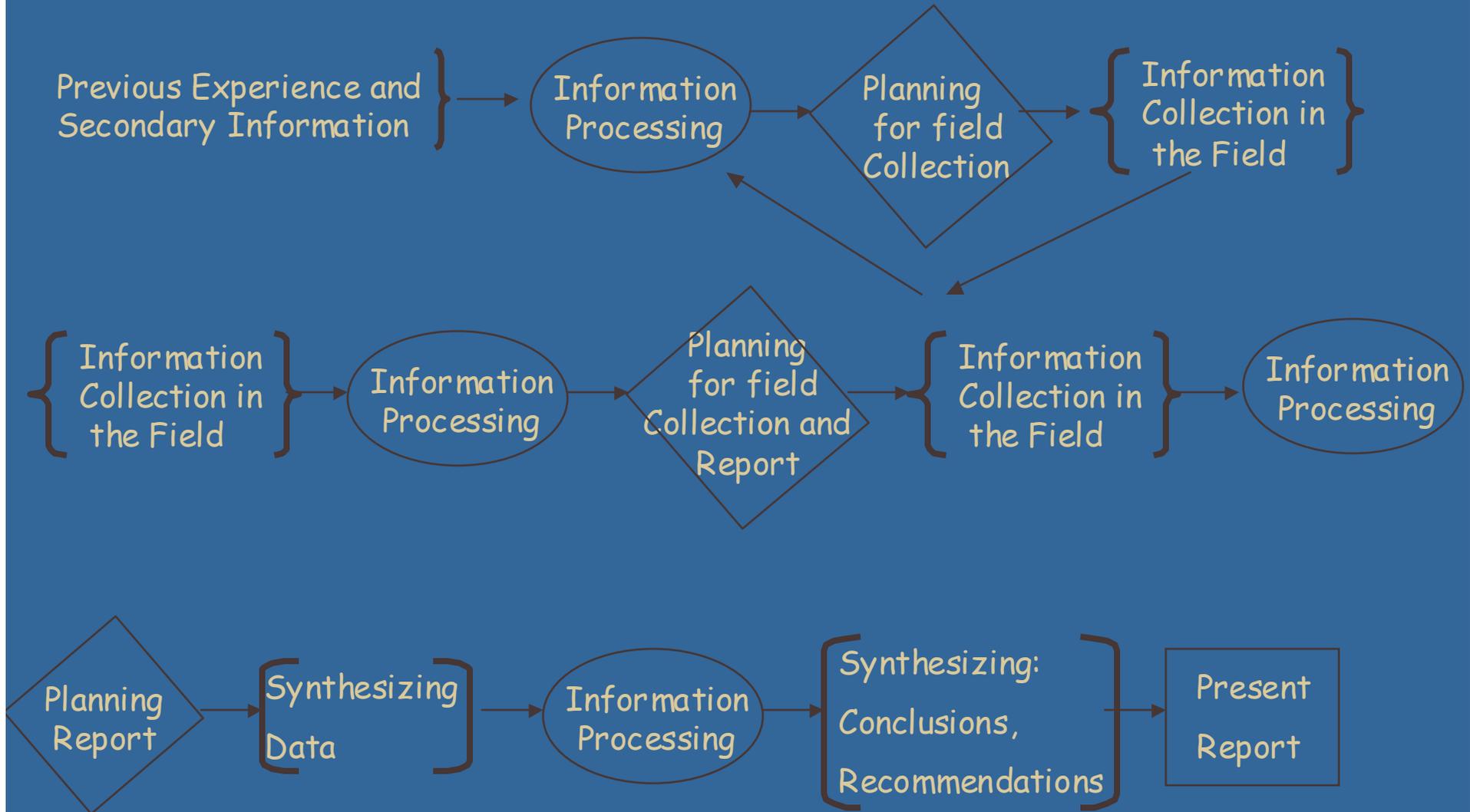
The background features a textured, light beige paper surface. In the center, there is a faint, stylized illustration of a mountain range with a prominent peak. On the right side, there is a detailed illustration of a willow tree with long, thin branches and small, dark, round buds or leaves.

