Comparison of Targeting Methods for the Diffusion of Farming Practices: Evidence from Shrimp Producers in Viet Nam

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This study examines which targeting method (i) improves the knowledge of good practices of the treated and their neighbors the most, (ii) enhances information sharing with their neighbors the most, and (iii) improves the farming knowledge of those who receive information from the treated. To test these research questions, we take a case of shrimp farmers in Vietnam. This study finds that the Simple Random Sampling (SRS) shows the greatest increase in the aquaculture knowledge than other treatment. Secondly, Systematically Unaligned Random Sampling (SURS) shows lower improvement in the knowledge than the SRS. On the other hand, unlike other groups, the treated farmers in the SURS increase their neighbors' scores. Thirdly, the Social Network Targeting (SNT) increases information sharing between villagers in the treated village, but untreated farmers, who receive information from treated farmers of the SNT group, have lower improvement score in their aquaculture knowledge.

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