for Conservation Practice Adoption. Journal of Soil and Water Conservation.

Other Products

{Nothing to report}

Changes/Problems

{Nothing to report}