

The background is a vibrant collage of abstract shapes and patterns. It includes large organic shapes in shades of blue, purple, and brown. There are also areas with white backgrounds featuring black dots, wavy lines, and small white squiggles. The overall aesthetic is modern and artistic.

# CHALLENGES AND INSIGHTS: DATA GATHERING IN THE MIDST OF PANDEMIC

—◆—  
Dr. Armin S. Coronado  
Field Coordinator, NCR  
2022 Agri-biotech Perception Study



Students

Consumers

Businessmen /  
Traders

Scientists

Extension  
Workers

Religious  
Leaders

Farm Leaders  
/ Community  
Leaders

Policy Makers

Journalists /  
Media  
Practitioners



Google Forms



## Reasons for face-to-face survey



- Limited restrictions of human movements due to COVID-19
- Low turn-out of responses from online survey
- Need of contact resident to locate the respondents



Understanding Public Perception of Agri-biotechnology

**CONSENT**

You are invited to participate in this study on Public Perception of Agri-biotechnology that is being conducted by the International Service for the Acquisition of Agri-biotech Applications (ISAAA), Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA), and University of the Philippines Los Baños College of Development Communication (UPLB-CDC). The study aims to understand and communicate perceptions of different stakeholders of agricultural biotechnology in the Philippines. If you agree to participate in the study, you will be asked to complete this online survey questionnaire. By checking "agree" below you are indicating that you are at least 18 years old, have read and understood this consent form and agree to participate.

I agree to participate in this study (please sign below and proceed)

I disagree (end, thank you)

\_\_\_\_\_ Respondent's signature

Province/City: \_\_\_\_\_

\_\_\_\_\_ Metro Manila  
 \_\_\_\_\_ Cagayan  
 \_\_\_\_\_ Laguna  
 \_\_\_\_\_ Mindoro Oriental  
 \_\_\_\_\_ Iloilo  
 \_\_\_\_\_ Negros Occidental  
 \_\_\_\_\_ Cebu  
 \_\_\_\_\_ Bukidnon  
 \_\_\_\_\_ Davao  
 \_\_\_\_\_ North Cotabato

Town: \_\_\_\_\_

**b. Biotechnology, Health, and Environment**

Issue	5	4	3	2	1
Genetically modified foods are as safe as conventional ones and have undergone testing by regulatory bodies.					
Genetically modified crops will be so resistant to pests and diseases that they would become weeds themselves and push native plants into extinction.					
There is no evidence GM crops harm the environment or have potential harm to the environment any more than conventional agricultural farming methods.					
Pollen from genetically modified crops will contaminate native plant species and further reduce biodiversity.					
Groups that oppose modern biotechnology have no factual evidence for their claims of negative health consequences or environmental impact.					
Pest-resistant GM crops would also harm non-target organisms like butterflies.					

Barangay: \_\_\_\_\_

**IX. Questions on Animal Biotechnology**

**A. Awareness about animal biotechnology**

27. Are you aware of biotechnology in animal production?  
 \_\_\_ Yes \_\_\_ No

**B. Attitude towards animal biotechnology**

28. Listed below are items that may be considered in making judgment about animal biotechnology. Kindly indicate your degree of agreement or disagreement with each statement below, i. e.,

5 - Strongly Agree    3 - Moderately Disagree    1 - Don't Know  
 4 - Agree            2 - Strongly Disagree

**Statement**

I support animal biotech unreservedly.

I support the use of animal biotech for treatments.

I currently do not see the need for an animal biotech.

I need more information about it.

I trust that our scientists are working for the people.

**III. Information Sources on Biotechnology**

9. Listed below are potential sources of information. Kindly indicate those that you have previously used as sources of information about biotechnology. You can check more than one choice.

**a. Individual and Group Sources**

\_\_\_ Family/friend/neighbor    \_\_\_ Agricultural biotechnology company  
 \_\_\_ Farmer/farmer group     \_\_\_ Dealer of agricultural inputs  
 \_\_\_ Religious leader/group    \_\_\_ Private sector scientist  
 \_\_\_ Consumer group          \_\_\_ University-based scientist  
 \_\_\_ Agricultural worker/service \_\_\_ Scientist from Research and Development (R&D) institution

**b. Print, Broadcast, and Online Sources**

\_\_\_ Newspaper (print/online)    \_\_\_ Television broadcast  
 \_\_\_ Science magazine          \_\_\_ Radio broadcast  
 \_\_\_ Book                            \_\_\_ Website on biotechnology  
 \_\_\_ Newsletter, pamphlet, brochure

**c. Social Media Sources**

\_\_\_ Facebook    \_\_\_ Twitter    \_\_\_ Instagram    \_\_\_ Snapchat  
 \_\_\_ Youtube    \_\_\_ Tiktok     \_\_\_ Pinterest

**B. Amount of Trust on Information Sources**

10. Please indicate how much you trust the various sources of information on biotechnology. Mark the column that corresponds to your answer, i.e.,

4 - Total Trust            2 - No Trust at All  
 3 - Some Trust           1 - Not Sure

**a. Individual and Group Sources**

Information Source	4	3	2	1
Family/friend/neighbor				
Farmer/farmer group				
Religious leader/group				
Consumer group				
Agricultural worker/service				
Agricultural biotechnology company				
Dealer of agricultural inputs				
Private sector scientist				
University-based scientist				
Scientist from Research and Development institution				

# Challenges in answering questionnaire

- Lengthy sets of questions
- Composed of 10 parts
- With more than 30 questions
- No Filipino translation
- Can answer the questionnaire more than 30 min.
- Most respondents cannot answer without the guide of the surveyor



# 2 Types of Respondents



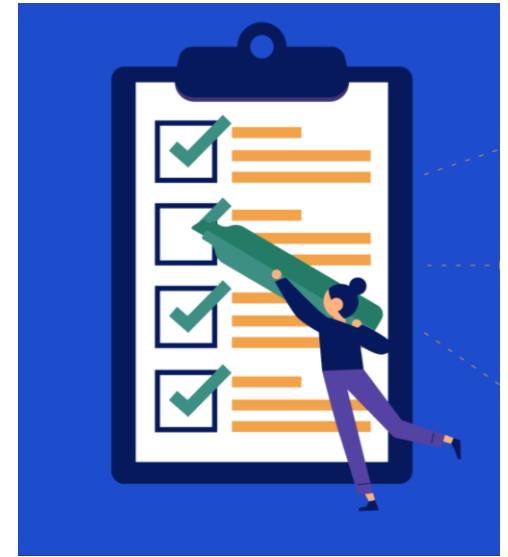
- **Independent Respondents**
  - Usually ask enough time to answer the questionnaire
  - Surveyor set date and time of collection on completed questionnaire
  - Some were intimidated with the comprehensive questionnaire
  - Constant follow-up is a great help for high turn-out of responses
- **Dependent Respondents**
  - Seek assistance in answering the questionnaire
  - Need further explanations in several survey items
  - Extra lengthy gathering of data
  - Ready response to commonly asked questions shorten the time of data collection



# Extra help needed by certain groups of respondents



- **Old persons**
  - Limitations in their hearing, sight and ability to speak
  - Difficulty in completing the survey
- **With lower educational attainment**
  - Cannot read and write; limited cognitive skills
  - Needs extra effort in connecting and communicating
- **Limited access to key people**
  - Availability during the visit
  - Re-schedule / follow-up visits are necessary
- **Needs proper endorsements**



THANK YOU FOR LISTENING

