## Activity title

## Social research methods - Local communities and felid conservation (SRM)

## Learning outcome

After completing this activity you will:

* Learn how ecological data is used for conservation planning (with a focus on clouded leopards)
* Understand how conservation issues cannot be viewed in isolation from societal issues
* Learn how to plan, design, pilot and carry out quantitative social science surveys on environmental topics:
* Theoretical knowledge of survey design and analysis
* Practical knowledge of piloting and carrying out surveys

## Description of activity

This activity is covered in three sessions.

In session 1, we will discuss how ecological data is used for conservation planning, using WildCRU’s clouded leopard research as the case study. Then we go on to discuss how conservation of clouded leopard and other cat species interact with social issues. Thereafter, you will be divided into groups of 3. Each group is presented with a clouded leopard conservation scenario and after a brief brain-storming and consolidation among yourselves, present the social challenges that you predict could arise. These scenarios are the basis for the survey methodology activities in session 2 and 3.

In session 2, we will cover three topics of theory: survey design, piloting and data collection. Each topic starts with covering the theory and is immediately followed by learning by role-play. This emulates real-life surveying situations based on the conservation scenarios from session 1, where you will make use of the skills covered. In the role-play, one participant is given a “secret” briefing on what challenges to present to the participant who is playing the interviewer. After each role-play, we will have a collaborative problem-shooting session where the group identifies the challenges presented by the interviewee and analyze how it was solved by the interviewer.

In session 3, each group will then design a short survey aimed at investigating the impact on local communities of your respective conservation scenarios. You will present your survey strategy, outlining their plans for the important phases: design, piloting, and data collection, and get constructive feedback on both the strengths and limitations of your proposal.