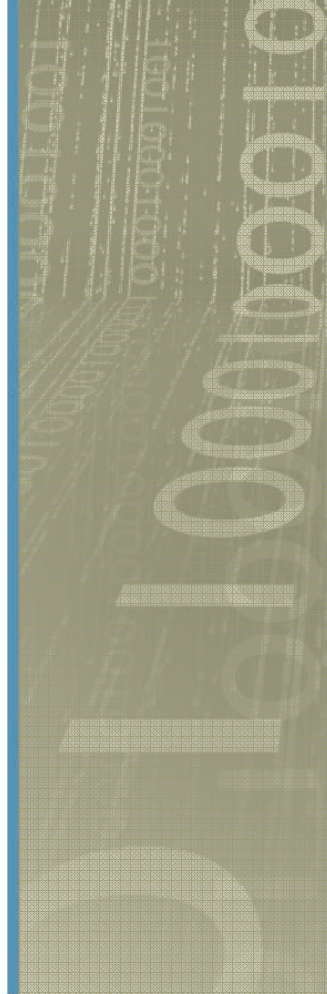


Survey Data Collection for Impact Evaluation

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Innovative solutions in research and technology



Assumptions of this presentation

- We're planning a prospective analysis
- Survey data from beneficiaries and control group(s) will be at least one of our methods for gathering information about program impact*

* Process/implementation data should be gathered throughout the intervention

Before we begin...

- Survey data collection can be expensive
- BUT it isn't as expensive as carrying on programs that are not effective. The long term savings of conducting a thorough impact evaluation with a well-thought out and properly conducted data collection are immeasurable in social terms.
- High quality data is vital to conducting an effective impact evaluation

Survey Data Collection for Impact Evaluation

- Begin evaluation plan at earliest stage of the funded project
- Know your population: craft a sensible sample plan (are you interested in subpopulations? Plan to oversample)
- Design a data collection strategy that considers your environment
- Save time, money and pain: test your questionnaire
- Interviewer training is directly related to data quality

Sample Plan

- Often, sample frame is all eligible applicants to the program
- Assignment to treatment or control is random given scarcity of the intervention
- Sample size based on precision estimates and power calculations (Lead Evaluator determines)
- Oversample subpopulations of interest

Data Collection Plan

- Plan is determined by:
 - Type and timing of intervention
 - Sample size
 - Geographic distribution of sample
 - Budget
 - Feasibility of survey mode (e.g. Paper and Pencil vs. Computer-Assisted)

Asking Questions

- What do you want to know?
 - Tailor your survey to capture outcomes of interest
- Use reliable and valid instruments
 - Be careful: what's reliable and valid in one cultural and linguistic context may not be so in another
- Questionnaire/instrument is key

Best Practices for Questionnaires

- Define your topics and concepts
- Question order matters
- Keep it short and make it user-friendly
- Phrase questions clearly
- Use established techniques to minimize respondent mistakes (e.g. calendars for event histories)

Best Practices for Questions I

- A good question is understood consistently by all respondents
- A good question is administered consistently to all respondents
- A good question elicits the kind of answers the researcher wants:
 - badQ: When did you move to Cairo?
 - A: In 1964
 - A: When I was 20 years old
 - A: After I finished college
 - betterQ: In what YEAR did you move to Cairo?

Best Practices for Questions II

- A good question is one for which respondents have the necessary knowledge to answer (asking a good question of the wrong person is a source of error in your data)
- A good question is one for which the respondent is willing to provide the 'true' answer (we'll talk about sensitive questions later)

Best Practices for Questions III

- Ask about first hand experience
- Ask one question at a time
 - badQ: Are you physically able to do things like walk or carry a full water bucket without difficulty?
 - betterQ: Are you physically able to carry a full water bucket without difficulty?

Best Practices for Sensitive Questions

- Use open questions for frequencies of undesirable behavior
- Design long questions but short instrument
- Use familiar words (know local terms)
- Ask 'have you ever done x' before asking 'are you currently doing x' for socially undesirable behavior
- Embed threatening questions in a list of more or less threatening topics

Questionnaire Development

- The survey researchers' axiom:
 - Everyone thinks they can design a questionnaire
- Plan the questionnaire development to include your evaluation research team and an experienced survey research organization

Finalizing the questionnaire

- Evaluate your questions
 - Conduct focus groups
 - Conduct cognitive testing
- Evaluate your questionnaire and procedures
 - Conduct full field pretest
- Revise questionnaire and procedures

From Questionnaire to Data Collection

- Recruit interviewers carefully
- Train interviewers thoroughly
 - Initial contact
 - Gaining cooperation
 - Avoiding bias
 - Question by question training and testing
- Build in quality checks such as frequency reviews and validations

High Quality Data Collection

- Monitor your sample carefully
- Maximize response rates:
 - Send advance letters
 - Schedule visits or calls sensibly
 - Follow up with non-respondents
 - Consider incentives
 - Gather locating data for follow up
- Document your procedures

Who Are Your Respondents?

- Different respondents require different techniques, e.g. youth are a tough crowd:
 - Often mobile
 - Not always well informed
 - Require special consent procedures
 - Cagery about socially undesirable behavior
 - Can have low literacy levels

The Nuts and Bolts of Data Collection: Where Are You Administering Survey?

