USAID
FROM THE AMERICAN PEOPLE

Data collection in conflict

USAID MENA Advanced MEL Workshop

Session Objectives

By the end of this session, participants will be able to:

- Understand the conditions in which indirect measurement is appropriate
- Understand different ways of applying indirect measurement methods
- Understand the strengths and limitations of each method
- Understand more general methods of survey experimentation

Level Set

Survey Methods for Sensitive Topics

Empirical Validation Study of Popular Survey Methodologies for Sensitive Questions

Respondents Hide Their Feelings or Behavior

- Support for violent actors or actions
- Having an unpopular/stigmatized opinion
- Victimization
- Health condition
- Criminal or stigmatized behavior

Can We Measure What Respondents Hide?

- Randomized response
- List
- Endorsements

These tactics are part of a broader approach of survey experimentation

Randomized Response

- Introduce a randomizing device (die, coin)
- Respondent applies randomizing device in private, without enumerator observation
- Respondent produces a set response or answers truthfully, based on result of randomizing device

Randomized Response Example

"For this question, I want you to answer yes or no after the result of a coin flip. If the coin lands on Heads, please respond Yes. If the coin lands on Tails, please respond truthfully to the question. [TURN AWAY FROM RESPONDENT]"

flip	result	action	result_heads	result_tails	observed
1	Heads	Answer Yes	1	1	1
0	Tails	Answer truthfully	NA	1	1
0	Tails	Answer truthfully	NA	0	0
1	Heads	Answer Yes	1	1	1
1	Heads	Answer Yes	1	1	1
1	Heads	Answer Yes	1	0	1

Measure	Proportion
Observed	64%
Truth	29%

Quick Review

Recall how we estimate the mean of a sample:

For data points [6, 10], the unweighted mean is $\frac{6+10}{2}$ = 8

This is equivalent to equal weights:

$$(6 * .5) + (10 * .5) = 3 + 5 = 8$$

For data points [6, 10] with weights [.75, .25], the mean is

$$(6 * .75) + (10 * .25) = 4.5 + 2.5 = 7$$

So How Do We Recover Truth?

$$P(Observed) = \Big(P(Heads) \times 1\Big) + \Big(P(Tails) \times P(Truth)\Big)$$

Solve for the unknown:

$$P(Truth) = \frac{P(Observed) - P(Heads)}{P(Tails)}$$

$\frac{.64-.5}{.5} = .28$ …recall that our true value was 29%

We recovered truth, to within a small bit of sampling error

List Experiments

- Show a list to the respondent
- Ask respondent to provide a count of the list items they agree with or support
- Randomize the list ordering
- Randomize the assignment of a treatment of an additional sensitive item

