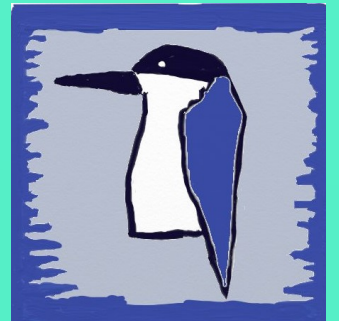


**Using a sociological approach to Animal
Value Chain Analysis for risk
management:
Module 2: Interviewing skills**

Little Kingfisher Group



Homan Anderson

MODULES: every two weeks at the same time on Wednesday

1. Introduction and overview

2. Explanation of the sociological approach and methods

3. Analysis to construct value chains and risk pathways

4. Qualitative risk analysis

5. Using the results for reducing the risks of animal disease spread.

WORKSHOPS: two weeks later 2 or 3 sessions

1. Explanation of the sociological methods for the field work

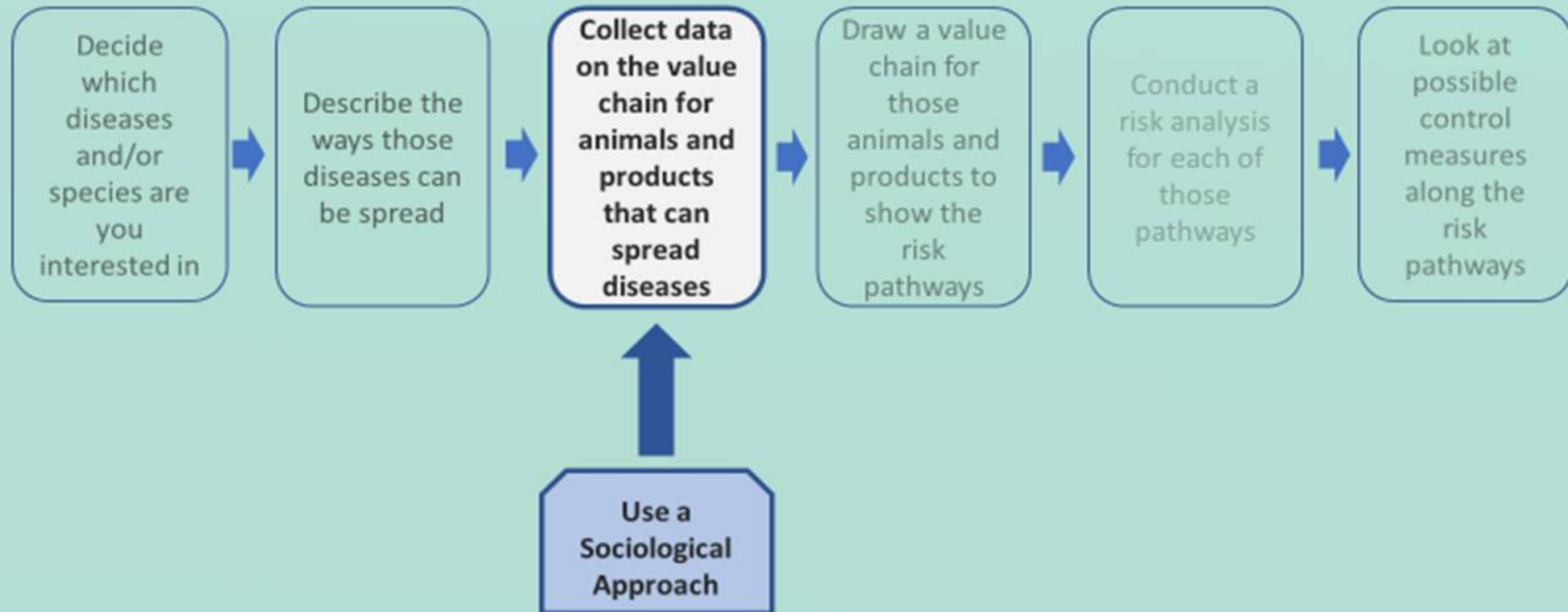
2. Practicing the sociological approach and methods.

