

Analysis Of Behavior Change Communication in BNN Counseling for Youth Narcotics Prevention: An Islamic Communication Perspective

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Abstract

Drug abuse remains a major public health and social issue, particularly among young people who are highly vulnerable due to peer influence, curiosity, and environmental factors. As the leading institution responsible for drug prevention in Indonesia, the National Narcotics Agency (BNN) of South Kalimantan Province implements educational outreach programs to encourage behavioral change. This study aims to analyze the implementation of Behavior Change Communication (BCC) in BNN South Kalimantan Province's anti-drug awareness campaigns for young people from the perspective of Islamic communication. A qualitative case study approach was employed. Data were collected through observations, in-depth interviews with BNN officials, counselors, and outreach participants, as well as documentation. The data were analyzed using the interactive model of Miles, Huberman, and Saldaña, while source and technique triangulation were applied to ensure data credibility. The findings reveal that the implementation of BCC incorporates four main components: communication messages, communication media, communication methods, and target audiences. Communication messages are developed based on current national drug abuse data, while visual and audiovisual media enhance participants' understanding. Interactive methods, including lectures, discussions, question-and-answer sessions, quizzes, and ice-breaking activities, encourage active participation. Furthermore, communication strategies are tailored to audience characteristics, particularly students and university students who are considered high-risk groups. From the perspective of Islamic communication, the implementation reflects the principles of bil hikmah, mau'izhah hasanah, and the protection of life (hifz al-nafs) and intellect (hifz al-'aql). The study concludes that integrating BCC with Islamic communication principles strengthens the effectiveness of anti-drug prevention campaigns by fostering awareness, positive attitudes, and sustainable behavioral change among young people.

Keywords: Behavior Change Communication; Drug Abuse Prevention; National Narcotics Agency; Youth; Islamic Communication.

abstrak

Penyalahgunaan narkoba masih menjadi masalah besar kesehatan masyarakat dan sosial, khususnya di kalangan generasi muda yang sangat rentan akibat pengaruh teman sebaya, rasa ingin tahu, dan faktor lingkungan. Sebagai lembaga utama yang bertanggung jawab terhadap pencegahan narkoba di Indonesia, Badan Narkotika Nasional (BNN) Provinsi Kalimantan Selatan melaksanakan program penyuluhan edukatif untuk mendorong perubahan perilaku. Penelitian ini bertujuan menganalisis penerapan Behavior Change Communication (BCC) dalam kampanye penyadaran antinarkoba BNN Provinsi Kalimantan Selatan bagi generasi muda dari perspektif komunikasi Islam. Penelitian menggunakan pendekatan kualitatif dengan studi kasus. Data dikumpulkan melalui observasi, wawancara mendalam dengan pejabat BNN, penyuluh, dan peserta penyuluhan, serta dokumentasi. Data dianalisis menggunakan model interaktif Miles, Huberman, dan Saldaña; triangulasi sumber dan teknik digunakan untuk menjamin kredibilitas data. Hasil penelitian menunjukkan bahwa penerapan BCC mencakup empat komponen utama: pesan komunikasi, media komunikasi, metode komunikasi, dan khalayak sasaran. Pesan komunikasi disusun berdasarkan data terkini tentang penyalahgunaan narkoba secara nasional, sedangkan media visual dan audiovisual meningkatkan pemahaman peserta. Metode interaktif berupa ceramah, diskusi, tanya jawab, kuis, dan ice breaking mendorong partisipasi aktif. Selain itu, strategi komunikasi disesuaikan dengan karakteristik khalayak, terutama siswa dan mahasiswa yang dipandang sebagai kelompok berisiko tinggi. Dari perspektif komunikasi Islam, penerapan tersebut mencerminkan prinsip bil hikmah, mau'izhah hasanah, serta perlindungan jiwa (hifz al-nafs) dan akal (hifz al-'aql). Penelitian menyimpulkan bahwa integrasi BCC dengan prinsip komunikasi Islam memperkuat efektivitas kampanye pencegahan antinarkoba melalui pembentukan kesadaran, sikap positif, dan perubahan perilaku yang berkelanjutan pada generasi muda.

Kata kunci: Behavior Change Communication; Pencegahan Penyalahgunaan Narkoba; Badan Narkotika Nasional; Generasi Muda; Komunikasi Islam.

