Preparing for Data Collection

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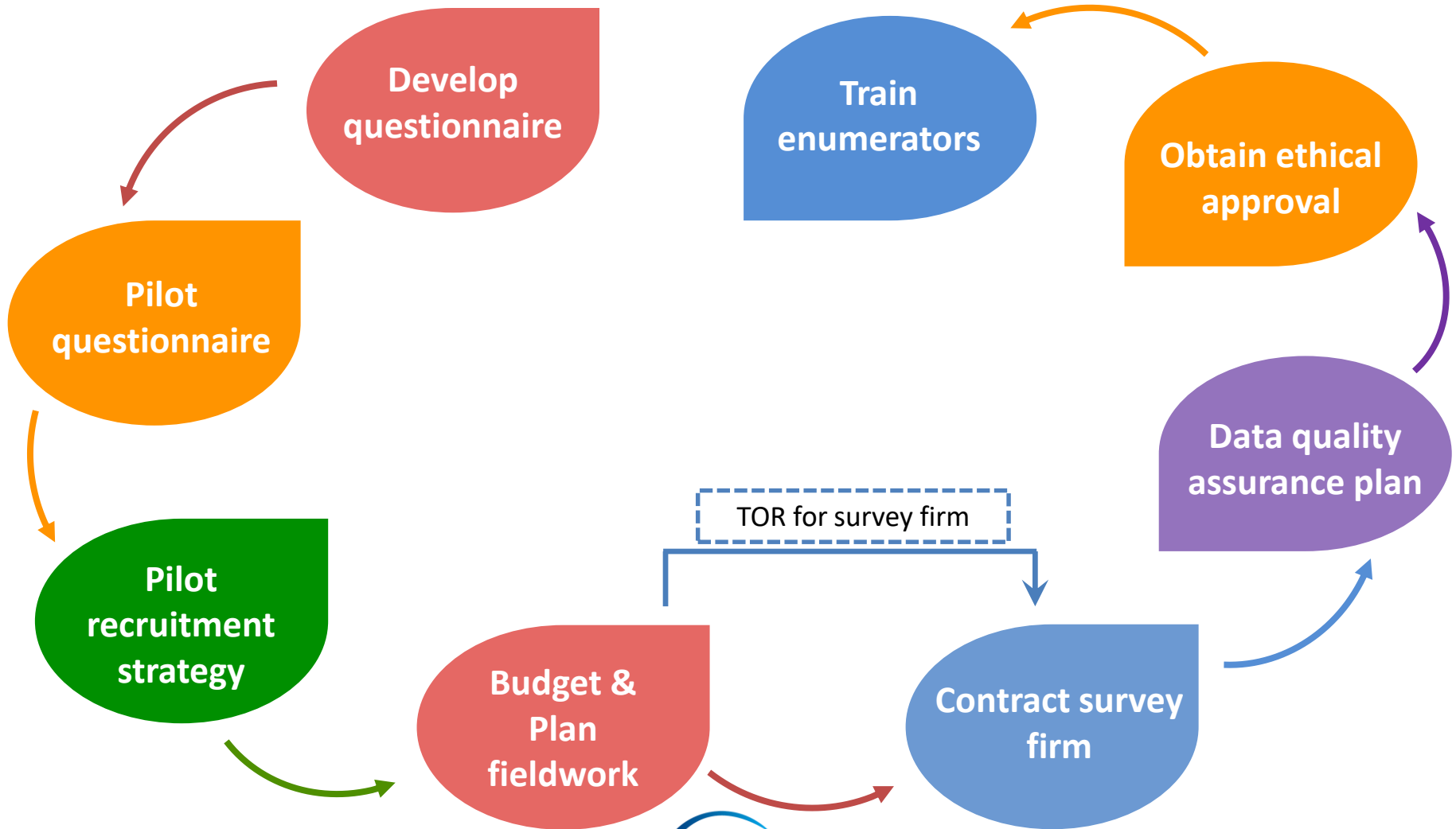
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TRANSFORM DEVELOPMENT