Agenda

- *Reintroductions – has anyone used any sociological method before?*
- *Sociological approaches*
- *Interviewing– what and why?*
- *Advantages and disadvantages*
- *Styles of Interviewing: structured and unstructured*
- *Pre-interview: Preparation*
- *The interview: How do we do it?*
- *Post-interview*
- *Ethics*
- *Exercises*
- *Questions?*

Where does this fit?

Steps in the Value Chain Analysis for Animal Disease Management



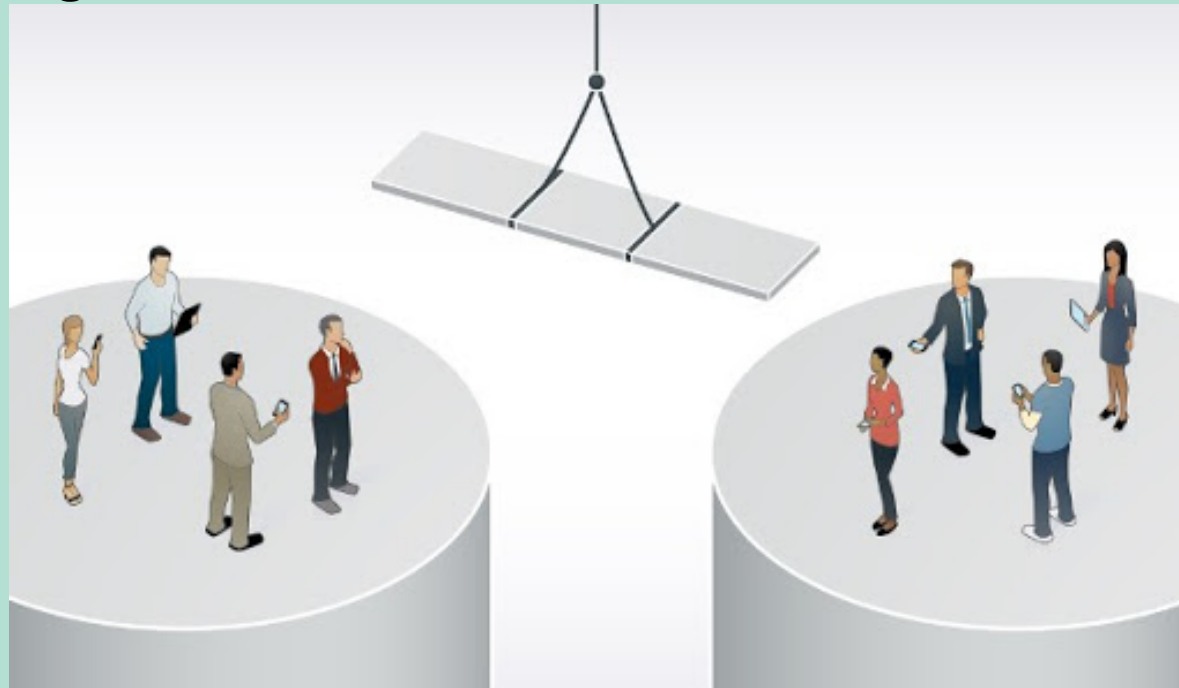
Sociology and livestock infectious diseases/zoonoses

- Not a lot has been done – though some organisations and professionals are beginning to acknowledge the need for sociological approaches
- “Organisational silos” (organisations and professions stick to their own work – not much interdisciplinary work happening)



Sociology and livestock infectious diseases/zoonoses

- Invitation to think about how we can bridge gaps and connect silos
- An active strategy to reduce disease risk in value chains must necessarily involve **changes in the behaviour of the people involved in the value chain** (modification of risky practices, introduction of new behaviours).
- First, we must understand/research the behaviours which enable/increase disease risk. Here enters the sociological method.



Sociology – what is it?