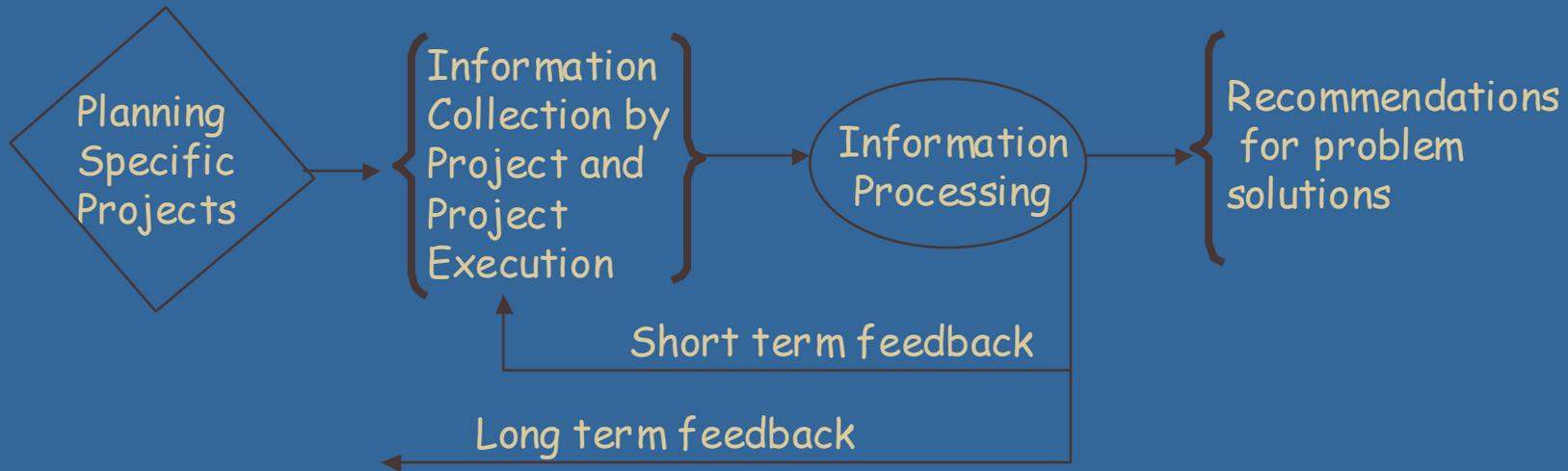
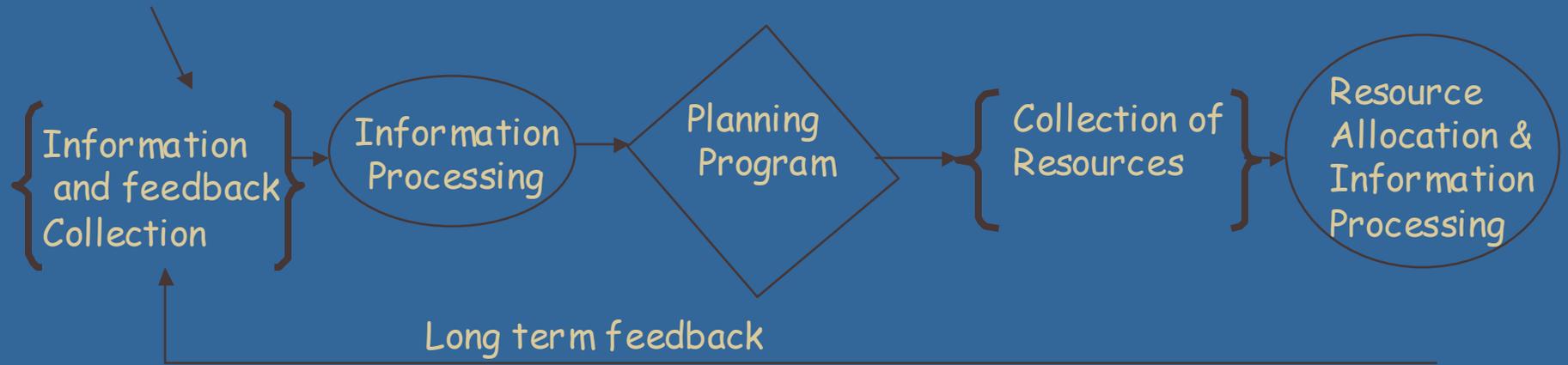
The Sondeo