Measuring Support for Foreign Forces

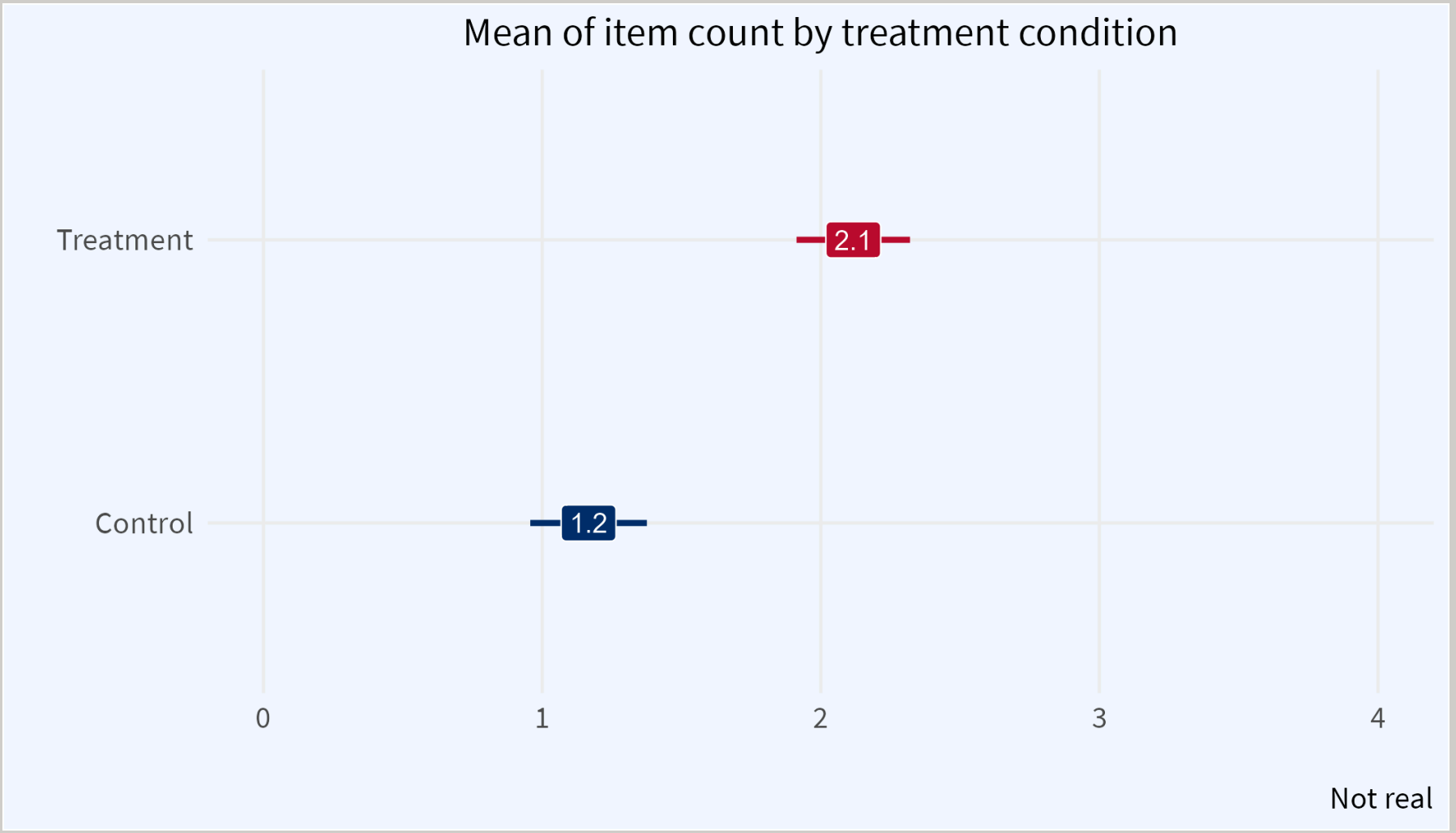
"I'm going to read you a list with the names of different groups and individuals on it. After I read the entire list, I'd like you to tell me *how many* of these groups and individuals you broadly support, meaning that you generally agree with the goals and policies of the group or individual."

Measuring Support for Foreign Forces

Control	Treatment
Karzai Government	Karzai Government
National Solidarity Program	National Solidarity Program
Local Farmers	Local Farmers
	International Security Assistance Forces (ISAF)

Analyzing List Experiments

Illustrative data only!