“The function of sociology, as of every science, is to reveal that which is hidden.” – Pierre Bourdieu

“...It is the study of the way in which human beings are shaped by the things that they don't see.” – Sam Richards

- Sociology is a systematic approach to thinking about, studying, and understanding human social behaviour in different societies and social groups.
- It looks at the social processes that influence people's thoughts, perceptions, and actions.
- When we use sociology, we can begin to understand the different forces that affect human behaviour and use this understanding to improve a situation that affects people's lives.

Data – what do you need to know?

- Do you need to know numbers or experiences?
- **Quantitative data** → anything that can be expressed as a number, or quantified. For example, how many animals come across the boarder from Papua New Guinea?
- **Qualitative data** → cannot be expressed as a number. Data that represent nominal scales such as gender, socio-economic status, religious preference are usually considered to be qualitative data. For example, what social norms mean people might not report disease in their animals?
- Both types of data are valid types of measurement, and both are used in academic journals.
- *This project is looking at Qualitative methods only*

Interviewing

- Interviewing is the most popular method of acquiring qualitative data
- “Special conversations” – means of coming to know
- Literally means “inter-view” – an exchange of views between two individuals discussing a common interest.

Different types

- One to one/face to face/over Zoom!
- Groups (focus group discussions)
- Authoritative information
 - Prof Dirk Pfeiffer knowledge on ASF versus Dr Sarah Homan’s (mine)?
 - **Who is an authority?** Not necessarily someone with academic credentials. An authoritative figure depends on your study and what you want to know. (i.e. a pig farmer with no formal education will still be an authority in farming pigs).

Why do we interview?

- Primarily we do it to answer questions
- Interviews give us an insight into someone else's experience
- Gain empirical evidence about a set of experiences
- We see how personal experiences relate to larger social structural themes
 - e.g. how media influences standards of beauty/trends;
 - how social norms influence certain behaviours, such as not reporting disease (non-compliance).
- Test and build theories about experiences and behaviour
- In research - when we build up a body of interviews we can compare and contrast similarities and differences in themes between informants → this tells us about societal patterns.

Pros and cons

Advantages

- Personal
- Detailed
- Data rich: text, body language, emotions
- Meaning, feeling, experience
- Revelatory: on topic/off topic
- Cover numerous topics
- Fascinating

Disadvantages

- Respondents can misinform or lie
- Difficult to do interviews well
- Informants may not wish to speak to you/show up
- Access difficult: difficult to build trust and rapport
- Misinterpretation of respondents
- Data may not reveal much
- Respondents may be disingenuous/provide socially acceptable answers, honour and shame play a factor
- Researcher alters the setting

Structured or unstructured?

- Unstructured interview
 - Few, loosely defined topics
 - Open-ended questions to allow free response
 - Conversational style
- Semi-structured interview
 - List of specific topics to cover (interview guide)
 - Flexible question order and phrasing
- Structured interview
 - Set questions
 - Less flexibility

Interview preparation

- Pre-interview research – read, watch, listen, learn
- Have a logical but flexible order of topics
- Focus on research questions: ‘what do I need to know?’
- Make sure language is easy to understand and relatable
- Record ‘cover sheet’ information (name, age, gender, position etc) – this will give backgrounds and contexts to the people you interview, as well as provide help with quantitative material.
- Good quality equipment.
- Appropriate space for the interview – depends on what you’re trying to achieve.
- Make yourself familiar with the interviewee’s world, so that you will be able to understand their remarks.

