

# 2023 FCSM Research and Policy Conference

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## Tackling Declining Response Rates

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# NASS: Tackling Declining Response Rates

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Increase response rates by farmers because they can see how their responses can be used to benefit their own businesses as well as the public

# NASS: The 5 W's of Data Usage (Who, What, When, Where, and Why)

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NASS stakeholders, including staff, data users, respondents, researchers, extension, policy makers, other government agencies all have varying levels of understanding of the “usefulness” of NASS data. The goal of this project is to produce a publicly available dashboard that attempts to demonstrate to all stakeholders an answer to the 5W's of NASS data.

1. Who is using our data?
2. What are they using it for?
3. Where geographically is it being used?
4. When are the heaviest periods of use?
5. And the loftier question of; why is this data being used?

# NASS DASHBOARD

New to Tableau Public? [Read our step-by-step guide](#) to getting started on your own data visualization journey.

## 5 W's of NASS Data Usage by National Agricultural Statistics Service



### The 5 W's of NASS Data Usage

Who, What, When, Where, and Why

318

Journals

719

Publications

2,533

Publication Authors

37

Affiliated Countries

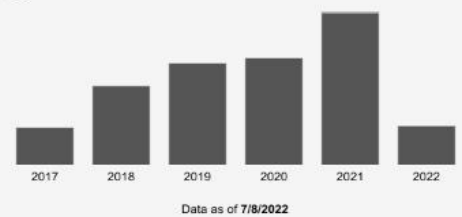
Click to Reset View

This dashboard answers the 5 W's (who, what, when, where, and why) of USDA's National Agricultural Statistics Service's (NASS) data usage. NASS gathers facts and figures about the farms and people who feed our nation and the world. This experimental data tool uses data from the NASS Census of Agriculture and Agricultural Resource Management Survey to show how NASS information is published in academic journals, and in turn, used by researchers, state and local farm organizations, and policymakers nationwide.

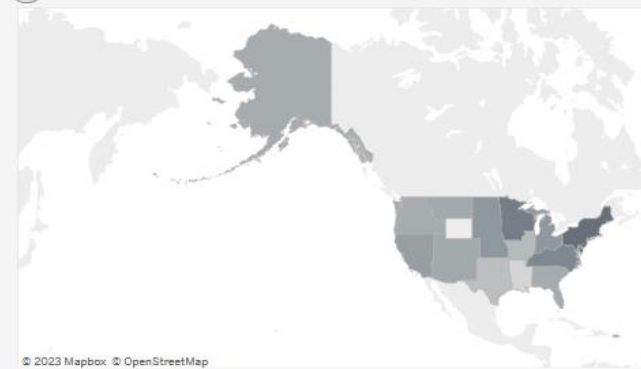
#### What datasets are being used in publications?

Agricultural Resource Management Survey (ARMS)	90
NASS Census of Agriculture	667

#### When are publications being published?



#### Where are publications being published from?



#### What are the publication topics?

Nonpoint Source Pollution  
Agricultural Health And Safety  
Farmer

#### Who is publishing?

A. B.M. Tanvir Pasha  
A. Ford Ramsey

# Follow Up Trial

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**Purpose:** Identify the value to survey respondents to determine whether targeted information given to respondents will increase response rates?

**Test Assumptions:**

- Value is inherently local
- Value is inherently bottom line (data help respondents become better farmers)
- Value is particularly important for small producers (equity)

# Expanding the Publication Corpus

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Goal: Create a local connection to the producer

Approach: The Extension Service provides content that connects locally with producers, but there's not a structured dataset that contains all of these works. Expand the corpus from Scopus to articles and various works created by the U.S. Cooperative Extension Service

Run the machine learning (ML) model on that source to discover extension resources that have utilized ARMS or Ag Census datasets – the who, what, when, where and why



# Questions and Discussion

