

Client Projects

Social Science Surveys for Environmental Management

Designing and developing survey's provide students an opportunity to apply their statistical knowledge and help inform their clients of their target's audience's opinions around specific subjects. Each year, the Social Science Survey's for Environmental Management looks for clients who can provide a clear survey hypothesis for students to gather quantitative data for analysis.

Sample Past Projects

Perceptions and Attitudes about the Duke Campus Farm Duke Campus Farm (Saskia Cornes)

The Duke Campus Farm (DCF) is a one-acre working farm that provides sustainably-grown produce for Duke and its surrounding communities. In collaboration with an undergraduate and graduate student farm crew, academic courses, and research projects, the DCF grows and harvests for Duke's dining halls and its Community Supported Agriculture program. The DCF – with a mission of catalyzing positive change in the food system – provides invaluable opportunities for engaging and reimagining the ways we cultivate, access, value, and think about what sustains us. To improve its programming and outreach, the DCF team is interested in survey research that will gauge (1) student willingness to pay higher prices for local, organic produce and/or for campus farm produce, (2) student/staff/faculty knowledge about the DCF and its offerings, and (3) whether students/staff/faculty would be more likely to engage with the farm if it were within the core of Duke campus.

Assessing Attitudes toward Lake Water Quality in North Carolina Southern Environmental Law Center (Geoff Gisler)

The Southern Environmental Law Center (SELC) uses the power of the law to champion the environment of the Southeast. Their team of more than 70 dedicated attorneys works across Alabama, Georgia, North Carolina, South Carolina, Tennessee, and Virginia to protect and promote clean energy and air, clean water, mountains and forests, land and community, coastal areas and wetlands, and wildlife. The Chapel Hill SELC office would like a research team to survey recreational users of Falls Lake or Jordan Lake to evaluate their use of the lake, their views on its water quality, and their understanding about the environmental threats it faces. One possibility for survey distribution could be through local groups whose members are likely to use the lake. Research may also involve conducting intercept surveys at the lake.

Find Your Chesapeake: Assessing Website User Experiences, Feedback and Characteristics

The work of the **Chesapeake Conservancy**, a nonprofit organization located in Annapolis, MD, is grounded in the belief that the Chesapeake Bay is a national treasure that should be accessible to all and a place where wildlife can thrive. The Chesapeake Conservancy would like a student team to conduct a web-based survey of visitors to findyourchesapeake.com, a website they jointly run with the National Park Service to connect people to experiences of the natural and cultural heritage of the Chesapeake Bay, its rivers and the watershed. To improve the site, the Conservancy would like to have user feedback on why they are coming to the site, what they are looking for, if they are finding what they need. They also want demographic characteristics of site visitors. The survey can be posted on the website and promoted via social media.



Faculty Lead: Randy Kramer

Juli Plant Grainger Professor of
Global Environmental Health

Deputy Director, Duke Global
Health Institute | Chair, EEP
Program

Areas of Expertise

- Biodiversity
- Decision Analysis
- Environmental Economics
- Environmental Health
- Environmental Policy
- Water Quality

Education

Ph.D., University of California at
Davis

M.E., North Carolina State
University

A.B., University of North Carolina
at Chapel Hill

Contact Information

(919) 613-8072

Web

nicholas.duke.edu/people/faculty/kramer

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Questions? Contact engage@nicholas.duke.edu