Setting up

- Build rapport
- Small talk – set respondent at ease
- Reinforce anonymity and confidentiality – ethics, forms, cover sheet
- Stress the voluntary nature of participating
- Answer any questions about the study/article and how the data will be used.
- Make sure the setting is comfortable – This can change according to the needs of the interview/interviewee

Cover sheet

INTERVIEW COVER SHEET

IN-DEPTH INTERVIEW

AUDIO RECORDER NUMBER (PLEASE CIRCLE): [1] [2] [3] [4]

DATE: _____

INTERVIEWER NAME: _____

SITE: _____

SEX OF RESPONDENT (PLEASE CIRCLE): Male / Female

TYPE OF RESPONDENT: _____

START TIME: ____: ____ [HOUR: MINUTES] END TIME: ____: ____ [HOUR: MINUTES]

NOTES UPON COMPLETION:

Interview guide

- It is important you plan out what questions you want to ask well in advance of the interview.
- In line with the **aims** of what you want to know (the aims of the study)
 - **This study (for field work component) main research question is:**
What are the main human-assisted movements of commercial quantities of the specified animals and their products across each of the three national borders in both directions and the related linkage points?
- **Secondary guiding study questions:**
- 1. What (legal and illegal) quantity of commercial-level movements of the listed animals and products occur between the designated sites on either side of those borders and the main linkage points that drive them?
- 2. How frequently are those movements occurring, what main variables (such as seasonal variation) drive them and who and where are the main stakeholders/businesses in the chains?
- 3. Taking into account known methods of disease transmission for specific diseases, what risk of disease spread do each of these movements pose and what measures can be implemented to prevent or minimise the effect of those animal diseases?

Interview guide

Research on Transborder Animal Value Chain Analysis in South East Asia and Pacific
IN-DEPTH INTERVIEWS / Key Informant Interview
QUESTION GUIDE

This guide will be used with participants in the in-depth interviews (IDIs) with stakeholders (such as le farmers, market management, trading personnel, transporters, and other people identified in the value-chain), and be identified through a snowballing technique. The questions are designed to gain an understanding of the of how animal value-chains operate and help identify risk and potential risk mitigation.

The IDI participants will be recruited through XYZ. The IDIs will take place in person and will be conducted by a trained local researcher. All interviews will be conducted in the participant's own language. The local researcher will read through the participant information sheet and complete the oral consent form with the IDI participants. Oral consent will be gained at the beginning of the interview.

In the following sections:

- TEXT IN UPPERCASE = Instructions for researcher (not to be read aloud).
- *Text in italics* = to be read aloud to participant.
-

Introduction

Hello, my name is _____ = I am here on behalf of The animal health department. We are conducting interviews in Thailand to learn about women's experiences of migration to Thailand. Today I would like to ask you some questions about your experiences of migrating to Thailand. This interview will take approximately 60 mins.

[READ THROUGH 'PARTICIPANT INFORMATION SHEET' WITH THE PARTICIPANT AND COMPLETE THE 'CONSENT FORM'.]

Are you happy/willing to participate in this interview? Is it okay if we begin now? And is it ok if I start recording now?

SECTION 1: GETTING TO KNOW THE PARTICIPANT

1. Can you tell me a little about yourself/role/job?

SECTION 2: OUTGOING ANIMALS AND ANIMAL PRODUCTS

*I'm now going to ask you some questions about your knowledge on what animals and animal products come IN to *name country*.*

1. What types of commercial animal production occur (animals are farmed) in this region?

	Yes or No	Comment
Cattle for beef		
Dairy cattle		
Goats		
Buffalo		
Sheep		
Pigs		
Chickens – meat		
Chickens - eggs		

Ducks		
Wildlife meat or products A.		
Wildlife meat or products B.		
Other		

2. Are any of the types of animals farmed here or their products moved from this local region in commercial quantities?

	Yes or No	Comment
Cattle for beef		
Dairy cattle		
Goats		
Buffalo		
Sheep		
Pigs		
Chickens – meat		
Chickens – eggs		
Ducks		
Wildlife meat or products A.		
Wildlife meat or products B.		
Other		

3. What are the main reasons that animals farmed here or their products are moved out of the area?

	Reasons	Comment
Cattle for beef		
Dairy cattle		
Goats		
Buffalo		
Sheep		
Pigs		
Chickens – meat		
Chickens – eggs		

Ways of asking questions

Broadly two types of questions

Thematic → produce knowledge → “What” of an interview

Dynamic → enhance relationships → “How” of an interview

Types

- *Ethics – consent and privacy/anonymity*
- *Introductory/opening* (“Tell me about...”)
- *Follow-up* don’t just let something go. E.g. *What happens now?*
- *Probing* (*Can you explain further?* “*Can you give me an example?*”)
- *Specifying* (“What happened next?”)
- *Direct* (*What do you think about...?*”)
- *Indirect* (“What do most people think about...?”)
- *Structuring* (“Let’s move on to...”)
- *Silence* – they’re important so don’t fill them!
- *Interpreting* (“Do you mean that...?”)

