

**Eco Advice Project
Aggregate Feedback
from the
Pilot Audience**

February 2008

Pilot Project Objectives

- 1. Determine whether an advice column concept can provide the basis for a meaningful academic experience for students who want to learn to communicate environmental science to the public**
- 2. Consider whether student-produced research and writing can provide the public with credible, relevant, engaging and practical information about the sustainable use of natural resources**

Primary Elements

1. **A graduate level class to teach students how to research and communicate consumer-oriented environmental science to the public**
 - Fifteen students enrolled in the class, which was taught by Stanford environmental science and writing faculty in the autumn quarter of 2007.
2. **A pilot audience consisting of a network of family and friends. The role of the pilot audience was to connect our faculty and students with the American public**
3. **Questions submitted by the pilot audience about environmental issues and the use of natural resources, particularly from a consumer perspective**
4. **Student research and writing to answer the questions. The students selected questions for their assignments, and based on instruction in class, proceeded to research and write answers.**
5. **Sample columns featuring a few examples work of the students, posted on a password-protected website**
6. **Evaluation of the columns by the pilot audience**

Sample Columns Autumn 2007

4 Columns

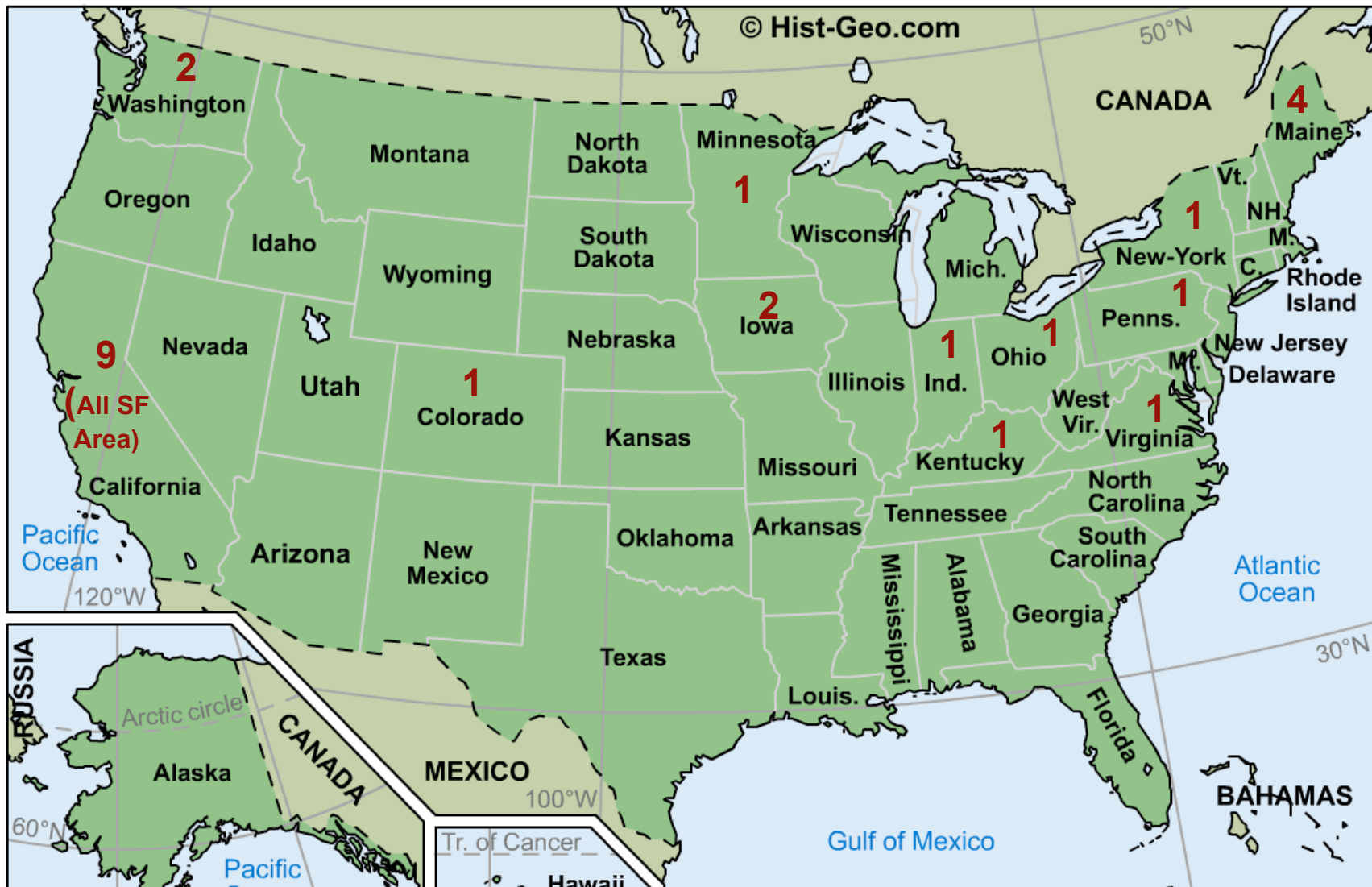
- **7 Q&A, each with supplemental information titled “Digging Deeper”; each of the four columns also had a “Did You Know” item at the end**
 - **Column 1: Coffee cups & packing peanuts**
 - **Column 2: Hybrid cars**
 - **Column 3: CFLs and LEED**
 - **Column 4: Cat litter and diapers**
- **Available online at ecoadvice.stanford.edu**
 - **ID: ecoadvice**
 - **Password: stanford**

