2.1 Sampling strategy[1]

Document purpose

This document is developed in order to guide the assessor and the project provider in the first step of the second phase of the impact assessment method. The goal of this step is to determine an appropriate sampling method for the evaluation of the development project. This document provides two simple steps in order to make a decision on the sampling strategy for the performance of the surveys.

It can be decided to select the entire population as a sample for the surveys. If this is not desired or not feasible, a smaller sample can be chosen which represents the entire population. If this is the case, an appropriate sample size needs to be chosen.

Step 1: Defining sample size

It is suggested to use a confidence interval of 5, making the confidence level 95%. If you want to increase the precision level of the results, you may want to choose a confidence interval of 2. If you want to increase the accuracy of your survey results, you can use a confidence level of 99%. In order to calculate your sample size, it is suggested to use an online tool1.

Step 2: Defining sampling technique

Furthermore, a sampling technique needs to be chosen. It is suggested to use random sampling. However, it is assumed that it can be challenging to reach certain project environments, especially rural areas. Therefore, the decision can be made to use nonrandom sampling in the form of convenience sampling.

References:

Gombitova, J., Soet, G., Poelert, A., Sarna, K., Mukherjee, R., Clerx, C., . . . Kraus, S.(2020).Capture reliable data in the international development sector. Akvo. Retrieved from https://datajourney.akvo.org/ebook-capture-reliable-data-in-the-internationaldevelopment- sector

[1] This document is a component of the Impact Assessment Method which is developed as part of the Master's Thesis of M.J.M. Smulders - Situational Method Engineering for ICT4D: Performing Impact Assessments for Educational Programs - at Utrecht University, in collaboration with Maxim Nyansa IT Solutions (2020).