WORLD BANK GROUP
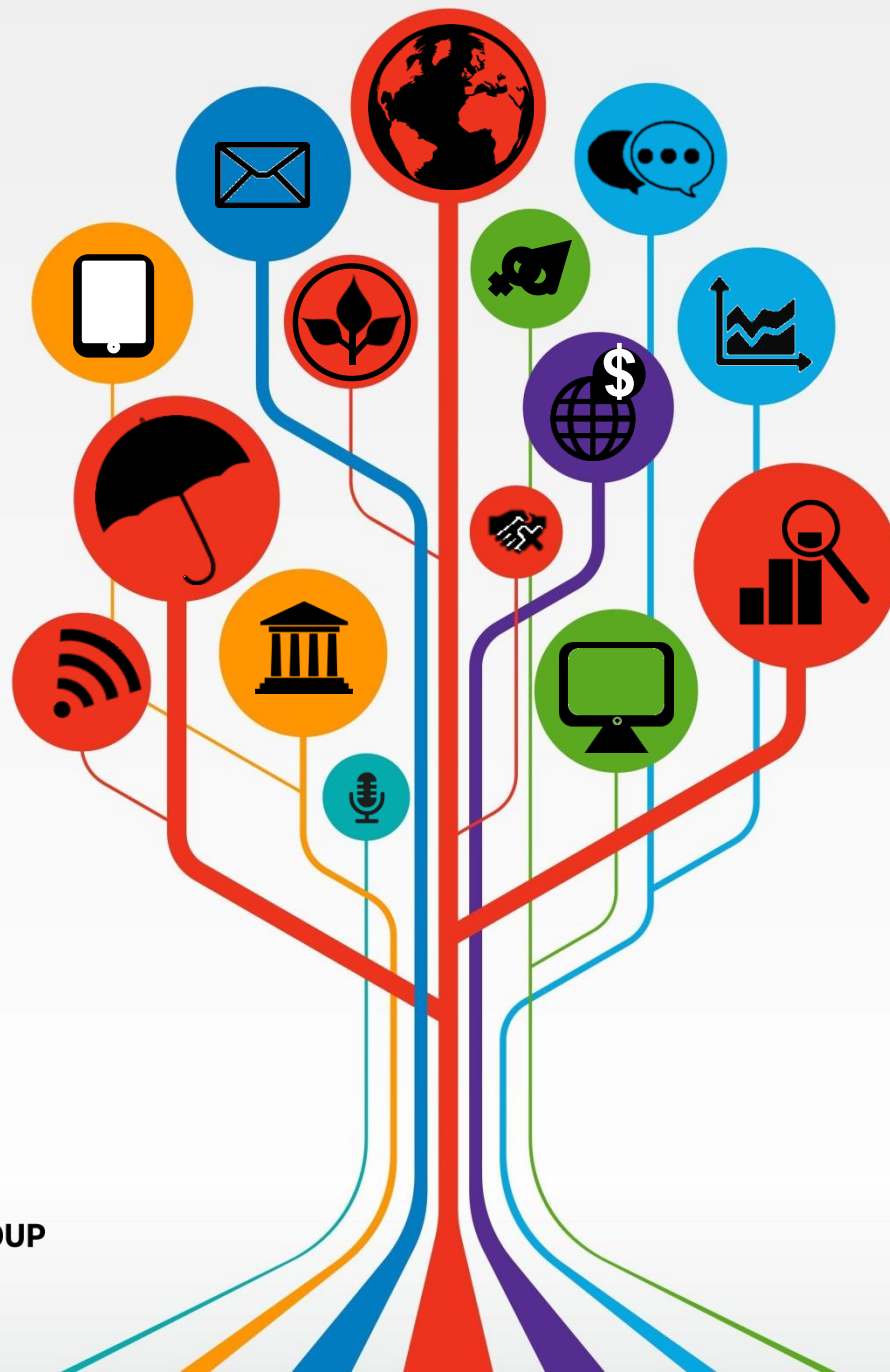
How many of you have ran data collection?

It requires attention to implement a data collection

Steps in Preparing for Data Collection

(Overview) **Develop Questionnaire**

Develop questionnaire

Steven and Sekou Today

- Getting started

- Common survey modules and where to find helpful resources

- Basic questionnaire design rules

- Measurement challenges

- Translation

(Overview) **P**ilot **Q**uestionnaire

Pilot questionnaire

Steven and Sekou Today

"**Any testing is better than no testing**"

- Why pilot?

- What to test?

- Pilot stages:

➢ **Pre-pilot**

➢ **Content focused pilot**

➢ **Data focused pilot**

- Who's involved?

- Where to pilot?

Piloting Recruitment Strategy

Pilot recruitment strategy

- When?
  - Surveying a **sample** of those receiving the intervention
  - **Take-up** might be low /unknown
  - Participation might **differ** by gender, age group, social status

- How?
  - **Intervention pilot**
  - Recruitment strategies A, B, C … ⋯→ **highest take-up**
  - **Incentives**?

- Use results to determine *optimal sample size* and *stratification strategy*

TOR : Create Budget

Create budget & Plan field work

Nausheen
Tuesday

Why?

- What **sample size** can the project **afford**?

- Know your costs. This makes **negotiation** with the survey firm **easier**.

How?

- Make **a list of standard cost items** and find out the going rates: salaries, allowances, equipment, hall rental, etc.

- **Plan field work** (approx.): # people, # days, training, etc.

- Link the budget line items with the costs, adding overheads

TOR: **P**lan **F**ieldwork (FC-led)

Create budget & Plan field work

What you need to plan field work:

1) # surveys/enumerator/day? (add 15% of days as buffer)

2) # teams - depends on time constraints, but keep the total size of the field team manageable

3) to determine 1) & 2): transport mode, cost & duration of daily commute to survey locations

4) # days for enumerator training?

