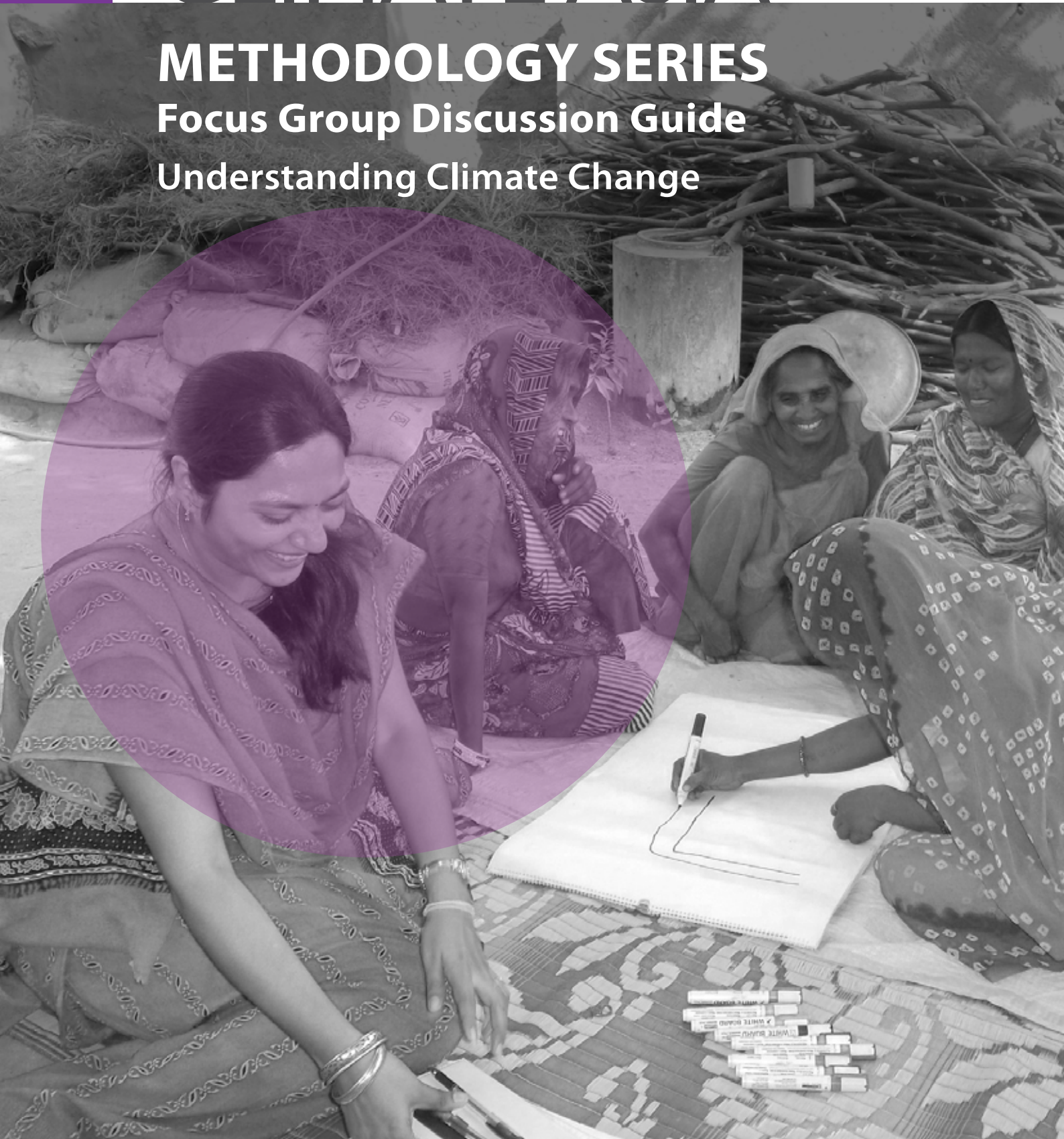


CLIMATE ASIA

METHODOLOGY SERIES

Focus Group Discussion Guide

Understanding Climate Change



FOCUS GROUP DISCUSSION GUIDE: UNDERSTANDING CLIMATE CHANGE

Pre-task Picture cards representing values. Respondents to put photos on scale of most important to me to least important to me. Supervisor to help respondents where necessary. Supervisor to photograph the final grid of each focus group participant and to input the results for each respondent in the grid prepared.

