

PROPOSAL NARRATIVE

Sustainable Development as a Result of Reflexive Modernization

1. Proposal Narrative

A. Abstract

The purpose of this research project is to investigate how volunteers at the Kane Street Community Garden participate in sustainable development and how they engage in reflexive modernization in doing so. Many people practice sustainability by reflecting on how their actions impact the environment and people in developing countries (Isenhour 2010). With this reflection, these people then proceed to modify their lifestyles to fit with sustainable practices. Furthermore, anthropological research demonstrates that participatory development programs provide a venue for stakeholders to exercise agency in their communities (Hippert 2011). To better understand how participants in the Kane St. Gardens participate in local sustainable development practices, 5-10 preliminary interviews will be held to create a survey listing sustainable actions, which will be distributed in summer 2020 to 50-60 people. 15-20 follow-up interviews will be conducted in order to gain further insight into how and why volunteers participate in sustainable development. In addition, during the fall 2019 semester, I completed an internship in applied anthropology in which I gathered data from participants about how the Garden could improve their services to assist participants better. Based on prior research, it is expected that participants engaging in sustainability do so out of concern for future generations and less developed countries. By using the qualitative analysis software, MAXQDA, common trends and themes will be found between participant responses.

B. Background/Statement of the Problem/Significance of the Project

In response to growing concerns about the environment and well-being of rural and indigenous peoples in developing countries, many people have altered their lifestyles to align with practices and values regarded as sustainable. However, what is sustainability, and more importantly, how do people participate in sustainable development? Since many people define sustainability differently, it is important to consider the things they do (and don't do) in regard to their views of the practice.

Isenhour (2010) conducted research in Sweden in which she analyzed how Swedes practice sustainable consumption. She interviewed each person and asked them to list all of the sustainable practices they could think of, proceeding to ask them how well they do at each one. Isenhour found that, although many do the listed practices, each Swede prioritizes some more than others. For example, some focus more on their energy consumption while others prefer only consuming organic and local products in order to keep local food producers in business, showing that care for the well-being of people's livelihoods is a sustainable act. In addition, Isenhour found that some families unwittingly consume unsustainably, most notably a father who only purchased new toys for his children instead buying secondhand. Furthermore, Isenhour's research found that, in modifying their lifestyles, Swedes were engaging in reflexive modernization. People reflected on the ecological impact their consumption had, modernizing their choices to meet with what they consider sustainable. Lastly, Isenhour investigated the motives of each Swede in their participation in sustainable consumption. It was learned that most Swedes do not participate out of concern for themselves, but out of concern for those suffering in developing countries around the world.

Past research done by Hippert (2011) shows that participatory development offers participants a way to make their voice heard in their community's development. In her work with rural Bolivians, Hippert examined a work-for-food program called the Pirwa in Huancarani, Bolivia. The results of her research show that people's food security is equally dependent on prioritizing their work and income as farmers as it is on ensuring they get enough calories. A lack of agricultural work results in migration to urban environments to find work in the informal sector, which creates more food security and renders people more vulnerable. The Pirwa proves to be an invaluable asset to Huancarani as members show that their work-for-food program keeps people farming, thus ensuring the members and their community have a steady supply of food.

C. Objectives / Specific Aims

- Develop an understanding of personal motives of participants regarding sustainability and sustainable development at the Kane Street Community Garden.
- Investigate how each participant understands sustainability as a practice and in what ways they participate in it, using this data to increase or spread awareness on sustainable practices.
- Learn how participants engage in reflexive modernization and how they have changed their lifestyles in accordance with sustainability.

D. Methods

Preliminary Research

As part of my internship in applied anthropology in the fall 2019 semester, preliminary

research was completed in the form of participant observation, building rapport with participants, and distribution of anonymous surveys at the Garden—of the 71 surveys distributed, 43 were completed. Analysis of the surveys revealed a demographic majority of white, middle class senior citizens and college students as regular participants. Additionally, the surveys offered insight into various skills participants had learned at the Garden as well as feedback on how to improve the state of the garden for all participants (Phase 1).

Participants

This research project expects to include 15-20 participants interested in being interviewed (Phase 2). Participants selected for 5-10 preliminary interviews will be ones that have an already established rapport with the interviewer. Results of the interviews will be used to create a survey to be distributed to 50-60 participants. It is expected that 30-50 responses will be received.

Methods & Procedure

Participant-observation will be used to establish rapport with a wider range of participants. Participants will be interviewed on their personal motives for volunteering at the garden as well as how they have changed their lifestyles to be more sustainable. A survey will be created with a list of sustainable practices stated by interviewees. The survey will ask participants to evaluate themselves on which sustainable practices they do, how well they do them, and which ones they do not partake in. Participants who take the surveys will be asked upon completion if they would like to do a more in-depth interview to discuss sustainability. Funding is sought for this proposal for the purpose of supporting the interview process as well as the analysis of the survey data and interview recordings. These will be analyzed to examine

reflexive modernization in participants, their motivations for participating in sustainability and sustainable development, and the efficacy of participants' endeavors into sustainable practices (e.g. consuming less meat and reducing energy consumption).

