

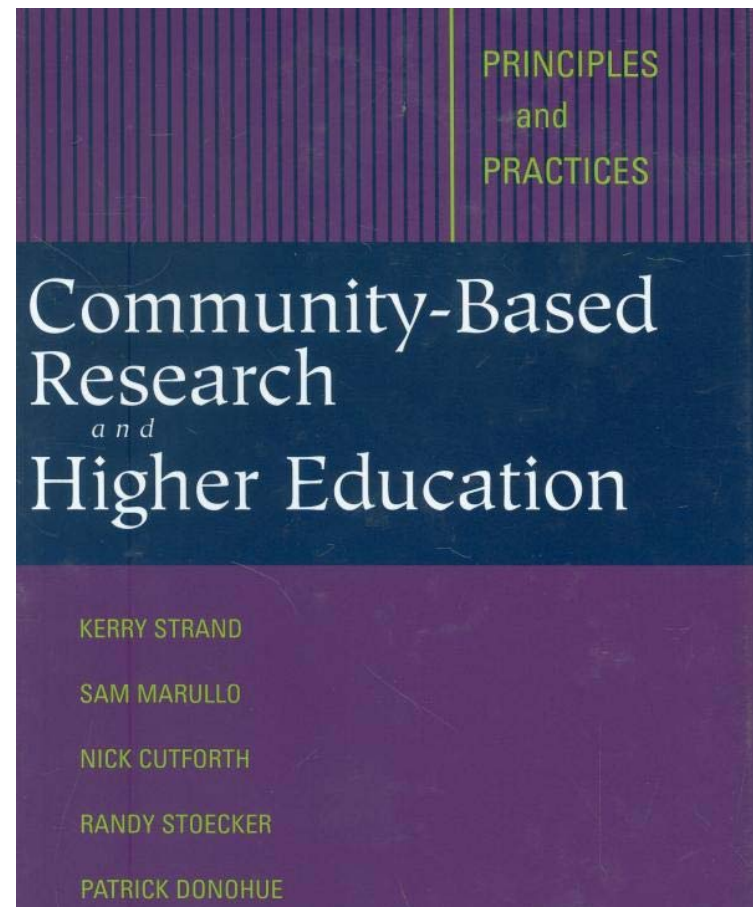
Community-Based Economic Research

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<http://community.appstate.edu>

- “... much of our current research focuses on making valuable contributions to the social and economic well-being of our state, region, nation and world.”
- “Community-based research is a unique form of learning at Appalachian that directly collaborates with the community to answer questions and solve problems.”



Academic vs. CB research

| | Academic | Community-Based |
|------------------------|--------------------|---------------------------------------|
| Primary goal | Advance knowledge | Contribute to the community |
| Source of question | Literature, Theory | Community identified problem or need |
| Who conducts research? | Researcher | Research, students, community members |

Academic vs. CB research

| | Academic | Community-Based |
|--------------------|------------------------------|-----------------------------------|
| Role of researcher | Outside expert | Collaborator, partner, learner |
| Role of community | Object to be studied | Collaborator, partner, learner |
| Role of students | None, research assistants | Collaborator, partner, learner |

Academic vs. CB research

| | Academic | Community-Based |
|------------------|--------------------------|--|
| Beneficiaries | Researcher | Researcher, students, community |
| Dissemination | Conference presentations | Media, public meetings, informal settings, etc |
| Measure of value | Publications | Usefulness (& publications?) |



ECO 4/5660. Benefit-Cost Analysis

- Economics majors
- MBAs
- MAs
 - Political Science
 - Appalachian Studies
 - Geography



Outline

- Basics
 - Market impacts
 - Discounting
 - Sensitivity analysis
- Focus on Projects
 - Nonmarket impacts (CVM, TCM, etc)
 - Bivariate regression
- Other: VSLs, distributional weights, case studies



Project

- Conduct a BCA for a community-based partner
 - Problem: partners don't really want a BCA
 - Economic impacts
 - Willingness to pay
 - Revenue maximization
 - Another problem: student-partner interaction
 - Scheduling
 - Other