Section I – Introduction [10 minutes]

Moderator Read to Group

Introduce yourself and make everyone feel welcome and comfortable.

The objective of this research is to discuss a range of issues relating to your life. This research is taking place in seven countries across Asia. The research will inform projects across the region.

There are no right or wrong answers in this discussion. You have been invited here to share your opinions and please feel free to talk openly and honestly.

We will be making an audio recording of our discussion, CHECK WHETHER THIS IS OK

WELCOME PEOPLE TO THE GROUP AND DO INTRODUCTION

Objective: To allow the participants to get to know each other a little and relax before the discussion itself begins. We are also taking a video recording CHECK WHETHER THIS **[Warm up: 5 minutes]**

First I'd like us to get to know one another a little better. Go round the room and ask each person to introduce themselves and tell each other how long they have lived in the area, and if relevant where they lived before, and what they do for a living.

Values and Priorities: 5 minutes

Objective: To see what values are important to the participants. To see what their priorities are and find out why. This will show us why climate change may or may not be of interest to respondents, and how it might relate to other things like health.

Thinking about the photo sort you have all just done.....Show photos again

- What would you ideally like your children/next generation (in next 10 years) to have/value? Get respondents to point/pick photos
- How possible do you think that will be? Why?

General views on life: 10 minutes

Objective: To find out the changes in climate that the respondents are aware of, and generally the things that have changed in their surrounding environment that they have noticed. It's also to find out if they feel that they live better now than they used to, and if so why.

Now looking back over the last 5, 10, 20 years

(ask about period that links with age of respondents e.g. over 35 ask about last 20 years; if 25 to 35 ask about last 10 years; if less than 25 ask about last 5 years)

- What was your living conditions/quality of life like 5, 10, 20 years ago? What has changed now?
 - Would you say your living conditions/quality of life is better than before, or worse? Why?
 - What do you think of this?
- What was the area you live in/lived in like 5, 10, 20 years ago? What has changed now? (ask for descriptions and ask to say where they lived at time)
 - Would you say it is better than before, the same or worse? Why?
 - How does this make you feel?
- Are there any stories, songs or poems that depict the seasons, weather, nature? Can you tell us about them? Are there any recent ones? How are these different to the more traditional ones?

If Urban community

- How do you think your life now compares with people in your country living in rural areas?
- Do you go to rural areas much? How would you describe life there? What is your view, how has life in rural areas changed? Likely to change in the future? What do you think of this? Can you do anything to help the situation? What? Will you? Why? Why not?
- Are changes in rural life impacting on the city? How? Why? What do you think of this?

Seasonal Mapping: 20 minutes

Objective: To understand the weather that they experience in one place in a year, and how it affects their lives, and their access to fuel, things in the community etc. This will bring the respondents to talk about how the weather has changed, and how it affects them, their family, and their community.

Now thinking about the weather in more detail, can you tell us about the weather over a year. How does it change? Go through the months of the year and the seasons with them on a piece of paper/flip chart.

Moderator to record seasons on flip chart

- Tell me about the seasons (as they are now)
 - How do you feel in each season? Which do you like most? Dislike? Why?
 - What about water? Does the amount you have access to vary across seasons? How?
 - Are there any seasons where people tend to get ill? When is this? Why?
 - What about access to electricity? Fuel? How does this change by seasons?
- Have you seen any changes in seasons over the last 5, 10-20 years (ask about time period most relevant to age of respondents), how have they changed? In what ways? Why is this?

For each impact mentioned in next section ask: What are you doing about this/done about this? What about your community? Why have you decided to do this? What support have you had? Were you given any information? Was this helpful?

- Are there differences in how plants/trees are growing? How? What effects have these changes had?
- Have you observed any other changes to your environment /surroundings? What differences have you seen? What do you think are the causes of these? What do you think of these?
- What about your household income has this been impacted by the changes you have mentioned? How?
- Are there any new diseases/ or diseases which occur at different times of year? What are these?
- What was about access to electricity, fuel, water, food? How has this changed?
- What about extreme weather events? Have they increased? How prepared have you been?