What is 'open-ended question'?

- There are two types of questions: Closed questions and open-ended questions.
- **Closed questions have 'yes' or 'no' as the answer:**
 - Did you have breakfast this morning?
 - Do you enjoy football?
 - Is Malaysia a beautiful country?
- **Open-ended questions are questions with can have many different responses:**
 - What did you have for breakfast this morning?
 - How do you play football?
 - Why do you think Malaysia is beautiful?

Successful interviewing

1. *Knowledgeable: familiar with the focus of the interview.*
2. *Structuring: gives purpose for interview; rounds it off.*
3. *Clear: asks simple, easy, short questions; no jargon.*
4. *Gentle: lets people finish; gives them time to think.*
5. *Sensitive: listens to what is said and how it is said.*
6. *Open: responds to what is important to interviewee.*
7. *Steering: knows what he or she wants to find out.*
8. *Critical: is prepared to challenge what is said.*
9. *Remembering: relates what is said to what has previously been said.*
10. *Interpreting: clarifies and extends meanings of interviewees' statements.*

A good interviewer...

- Understands the *aims* of the interview
- Is familiar with the interview guide questions
- Speaks clearly
- Shows interest in what the respondent is saying - body language, eye contact, affirmations.
- Asks good, open-ended, probing questions
- Is respectful of respondent and his/her family
- Is patient - don't rush the respondent
- Takes note of body language and non-verbal cues.

Other important matters...

- Avoid talking too much
- Avoid leading questions
 - E.g. “Don’t you think it is risky to send animals across the border without vaccinating them first?”
 - Try – “What are some of the risks to sending animals over the border, if any?”
- Active listening
- Ending the interview – Is there anything else?

Post-interview

Make notes after the interview/transcribing

- How did the interview go (was interviewee talkative, cooperative, nervous, well-dressed/scruffy, etc.?)
- What were the main points of the interview?
- Did the interview open up new avenues of interest?

- This is especially important for this project as when we get to fieldwork, we won't be doing full transcripts (though this is strongly advised when resources permit).

Ethics and safety

- Do no harm – No one should experience harm as a result of research participation
- Always act in the best interests of the research participant
- Voluntary + informed consent – Enable research participants to be free to make their own decisions on participation
- Be non-judgmental
- Safety – theirs and yours
- Ethics clearance from an Ethics research board (if you can)

These principles need to inform all aspects of the research project

Consent forms – part of ethical interviewing

In-depth Interview: Research Participant Consent Script

Title of research project:
Co-Principal researchers' name Dr Malcolm Anderson and Dr Sarah Homan
Office address:

Telephone Telephone
E-mail: E-mail:

VERBAL CONSENT – IN-DEPTH INTERVIEWS

This form should be clearly read to all participants before data collection.

Thank you for your time today. You are being invited to take part in the XXXX research project. Before you decide to participate, it is important for you to understand why the research is being done and what it will involve. So, I will take you through this information now. At any point, if anything is unclear, please stop me and ask questions if you would like more information.

We are from The *COUNTRY* Animal Health Department and are carrying out a research study in several communities in *INSERT SITE NAME*. The purpose of the research is to better understand the risk of animal diseases spreading in livestock as it moves across borders. Should you choose to participate, the interview will take approximately one hour.

2. WHAT IS THIS STUDY ABOUT?

This research project aims to increase our knowledge about what are the main human-assisted movements of commercial quantities of specified animals and their products across the national borders of _____ and _____ between designated sites.

