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 & Thyawthadangyi Island Group, Kyunsu Township
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Session 15: Sampling and Selection of Key Informants

Prof. Marissa S Pontillas
Palawan State University

1Prepared by Dr Michael Pido, Prof Marissa Pontillas and Ms Eva Marie Ponce de Leon Palawan State University Puerto Princesa City, Philippines / Dr Robert S Pomeroy, University of Connecticut, USA,
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.