

CLIMATE ASIA RESEARCH OVERVIEW

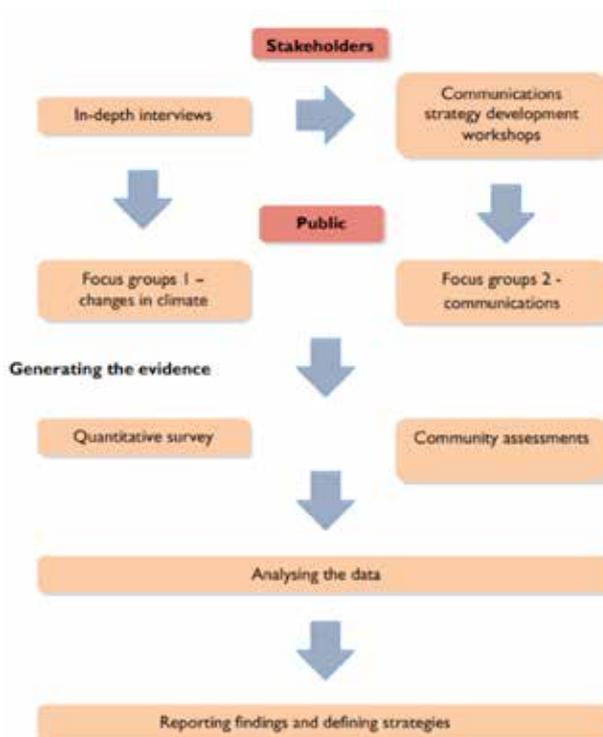
Regional research study: comparable across seven countries

The Climate Asia research was conducted in seven countries: Bangladesh, China, India, Indonesia, Nepal, Pakistan and Vietnam. It was designed so that the findings were comparable, providing a pan-Asian picture of perceptions and responses to climate change.

The main aims were to:

- Develop a way of breaking down climate change to measure people's perceptions
- Provide a replicable baseline of public understanding of effects, impacts and responses to climate variability and change which can be measured over time.
- Inform the development of communication that enables action in response to changes in climate

The Research Process



The research process started with qualitative methods, including in-depth interviews with experts and opinion formers, workshops with experts and focus groups with the public. Researchers conducted 150 in-depth interviews with experts, policy makers, opinion formers and influencers across six countries (in-depth interviews were not conducted in Vietnam because of logistical constraints). Interviewees worked in government, media, business, civil society, science and academia at national and regional levels.

These interviews were crucial in helping us understand the issue and how it was currently being communicated. They were also important in understanding what policy makers felt they could communicate to their audiences, so that future communication development could be framed appropriately.

Communications strategy development workshops were also held in Bangladesh, India, Indonesia, Nepal, Pakistan and Vietnam in early 2012 with climate change experts, officials and practitioners along with media and communication professionals.

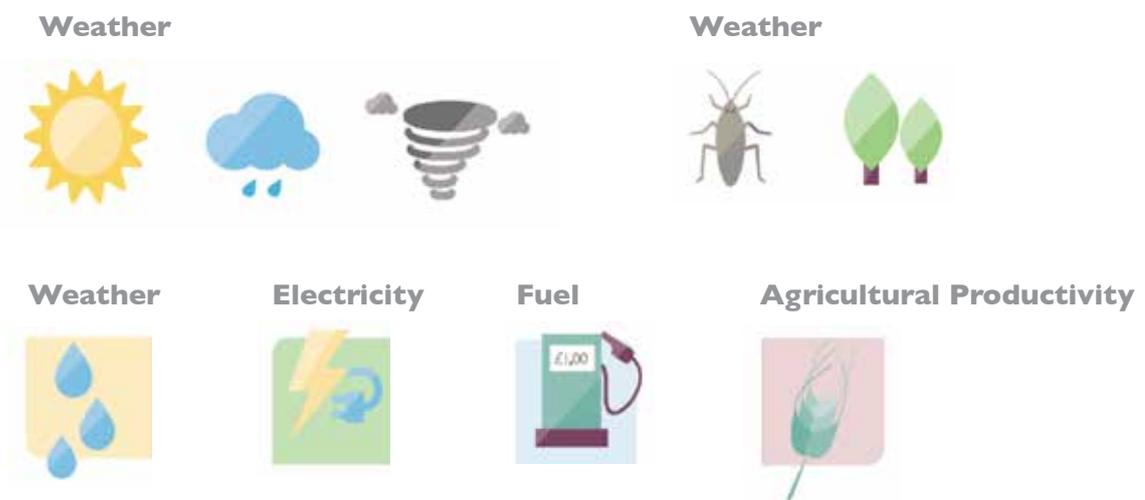
Focus groups were then conducted with people from the overall population to understand:

- How people perceive changes in climate
- How and why they feel impact
- The links between the changes observed and overall developmental issues affecting their countries and communities
- An in-depth understanding of the barriers and enablers to response

Our Approach: Breaking down the concept of ‘Climate Change’

Drawing from literature and the initial insights from our qualitative research, it was clear that not everyone had heard of climate change but that people were feeling the changes and the impacts in their lives. In order to find out how people perceived the changes in climate and how they were having an impact, the Climate Asia team decided to ground questions in concepts that people were more likely to relate to and understand.

Climate Asia researchers first asked questions about people’s perception of changes in temperature, rainfall and extreme weather events over a ten-year period. This was followed by a series of questions about changes in the availability of key resources such as food, water and energy, and changes to their environments. Then people were asked what impacts these changes were having on their lives.



Our approach differs from existing surveys on public understanding of climate change by moving beyond asking about knowledge and awareness to explore people’s response to these perceived changes.

Quantitative Survey

Insights generated from qualitative research were used to shape and design the survey. Replicable indicators that the survey measured, and which could then be tracked over time, include:

- Awareness of current changes in the environment
- Levels of knowledge about actions to take to respond to changes
- Current actions taken to respond to changes
- Likelihood and willingness to take action to respond to changes in future
- Barriers and enablers to response
- Use of communication to enable response to changes in the

A single standard survey was designed to be replicated in different languages across the seven countries. While there are a few country-specific questions (for instance those that assess the poverty levels of that particular country) and some country-specific response options (such as specific media channels), the survey has been designed to ensure that comparison and analysis across countries is possible.

Community Assessments

To supplement the quantitative survey, community assessments were undertaken to understand how these issues interacted at the micro level, where power relations and other contextual factors were further understood.

Details of all the different elements of this research process can be found on the Climate Asia website's resources page.

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

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