We are also trying to understand How frequently certain animal movements are occurring, what main variables drive them and who and where are the main stakeholders/ businesses in the chains? Finally, we also seek to understand what risk of disease spread each of these movements pose and what measures can be implemented to prevent or minimise the effect of those animal diseases?

3. WHY YOU WERE INVITED TO PARTICIPATE

You have been invited to take part in this interview because you are a FARMER/STAKEHOLDER LIVING IN *COUNTRY*

By talking to you, we expect to learn about and map what animals and livestock move between borders. We also hope to learn about how to better manage the risk of animal disease as animals move across borders.

Our research project aims to recruit approximately # participants for in-depth interviews *IN COUNTRY/ACROSS WHOLE PROJECT*.

Please note that your participation is voluntary and unpaid. **But you will receive a small token of our appreciation.** *still to determine – usually food/refreshments/phone credit/bus fare*

We will audio record the interview to make sure that we remember what is said, as well as take some notes. **[Show people the recorder and cover sheet].** These recordings will be destroyed once we have taken notes. Is that ok with you?

If you do not wish to be recorded, please let me know now. Unfortunately, if you don't want to be recorded, then we will be unable to conduct this interview. [IF PARTICIPANT DOES NOT WANT TO BE RECORDED, END THE INTRODUCTION AND THANK THEM FOR THEIR TIME.]

You can choose to stop the interview at any time, or to skip any questions if you like. There are no right or wrong answers. I want to assure you that all of your answers will be kept strictly confidential/private. I will not keep a record of your name or address. The data will be presented in a way that does not identify you.

Your participation is completely voluntary. You can also say 'yes' to taking part in this interview, but later change your mind. There will be no negative consequences/nothing negative will happen to you if you chose not to participate in the study. But your experiences could be very helpful for understanding the problem of disease risk when animals move across borders and help us/others find solutions to reduce that risk.

Information related directly to you will be kept confidential and will be put together with information from other FARMERS/STAKEHOLDERS. No one but the research team will have access to your information and your name will not be used anywhere. All of the information you provide will be stored in a computer in secure, password-protected folders accessed only by the research team.

The findings from this study will be published into a report and will be used to inform XXXX. The results of the study will be presented in a respectful manner and your name and any other personal information that could identify you, as well as the name of the place you work, will be removed before results are made public. In this way, the findings from the research will be general and will not identify any particular individual or community in reports or publications from this study.

After the study has ended, we will share the findings with [INSERT PARTNER ORG NAMES] and you will be able to access copies of the findings there.

As a small token of appreciation will be provided to you at the end of the interview.

Questions

Do you have any questions for us? If you have any questions about your participation in this study at any time, you can contact:

Dr Malcolm Anderson
M: *phone number
Dr Sarah Homan
M: *phone number

Insert country lead veterinarian details here?

Age Restriction

To participate in this research, you must be over 18 years of age. Are you over 18 years old?

1. Authorization to be marked by facilitator: Yes No

Consent

Do you consent to taking part in this interview now?

By responding "yes", you are indicating that you fully understand the information I just read to you and agree to participate in this interview.

- o Yes, I consent [PROCEED TO NEXT QUESTION.]
- o No, I do not consent [END INTERVIEW AND THANK THEM FOR THEIR TIME.]

2. Authorization to be marked by facilitator: Yes No

Do you consent to audio recording of the interview?

- o Yes: [PROCEED WITH INTERVIEW.]
- o No: [END INTERVIEW AND THANK THEM FOR THEIR TIME.]

Example

I will conduct 2 interviews with a volunteer.

- One poor interview
 - What features did you notice?
 - What was missing?
- One good interview
 - What features did you notice?
 - What was missing? (An interview is almost never perfect!)
 - What other questions could be asked?



Exercise

Our topic is: 'Why did you become a vet/animal health officer/researcher?'

