

Applied Psychology

Partner organisation	SASOL FOUNDATION
Country	KENYA
Fieldwork period/year	2012
Disciplines	Applied Psychology
Title of the assignment	Attitude and behavior change within Kitui community.
Area of work, region, housing, accommodation, transport	Students will be working in Kitui central and Kitui south areas. Accommodation in Kitui town. Transport will be by public means (matatus) or by taxi where applicable organized by SASOL.
Organisation(s) (NGO, training education institute, community	Schools & groups
Context, situation, problem(s) (regarding sector program)	<p>SASOL has worked with groups for a long time. Due to minimal rainfall in Kitui District, SASOL has been training food security groups on dry land farming technique. This aims at ensuring that the community groups are food secure through planting drought resistant crops, conserving and retaining the available moisture.</p> <p>However, the groups have not changed in their operations. They still plant crops which can not be sustained by the erratic rains thus the crops end up drying up resulting to consistent droughts hence food insecurity. They still operate in their old traditional ways. We believe that this is all linked to attitude change</p> <p>SASOL in its advocate for ICT has issued 14 schools with computers. However there is low acceptance and uptake rate of the technology both with students and also teachers. Although the world is revolving around ICT, the schools do not seem to accept the new technology. We also link this with attitude change and fear of the unknown.</p> <p>This is the reason as to why SASOL needs applied</p>

Objectives (project and program level)

psychology students to unfold the myth to us.

1. To change the attitude of the groups and schools to accept new technologies
2. Working with the groups and school as a practical experience for the applied psychology students

Brief project description including major activities

Food security group is a team of members in the agricultural food production whose activities focus on issues of food security and general agricultural development. Their main objective is to be food secure thus alleviating poverty among themselves. Most of the group members emerged from sand dam groups whom have been trained for some time on dry land farming yet they still cling on growing conventional crops like maize. The groups are situated 60km – 80 km from Kitui town.

Activities under objective 1

1. Baseline data
2. Close interaction with the groups and schools to know why they hold on to their traditional operations
3. Give advice to the groups and schools I.e try to change their attitude
4. Follow ups
5. Reporting

Activities under objective 2

1. Guidance, supervision and discussions with technical supervisors
2. Involvement and discussions at all steps and levels by both Dutch and Kenyan students for exchange of knowledge
3. Participation in multicultural events
4. Reporting

Expected results (project and program level)

1. Attitude change within the groups and schools
2. Groups and school accept the new technologies
3. Students should have the ability to communicate and relate across cultures
4. Exchange of knowledge between the Kenya and Dutch students and also between all the students and the community.
5. A draft report.
6. Give recommendations to the next team.

Project facing

First week – Orientation
In between weeks – Project activities
Last two weeks – Report writing

Level Dutch and Kenyan students/graduates

University students – graduates or undergraduates

Supervision and guidance (name(s), function)

Evaluation and progress meetings done after every two weeks by SASOL staff.