

THANKS TO:

BORIS MINTZ AND THE MANNA CENTER

# RESEARCH DESIGN

## FAIR PLANT- ETHIOPIA

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# FAIR PLANET – RESEARCH DESIGN

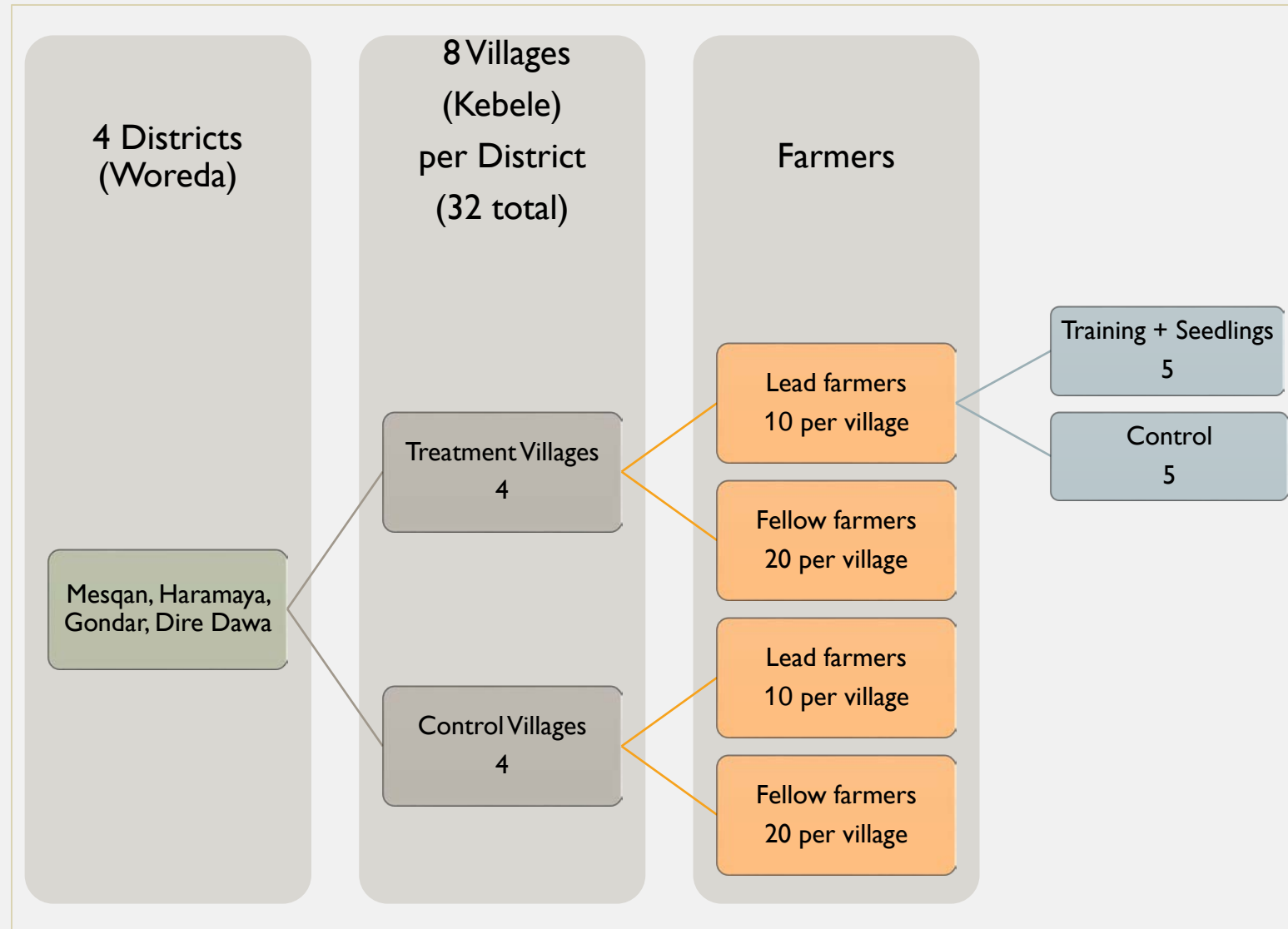
## RESEARCH QUESTIONS

- I. Experimentally measure the performance of the technology on lead farmers' plots.
- II. Does the technology diffuse to “average” farmers?
  - Previous research has shown diffusion occurs within social networks (Udry & Conley, 2008, etc...)
  - Incentivizing farmers to spread knowledge is effective (Mobarak and Ben Yishai, 2015)
- III. Can we incentivize / encourage non-lead farmers to learn?