5) Plan for delays: public holidays, rainy season, anything else

6) Cost estimates

TOR: **P**lan **F**ieldwork (survey firm-led)

Create Budget & Plan field work

Process for outsourcing the planning of fieldwork:

1. Define basic parameters of field work: deadline, sample size, sampling strategy, etc.

2. Ask survey firms to include field work plan in proposals

3. Review and revise field work plan with selected survey firm

Contract Survey Firm

Contract survey firm

- WB Research team role, depending on who pays for data collection

- Timeline

- TORs

- Common problems and discussion of scenarios

(Overview) **D**ata **Q**uality **A**ssurance **P**lan

Data quality assurance plan

Steven and Margherita
Wednesday

- Survey programming

- Enumerators' training

- Communication and reporting system

- Field monitoring

- Minimizing attrition

- Real time data quality checks

- Back-checks

(Overview) **O**btaining **E**thical **A**pproval

Obtain ethical approval

Roshni
Wednesday

- Why?

- Informed consent as a conversation

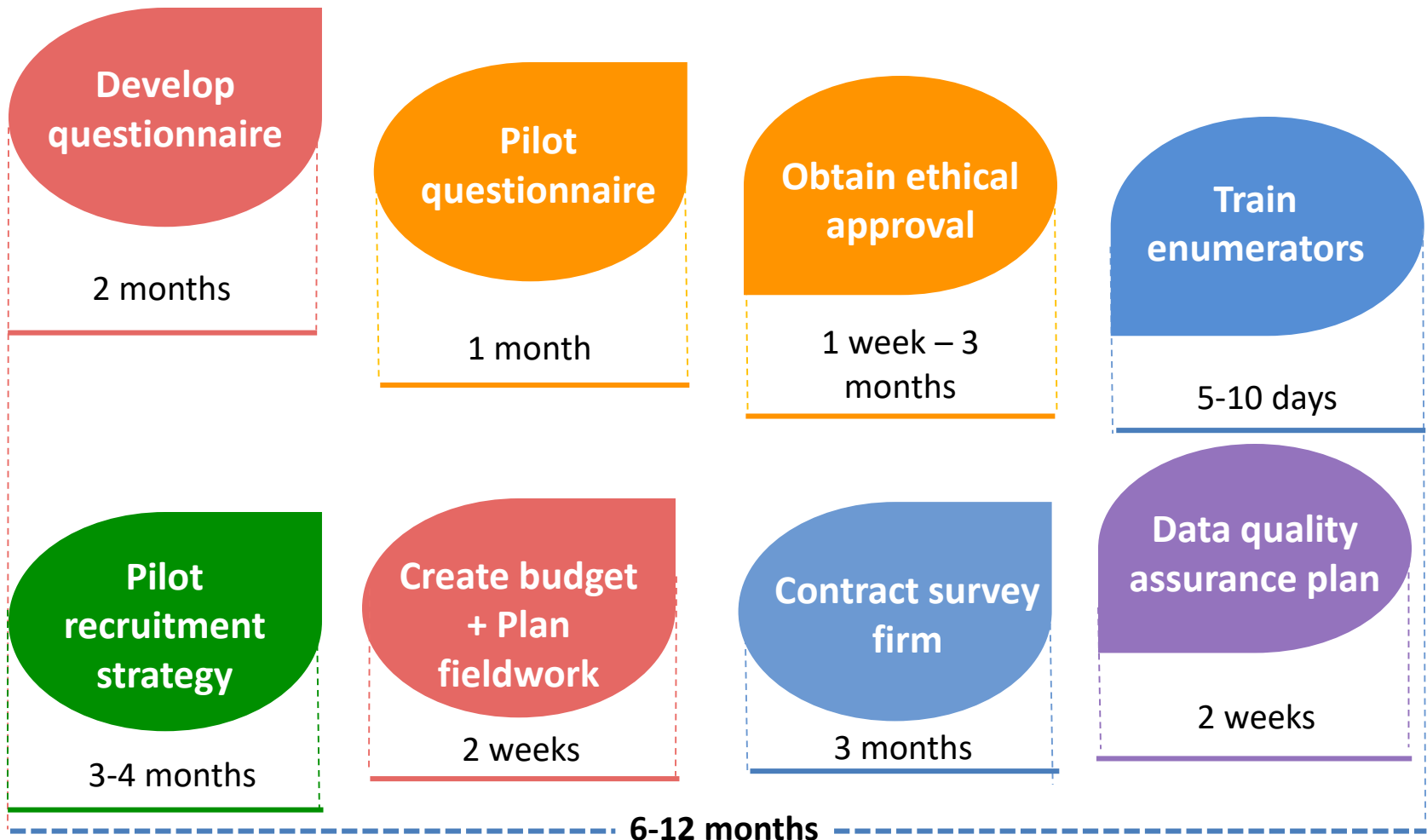- Institutional Review Boards

- Data Security

(Overview) **T**rain **E**numerators

Train enumerators

Aram
Tuesday

- Training Objectives

- Planning the training: survey firm and FC tasks

- Conducting the training: components incl. example agenda

- Assessing enumerators

- Tips and ideas

Timeline for Survey Preparation

Develop questionnaire

2 months

Pilot questionnaire

1 month

Obtain ethical approval

1 week – 3 months

Train enumerators

5-10 days

Pilot recruitment strategy

3-4 months

Create budget + Plan fieldwork

2 weeks

Contract survey firm

3 months

Data quality assurance plan

2 weeks

6-12 months

Thank you!