APPENDIX: CLIMATE ASIA’S METHODOLOGY

Climate Asia’s research has used a mixed methods approach, including qualitative and quantitative methods, to understand people’s perceptions of changes in climate and the environment as well as the impacts of these changes on their lives. The findings will inform adequate communication to support people’s needs in responding to these changes.

QUALITATIVE RESEARCH

In Bangladesh, qualitative research included 20 in-depth interviews with experts and opinion formers, 16 audience focus groups and 7 community assessments across Bangladesh.

The in-depth interviews were conducted with key experts and opinion formers from national and local government, the media, the private sector, civil society, science and academia. Focus group participants were members of the public from across five divisions in Bangladesh and included people from rural areas, smaller cities with under 1 million people and larger cities with over 1 million people. In each location, focus group participants were selected according to age, gender, occupation and social class to capture a diversity of views within the population.

Initial insights from some of this research and the communication development process, which included workshops and an evaluation of existing initiatives, shaped the approach to quantitative research.

QUANTITATIVE RESEARCH

In Bangladesh, the project surveyed 3,578 people following a stratified random sampling approach. First, the country’s population was separated by division. In each division, districts were chosen randomly. The number of districts selected in each division was based on the population of the division. Within each district, a certain number of areas were chosen from urban and rural areas following the probability proportionate to size (PPS) method. A total of 175 areas were chosen across Bangladesh. Within each area, 20 households were randomly selected following the right-hand rule of field movement and five households were skipped after every successful interview.
The data was then analysed using many different variables to examine patterns in the data. One variable used was the type of area. This variable involved splitting up areas into three groups: rural, smaller cities of under 1 million and larger cities of over 1 million. Based on data from the Bangladesh Bureau of Statistics, cities of over 1 million were Dhaka and Chittagong.

The quantitative research was carried out during the summer. If it had been carried out at a different time of the year it is possible that this might have produced slightly different results, for instance, perceptions of change in rainfall.