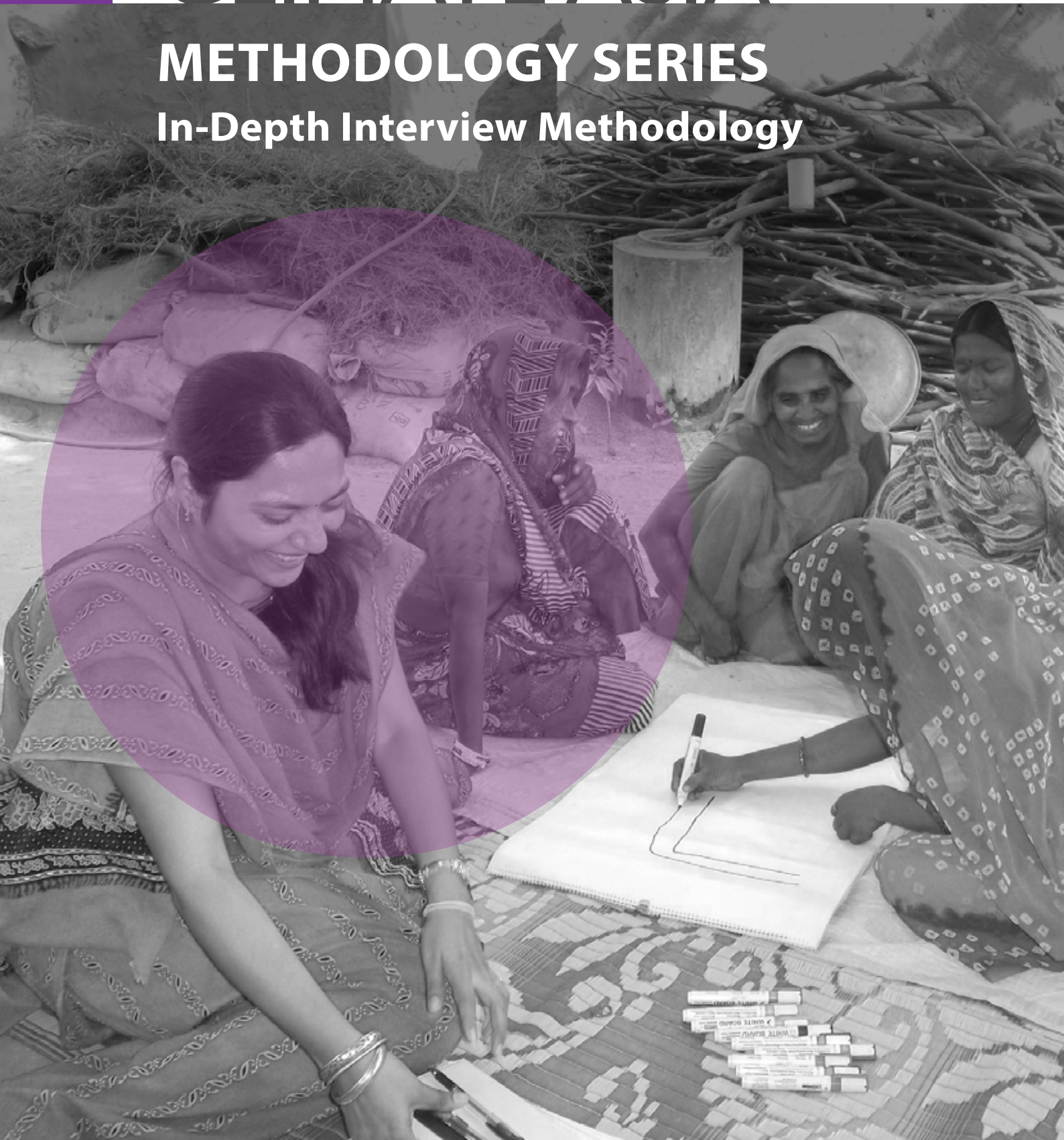


CLIMATE ASIA

METHODOLOGY SERIES

In-Depth Interview Methodology



IN-DEPTH INTERVIEWS WITH KEY OPINION FORMERS

RATIONALE FOR INTERVIEWS

How people in Asia understand and respond to climate change – economically, politically and socially – will depend heavily on the information they have. This is a key premise of Climate Asia and extends to the idea that the issues people come to learn about and pursue will be those of most concern to them.

