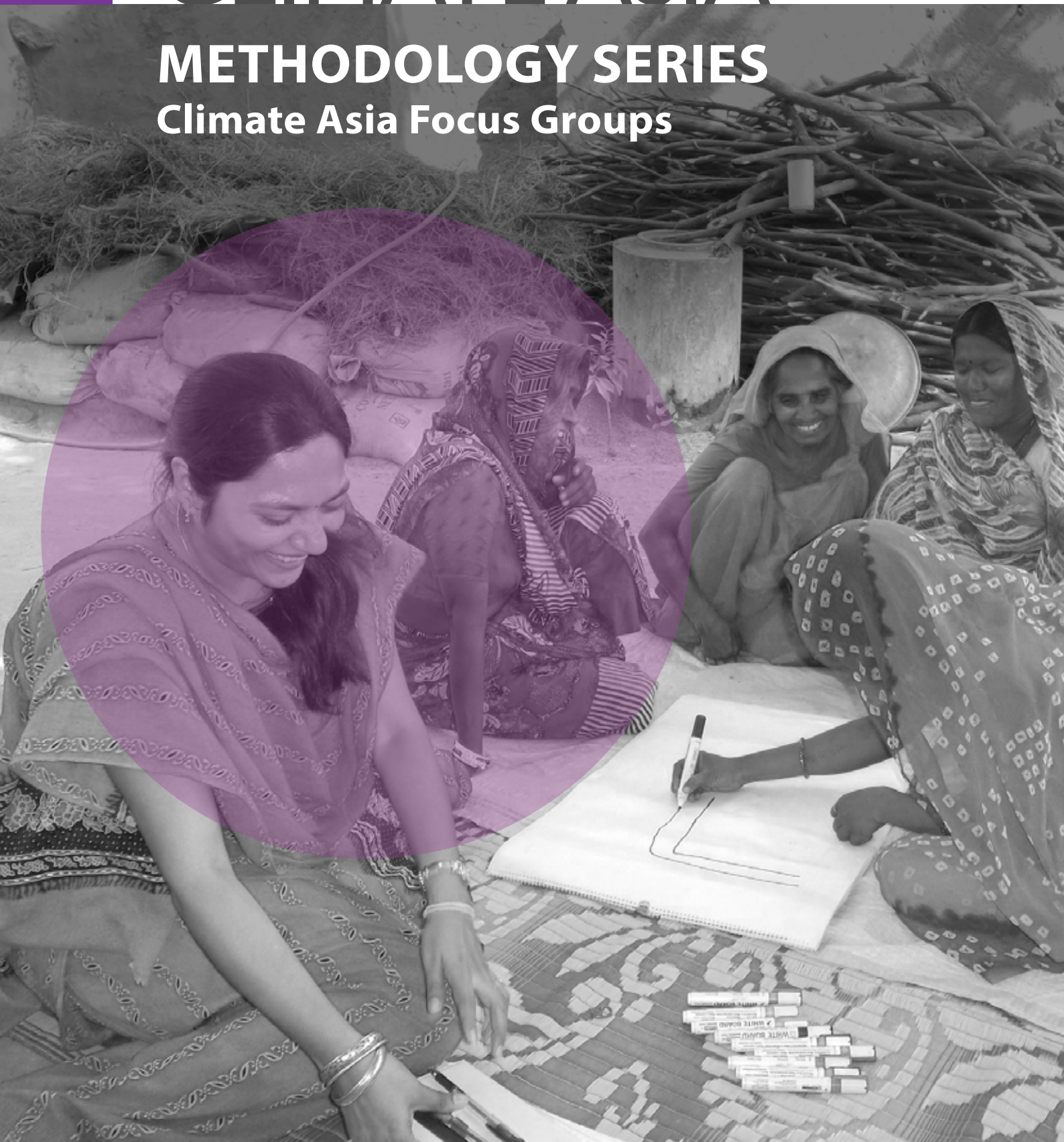


# CLIMATE ASIA

## METHODOLOGY SERIES

### Climate Asia Focus Groups



# CLIMATE ASIA FOCUS GROUPS

## Background and composition of focus groups

Climate Asia chose focus group discussions as an important vehicle to explore the impact that climate change has on people's everyday experience. Findings from the focus groups were then used to shape the qualitative survey.

The project held 100 focus group discussions (FGDs) – three to seven in each location – with members of the public in the main geographical zones covering a mix of the population across six countries<sup>1</sup>. Participants were recruited using a questionnaire and according to set quotas, which were similar throughout the country, including by:

- Age
- Gender
- Occupation
- Social class

For this element of research, focus groups with people living in areas of agricultural land were included in groups conducted in grasslands, deltas and coasts.

