Supplemental material 4: Questionnaire check list

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| **Questionnaire used for Individual household survey in SAK picture lessons study**   1. When you got the picture book?   ………month ………year   1. Did you hear about it before?   Yes No   1. Who receives the book?   Male Female   1. Mostly, who read the book?   Young male Young female Adult male Adult female youth (<15 years)   1. Provide details below for the use of the picture book (show picture booklet to the respondents)  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Name of lesson | Easy lessons to understand | | | Difficult lessons to understand | | | Tick the lessons you already used/applied if any | Tick the lessons you are planning to use (if any) | | Tick | Why, give the reason | Rank | Tick | Why, give the reason | Rank | |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  | |
| 1. What is the major 3 strengths/good points of the booklet?   1.  2.  3.   1. What is the area to be improved for wider adoptability?   1.  2.  3.   1. What is the overall rating for this book (in terms of easiness to get the message) (1 to 5)? 2. No use at all 3. Slightly useful 4. Moderately useful 5. Highly useful 6. Why, give the reason for your above (Q. 8) response.   ……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………..   1. Which media is useful for women and illiterate groups?  |  |  |  |  | | --- | --- | --- | --- | | S.No. | Channels | Tick the useful one | Rank (1 highest 8 lowest) | | 1 | FM/Radio |  |  | | 2 | Local television |  |  | | 3 | National television |  |  | | 4 | Video/short documentary |  |  | | 5 | Mobile SMS/video |  |  | | 6 | Newsletter |  |  | | 7 | Picture booklet/lessons |  |  | | 8 | Others (specify) |  |  |  1. Do you think using picture book as extension strategies to target women and illiterate groups is effective approach?   Yes No Don’t know   1. If yes, how can we make picture lessons better than other media? 2. In future, are you going to use this book?   Yes No Don’t know  15.a. Why?   1. Are you going to recommend to your neighbors or relatives to read it?   Yes No Don’t know  16.a. Why? |
| **Questions for Key informant interviews**  Q.1 Do you have any experiences working with picture books or extension materials with pictures?  Yes No Don’t know  Q.1.1. If yes, could you please share some of the experiences with us?  Ans: Experience:  Q. 2 Could you please share some advantages of using picture methods in dissemination of agricultural practices and technologies especially in less developed countries like Nepal? (at least 3)  Q. 3. Could you please share some limitations of using picture methods in agriculture extension (at least 3)?  Q.4 In this modern world of ICT where Radio, TV and mobile are more common even in remote area of the country like Nepal, do you think picture book will be an appropriate means/approach to disseminate the new technology and knowledge and why? |
| **Questions for online Qualtrics survey**  Q.1. I identify as  a. Agriculture extension worker b. Agricultural scientist c. Others (please specify)  Q.2. My gender is  a. Male b. Female c. Prefer not to say  Q.3. I work in  University b. NGO C. Government d. Others (please specify)  Q.4 In your opinion, is using a picture method is effective way of disseminating technologies/new ideas and practices in agricultural extension among illiterate or semi illiterate farmers?  a. Yes b. No c. Don’t know  Q.5 a. For your response to Q.5, please give a reason below:  Q.6. Choose the appropriate communication tools/methods which are better for given conditions?   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | S. No. | Benefits/methods | Picture | Picture with texts | Radio | Video | | 1 | For higher outreach |  |  |  |  | | 2 | To overcome the language barriers |  |  |  |  | | 3 | More economic |  |  |  |  | | 4 | Area with no/limited electricity |  |  |  |  | | 5 | More illiterate farmers groups |  |  |  |  | | 6 | Semi-literate farmers groups |  |  |  |  | | 7 | Literate farmers groups |  |  |  |  | | 8 | Rich farmers |  |  |  |  | | 9 | Middle income farmers |  |  |  |  | | 10 | Poor farmers |  |  |  |  |   Q. 7. Please share your views on the condition in which picture methods are more useful to use for agriculture extension purpose and why?  Ans:  Q.8. In your opinion, w­­­hat are the limitations/challenges of the picture methods? Provide at least 3 points. |
| **Checklist for the Focus group discussion**  Date:  Place  Participants: …….male and ……….female farmers  Q.1 What is your first impression while you see the picture book? What are its some advantages?  Male:  1  2  3  4  5  Female:  1  2  3  4  5  Q.2. What are the area that has to be improved in this picture book  Male:  1  2  3  4  5  Female:  1  2  3  4  5  Overall reflection from the discussion:  Male farmers:  Female farmers:  Thank you |