INTRODUCTION

Drug abuse remains a global problem, impacting various aspects of life, from health and social issues to economic and security issues. The World Drug Report shows that drug abuse continues to increase and poses a challenge for many countries, including Indonesia, necessitating ongoing prevention efforts through preventive, educational, and collaborative approaches (UNODC, 2023). In Indonesia, the results of the 2023 National Narcotics Agency (BNN) National Survey showed that the prevalence of drug abuse reached approximately 1.73%, or approximately 3.3 million people of working age. This condition indicates that drug abuse remains a serious threat that requires the involvement of various parties in prevention efforts.

The younger generation is a group with a high level of vulnerability to drug abuse. During adolescence and early adulthood, individuals are in a period of self-discovery, possessing a strong sense of curiosity, and are easily influenced by their social environment, especially peers. Various studies have shown that social interactions are a key factor in drug use. Therefore, the younger generation deserves special attention through prevention programs that increase knowledge, build awareness, and foster behaviors that reject drug abuse.

This problem also occurs in South Kalimantan Province. Data from the National Narcotics Agency of South Kalimantan Province shows that this region still has a relatively high level of vulnerability to drug abuse. This situation has prompted the National Narcotics Agency (BNN) of South Kalimantan Province to implement various programs to Prevent and Eradicate Drug Abuse and Illicit Trafficking (P4GN), one of which is through outreach activities for schoolchildren, university students, and the community. Outreach not only serves as a medium for conveying information, but also as a communication process aimed at raising awareness and encouraging behavioral changes in the community to avoid drug abuse.

In this context, the Behavior Change Communication (BCC) approach is relevant. BCC is a communication approach systematically designed to encourage changes in knowledge, attitudes, and behavior through developing messages tailored to the target audience, selecting appropriate media, using participatory communication methods, and defining clear communication objectives. This approach views communication not only as a process of conveying information, but as a strategy capable of sustainably influencing individual and group behavior.

Various studies on Behavior Change Communication (BCC) have generally been conducted in the areas of health promotion and healthy lifestyle behavior change. However, research specifically analyzing the implementation of BCC in drug abuse prevention outreach activities conducted by the National Narcotics Agency (BNN) at the provincial level is still relatively limited. Most studies also focus primarily on the outcomes of outreach programs, while analysis of the implementation of BCC components—namely, communication messages, communication media, communication methods, and communication targets—is still limited. Yet, these four components are crucial elements in determining the success of behavior change communication.

Furthermore, this research is analyzed using an Islamic communication perspective, which emphasizes delivering messages based on wisdom (*bil hikmah*), positive dialogue (*mujadalah billati hiya ahsan*), and efforts to achieve public welfare through protection of the soul (*hifz al-nafs*) and reason (*hifz al-'aql*). This perspective is used to examine the extent to which the implementation of BCC in outreach programs by the South Kalimantan BNN Province aligns with Islamic communication values in encouraging behavioral change among the younger generation.

Based on the description, this study aims to analyze the implementation of Behavior Change Communication in the counseling activities of the National Narcotics Agency of South Kalimantan Province in preventing drug abuse among the younger generation through

an analysis of the components of communication messages, communication media, communication methods, and communication targets, and examining them from an Islamic communication perspective. The results of this study are expected to contribute to the development of development communication studies, especially in the implementation of Behavior Change Communication in drug abuse prevention programs, as well as provide input for the BNN in developing more effective communication strategies.

LITERATURE REVIEW

Behavior Change Communication (BCC) is a communication approach aimed at encouraging behavioral change in individuals and communities through a planned, systematic, and sustainable communication process. This approach focuses not only on conveying information but also on influencing the target audience's knowledge, attitudes, and behavior through communication strategies tailored to audience characteristics. According to Hagger et al. (2020), Behavior Change Communication is a communication process designed to influence individuals and groups to adopt more positive behaviors through the delivery of planned messages based on an understanding of the psychological, social, and environmental factors that influence human behavior. Consistent with this view, Kaur (2022) explains that Behavior Change Communication utilizes various communication strategies and channels, such as interpersonal communication, group communication, mass media, and educational activities, to increase knowledge, shape attitudes, and encourage sustainable behavior change.

Over time, the concept of Behavior Change Communication evolved into Social and Behavioral Change Communication (SBCC), which emphasizes the importance of developing communication strategies based on target audience characteristics, using appropriate media, involving various stakeholders, and ongoing evaluation to achieve behavior change goals (Gonah & Nomatshila, 2024). Meanwhile, McKee,

Bertrand, and Becker-Benton (2014) explain that Behavior Change Communication consists of four main components: communication message, communication media, communication method, and communication target. These four components are interrelated in supporting the process of behavior change through planned communication. Therefore, this study uses these four components as the basis for analyzing the counseling provided by the National Narcotics Agency of South Kalimantan Province in its efforts to prevent drug abuse among the younger generation.