If Rural community

- How have you/your community changed their farming/fishing practices in this time? Why is this?
 - Any changes in type of crops grown, fish caught, irrigation etc
 - What has productivity been like? Increased, decrease, stayed the same why?
- What about animals, has the type of animals you have changed? Do they get sick more or less often than 10/20 years ago? Why is this?
- Have people moved from the area? Why? Where have they gone? How have they found life since they moved?
- How do you think farming/fishing/forestry practices will change? Why? What do you think of these likely changes? How prepared do you think you are for these changes?

Future impacts:

Objective: To find out whether people feel that climate change will affect them, their children, and their community (and if so how).

- What do you think the next 5 years will be like living in your area? And 10, 20 years?
- Do you think life in your community will be better, worse why? What will change? Why do you say this?
- What about access to resources? Energy/fuel, water, food?
- What about extreme weather events? How prepared do you feel?
- And what effects do you think future changes will have on you and your community? Other people in your country? Why do you say this?
- Will particular people be more affected? Who? why? What are you most fearful of?
- Why do you think these impacts (go through each mentioned by respondents) will happen? Why do you say that? Who/what is responsible?

Current response to changes: 15 minutes

Objective: To find out whether people think climate change is relevant to them and whether they are doing anything to deal with the impacts of climate change – if they are, we want to know what are they doing and who else is there in their community to provide support or advice during the process. If they are not making any changes in relation to climate change, we want to know whether they are aware of what they could be doing and of what else might be going on in their community to provide them with support and/or information

This section aims to explore the emotional reasons why and why not making these changes as much as to find out what they are actually doing.

Discuss changes above related to environment/climate (both primary and secondary impacts e.g. migration, decrease in agricultural productivity etc) Include natural events that have happened (floods, landslides, cyclones etc)

- What can you do to reduce the impacts we've talked about?
- What are you doing already? Why are you doing this? What are your reasons?
- What would you ideally like to do? Why aren't you doing this?
- What can you do to improve your situation/prepare for the future? How likely are you to do this? Why? Why not?

Prompt on responses to main issues discussed

- o Changes in livelihoods?
- o Managing water supply?
- o Sourcing food?
- o Use of transport?
- What do you feel you need to do? What enable you to make these changes?
- How able do you feel to make these changes? What support would you like?
- *If not made changes yet* –Is there anything else that would motivate you to make these changes?
- What about anyone else? What about your community? If not mentioned before: What can your community do?
- Are you aware of any organisations working in the local area that are trying to help you and your community? What are these? What do you think of them?
- Do you talk about this with your friends/family/colleagues? Why? Why not? What do you discuss?

NB: If climate change/global warming or any other related concept is mentioned unprompted, ask what it means.

Action: 15 minutes

Objective: To find out which climate change adaptations are relevant to the respondents – which of the activities on the cards we have chosen have they heard of, which activities do they do, and why? It is equally important to find out why they are doing some of these as it is to find out why they are not. If they come up with other adaptations that aren't in our list, it would be interesting to explore those ideas too.

We have discussed about things that you have done to respond to changes related to weather. Show cards of possible actions – City set (solar power, saving water, using public transport etc) and Rural set (water harvesting, seed banks etc, preparing for natural events)

- Please look at the following images, which of the following are you aware of? Where are you aware of these? (media, NGOs, family)

Get respondents to discuss cards amongst themselves and note discussion

- Which of the following do you/your household/your community/work do? Why did you decide to do this? What prompted this? Probe media, NGO, someone in community?
- For those that you don't do, how likely are you to do the following? What would motivate you to do these? What is preventing you?
- Those that you are unlikely to do, why is this?
- Do you think making these changes will make a difference to you? How? Why? Why not?
- Is there anything else that could be done to respond to these changes we have not mentioned here?

Knowledge of climate change: 5 minutes

Objective: to find out what messages on climate change are reaching people – many respondents might not have heard of climate change. If they have, we want to find out how they know about it, and how they think about it as a result – ie if they hear about it through the media, how does the media portray it? If they have heard about it in their community, do people talk about it positively?

“It is said that the climate of the **world** is changing”.