Clients

- AIRE
- P2P
- MHM
- BRWIA
- HCLF
- TDA
 - Greenway, RKMB
- 6WC
- BSG
- Toilet Rebate
- Campus
 - Appalcart, Student Union, Campus Rec
- Future
 - BRB, VCF

Frank, Amie and Patrick



Online Survey

SurveyMonkey® whiteheadjc Sign Out Help

Home My Surveys Survey Services Plans & Pricing + Create Survey

Valle Country Fair Economic Study

Design Survey Collect Responses Analyze Results

- View Summary
- Edit Recipients
- Edit Messages
- Change Settings
- Rewards
- Change Restrictions
- Close Collector Now

New Email Invitation [Edit](#)

Email Invitation **OPEN**

Email Collector

Recipients

| | |
|-------------------------------|---------------|
| Total Count: | 488 |
| Unsent/New: | 0 |
| Sent: | 488 |
| Responded (Partial/Complete): | 153 (4 / 149) |
| Unresponded: | 335 |
| Opted Out: | 5 |
| Bounced: | 131 |

[Edit Recipients](#)

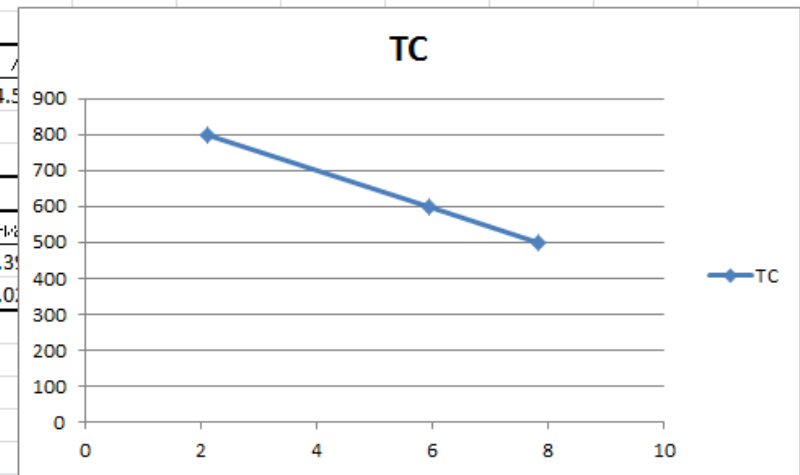
Messages

| | |
|-----------------|---|
| Total Messages: | 2 |
| Drafts: | 0 |
| Scheduled: | 0 |
| In Progress: | 0 |
| Mailed: | 2 |

[Edit Messages](#)

