



Training on Socioeconomic Monitoring (SocMon) Methodology for Evaluation of Socioeconomics and Marine Resources Utilization at Selected Coastal Communities in Myanmar

Mawlamyine University, Mon State and
Sakhanthit Village & Thayawthadangyi Island Group, Kyunsu Township
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Session 15: Sampling and Selection of Key Informants

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Sampling and Selection of Key Informants

Who are Key Informants?

They are individuals who, because of their position, experience and/or knowledge can provide insight and information into the larger population and/or a particular group.

Sampling and Selection of Key Informants

Who are Key Informants?

Key informants can therefore provide common knowledge, shared knowledge and specialized knowledge.

Selection of Key Informants

- the barangay officials can provide insight into the entire community,
- the president of the fishermen's association can provide insight into fishermen's activities
- the minister of the local church can provide insight into Christians' perceptions in the community.

Examples of Key Informants

- Key Informants may be one of these stakeholders:
 - Village officer for fisheries and forestry
 - Community Leaders (i.e, village head, committee leaders)
 - Businessmen and Traders
 - Teachers
 - Elders
 - Religious leader
 - Youth Leader
 - Fishers or coastal/marine resource users

Exercise on Selecting Key Informants

Group One. Identify Key informants for Indicators/
Questions pertaining:

1. Community Demographics
2. Fisheries & Livelihood

Group Two. Identify Key Informants for Indicators/
Questions pertaining to:

1. Coastal and Marine Resources and Climate Change
2. Governance

Sampling and Selection of Key Informants

Rule of Thumb

Question: When to determine if enough key informants have been interviewed regarding a particular indicator?

Answer: When the answers to the same questions become repetitive.