THE EFFECTS OF STORYTELLING
ON WORLDVIEW AND ATTITUDES
TOWARD SUSTAINABLE AGRICULTURE

Patricia E. Grace

Dissertation submitted to the faculty of the Virginia Polytechnic Institute and State University in partial fulfillment of the requirements for the degree of

DOCTOR OF PHILOSOPHY
in
Agricultural and Extension Education

Eric K. Kaufman, Chair
Elizabeth C. Fine
Nicholas E. Fuhrman
Kimberley L. Niewolny

April 29, 2011
Blacksburg, Virginia

Keywords: Storytelling, Narrative, Social Change, Sustainable Agriculture, Drama Theory

Copyright © 2011 by Patricia E. Grace
Hi Ms Grace,

Talofa and greetings from Apia!

Apologies for the delayed response.

We are happy to grant permission as long as the source of information is clearly referenced and acknowledged in your paper. We kindly ask if it is possible for us to get a copy of your paper.

We have an official agreement on copyright that needs to be signed with similar requests, however, in this case, given the content used in your research, there’s no need and it is quite pleasing to note that our publications are being used widely abroad.

I hope my response is not too late and we look forward to read your paper.

Sincerely,
Tuiolo Schuster

Dear Ms. Schuster,

I have been directed to you to request permission to use a chart in my dissertation that was published in the Samoan Environment Forum, 4 (see details below). Please let me know how I can go about securing the permission.

Thank you for your help.

Patricia Grace

Talofa Patricia,

It is better for you to email Ms Tuiolo Schuster, she is the responsible officer for the forum paper, it is better to ask her regarding permissions.

Email: tuiolo.schuster@mnre.gov.ws

Cheers,
From: Grace, Patricia [mailto:pegrace@vt.edu]
Sent: Tuesday, February 08, 2011 9:54 AM
To: info@mnre.gov.ws
Subject: Copyright Permission - article from Samoan Environment Forum, 4.

Dear Sir or Madame:

I am a doctoral candidate at Virginia Polytechnic Institute and State University in Blacksburg, VA, USA. I am seeking to use a figure in an article published in the Samoan Environment Forum, 4 in my dissertation. The article is “Worldviews, concepts, attitudes and awareness with regard to resource management in Samoa and other Pacific islands” by N. S. Tuivavala’i. I would like to include Figure 1 on page 52 of the article. To whom would I address the request? Is it possible to communicate via e-mail?

Thank you for your assistance.

Patricia Grace
Doctoral Candidate
Dept. of Agricultural and Extension Education
Virginia Polytechnic Institute and State University
Blacksburg, VA.

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This message has been scanned for viruses and dangerous content by MailScanner, and is believed to be clean.

No virus found in this incoming message.
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Version: 9.0.872 / Virus Database: 271.1.1/3428 - Release Date: 02/06/11 20:34:00

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This message has been scanned for viruses and dangerous content by MailScanner, and is believed to be clean.

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This message has been scanned for viruses and dangerous content by MailScanner, and is believed to be clean.
Hi Patricia: The RSS gives you permission to use the chart and tables as stipulated by Dr Dunlap. Good luck on your dissertation.

ralph

Ralph B. Brown
Executive Director, Rural Sociological Society
Director, International Development Minor
Brigham Young University
2034 JFSB
Provo, Utah 84602
Ralph_brown@byu.edu
Tel: 801-422-3242
FAX 801-422-0625

Dear Dr. Brown:

Dr. Riley Dunlap provided me with your contact information. According to the article cited above, the copyright is held by the Rural Sociological Society. As described to Dr. Dunlap (see below) I would like to reference a portion of the article in my dissertation and would like to obtain the appropriate permissions. Is there something I need to do in order to receive the permission of the Society? Dr. Dunlap has stated he is fine with me using the adaptation in my dissertation study.

Thank you for your assistance with this matter.

Patricia Grace
Doctoral Candidate
Dept. of Agricultural and Extension Education
Virginia Tech

From: Dunlap, Riley [mailto:riley.dunlap@okstate.edu]
Sent: Monday, February 07, 2011 4:39 PM
To: Grace, Patricia
Dear Grace,

It's fine with me if you use your adaptation of our table and credit the latter. I'm not sure how to get in touch with Curt these days, but am confident it will be fine with him.

Frankly, I don't know that you need the permission of the RSS to do this, but if you want to ask here's the person to contact:

Ralph B. Brown  
Executive Director/Treasurer Rural Sociological Society  
Professor Sociology, Director, International Development Minor  
Brigham Young University  
2034 JFSB  
Provo, Utah 84602  
Tel: 801-422-3242  
FAX: 801-422-0625  
Ralph_Brown@byu.edu

I appreciate your interest in our work, and wish you good luck with your dissertation.

Regards,  
Riley Dunlap

Riley E. Dunlap, Chair  
ASA Task Force on Sociology  
and Global Climate Change  
Regents Professor  
Department of Sociology  
Oklahoma State University  
Stillwater, OK 74078  
405-744-6108

---

From: Grace, Patricia [pegrace@vt.edu]  
Sent: Monday, February 07, 2011 3:34 PM  
To: Dunlap, Riley; beusc@wsu.edu  
Subject: Journal article: Conventional versus Alternative Agriculture: The Paradigmatic Roots of the Debate (Rural al Paradigms: A Proposed Scale (Rural Sociology, 55(4), 1990, pp. 590-616)

Dear Dr. Riley & Dr. Beus:

I am writing concerning the article referenced above. I am a doctoral candidate in the Dept. of Agricultural and Extension Education at Virginia Tech. The title of my dissertation is “The Effect of Storytelling on Worldview and Attitudes toward Sustainable Agriculture.” I would like to reference Table 1. Key elements of the competing agricultural paradigms, found on pages 598-599 of the article and include a shortened and adapted version in my dissertation. I have included what I would like to use as an attachment to this e-mail.

