Methods for Studying Sustainable Foodscapes

ANALYZING AND INTERPRETING CAMPUS-FARM INTERVIEW AND WORLD CAFÉ DATA

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Food for Thought

What is your favourite plant? Why?

What is your least favourite plant? Why?



World Café - Introduction

Welcome

What is a world café?

Roles:

- Table note taker.
- Large discussion note taker.

What to expect:

- Three questions – 20 minutes of discussion
- Followed by 5 minute group discussions
- At the end, participants will place stickers on the responses that resonate best with them.



Round 1: Imagining Possibilities

What could the SAFS Club gain from next week's World Café?

What kinds of ideas, activities, initiatives, or collaborations could emerge from the event?

How could the discussions help the club imagine its future and identify new opportunities?

What would make the World Café a meaningful and useful event for the SAFS Club?



Round 2: Exploring What We Need to Learn

What do we need to learn from participants to help the SAFS Club explore these possibilities?

Whose experiences, interests, needs, and perspectives would be important to understand?

What information would help the club identify feasible activities, partnerships, and initiatives?

What should participants discuss to help identify opportunities, challenges, and potential next steps?



Round 3: Developing Ideas for Questions

How could we turn these ideas into engaging questions for next week's World Café?

What kinds of questions could encourage participants to share their experiences, ideas, and aspirations for the club?

How could we organize the questions to move from imagining possibilities to exploring what is needed and identifying potential next steps?

What possible questions or wording could we suggest for next week's event?



Qualitative Analysis

Questions to consider:

What is the participant saying? Describe it in ordinary language.

What is happening here? Identify the experience, action, problem, relationship, or idea being described.

What short label could represent this idea? Turn that observation into a code.

Demonstrate with an excerpt from the transcript. Take a quote from the transcript as evidence for your code.



Qualitative Analysis

Practice Analyzing Research Findings

Coding: What important ideas, experiences, challenges, and opportunities emerge from the interview? Identify passages and assign descriptive codes.

Identifying themes: Which codes can be grouped into broader themes? What relationships or tensions exist between them?

Interpreting findings: What does the interview suggest about the opportunities and challenges of building campus-community food sovereignty?

Connecting findings to research questions: What could campus farms learn from CultivAction? Which practices might be transferable, and what contextual differences should be considered?

Critical reflection: What assumptions does the participant make? What perspectives might be missing? What additional information or interviews would help verify or challenge these findings?



World Café Method

1) *Setting*: Create a “special” environment, most often modeled after a café, i.e. small round tables covered with a checkered or white linen tablecloth, butcher block paper, colored pens, a vase of flowers, and optional “talking stick” item. There should be four chairs at each table (optimally) – and no more than five.

2) *Welcome and Introduction*: The host begins with a warm welcome and an introduction to the World Café process, setting the context, sharing the Cafe Etiquette, and putting participants at ease.

3) *Small-Group Rounds*: The process begins with the first of three or more twenty-minute rounds of conversation for small groups of four (five maximum) people seated around a table. At the end of the twenty minutes, each member of the group can move to a different new table. They may or may not choose to leave one person as the “table host” for the next round, who welcomes the next group and briefly fills them in on what happened in the previous round. They can also remain at the same table to answer the different questions.

4) *Questions*: each round is prefaced with a question specially crafted for the specific context and desired purpose of the World Café. The same questions can be used for more than one round, or they may build upon each other to focus the conversation or guide its direction.

5) *Harvest*: After the small groups (and/or in between rounds, as needed), individuals are invited to share insights or other results from their conversations with the rest of the large group. These results are reflected visually in a variety of ways, most often using graphic recording in the front of the room. At the small groups, note takers record the conversation.

Thank You!

Questions, concerns, comments?