- Have you heard this? ASK AROUND GROUP If so, where did you hear this?
- What do you think the consequences will be?
 - How do you feel about that?
 - How do you think that will affect you?
- Who do you feel is responsible?
- Have you ever heard about climate change specifically? Where have you heard of it? In the media?
- What does it mean to you?
- Have you heard about any responses to it?
- Who do you think should respond to it?
- Why?

Communications and sources of information: 10 mins

Objective: To see what sort of information (in relation to climate change) respondents would like to have more of, and what format they would like to receive that information in. By understanding their information needs and media preferences, we can better understand how communications strategies might be designed to suit them.

- Thinking about the things we have discussed today, what information would you find useful? What would you like most? What would enable you to take action?
- And who would you want to provide you with this information? Why do you say that?
- If there was one useful thing that an outside organisation could do to help you and your community, what would it be?
- What would you like to see on the TV/listen to on the radio/read in the paper/on the internet* (delete as appropriate)? What types of programmes? Debates? Dramas? etc.
- Who would you like to talk to about the issues discussed today? Teacher, scientist, religious leader, fellow workers, other women...etc
- What about people experiencing similar situations to you living in different regions, countries? Which regions/ countries would you like to hear about?
-
-

THANK PARTICIPANTS AND CLOSE

LEGAL NOTICE

Purpose and usage

The purpose of this Climate Asia research methodology report is to enhance public access to and use of research and data compiled by BBC Media Action to interested parties on a not-for-profit basis. Readers are encouraged to use and share the report with third parties and permission to use, reproduce and republish it or use it for teaching purposes is granted, provided that the report is not distributed for profit or commercial advantage, and BBC Media Action is attributed as the source, as set out below.

While users may translate the report in whole or in part, any translations of the report must include the following text: “BBC Media Action is not liable or responsible for any errors, omissions or ambiguities in the translated version of the Climate Asia report.”

Any commercial use will require the prior written permission of BBC Media Action. Unless otherwise stated the report is copyrighted material of BBC Media Action. BBC Media Action reserves the right at any time and from time to time to modify, discontinue, temporarily or permanently, the online PDF form of this report and any means of accessing or utilising the report at its sole discretion.

Attribution and no endorsement

When using the findings in this report, users agree to provide attribution to BBC Media Action. However users may not publicly represent or imply that BBC Media Action is participating in or has sponsored, approved or endorsed the manner or purpose of the use or reproduction of the report.

No association

Users may not use any trademark, or logo of BBC Media Action or the BBC without BBC Media Action’s prior written consent and without entering a BBC trademark licence.

No warranties

This report’s findings are believed to be correct at the time of publication. BBC Media Action cannot guarantee the accuracy or completeness of the report. BBC Media Action and any of its officers, trustees, agents, employees, and sub-contractors, are not responsible for any errors or omissions or for results obtained from the use of this information and disclaims any representations or warranties of any kind, express or implied, including, without limitation, any warranty of fitness for a particular purpose or non-infringement, to the fullest extent permissible under any applicable laws.

Limitation of liability

Each person using this report assumes full responsibility for its use and understands and agrees that BBC Media Action is not responsible or liable for any claim, loss or damage arising from the use of the report, including, without limitation, any direct, indirect, incidental, special or consequential damages.

If you have questions about this BBC Media Action Climate Asia report, or permission for reuse of the data or any information on the Climate Asia Site, please send email to climate.asia@bbc.co.uk.

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.

BBC Media Action is the BBC's international development organisation. The content of this report is the responsibility of BBC Media Action. Any views expressed in this paper should not be taken to represent those of the BBC itself, or of any donors supporting BBC Media Action's work.

This report is part of the Climate Asia project funded by the UK Department for International Development.

BBC Media Action is registered in England and Wales under Charity Commission number 1076235 and Company number 3521587.

Registered office: Broadcasting House, Portland Place, London W1A 1AA, United Kingdom

Tel: +44 (0) 20 8008 0001

Fax: +44 (0) 20 8008 5970

Email: media.action@bbc.co.uk

Climate Asia data portal: www.bbc.co.uk/climateasia

BBC Media Action website: www.bbcmediaaction.org

©BBC Media Action 2013