Peter Hildebrand

Sondeo in Process



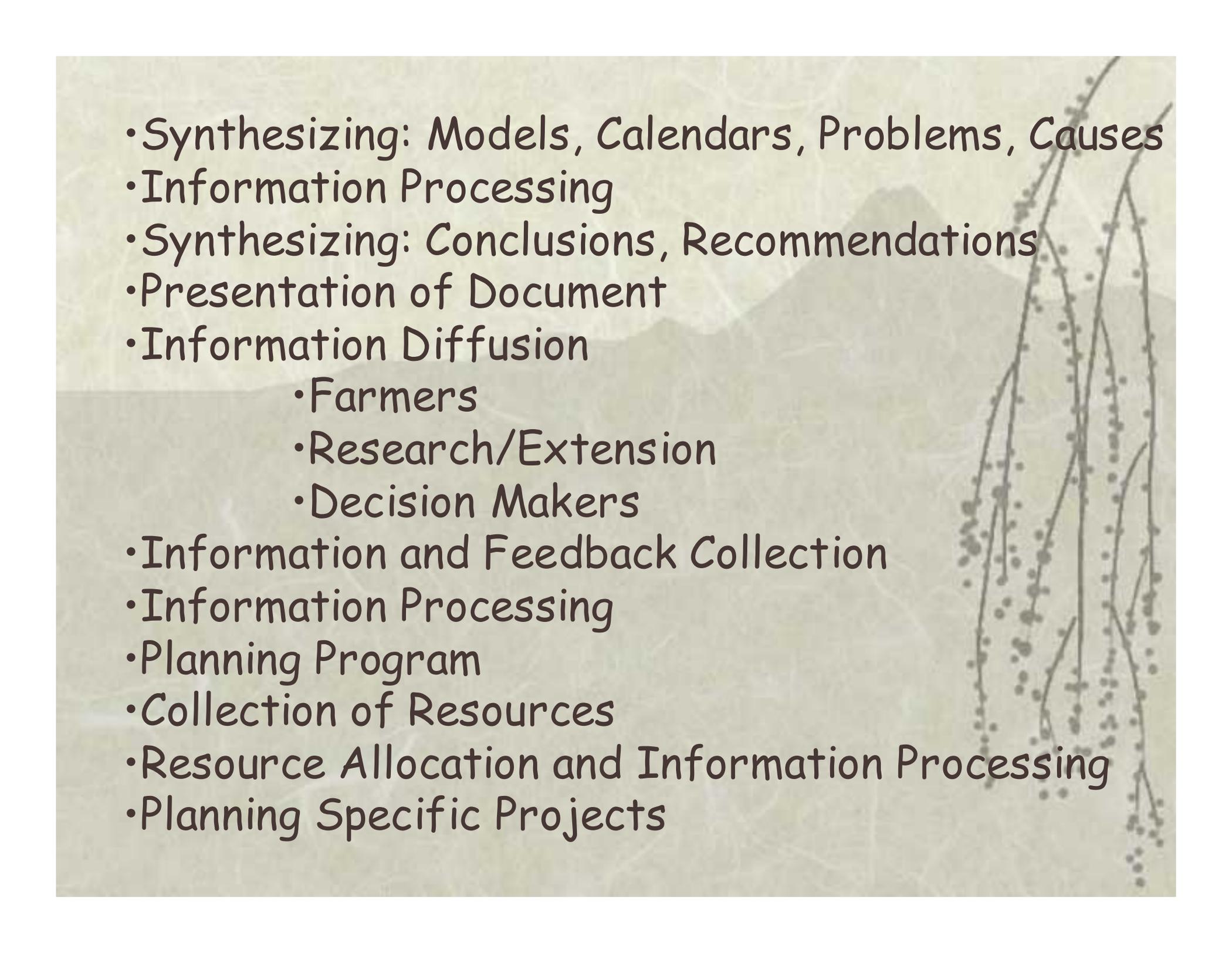
Information Diffusion:
-Farmers
-Research/Ext
-Various Users