I noted that the copyright was held by the Rural Sociological Society. I was unable to locate any information on how to go about requesting permission from them. If you could provide me some suggestions regarding their contact information, I would appreciate it. Since I have adapted the table considerably, however, I believe that the authors should be contacted.
Thank you for your assistance and I look forward to hearing from you.

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Virginia Tech  
Blacksburg, VA
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Department of Agricultural and Extension Education  
Virginia Tech  
Blacksburg, VA
Fair Use Evaluation Documentation

Compiled using the Fair Use Evaluator [cc] 2008 Michael Brewer & the Office for Information Technology Policy, http://librarycopyright.net/fairuse/

Name: Patricia Grace
Job Title: Graduate Research Asst.
Institution: Virginia Tech
Title of Work Used: Story Proof: the Science Behind the Startling Power of Story
Copyright Holder: Kendall Haven
Publication Status: Published
Publisher: Libraries Unlimited
Place of Publication: Westport, CN
Publication Year: 2007
Description of Work: A description of the power of story to assist with learning and promote change.
Date of Evaluation: May 9, 2011
Date of Intended Use: May 9, 2011

Describe the **Purpose** and Character of Your Intended Use:

[+] Use is for “criticism, comment, news reporting, teaching, (including multiple print copies for classroom use), scholarship or research”
[+] Use is transformative, i.e. it uses the existing work in a new way (creates an index to the work) or for a new purpose (parody, pastiche, instructional materials, etc.) Transformative works are favored because the purpose of U.S. Copyright Law is to encourage the development and dissemination of new knowledge to benefit the public and thereby advance learning.
[+] Use is socially beneficial (promotes the creation of new knowledge, learning, etc.) [define how]
[+] Use is not-for-profit
[+] Use is clearly defined and is restricted in scope (limited duration, not iterative, restricted access, etc.)

Fair Use Evaluation Scale:
- [✓] Fair
- [ ] Fair
- [ ] Fair
- [ ] Fair
- [ ] Fair
- [ ] Fair
- [ ] Fair
- [ ] Fair
Describe the **Nature** of the Copyrighted Work:

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<thead>
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<th>Fair</th>
<th>Unfair</th>
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</tbody>
</table>

[+] Work to be used has been previously PUBLISHED  
[+] Work to be used is primarily of a factual nature (non-fiction, collection of facts, etc.)  
[+] Original work was not created and/or has not been marketed for the stated purpose of the proposed use

Describe the **Amount** of Your Intended Use in Relation to the Copyrighted Work as a Whole:

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[+] Only limited and reasonable portions will be used  
[+] The portion used is not the “heart” of the work (the portion considered most central to the work as a whole)  
[+] Only the amount required to achieve the stated, socially-beneficial purpose or objective will be used (be that educational, artistic, scholarly, journalistic, etc.)  
[+] The amount used falls within widely recognized fair use guidelines* vetted by key stakeholder groups [reference guidelines]

Describe the **Effect** of Your Intended Use on the Potential Market or Value of the Copyrighted Work:

<table>
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[+] Use of the work has the potential to create or improve the market for the work  
[+] The copy of the work to be used is a legal copy  
[+] Proper attribution will be given with the intended use
"Fairness Level,"

Based on Your Rating of Each of the 4 Factors, is:

[see tool disclaimer for important clarifying information]:

Based on the information and justification I have provided above, I, Patricia Grace, am asserting this use is FAIR under Section 107 of the U.S. Copyright Code.

Signature: Patricia Grace
Date of Signature: 5/13/11

*Disclaimer: This document is intended to help you collect, organize & archive the information you might need to support your fair use evaluation. It is not a source of legal advice or assistance. The results are only as good as the input you have provided by are intended to suggest next steps, and not to provide a final judgment. It is recommended that you share this evaluation with a copyright specialist before proceeding with your intended use.
# Fair Use Evaluation Documentation

Compiled using theFair Use Evaluator[cc] 2008 Michael Brewer & the Office for Information Technology Policy, http://librarycopyright.net/fairuse/

<table>
<thead>
<tr>
<th>Name:</th>
<th>Patricia Grace</th>
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<tbody>
<tr>
<td>Job Title:</td>
<td>Graduate Research Asst.</td>
</tr>
<tr>
<td>Institution:</td>
<td>Virginia Tech</td>
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<tr>
<td>Title of Work Used:</td>
<td>Designing and Conducting Mixed Methods Research</td>
</tr>
<tr>
<td>Copyright Holder:</td>
<td>John W. Creswell &amp; Vicki L. Plano Clark/Sage Publications, Inc.</td>
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<tr>
<td>Publication Status:</td>
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<tr>
<td>Publisher:</td>
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<tr>
<td>Place of Publication:</td>
<td>Thousand Oaks, CA</td>
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<tr>
<td>Publication Year:</td>
<td>2007</td>
</tr>
<tr>
<td>Description of Work:</td>
<td>The process of conducting mixed-methods research</td>
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<td>Date of Evaluation:</td>
<td>May 9, 2011</td>
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| Use is socially beneficial (promotes the creation of new knowledge, learning, etc.) [define how] |
| Use is not-for-profit |
| Use is clearly defined and is restricted in scope (limited duration, not iterative, restricted access, etc.) |
| Use is one-time, or is only occasional or spontaneous |

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[+] Work to be used is primarily of a factual nature (non-fiction, collection of facts, etc.)
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![Fair Unfair](image)

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![Fair Unfair](image)

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