

IMPACT

SUMMER INSTITUTE



EVALUATING TOGETHER:

Expanding Thinking
and Strengthening Practice

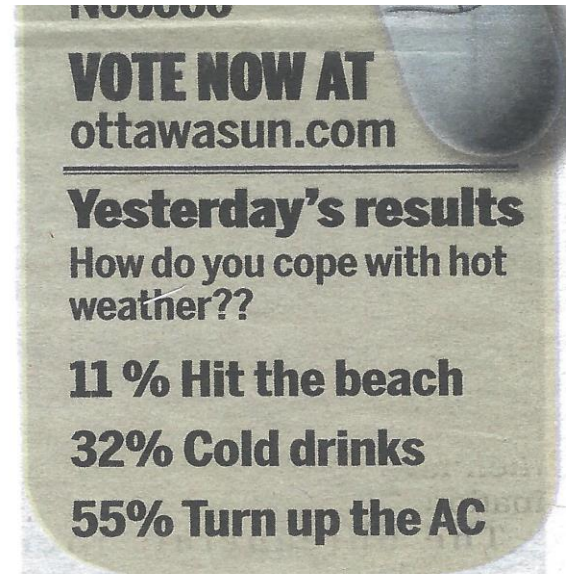
Survey,
Survey,
Survey



Ontario Council for
International Cooperation

Funded by:





Results of Poll of June 21st 2016:

To cope with hot weather, 11% of Ottawa residents go to the beach, 32% consume cold drinks and 55% turn up the Air conditioner.

Coverage

Survey Population

Data Collection

Methods

Data Analysis

Triangulation

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Coverage

Survey Population

Population

Target Population

- Population for which information is required

Survey Population

- Population actually covered by the survey

Coverage - Survey Units

- **Unit of Analysis:**
 - Unit to which inferences are directed
- **Unit of Reference:**
 - Unit for which information is being obtained
- **Sampling Unit:**
 - Unit to be selected
- **Respondent Unit:**
 - Unit providing the information

Survey Units in a Household Survey

■ Unit of Analysis:

One or more

1. Household e.g. demographic of members, income
2. Women aged 15 to 45 (age bearing)
3. Child aged less than 5

■ Unit of Reference:

One or more

1. Beneficiary
2. Non-beneficiary (Control Group)

■ Sampling Unit:

2 stage cluster design

1. Village
2. Household

■ Respondent Unit:

One or more

1. Head of Household
2. Mother(s) of children between the age of 0 to 5

Coverage Errors

CAUSES

- undercoverage
- overcoverage
- duplication

CONTROL

- Clear and unambiguous definition of population and survey units
- Up to date frames
- High quality listing procedures

A teal rounded rectangle with a white drop shadow, centered on a white background. It contains the text 'Data Collection' and 'Methods'.

Data Collection

Methods

Objectives of Data Collection

- Obtain accurate information
Obtain **the TRUTH**
- Obtain Highest Participation Rate
At the Lowest Cost

Proxy and Non-Proxy

■ Proxy:

- The information about the unit of reference is provided by any knowledgeable person.
- Unit of Reference may or may not be the Unit of Respondent.

■ Non-Proxy:

- The information must be provided by the Unit of Reference and no one else.
- Unit of reference = Unit of Respondent

General Rules

- Cannot force someone to answer unless there is a law.
- Convince or motivate the person to participate in the survey
- Personal contact i.e. presence of an interviewer tends to encourage respondent to respond unless information required is very personal and sensitive

Data Collection Methods

- Self-completion/self-enumeration
 - Mail
 - Web or Online
- Interviewer Assisted
 - Telephone
 - Personal Interviews

Self-Completion/Self enumeration

Options

- Personal Delivery/Pick-up of paper questionnaire
- Mail out/ personal pick-up of paper questionnaire
- Personal delivery/mail back of paper questionnaire
- Mail out / mail back of paper questionnaire
- E-mail with questionnaire as attachment
- E-mail with URL link to questionnaire on the Web
- Mail with website address
- Mobile surveys

Self-Completion/Self enumeration

Advantage

- Cheapest Method
- No restriction on duration to fill out questionnaire
- Allows respondent to consult personal records
- Private and confidential data can be collected
- Fast to complete if respondent has efficient, up-to-date technology
- Easy electronic transmission

