

Food Security Information for Action

Reporting Food Security Information Interacting with your Users

(Annex II to the lesson "Understanding the Users' Information Needs")



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Interaction ways

The best way of understanding the needs and expectations of users is **to contact them directly**.

You might consider:

- distributing a short questionnaire;
- making a telephone call;
- scheduling an interview.

Using questionnaires

Questionnaires are generally more appropriate for **surveying larger numbers**. This technique may be useful for understanding the needs of the wider - primary and secondary - readership.

Questionnaires may be administered by enumerators or rely on voluntary response and completion. Using enumerators is more expensive but will result in a much higher response rate. Don't expect more than 10% of your sample to reply voluntarily.

Concentrate on collecting the most important information – shorter questionnaires have a better response rate.

Aim for 1-3 pages with a maximum of 10 questions.

Remember that you are designing the report around the needs of the primary audience.
Do your best to canvass the opinions of the primary audience in more detail.