Endorsement of Extremist Actor

Measuring support for Taliban in conflict zones

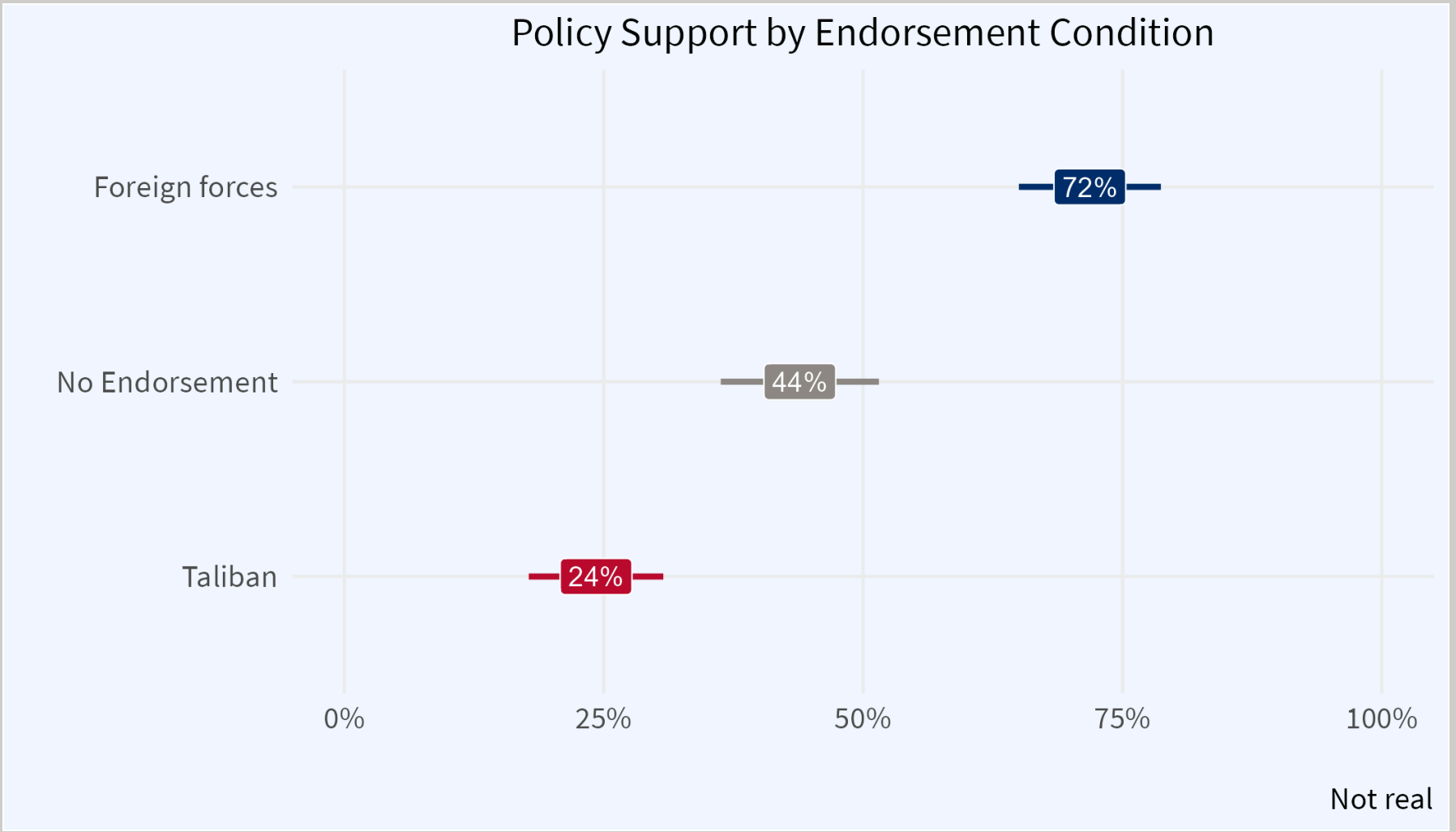
Condition	Statement
Control	It has recently been proposed to allow Afghans to vote in direct elections when selecting leaders for district councils. How strongly would you support this policy?
Actor A	It has recently been proposed by foreign forces…
Actor B	It has recently been proposed by Taliban…

Influence of Actor on Religious Practice

Condition	Statement
Control	Muslim women should have the right to decide whether to wear the veil [agree/disagree]
Treatment	[Violent actor] believes that Muslim women must demonstrate modesty by wearing a veil. Others say that women should have the right to decide. Which opinion do you agree with?

Support for Taliban

Illustrative data only!