- Household
- School
- Workplace
- Other central location
- Point of contact

The Nuts and Bolts of Data Collection: How Will You Capture the Data?

- Self Administered Questionnaire (SAQ)
- Telephone (CATI, RDD)
- Paper and pencil (PAPI)
 - Data entry
 - Scannable forms
- Computer Assisted Personal Interview (CAPI)
- Audio Computer Assisted Self Interview (ACASI)

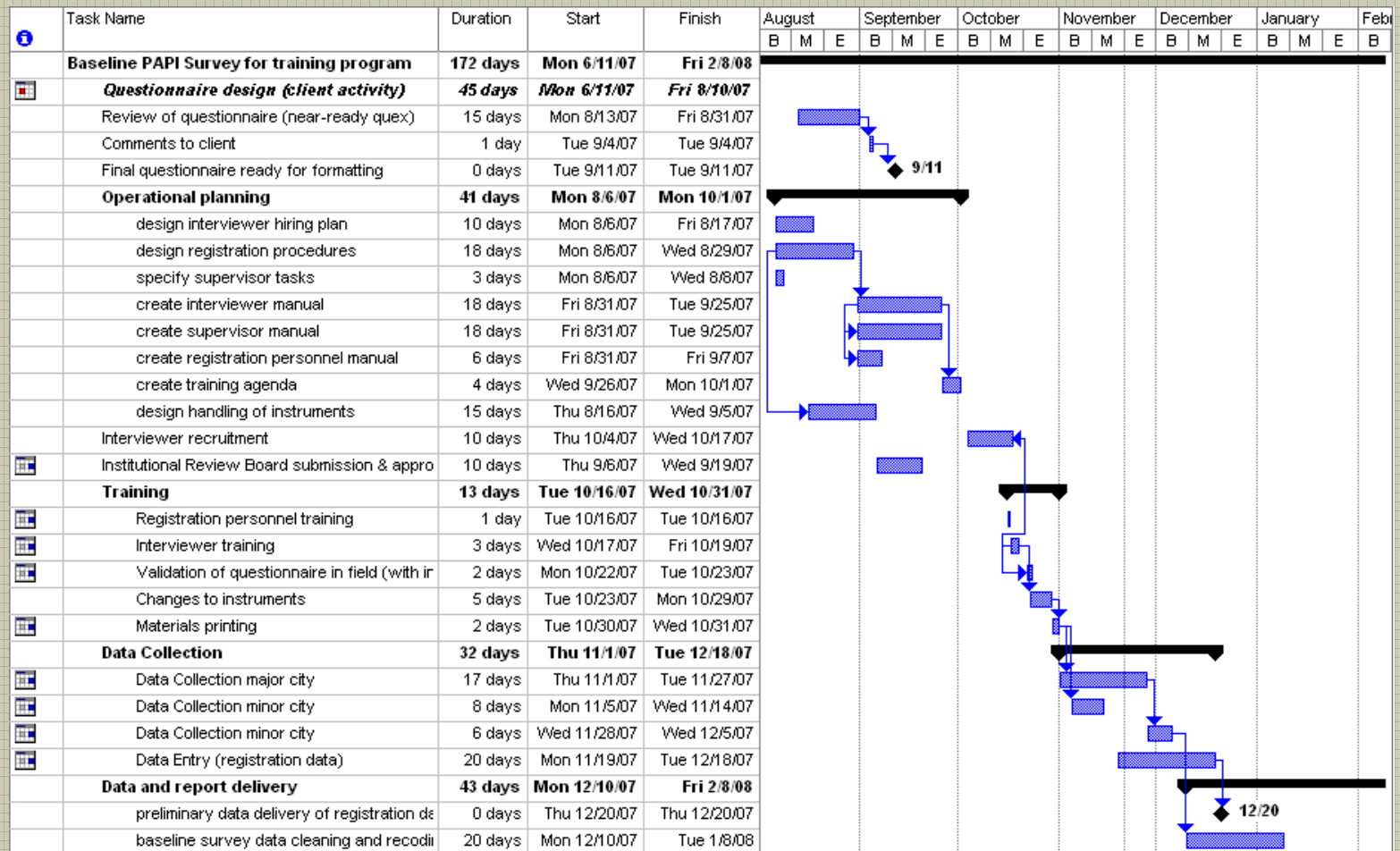
Audio Computer Assisted Self Interview

- Maximizes respondent confidentiality
- Improves response rates
- Can be multi-lingual
- Eliminates data entry time and error
- Useful with low-literacy populations
- [FPS Demo Quex.Ink](#)

How Will You Ensure Confidentiality?

- Research design should include human subjects protections
- Design research protocols to mask identifiable data
- Create respondent consent procedures
- Emphasize confidentiality while:
 - Training interviewers
 - Capturing the data
 - Transmitting and storing the data

Sample Project Plan: 30 minute PAPI



High Quality Data: Key Considerations

1. Data collection is expensive: choose your mode wisely
 - PAPI may be preferable to CAPI
2. Build a realistic schedule with time for questionnaire development, testing, training and adjustments

High Quality Data: Key Considerations

3. Train interviewers in general survey methods first, project-specific methods second, then test them
4. Pretest entire data collection plan and leave time for adjustments
5. Use automated and manual data quality checks throughout data collection period

Questions?

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