Limitations

- Requires respondents to be literate or techno savvy
- Requires follow-up to increase response rate
- Access to computers and internet
- E-mail address
- Requires computer literacy
- Not representative of population – computer literates more educated, affluent and younger people

Interviewer Assisted

Advantage

Interviewer can

- Stimulate interest
- Convince person to participate
- Reassure respondents regarding confidentiality of data, explain concepts, assist with interpretation of questions
- Reduce follow-up
- Can speed up collection by hiring more people
- Better response rate

Limitations

- Expensive: face-to face interviews requires travel
- Social desirability effect – respondent give answer that is “perceived” as sociably more acceptable and not the true answer because of presence of interviewer
- Difficult to hire and retain suitably qualified interviewers – low-paying shift work

Factors that influence the choice of collection method

- Type of population: who are we interviewing.
- Complexity of concepts
- Nature of questions
- Amount of data required : length of questionnaire
- Data quality required
- Costs
- Timelines
- Resources

Objectives and Information Requirements

- ❑ Ensure questions are relevant to survey objectives and information requirements
- ❑ Each question must have a clear rationale
 - why is it being asked?
 - How is the information going to be used?
- ❑ **Avoid long questionnaires**

Questionnaire Design

- Identify objectives and information needs
- Consultation
- Review previous questionnaires
- Draft questions
- Review questionnaire
 - revise
- Test questionnaire
 - revise
- Finalize questionnaire

Pre-Testing/Pilot

- Are questions clear and easy to answer?
- Does the question order affect responses?
- Are instructions clear?
- How do respondents feel about look/format of the questionnaire?
- **Verify that field procedures are adequate and efficient.**

Finalize the questionnaire

- List of questions and order in which they will be asked is finalized. *No more changes allowed.*
- Translation
- Formatting
- Verify printing if paper questionnaire
- Test programming if computer assisted

Well-Designed Questionnaire

Questionnaire

- Collects data efficiently with a minimum of errors
- is respondent friendly and interviewer friendly if interviewer-assisted
- asks sensitive questions last
- leads to an overall reduction in the cost and time associated with data collection