The Pilot Audience: 50 “Family & Friends”

- **Developed via outreach by the teaching team and students in the class**
- **50 people signed up; many submitted questions**
- **25 provided feedback on the pilot columns**
 - 5 evaluated all 4 columns
 - 1 evaluated 3 columns
 - 10 evaluated 2 columns
 - 9 evaluated 1 column
- **Not designed to be a true demographic representation of the U.S. population**
- **Reasonable geographic diversity except for the South**
 - “Overweighted” in the San Francisco Bay Area, where Stanford is located, and in Maine, where students from a high school class and their families participated with enthusiasm

People from 12 States Evaluated the Pilot Columns

The number from each state is shown on the map

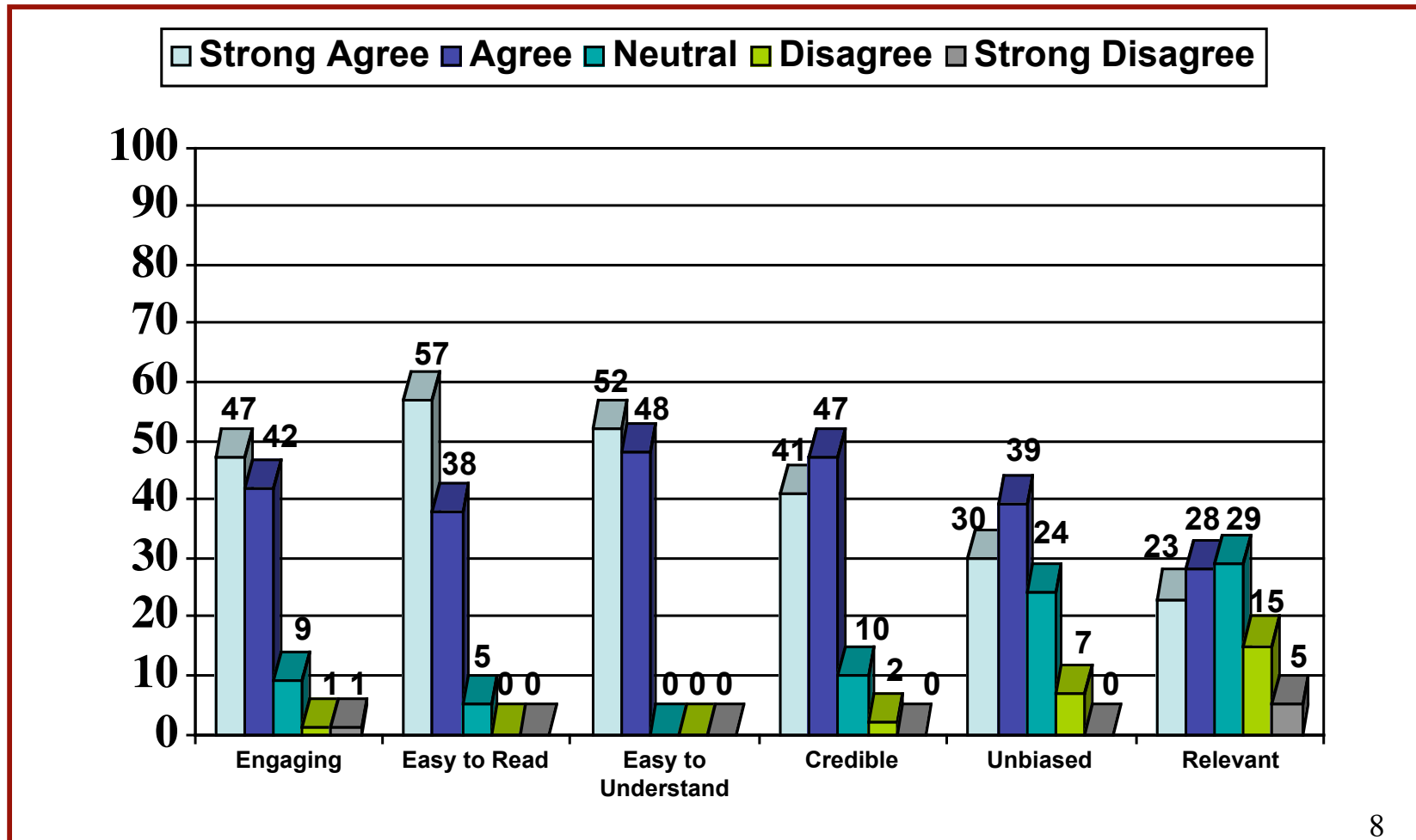


Combined Ratings by Pilot Audience

The following slides contain data, including charts and graphs, that combine your ratings for the four pilot columns. We found your written comments and suggestions quite useful, but chose not to include them in this summary due to length and some overlap. We did share your feedback regarding strengths and areas for improvement with our students and our faculty sponsor.