Data Analysis

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q |
|----|------------------------------|--------------------|---------------------|---------------|----------------|------------------------------|--------------------|---------------------|---------------|----------------|------------------------------|----------|---|---|---|---|---|
| 3 | <i>Regression Statistics</i> | | | | | <i>Regression Statistics</i> | | | | | <i>Regression Statistics</i> | | | | | | |
| 4 | Multiple F | 0.372434 | | | | Multiple F | 0.517526 | | | | Multiple F | 0.794145 | | | | | |
| 5 | R Square | 0.138707 | | | | R Square | 0.267833 | | | | R Square | 0.630666 | | | | | |
| 6 | Adjusted R | 0.132926 | | | | Adjusted R | 0.262919 | | | | Adjusted R | 0.628188 | | | | | |
| 7 | Standard Error | 17.92662 | | | | Standard Error | 1.165646 | | | | Standard Error | 0.827887 | | | | | |
| 8 | Observations | 151 | | | | Observations | 151 | | | | Observations | 151 | | | | | |
| 9 | | | | | | | | | | | | | | | | | |
| 10 | ANOVA | | | | | ANOVA | | | | | | | | | | | |
| 11 | | <i>df</i> | <i>SS</i> | <i>MS</i> | <i>F</i> | | <i>df</i> | <i>SS</i> | <i>MS</i> | <i>F</i> | | | | | | | |
| 12 | Regression | 1 | 7711.349 | 7711.349 | 23.99571 | Regression | 1 | 74.05831 | 74.05831 | 54.5 | | | | | | | |
| 13 | Residual | 149 | 47883.19 | 321.3637 | | Residual | 149 | 202.4508 | 1.35873 | | | | | | | | |
| 14 | Total | 150 | 55594.54 | | | Total | 150 | 276.5092 | | | | | | | | | |
| 15 | | | | | | | | | | | | | | | | | |
| 16 | | <i>Coefficient</i> | <i>Standard Err</i> | <i>t Stat</i> | <i>P-value</i> | | <i>Coefficient</i> | <i>Standard Err</i> | <i>t Stat</i> | <i>P-value</i> | | | | | | | |
| 17 | Intercept | 17.32407 | 1.893554 | 9.148971 | 4.05E-16 | Intercept | 1.978703 | 0.123125 | 16.0707 | 2.3E-16 | | | | | | | |
| 18 | tcwb | -0.01934 | 0.003949 | -4.89854 | 2.49E-06 | tcwb | -0.0019 | 0.000257 | -7.38279 | 1.0E-05 | | | | | | | |
| 19 | | | | | | | | | | | | | | | | | |
| 20 | CS | 3426 | | | | CS | 5705 | | | | | | | | | | |
| 21 | CS/trip | 300 | | | | CS/trip | 500 | | | | | | | | | | |
| 22 | | | | | | | | | | | | | | | | | |
| 23 | | | | | | | | | | | | | | | | | |
| 24 | | Trips | TC | | | | | | | | | | | | | | |
| 25 | | 8 | 500 | | | | | | | | | | | | | | |
| 26 | | 6 | 600 | | Change in CS | | | | | | | | | | | | |
| 27 | | 2 | 800 | | 700 | | | | | | | | | | | | |
| 28 | | | | | 800 | | | | | | | | | | | | |





Paper and presentation

STUDENT PROGRAMS: ADOPTING ENERGY EFFICIENT TECHNOLOGIES ON CAMPUS

December 9th 2008

Chris Wilson and Juan Obregon



Costs of CBR

- Topics not covered
 - Welfare economics
 - Secondary markets
 - Social discount rate



Benefits to Students

- What was the MOST IMPORTANT thing that you learned during your service-learning and/or community-based research experience?
 - “The real life implications of this line of work.”
 - “How to work with a team towards a common goal.”



Benefits to Students

- What was the **MOST IMPORTANT** thing that you learned during your service-learning and/or community-based research experience?
 - “The most important thing I learned in this project is how to deal with a client. Specifically, how to deal with deadlines, how to comply with their requests, and how to explain technical information to them in a way that they can understand it.”



Benefits to Students

- The service or research aspect of this course helped me to have a better understanding of the course materials, lectures, and readings?
 - “It helped me use the material we used in class in a real world environment.”
 - “It gave hands on experience of the benefit cost analysis process vs. just reading it in a text book.”



Benefits to Students

- The service or research aspect of this course helped me to have a better understanding of the course materials, lectures, and readings?
 - “We got the chance to apply almost every aspect we learned in class.”
 - “It did because it was a real world application with real people based on the information we learned in the class room.”

Extra Benefit to Professor

- Criterion and Predictive Validity of RP and SP Data: The Case of Concert Demand
 - John Whitehead, Doug Noonan, Elizabeth Marquardt

2010 Survey

- Email addresses collected at concert intermission
- Survey Monkey internet survey



Mountain Home Music 2010 Survey! Sign up below

- This survey is being conducted by faculty and students in the Department of Economics at Appalachian State University in cooperation with Mountain Home Music.
- The purpose of the survey is to give members and fans of Mountain Home Music an opportunity to:
 - Identify strengths and weaknesses
 - share ideas that may help us develop strategies in key areas such as concerts and venues.
- The survey should take only about 10-15 minutes to complete. Your participation is completely voluntary. The information we are requesting will be used only for research purposes. No one will be identified in any reports coming out of the survey.
- If you have any questions about this study, you may contact Dr. John Whitehead at Appalachian State University: 828-262-6121 or whiteheadjc@appstate.edu.



Thanks!

As a token of our appreciation for your time, all who participate can enter into a random drawing for a pottery mug from Patti Carlsen Pottery (www.patticarlsen.com). The winner will be notified at the end of the Mountain Home Music season.

Conclusions