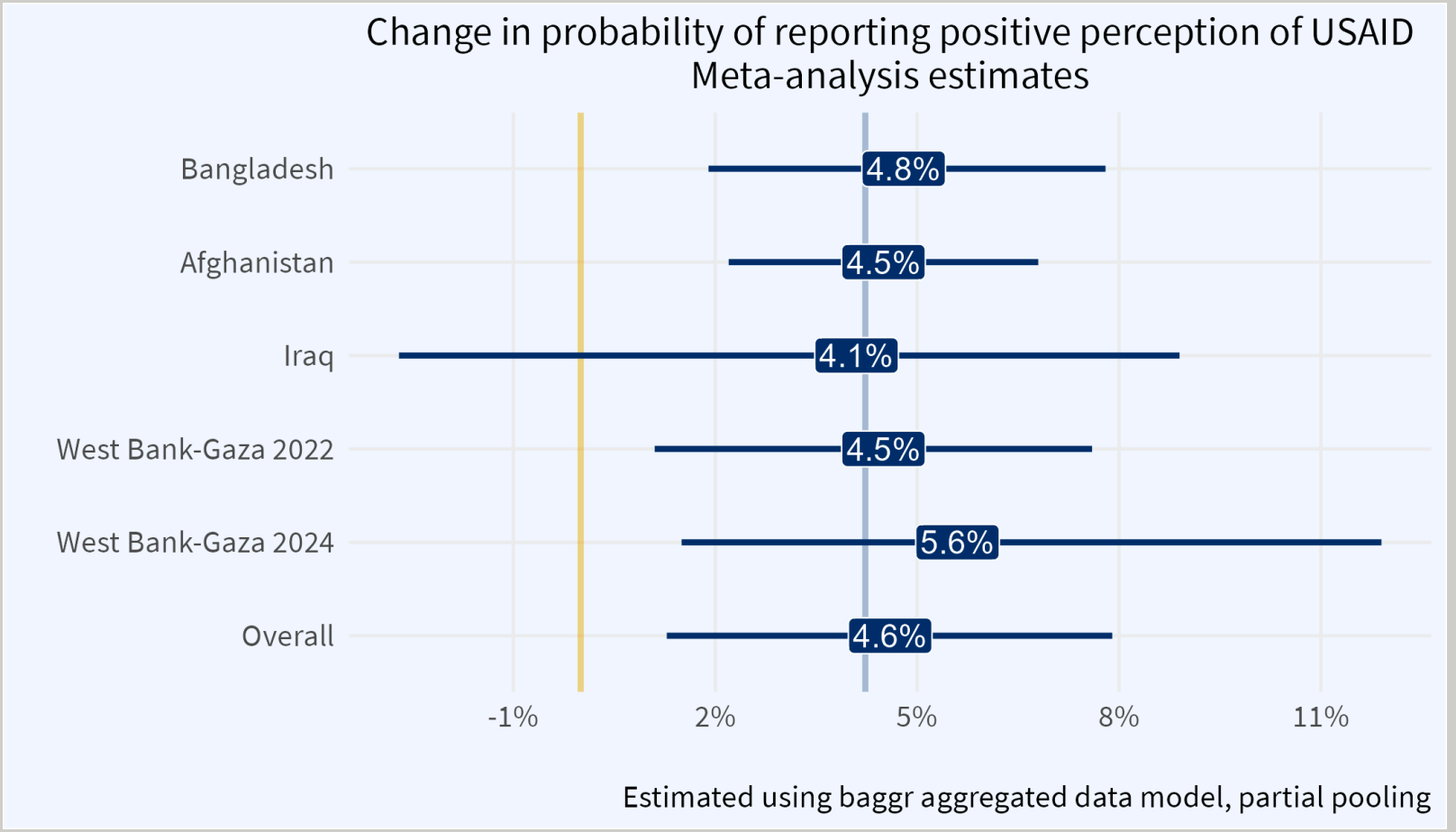


Survey Experimentation

- Encouragement design
  - Randomize the offer of treatment
- Information treatment
  - Randomize the provision of information

Information Treatment

"In the last year, USAID has provided $X in assistance for the social development for the people of [Country]"



What Have We Learned

Method	Measure
Randomized response	Interaction with militants in Nigeria
List or Endorsements	- Support for violence/violent actors - Extremist influence on religious practice
Encouragement	Testing new financial products for microenterprises
Information	Value of USAID branding

Recap

- This session has introduced the concept of indirect measurement
- Indirect measurement is part of a broader approach of survey experimentation
- Any new intervention or M&E activity should consider where these approaches may add value
- Stay tuned for sessions on causal modeling and learning agendas

Thank you!