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Quality

Quality

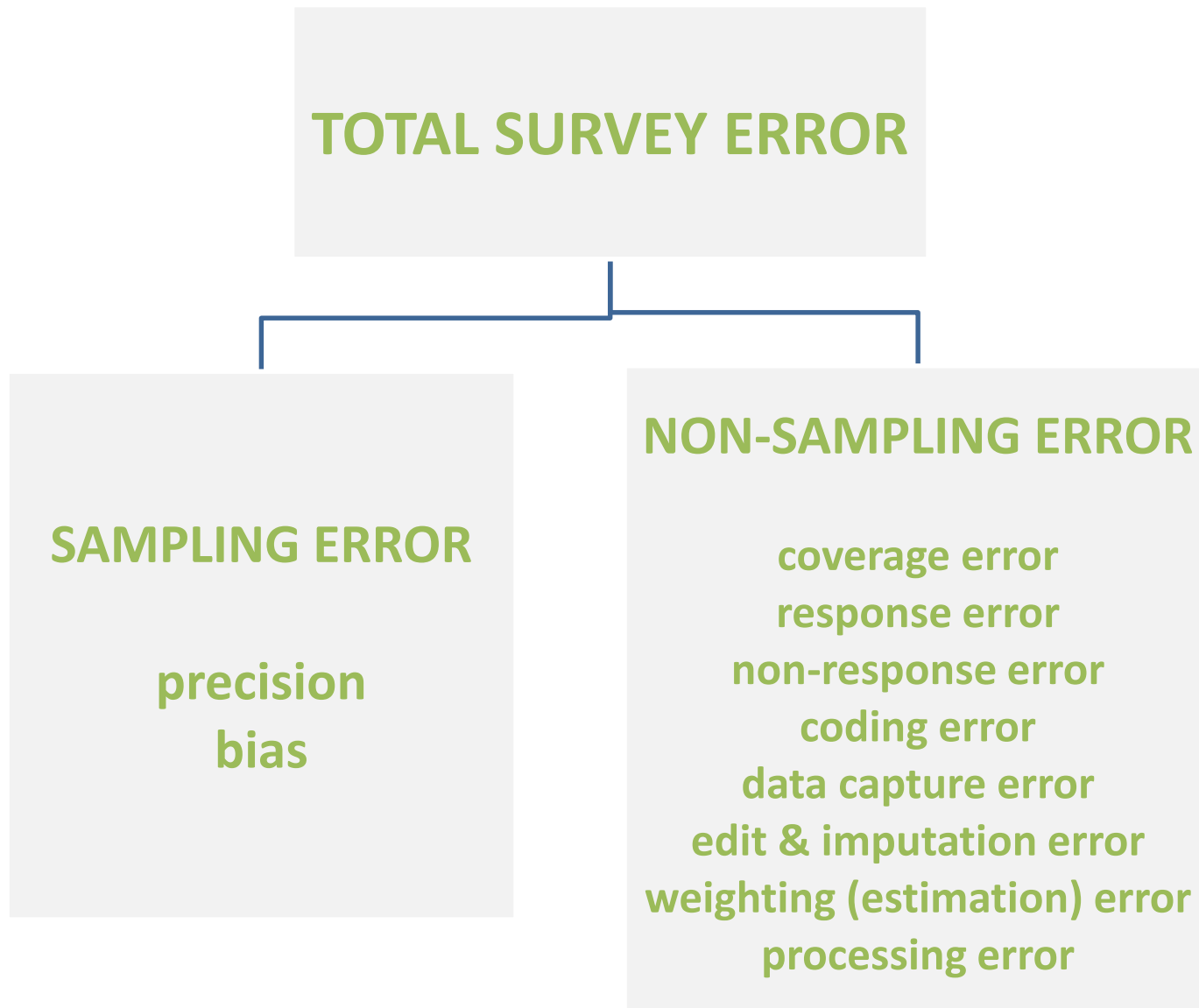
Definition

- Features that describe how Good or how Bad
- Desirable / Necessary Characteristics

Automobile

Reliability, Style (preference), economical
:Fuel consumption, Price, Comfort, Safety,
Cost of Replacement Parts, space...

Survey Errors



QA, QC and Quality Management

Quality Assurance (QA)

All planned activities that provide confidence that product/service satisfy given needs

Quality Control (QC)

A regulatory procedure through which we measure quality and compare it with pre-set standards

Quality Management

A framework for pursuing quality improvements in a structured, organized and efficient manner

Quality Assurance versus Quality Control

Quality Assurance

- Anticipates Problems before they occur
- Uses all available Information
- Introduced at Planning Stage
- All Encompassing

Quality Control

- Responds to Observed Problems
- Uses ongoing observations
- Specified Quality Standards
- Used in large production or process
- Sub-set of QA

Quality Management

Elements/Dimensions of Quality

- Relevance
- Accuracy
- Timeliness
- Accessibility
- Interpretability
- Coherence

Indicators of Quality for Survey Data

- survey evaluation (e.g. ,interviewer debriefing, review of survey counts) sampling error (standard error, CV's, confidence intervals)
- non-response rates overall and by type
- edit and imputation failure rates by question
- compare survey data against known sources (e.g., Census, other surveys, administrative data, current research)
- (for large surveys): special studies to measure the effects of errors having important impacts on survey data (e.g., undercoverage or overcoverage, interviewer error, non-response bias, coding error, edit/imputation error)

Data Analysis

Triangulation

Analyzing Survey Data

- ❑ Calculate the required indicators
- ❑ Tell stories with the data
 - Tabulate
 - Describe the characteristics of the units of analysis
 - Compare groups
- ❑ Identify what has changed – compare before and after intervention
- ❑ Apply statistical tests to determine whether there is enough evidence to "reject" a conjecture or hypothesis about the process.
- ❑ Demonstrate the expected results and outcomes
- ❑ Identify the unexpected result and outcomes
- ❑ Triangulate
 - compare survey data with findings from the qualitative
 - Compare survey data against known sources such as census, other surveys, administrative data, current research

Lessons Learnt

- ❑ Documentation
- ❑ Record issues and solutions
- ❑ If you were to do the survey again , what will you do differently
- ❑ Share your experience
 - **Speak THE TRUTH**

References

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Questions