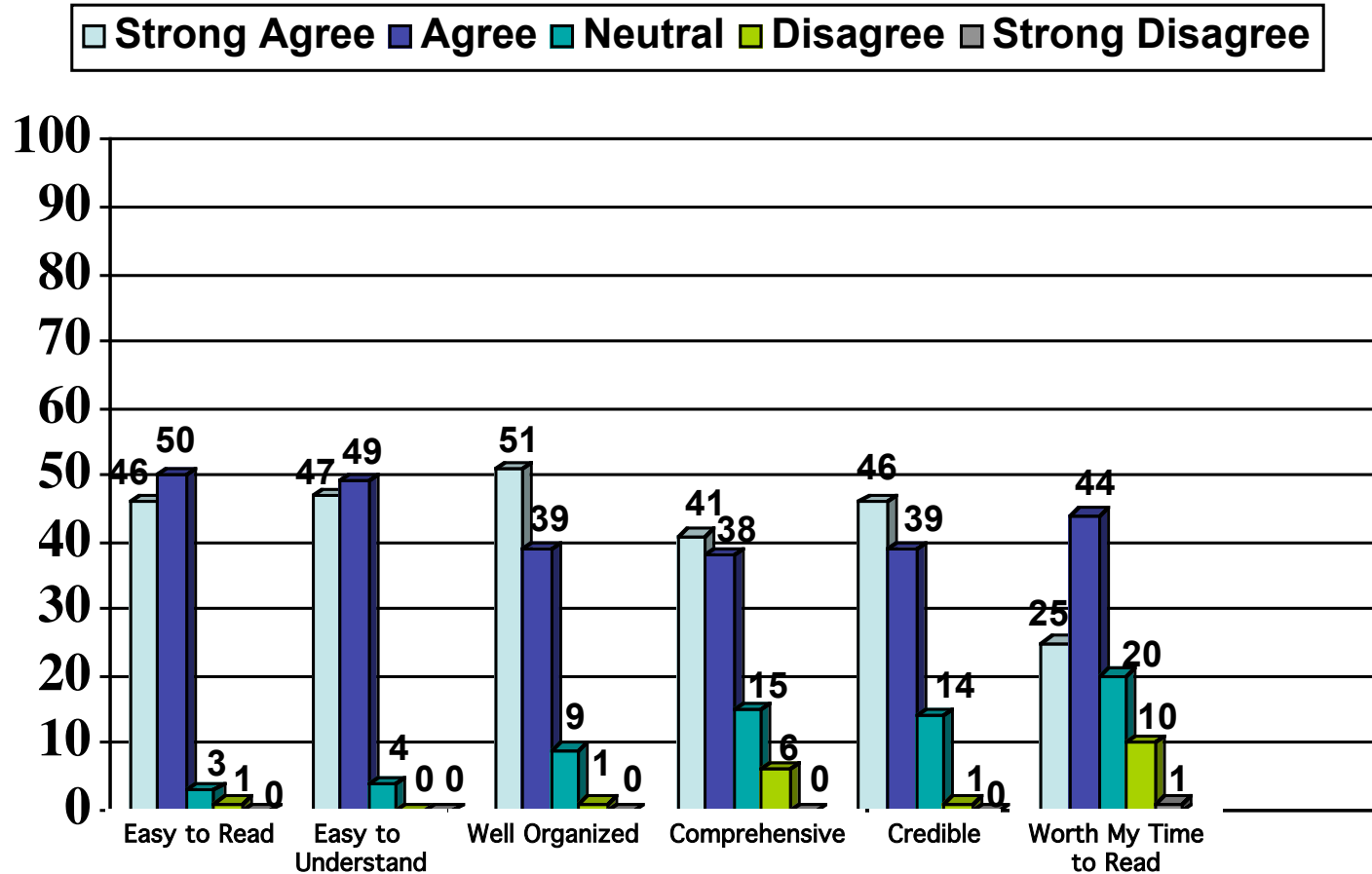
Aggregate Ratings for Answers

= %



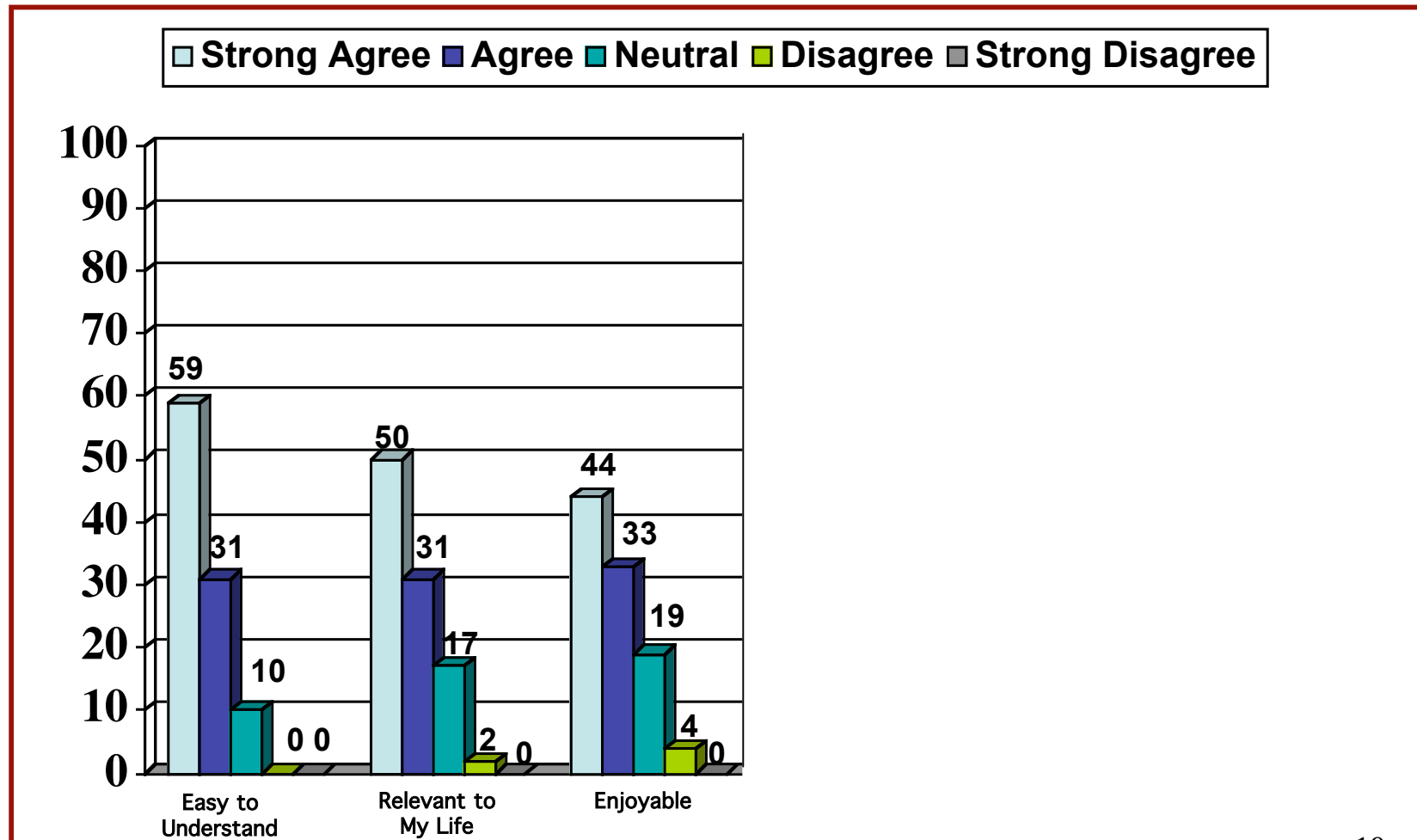