- Conduct 2 interviews with fellow participants 8-10 minutes each
- First, Plan! Take 5 minutes to individually work out what questions you would like to ask and how you will ask them.
- Unstructured or semi-structured?
- Take notes
- What did you learn?
- What themes emerge?
- What else could we learn if we went back and asked more questions? What other themes could we follow up on?
- **Challenge – you must ask at least 2-3 new questions *other* than what I gave in the example. Be creative! Come up with your own!**



Report back

- How did it feel?
- What worked?
- What didn't work?

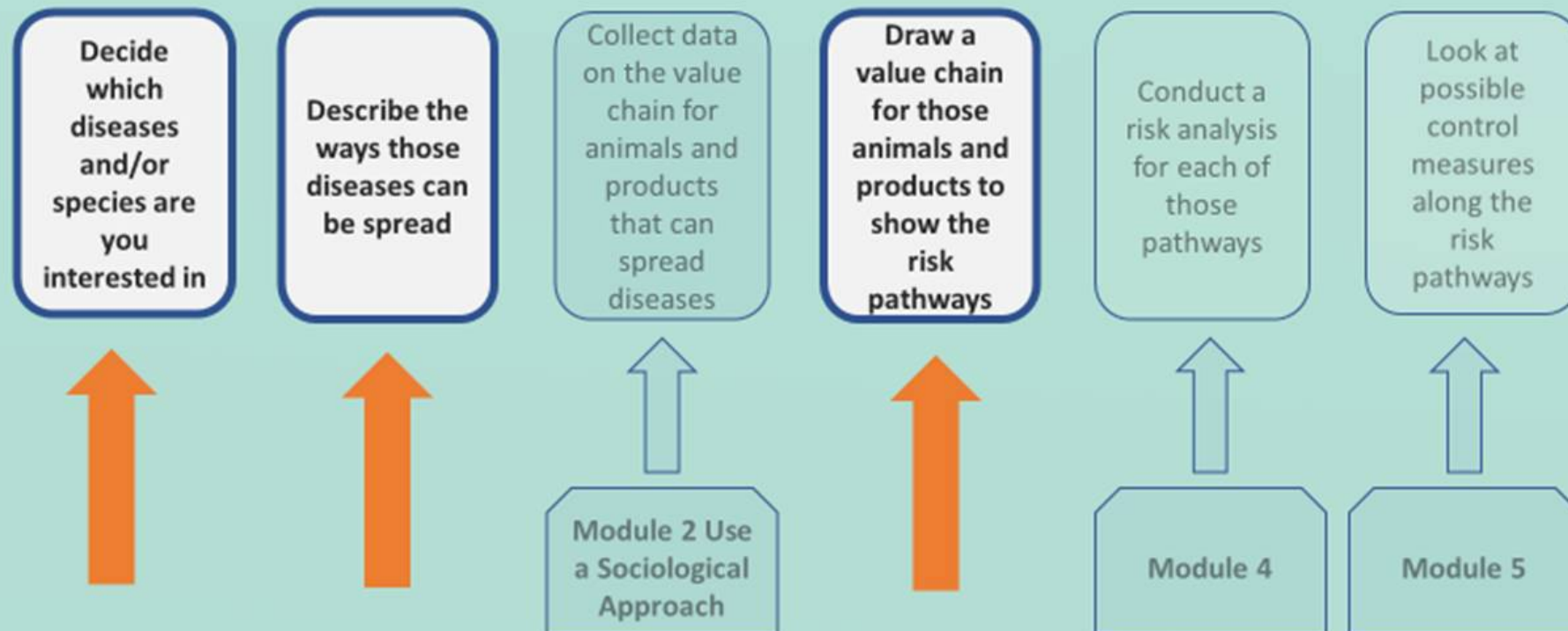
- Questions?



Next meeting

21st April 2-4pm Bangkok time

Module 3: Value Chain Construction and Analysis



References (FYI)

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- Keck, Frédéric, 2019. A Genealogy of Animal Diseases and Social Anthropology (1870–2000). *Medical anthropology quarterly*, 33(1), pp.24–41.