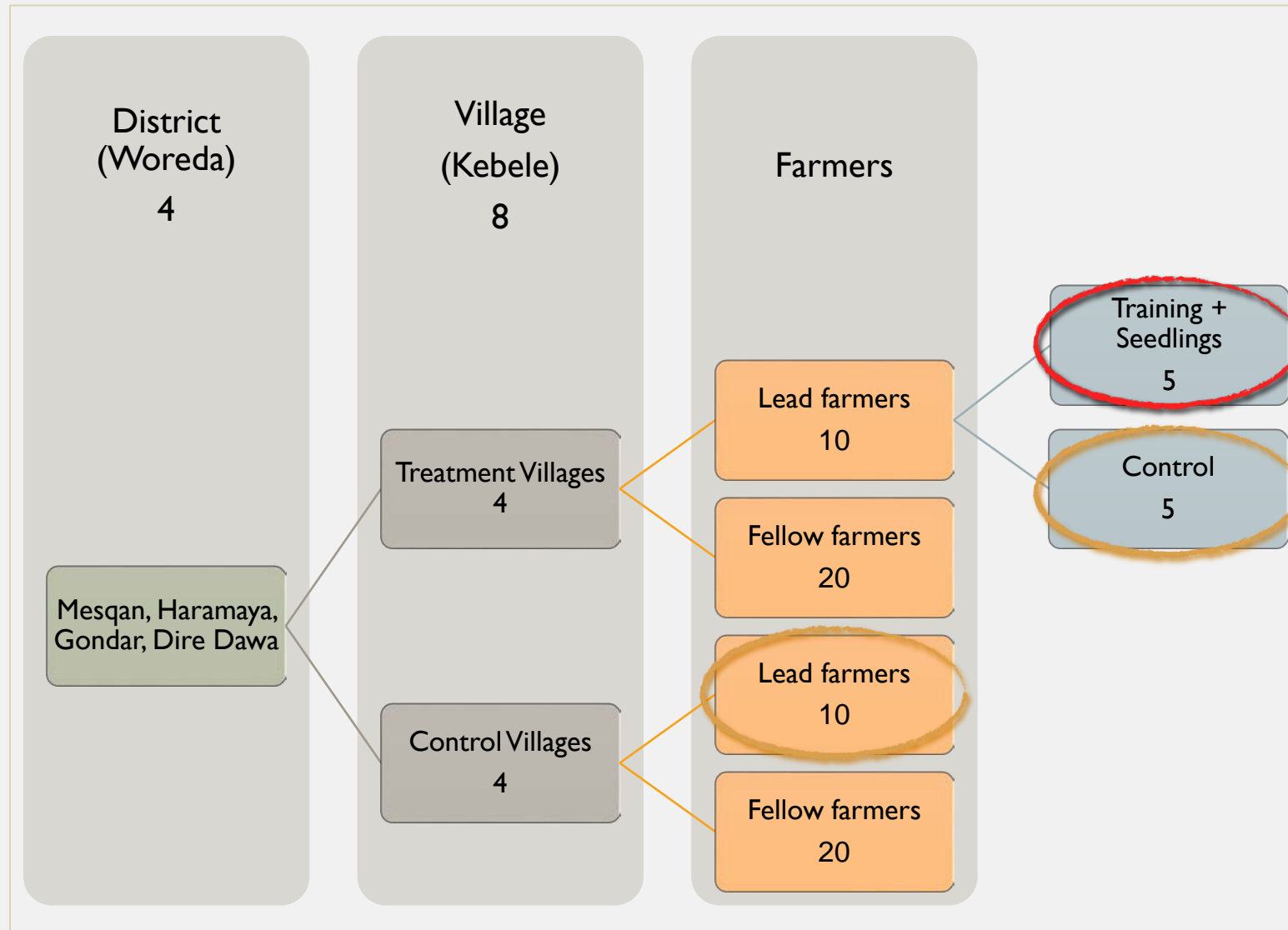
## METHODOLOGY

Randomized Control Trials (RCTs) will allow us to compare villages, lead farmers, and average farmers to similar ones.