In addition to using the concept of Behavior Change Communication, this study is also analyzed from an Islamic communication perspective. Islamic communication is the process of conveying messages based on the values of the Qur'an and Hadith with the aim of inviting goodness (*amar ma'ruf*) and preventing evil (*nahi munkar*) (Hefni, 2017). One of the principles of Islamic communication is stated in Surah An-Nahl, verse 125, which emphasizes delivering messages with wisdom, good intentions, and good deeds. This perspective is used as a basis for analyzing the application of communication messages, communication media, communication methods, and communication targets in the counseling activities of the National Narcotics Agency of South Kalimantan Province so that it is not only reviewed from the aspect of behavior change communication, but also based on Islamic communication values.

Numerous studies have examined the application of Behavior Change Communication in various fields, particularly public health and the promotion of healthy lifestyles. Siswati (2023) explains that the application of Behavior Change Communication can increase knowledge, shape attitudes, and encourage behavioral change when supported by appropriate message development, appropriate media selection, and active target engagement. These findings demonstrate that the effectiveness of behavior change communication depends not only on the delivery of information but also on a systematically designed communication process. Nancy and Dongre (2021) also explain that the concept of Behavior Change

Communication has evolved from an Information, Education, and Communication (IEC) approach to a more comprehensive approach that considers psychological, social, cultural, and environmental factors that influence individual behavior. Furthermore, Gonah and Nomatshila (2024) emphasize that the success of behavior change communication is influenced by an integrated communication strategy, media selection, the involvement of various stakeholders, and ongoing evaluation.

However, research on Behavior Change Communication in drug abuse prevention outreach activities conducted by the National Narcotics Agency at the provincial level is still relatively limited. Most previous studies have focused on program outcomes or changes in target behavior, while analysis of the application of Behavior Change Communication components—namely, communication messages, communication media, communication methods, and communication targets—has been limited. Based on these conditions, this study focuses on the application of the four components of Behavior Change Communication in counseling activities at the National Narcotics Agency of South Kalimantan Province. Furthermore, this study examines the application of these components from an Islamic communication perspective, thus hopefully contributing to the development of communication studies, particularly regarding Behavior Change Communication in efforts to prevent drug abuse among the younger generation.

RESEARCH METHODS

This research employed a qualitative approach with a case study design. The qualitative approach was chosen to gain an in-depth understanding of the implementation of Behavior Change Communication (BCC) in outreach activities conducted by the National Narcotics Agency (BNN) of South Kalimantan Province to prevent drug abuse among the younger generation. The case study was chosen because the research focused on a specific case, namely the implementation of Behavior Change Communication (BCC) in outreach

activities at the BNN of South Kalimantan Province.

Data collection was conducted through observation, in-depth interviews, and documentation. Observations were made of the implementation of outreach activities to identify the implementation of the Behavior Change Communication components, which were the focus of the research analysis. In-depth interviews were conducted with the Head of the Prevention and Community Empowerment Division (P2M), outreach workers at the National Narcotics Agency of South Kalimantan Province, and outreach participants who were purposively selected based on their direct involvement in the implementation and reception of outreach activities, enabling them to provide information relevant to the research focus. Documentation was obtained through outreach materials, photos and videos of activities, and various communication media used in outreach activities, including educational content on the official social media platforms of the National Narcotics Agency of South Kalimantan Province.

Data analysis used the interactive analysis model of Miles, Huberman, and Saldana, which includes data collection, data condensation, data display, and conclusion drawing and verification (Miles et al., 2014). Data validity was tested through source triangulation and technical triangulation by comparing the results of observations, interviews, and documentation to obtain credible data.

RESULTS AND DISCUSSION

Counseling conducted by the National Narcotics Agency (BNN) of South Kalimantan Province applies the Behavior Change Communication (BCC) approach as a communication strategy to prevent drug abuse among the younger generation. This implementation is evident in the development of communication messages, the use of communication media, the use of communication methods, and the determination of targets tailored to the characteristics of the counseling participants. These four components support each other in

building knowledge, raising awareness, and fostering attitudes against drug abuse.

Communication Message

The South Kalimantan National Narcotics Agency (BNN) developed counseling messages based on the current state of drug abuse in Indonesia. The counseling materials were not presented in general terms, but rather based on the results of the 2025 National Narcotics Abuse Survey, ensuring that the information provided was empirically grounded and relevant to current developments in the community. The presentation began with a presentation of drug abuse prevalence data to raise participants' awareness that drug abuse remains a serious problem, particularly among the productive age group.