Aggregate Ratings for “Digging Deeper”

= %



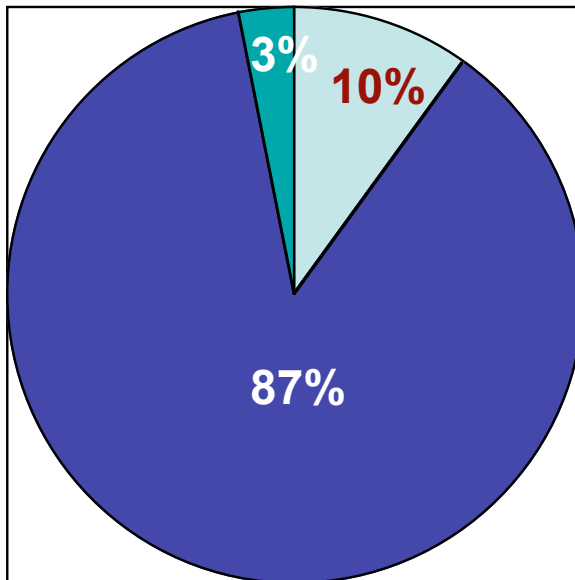
Aggregate Ratings for “Did You Know”

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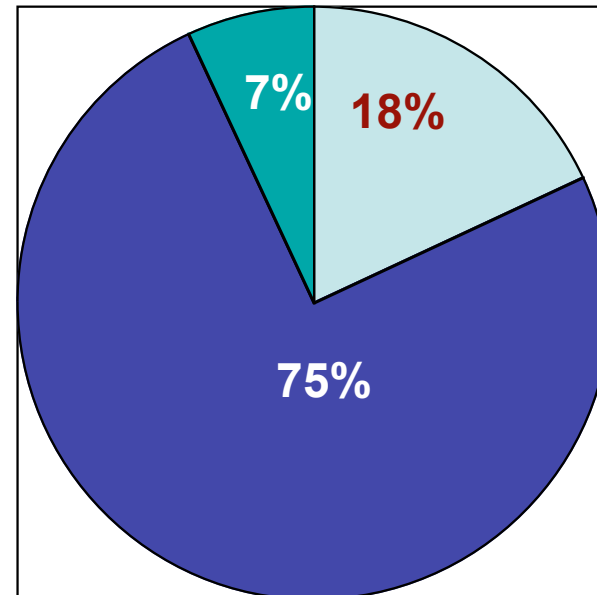