Potential interviewees will be offered a \$5 gift card to the People's Food Co-Op as a participant incentive. Those expressing an interest will be contacted for a 30-minute interview. The interview will consist of deeper questions related to sustainability and reflexive modernization (e.g. what does sustainability mean to you, how do you practice sustainability, in what ways have you changed your lifestyle to be more sustainable, etc.). With this interview, concise details about the survey's topics will be obtained, and participants will receive follow-up questions to offer more in-depth explanations of their answers. The Olympus WS-852 voice recorder will be used for recording the interview, and the Livescribe pen will be used as a method of electronically saving interview notes; these materials will be offered through UW-L's Anthropology department. Interview audio will be transcribed by making a written text of the audio recording.

The qualitative methods software MAXQDA will be used for text analysis to search for common themes related to sustainability and reflexive modernization in interviews. These themes will then be compared with the other interviews to look for similarities in responses of other interviewees' (Phase 3).

Research Timeline

This research project is estimated to be completed by the middle of the 2020 fall semester. Work that remains to be done includes conducting preliminary interviews, construction

of surveys, follow-up interviews with participants, transcription of audio recordings, and analysis of transcriptions.

Time frame	Task	Estimated Time
May-June	<ul style="list-style-type: none"> ● Conduct preliminary interviews ● Create surveys 	1 hr to interview participants 1 hr to create surveys
June-July	<ul style="list-style-type: none"> ● Build rapport with participants ● Distribute and analyze surveys ● Contact participants for interviews 	20 hrs to build rapport with participants 3 hrs to run analyses on data 1 hr to coordinate time with participants
Mid-July until August	<ul style="list-style-type: none"> ● Interview 15 Participants: = 15 hours to interview = 45 hours to transcribe = 45 hours to code & analyze 	30 min interview = 1 hr 30 min audio = 3 hrs to transcribe Per transcription = 3 hrs to code & analyze
Sep-Oct	<ul style="list-style-type: none"> ● Create a poster presentation ● Write up research findings, as a sample writing piece for graduate applications 	5 hrs to create poster 15 hrs to write up results
Total = 151 hrs = 10 hrs for 15.1 weeks* <small>*Time may vary with number of participants</small>		

E. Final Products and Dissemination

The aim for this research project is to be presented at UWL’s Research & Creativity Symposium in the form of a poster presentation. In addition, a submission to the UWL Journal of Undergraduate Research will be done in November/December. This research can also be used as a writing sample for graduate school applications.

F. Budget justification

The \$1000 student stipend is requested for the total hours of work for interviewing, transcription, and analysis of expected data (see research timeline). MAXQDA and Dragon

Naturally Speaking software are necessities to be used for analysis of texts for the purpose of easier transcription of audio, allowing for a wider range of data and interview collection. Text and audio data from interviews will be stored in the external hard drive. The surveys must be copied to carry out the project, and the pens are necessary for allowing participants to complete the surveys. The gift cards to The People’s Food Co-Op will be used as participant incentives in order to increase sample size. The text *Research Methods in Anthropology: Qualitative and Quantitative Approaches* aids anthropological research and will be useful for writing interview questions and offering insight into effectively doing ethnographic methods.

Item	Cost
Student Stipend	\$1000
MAXQDA Limited Usage Standard Student Copy	\$110
Dragon Naturally Speaking Transcription	\$130
External Hard Drive	\$20
BIC Xtra Life Ballpoint Pens, Medium Tip, 10ct - Black	\$1
59 Copies of Surveys	\$6
20 \$5 Gift Cards to The People’s Food Co-Op	\$100
Research Methods in Anthropology: Qualitative and Quantitative Approaches Sixth Edition By: Bernard H. Russell	\$95
Poster for presenting at conferences	\$50
Total:	\$1512

Links for exact prices:

Hard

drive:https://www.amazon.com/120GB-External-Hard-Drive-Chromebook/dp/B07Z9YJLC/S/ref=sr_1_5?keywords=external+hard+drive&qid=1584694347&refinements=p_n_feature_two_browse-bin%3A562237011%7C610552011&rnid=562234011&s=electronics&sr=1-5

Pens:<https://www.target.com/p/bic-xtra-life-ballpoint-pens-medium-tip-10ct-black/-/A-16951588>

Text:https://www.amazon.com/Research-Methods-Anthropology-Qualitative-Quantitative/dp/1442268840/ref=dp_ob_title_bk

References

Hippert, Christine. 2011. "The Politics and Practices of Constructing Development Identities in Rural Bolivia." *The Journal of Latin American and Caribbean Anthropology* 16(1): 90-113.

Isenhour, Cindy. 2010. "Building Sustainable Societies: A Swedish Case Study on the Limits of Reflexive Modernization." *American Ethnologist* 37(3):511-525.