**Research Questions/Plan**

**Paper 1: Social networks and technology use**

*Research question:*

How do farmers information networks differ within the dairy systems in Kenya? What effect does this have on technology use and awareness?

* Comparative study of 4 social networks from high dairy potential areas .
* 2 networks are based in developed locations, where formal cooperatives exist
* 2 networks are based in less developed dairy regions, where no formal cooperatives operate but village-based advisors seek to promote improve practices and train farmers
* Include some acknowledgement of spatial differences.
  + Give the key network statistics in comparison
  + Look at technology adoption between all networks
  + Look at information spread vs technology adoption
  + Include formal information sources
  + Pull out influential figures
* Conclusion on social capital differences between networks.

**Paper 2: Facilitating information sharing and technology adoption**

*Research question:*

What role does social capital and farmers’ personal networks play in their decisions to adopt new dairy technologies?

* Are farmers who are similar likely to socialise more (ie be in the same community)?
* How likely are farmers in the same community to copy each other? How likely are similar farmers to have same tech behaviour (even if not in same community)? (basically testing whether community or characteristics are more influential in tech status)
* How important is social capital (horizontal and vertical) in providing support / mitigating risks associated with technology **adoption**?
* Are vertical social capital links (i.e to those outside of their relatively homogenous farmer networks) important? (this would be the diversity of information variable) (ie what is the relative importance of vertical and horizontal social capital?)
* Cluster the networks and test to see if those within them are similar
* Do a table that shows adoption and awareness data of each community and membership similarity
* Group farmers by characteristics (not community) and do table as above
* Create horizontal networks (informal groups with famers) and vertical networks variables (links to other information sources)
* Test whether these variables are a determinant of adoption for every cluster (using all network data)