Preferences for Length of Answer and “Digging Deeper”

Answer

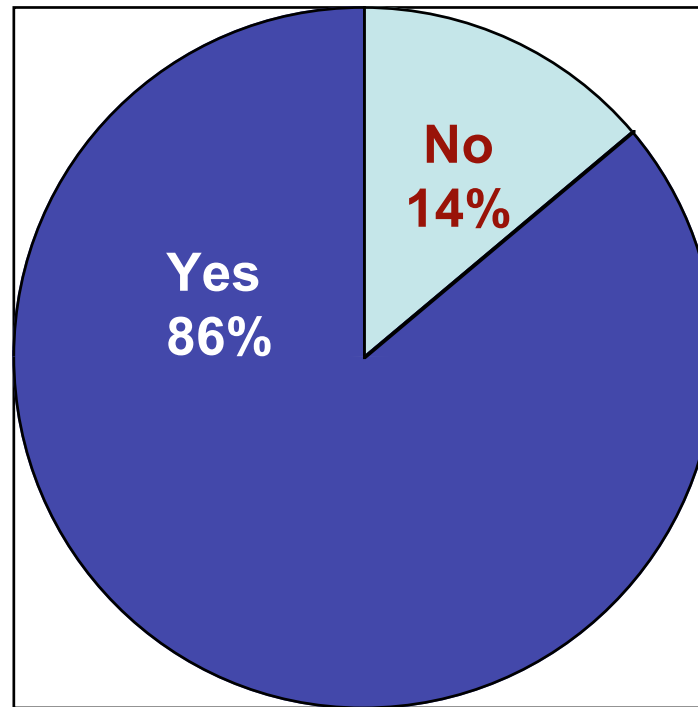


Digging Deeper



□ Too Long ■ Just Right ■ Too Short

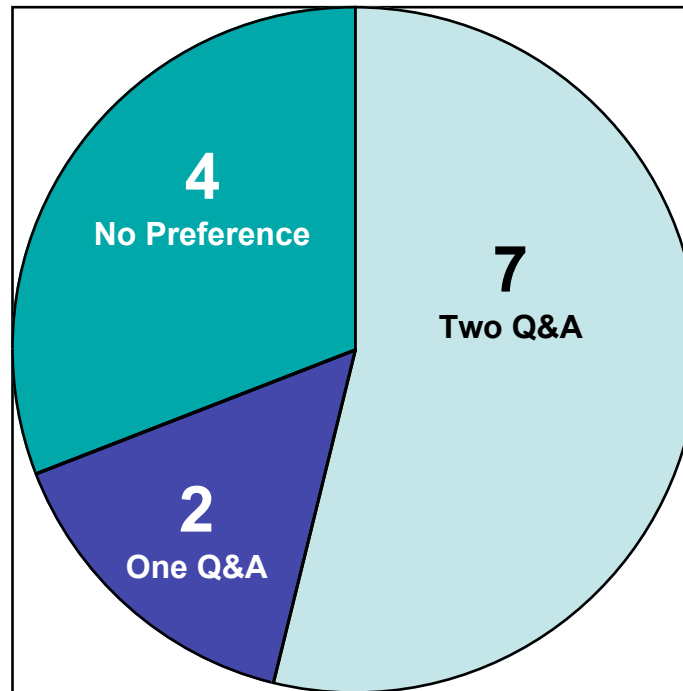
Aggregate Responses to the Question: “Did you learn anything new?”



One or Two Q&A per Column?

Asked in Column #4 Survey Only

N = 13



Thank you
from the teaching team and students involved in
the Eco Advice Pilot Project.
If you have questions about the aggregate data or
other questions or comments,
email Nancy Peterson, project manager at
nancy.peterson@stanford.edu.