- 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

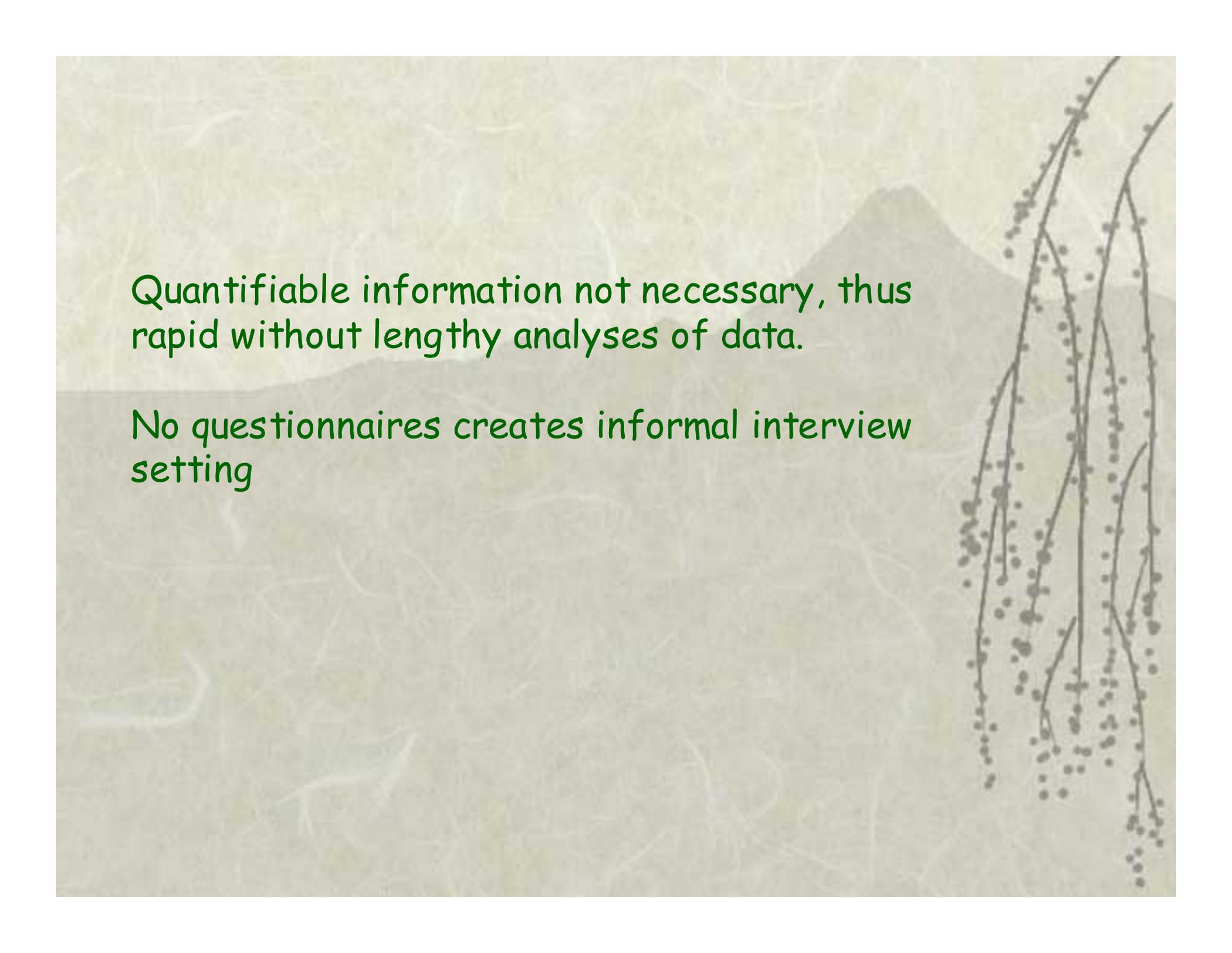
- 
- Synthesizing: Models, Calendars, Problems, Causes
 - Information Processing
 - Synthesizing: Conclusions, Recommendations
 - Presentation of Document
 - Information Diffusion
 - Farmers
 - Research/Extension
 - Decision Makers
 - Information and Feedback Collection
 - Information Processing
 - Planning 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.



The background of the slide features a soft, muted landscape. In the upper right, a dark, conical mountain peak rises against a pale, hazy sky. Below the mountain, a range of lower, rolling hills is visible. On the right side of the image, a dark, slender branch of a willow tree hangs down, adorned with numerous small, dark, round buds or leaves. The overall color palette is muted, consisting of various shades of beige, tan, and light brown, creating a calm and naturalistic atmosphere.

