



METHODOLOGY

Climate Asia’s research in Cambodia 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 the development of communication to support people’s needs in responding to these changes.

CLIMATE ASIA APPROACH

BBC Media Action describes resilience as the “ability of people to thrive by managing risk and to respond positively to change in the face of sudden events and long-term stresses”. In order to support people to become more resilient to these sudden events and stresses, it is crucial to understand how they manifest in people’s lives.

To understand people’s perceptions to climate change, BBC Media Action’s Climate Asia study surveyed nine countries to understand their perceptions. The research has shown that people were acutely aware of changes in temperature and rainfall, although they were not necessarily aware of the term “climate change”. People talked about the impact they felt from changes they perceived in terms of their ability to earn money or to keep healthy and connected many of these changes to existing problems such as pollution and lack of infrastructure. The research concluded that communication around ‘climate change’ needs to be rooted in people’s lives.

Research has also shown that subjective and cognitive elements can be just as important as material factors in people’s ability to buffer shocks; aspirations, self-efficacy and perceptions of risk influence the ability to absorb and recover from shocks and stresses at both the individual and collective levels. Four central questions guide the approach:

1. What impacts are people feeling?
2. What are the barriers and motivators to taking action?
3. How do audiences differ?
4. How can research inform a communication strategy?

This approach was embedded into the Climate Asia study in Cambodia.



QUALITATIVE RESEARCH

In Cambodia, qualitative research included five community assessments in five geographical regions across Cambodia (Phnom Penh, Plain, Mountain, Tonle Sap and Coastal). One community per province was selected in each region which aimed to diversify between the most vulnerable and least vulnerable people, and those where an NGO intervention exists and those where it does not. As part of each community assessment, stakeholder interviews with influential people in the community were conducted with influential people such as village chiefs, religious leaders, teachers and NGO volunteers.

QUANTITATIVE RESEARCH

In Cambodia, the Climate Asia project surveyed 1,660 people following a stratified random sampling approach. First, the country's population was separated into the five geographic regions mentioned above. To ensure a nationally representative sample within the geographic regions, research used probability proportionate to size (PPS) methodology to randomly select locations for fieldwork within each zone. 126 primary sampling units (PSU's) were selected, and within each PSU households were randomly selected following the right-hand rule of field movement and five households were skipped after every successful interview.

Data collection was carried out using face-to-face interviews and recorded using Computer-Assisted Personal Interviewing (CAPI). Post data collection, the samples were compared to the latest census data and weights applied where necessary to correct for any imbalances in region, gender, age and location (urban vs rural).

The interview lasted approximately 90 minutes. Sections related to the availability of water and food, agricultural productivity and extreme weather events were only asked of half the sample (829) to reduce the interview length.