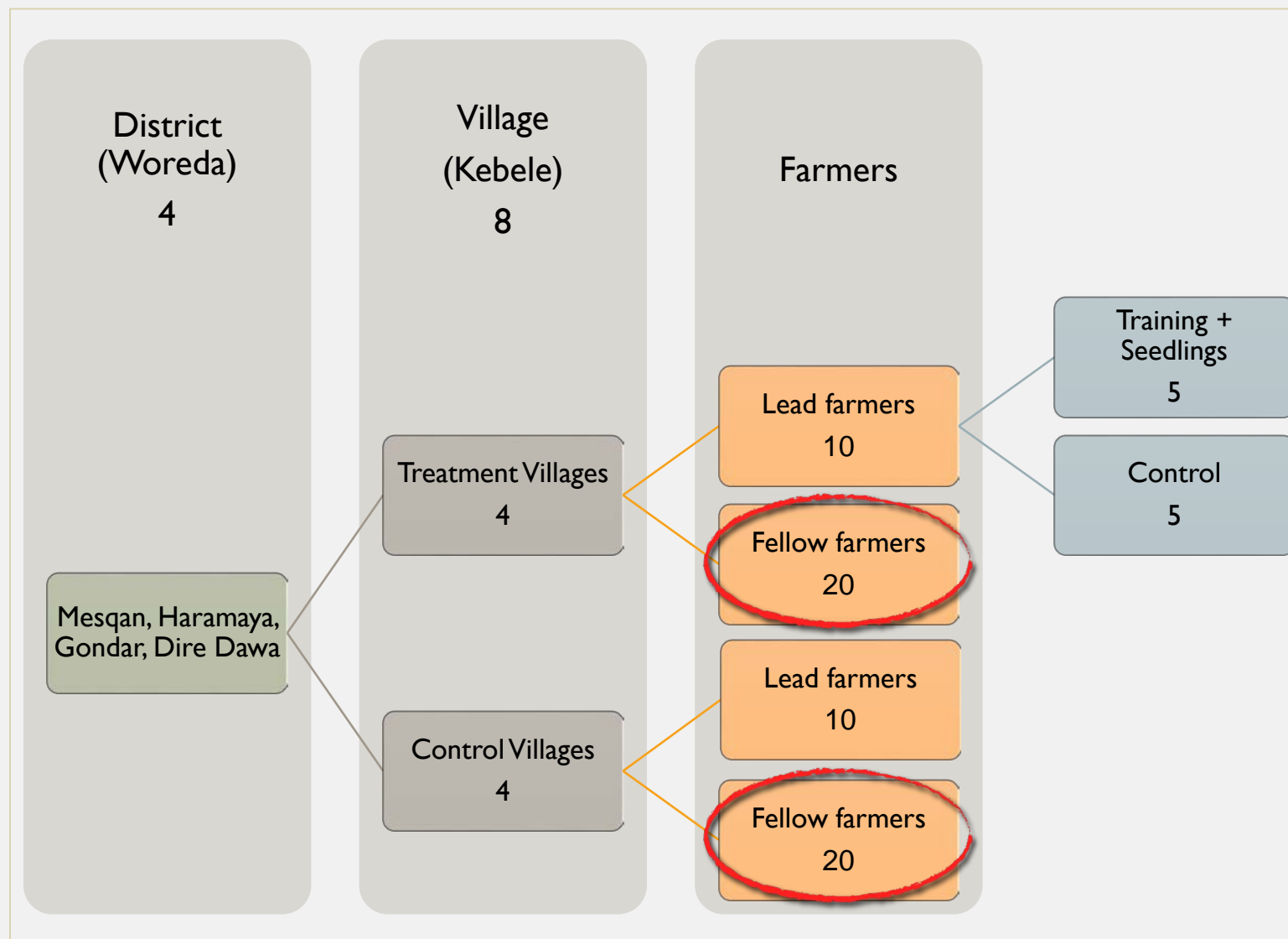
# RESEARCH DESIGN



# QUESTION I: EFFECT OF THE FP INTERVENTION ON YIELDS AND INCOME



## QUESTION II: DIFFUSION?



# QUESTION III: CAN WE ENCOURAGE DIFFUSION?