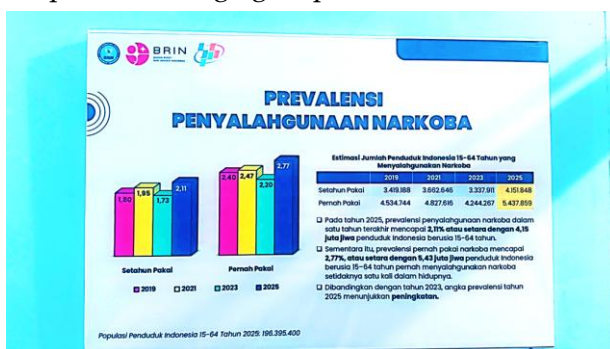


Figure 1. Data on the Prevalence of Narcotics Abuse in 2025 in the Counseling Materials of the South Kalimantan Province BNN

In addition to describing the prevalence of drug abuse, the counseling materials also emphasized the factors that lead someone to start using drugs. The influence of peers/boyfriends (84.49%) was one of the main messages conveyed because it is considered the most common entry point for young people to become acquainted with drugs. To strengthen participants' understanding, counselors presented data regarding the primary source of drug acquisition so that participants could see the relationship between social environment and the risk of drug abuse.



Figure 2. First Source of Obtaining Narcotics

In addition to explaining the initial sources of drug acquisition, the South Kalimantan National Narcotics Agency (BNN) also provided participants with knowledge about the most commonly abused types of drugs in Indonesia. Marijuana remains the most widely consumed type of drug, followed by amphetamine-type stimulants (ATS) and abused prescription drugs. The instructors also explained the development of various modes of drug abuse, including the use of liquid narcotics that can be mixed into e-cigarettes (vapes). This material was provided as a form of education so that participants could recognize the various forms of drug abuse that continue to develop and increase awareness of products that appear to be commonly used in social circles.

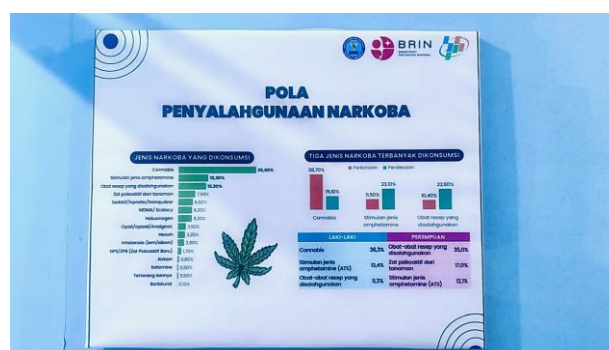


Figure 3 Patterns of Drug Abuse

Communication Media

The South Kalimantan National Narcotics Agency (BNN) utilizes various communication media to support the delivery of counseling materials, including presentations containing data from the National Narcotics Abuse Survey, images of various types of narcotics, educational videos, case documentation, and films based on real events. In practice, counselors do not use narcotics evidence as learning media due to the need to comply with law enforcement procedures. Instead, counselors utilize visual and audiovisual media

to help participants understand the material more concretely.

This use of media demonstrates that the South Kalimantan BNN utilizes media not only as a means of conveying information but also as a supporter of behavior change. This finding aligns with McKee et al. (2014), who explain that media selection in Behavior Change Communication needs to be tailored to the characteristics of the target audience and the communication objectives to ensure effective message reception. From an Islamic communication perspective, the use of visual and audiovisual media also reflects the principle of *bil hikmah* (the principle of wisdom), which is conveying messages in an appropriate manner and appropriate to the recipient's circumstances, thus making the information more easily understood.

Communication Methods

The South Kalimantan National Narcotics Agency (BNN) implements various communication methods in its outreach activities to create an interactive learning environment. The material is delivered not only through lectures but also through discussions, Q&A sessions, case studies, icebreakers, and quizzes tailored to the participants' characteristics. This variety of methods aims to maintain participants' attention throughout the activity and encourage active participation in understanding the material.

During the outreach, participants are given the opportunity to ask questions, express their opinions, and discuss various issues related to drug abuse. The outreach also incorporates icebreakers and quizzes to create a more communicative atmosphere and increase participant enthusiasm. This approach prevents the material from being one-way, but instead provides space for interaction between the outreach instructor and participants, making the material easier to understand.

