The Sondeo

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Sondeo in Process

Previous Experience and Secondary Information

Information Processing

Planning for field Collection

Information Collection in the Field

Information Collection in the Field

Information Processing

Planning for field Collection and Report

Information Collection in the Field

Information Processing

Planning Report

Synthesizing Data

Information Processing

Synthesizing: Conclusions, Recommendations

Present Report
• Previous Experience, Secondary Information
• Information Processing
• Planning for Field Collection
• Information Collection in the Field
  information collection in the field
  information processing
  planning for field collection
• Information Collection in the Field
• Information Processing
• Planning for Field Collection and Report
• Information Collection in the Field
• Information Processing
• Planning Report
• Synthesizing: Models, Calendars, Problems, Causes
• Information Processing
• Synthesizing: Conclusions, Recommendations
• Presentation of Document
• Information Diffusion
  • Farmers
  • Research/Extension
  • Decision Makers
• Information and Feedback Collection
• Information Processing
• Planning Program
• Collection of Resources
• Resource Allocation and Information Processing
• Planning Specific Projects
SONDEO

A reconnaissance survey

Livelihood systems are described, the agro-socioeconomic situation of the farmer is determined and the restrictions they face are defined so that any proposed modifications of their present technology are appropriate to their conditions.
Quantifiable information not necessary, thus rapid without lengthy analyses of data.

No questionnaires creates informal interview setting
SONDEO = To sound out

A rapid reconnaissance or rapid appraisal method of learning about local people’s situations, experiences, problems, and perspectives . . . Directly from the people themselves.
It generates insights and information rarely obtained in a formal survey in a relatively short period of time. A Sondeo will give you a good 'sense' of the situation with useful, but limited, generalizations beyond the sample of those interviewed.
Fundamentals of Sondeo Approach

Holistic or Systems Orientation

-may involve a combination of methods . . . informal/ethnographic interviews, key informants, team or group consensus, sensing interviews, focus groups, observation.

-qualitative data

-fast data turnaround
Close communication between clientele and professionals

- professionals learn from clientele; clientele teach ‘experts’
- clientele participate in problem solving process and verification of findings
- open-ended questions and interviewer probing
- importance of local or indigenous knowledge
- clarification of needs
Team Approach

- preliminary team orientation
- team interviews and rotation
- group responsibility for data organization and analysis
APPLICATIONS OF SONDEO INFORMATION

-to describe an existing situation, or behavior pattern
-to identify problems, constraints, costs or benefits
-to identify potential solutions
-to assess impacts
-to obtain more depth of information. Why? How?
-to describe or understand social relationships
-to obtain a more accurate picture of cultural or social class groups different than the investigator’s own
-as background for development of a more focused quantitative study