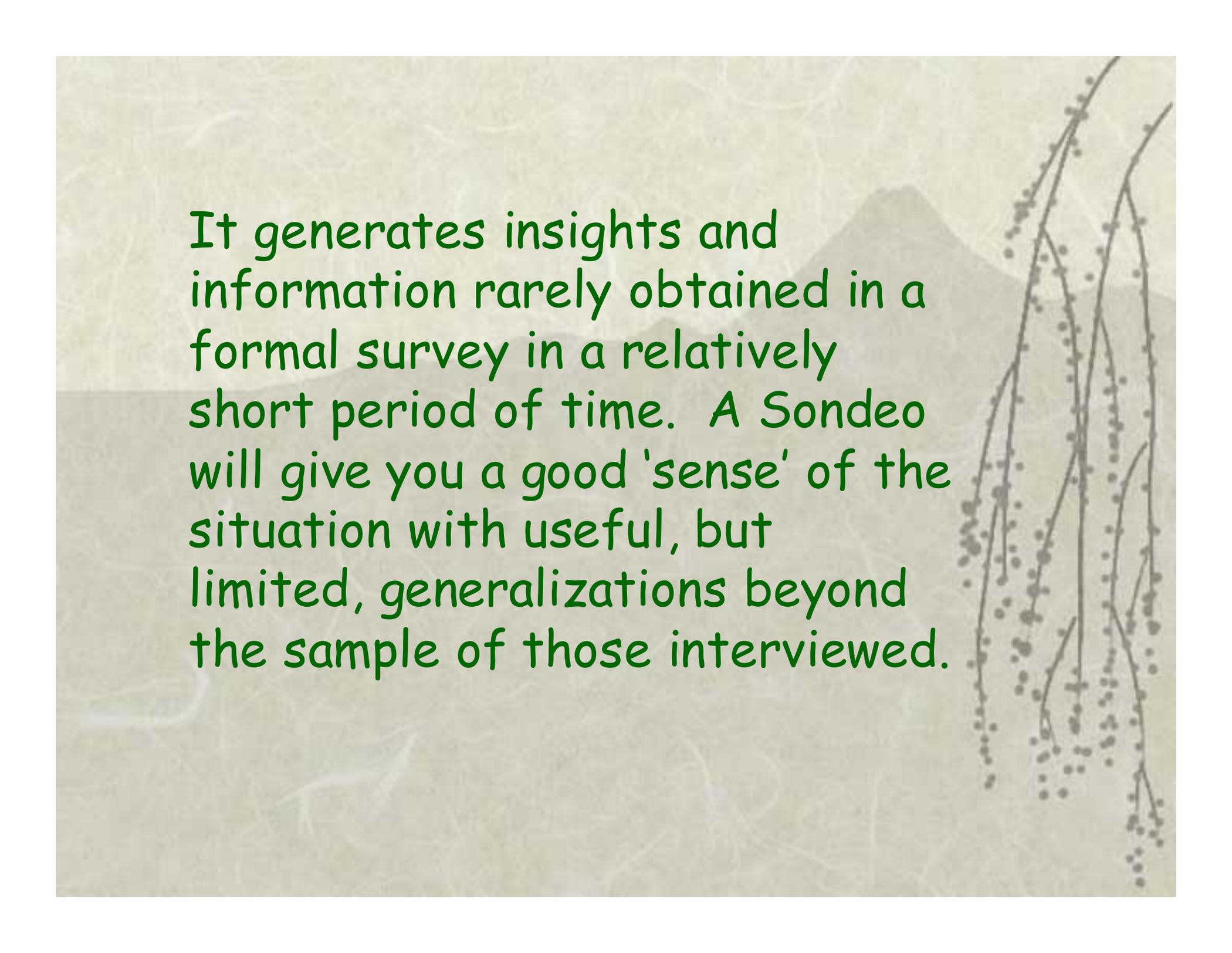
Quantifiable information not necessary, thus
rapid without lengthy analyses of data.

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.



The background of the slide features a soft-focus landscape. In the upper portion, a range of mountains is visible under a pale sky. On the right side, a branch of a willow tree hangs down, adorned with numerous small, light-colored flowers. The overall color palette is muted and naturalistic, with greens, browns, and greys.

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