The application of these communication methods demonstrates that the South Kalimantan BNN focuses not only on conveying information but also on encouraging active participation during the outreach process. This finding aligns with McKee et al. (2014) explains that communication methods in

Behavior Change Communication need to be designed in a participatory manner so that the target audience not only receives information but also participates in the behavior change process. From an Islamic communication perspective, the communication methods applied reflect the principle of *bil hikmah* through the delivery of material wisely and providing space for dialogue and deliberation between the instructor and participants. This approach aligns with QS. An-Nahl verse 125, which recommends delivering messages with wisdom and good teachings so that communication not only conveys information but also encourages changes in attitudes and behavior for the better.

Communication Targets

The South Kalimantan National Narcotics Agency (BNN) identifies communication targets based on age group, education level, social environment, and level of vulnerability to drug abuse. This identification serves as the basis for developing materials, selecting media, and communication methods, allowing for tailoring of outreach strategies to the characteristics of each target group.

The 2025 National Narcotics Abuse Survey indicates that high school (SMA) and equivalent students are the group with the highest prevalence of drug abuse, at 102,700 (57.40%), followed by university (64,021) and junior high (SMP) and equivalent students (6.80%). This data serves as the basis for the South Kalimantan BNN to prioritize outreach to high school (SMA) and equivalent students as an early prevention effort.



Figure 4. Education Level of Students Who Used Narcotics in the Last Year

Based on these conditions, although outreach programs are also conducted in government agencies, businesses, and the general public, the South Kalimantan

Provincial Narcotics Agency (BNN) focuses its outreach activities on students and college students, who are considered vulnerable groups. Communication strategies are also adjusted according to the characteristics of the target audience. For early childhood, outreach is delivered through an educational approach using games and puppets, accompanied by a psychologist to facilitate understanding. Meanwhile, for school, college, and the general public, outreach is conducted through presentations, educational videos, discussions, and the use of case studies relevant to everyday life.

The determination of communication targets demonstrates that the BNN of South Kalimantan Province considers not only the number of targets but also the level of vulnerability of each group to drug abuse. This finding aligns with McKee et al. (2014), who explain that targets in Behavior Change Communication need to be determined based on the characteristics and needs of the audience to ensure a more effective communication strategy. From an Islamic communication perspective, adjusting communication targets reflects the principle of *bil hikmah*, which means conveying messages according to the conditions and characteristics of the recipient. Efforts to prioritize pupils and students as target groups are also in line with maintaining public welfare through protection of the soul (*hifz al-nafs*) and mind (*hifz al-'aql*) so that the younger generation can avoid drug abuse.

Dynamics of Behavior Change Communication Implementation

The implementation of Behavior Change Communication (BCC) in drug abuse prevention counseling by the South Kalimantan National Narcotics Agency (BNN) not only involves message development, media utilization, participatory methods, and appropriate target selection, but is also influenced by various dynamics during the counseling process. These dynamics include efforts to maintain participant attention, adapting communication strategies to target characteristics, and time constraints when counseling is part of other agencies' agendas. These conditions encourage counselors to

employ more flexible communication strategies to ensure effective reception of drug abuse prevention messages.

These findings indicate that the implementation of Behavior Change Communication (BCC) depends not only on the development of a communication strategy but also on the communicator's ability to adapt its implementation to the dynamics that arise during the counseling process. This aligns with McKee et al. (2014), who explain that behavioral change is the result of interactions between the communicator, message, media, methods, and audience. Therefore, communication strategies need to be tailored to the target audience's circumstances to remain effective. From an Islamic communication perspective, the adjustment of communication strategies reflects the principle of *bil hikmah*, namely conveying messages wisely by considering the conditions and characteristics of the message recipient as recommended in QS. An-Nahl verse 125.

CONCLUSION

The implementation of Behavior Change Communication (BCC) in drug abuse prevention counseling by the National Narcotics Agency (BNN) of South Kalimantan Province has been implemented through four main components: message, media, method, and communication target. Messages are formulated based on data from the National Drug Abuse Survey and case developments in the community, ensuring that the material presented is relevant to current conditions. Communication media include presentations, images, educational videos, case documentation, and educational films to support information delivery. Communication methods are developed interactively through lectures, discussions, questions and answers, icebreakers, quizzes, and evaluation using pre- and post-tests. Communication targets are determined based on age group, education level, psychological condition, social environment, and level of vulnerability to drug abuse, allowing communication strategies to be tailored to the characteristics of each target group.

This research also shows that the implementation of Behavior Change Communication still faces various challenges, such as maintaining participant attention during counseling, differences in target characteristics, the importance of family support in character building, and time constraints when counseling is part of other agencies' agendas. Therefore, the implementation of Behavior Change Communication not only requires integration between messages, media, methods, and communication targets, but also the ability of extension workers to adapt communication strategies to implementation conditions in the field so that the objectives of counseling to prevent drug abuse can be achieved.

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