The first phase of our research was qualitative and took the form of 150 in-depth interviews with experts, policy makers and opinion formers and influencers across the seven countries in the region. Interviewees worked in government, media, business, civil society, science and academia at national and regional levels. The goal was to understand their awareness of key issues, attitudes, motivation and information needs.

In-depth interviews were a crucial part of Climate Asia’s methodology because they helped researchers learn about the issue and also to see what policy makers felt was possible. They also informed the development of the quantitative questionnaire used in the next research phase. The in-depth interviews explored:

- **Knowledge and framing of climate change, including**
 - awareness of climate change
 - views on public understanding of the issue
 - effects and impacts experienced in their country or region
 - identifying affected and vulnerable communities
- **Responses to climate change, including**
 - identifying key actors
 - current levels of response
 - decision-making on this issue
 - examples of effective responses to climate change
 - the role communications plays and should play in the future

Across all seven countries, experts and opinion formers interviewed felt that public awareness of climate change among the public was relatively low. Knowledge and awareness of climate change was subsequently tested in focus groups with the public and found to be low in most places with the notable exception of Vietnam, where awareness of the term “climate change” was relatively high in urban areas.

	Bangladesh	India	Nepal	Pakistan	China	Indonesia	Vietnam
Total number of interviews	20	30	20	20	30	22	N/A
Government officials	4	10	4	4	10	4	
Commerce	4	7	4	6	7	4	
Media	3	4	3	3	5	3	
International agencies and thematic experts	5	5	5	5	5	5	
Local civil society	4	4	4	2	3	4	

For each country, researchers compiled a list of contacts in each sector listed in the table and recruited a cross-section of experts and opinion formers from different backgrounds. At this recruitment stage, respondents received outlines of the research and interview expectations and asked if they would like to take part.

Qualified BBC Media Action researchers then conducted semi-structured interviews in the respondents' language. Interviews took from 90 minutes to two hours because the respondents had a lot of information to share. Interviews were audio recorded with consent from the respondent and transcribed later.

Five slightly different questionnaires were developed for different categories of interviewee, which were:

- **Civil society**
- **Commerce and industry**
- **Media**
- **Policy makers and government officials**
- **Thematic experts**

The interview guides were also shaped according to the type of respondent. For example, research with media experts included questions on the media landscape of a country and to what extent climate change was communicated through media. Within each guide questions varied slightly based on whether a respondent was considered a subject 'expert' or 'opinion-former.' Opinion-formers were influential people who may not necessarily have the same knowledge of climate change and related issues.

The interviews explored the following areas, broken down using the four levels of engagement approach:

System

- Perceptions of how their country is responding and could respond in the future to climate change
- Priorities of government (both from government and "outsider" viewpoint)
- Local government capacity to implement national policy

Organisation

- Awareness and knowledge levels of climate change and environmental issues
- Priorities for information dissemination on climate change issues
- Behaviour changes being promoted by civil society organisations, businesses, government agencies
- Motivations and barriers to change behaviour to respond to climate change

Practitioners

- Knowledge levels among practitioners (media, civil society, government)
- Challenges and experience of implementing change on the ground

Individual¹

- Knowledge of climate change among the public
- Identification of groups particularly vulnerable to climate change and/or particularly information poor
- Levels of behaviour adoption and ability to take action, such as local governance structures
- Barriers and motivations to adopting behaviours
- Most effective communications channels for the general public and the more vulnerable
- Effective ways to communicate terminology to audiences

¹From the point of view of experts/opinion formers



QUALITATIVE ANALYSIS STRATEGY

Researchers analysed the transcripts from the in-depth interviews individually and coded them using a coding frame. BBC Media Action then compared the data by type of respondent (government officials, commerce, etc.), by country, and by geographical zone.

Analysis showed that a significant number of experts and opinion formers recommended that communications focus on the people's feelings about the effects and impacts associated with climate change and variability. As one Bangladeshi civil society representative noted, "people don't understand the term 'climate change' or its causes, but they feel the impact of climate change."

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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, 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.

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