## Number of focus groups per country by geographical zone

	Bangladesh	India	Nepal	Pakistan	Indonesia	Vietnam
Cities	4	4		4*	4	4*
Coasts	4	7		4	4	4
Deltas	4			4*		4*
Mountains		6	4	4		4
Forests	4		4		4	4
Plains		7	4	4	4	
<b>Total</b>	<b>16</b>	<b>24</b>	<b>12</b>	<b>16</b>	<b>16</b>	<b>16</b>

\* In these countries, city locations chosen were on a delta to cover both zones

<sup>1</sup> Focus groups were not conducted in China because of logistical and cost constraints.

## Methodology

Focus group discussions consisted of between five and eight people, with eight as the norm in Nepal, India and Bangladesh. They took place in an appropriate venue for their community where respondents could talk freely and in comfort.

To engage the participants and facilitate discussion, researchers used images and participatory techniques. Although the overall aim of the focus groups was across countries, the groups themselves varied by country and by location to take into account cultural norms.

For example, when asking respondents to illustrate the changes they have noticed in their environment, respondents in urban locations were sometimes given magazines and asked to cut out pictures that best represent the changes they experience, while rural FGD participants were sometimes asked to draw pictures.

The focus groups were conducted by a BBC Media Action or agency researcher and were audio recorded and, sometimes, video recorded. A note taker was also present at each group to note down observations and record results of any participatory activity. The audio recordings were later translated and transcribed for analysis.

The focus groups were split into two types, with the first type focusing on:

- How people talk about the environment and relate to climate change, and how this differs by geographical zone and country
- How people are responding to changes in their environment, and perceptions of how their country is responding to climate change
- Knowledge of the causes and effects of climate change and wider environmental problems
- Current levels of awareness of communications on climate change
- How people were already responding to changes in their environment and the barriers and motivations to response

The second set concentrated on people's media habits, their trust in sources of information and their views on specific actions they could take to deal with changes to their environment. Subjects covered include:

- Which communications and media do people use and rely on?
- Which of these are most trusted and why?
- What type, format and tone of communications and media would they like to inform them on climate change issues?

For the first type of focus group, BBC Media Action assembled a selection of adaptation behaviours that people might take in response to climatic variability and change. This list drew from responses suggested by:

- Experts and opinion-formers
- Participants in communications strategy development workshops<sup>2</sup>
- Expert advisors
- Existing literature
- Policy and practice including National Adaptation Programmes of Action (where available) (Government of Nepal, 2010)
- A World Bank Database of Asia adaptation programmes and (World Bank, 2012)
- A survey of adaptation projects in South Asia assembled by Oxfam (Oxfam, 2011)

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<sup>2</sup> We have conducted communications strategy development workshops in six countries in which we discussed and piloted climate change communications with groups of experts and media professionals

These adaptation behaviours were selected on the basis that they were simple, did not require significant additional resources and would be applicable across most of the region. Before adding these to the quantitative questionnaire, these actions were discussed in the focus groups. For example, to tackle water shortage the following actions were tested:

- Storing/saving water (for example collecting rainwater)
- Recycling water/re-using waste water
- Making water safe to drink (for example boiling, straining through cloth, using water filters)
- Finding a new water supply (for example digging wells, installing hand pumps, tube wells)

These possible actions were shown to focus groups as picture cards and participants were asked to devise ways they would like TV or radio to cover them.

## **Analysis**

The transcripts from the focus groups and images generated from the participatory activities were manually analysed by BBC Media Action researchers. Transcripts were coded systematically using a list of common codes generated through a detailed consultation process.

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## ABOUT CLIMATE ASIA

Climate Asia, a BBC Media Action project, is the largest-ever quantitative and qualitative research study into public understanding of climate change in Asia. Funded by the UK Department of International Development (DFID), Climate Asia interviewed over 33,500 people across seven countries – Bangladesh, China, India, Indonesia, Nepal, Pakistan and Vietnam. The resulting comprehensive data set paints a vivid picture of how people live with climate change now.

This report is one of many tools created from this unique data, all designed to help the planning and implementation of communication and other programmes to support people to adapt to the changes they face. They are available on the fully searchable and public Climate Asia data portal, [www.bbc.co.uk/climateasia](http://www.bbc.co.uk/climateasia), including a climate communication guide, further information on Climate Asia's research methods and the tools used to conduct research, including the survey questionnaire. Since all of Climate Asia's data and tools are designed for the widest possible use, this report and data portal details are freely available to anyone who might be interested.

## ACKNOWLEDGEMENTS

BBC Media Action would like to thank everyone who agreed to be interviewed and take part in the Climate Asia research project. All Climate Asia data, including this report, findings from each country, a climate communication guide, further information on our research methods and the tools we used to conduct our research are available on [www.bbc.co.uk/climateasia](http://www.bbc.co.uk/climateasia).

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