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Session 4

Issues in Quantitative Data Collection for Social and Behavioral Research

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Quantitative Data Collection

Topics

- I. Selection of Study Population
- II. Data Collection Instruments
- III. Data Gathering
- IV. Work Plan for Survey Implementation

Selection of the Study Population

Generalizability of Study Results

- Describe the Characteristics of the Population
- Provide the Rationale for the Selected Population in Terms of *Type of Study* and *Generalizability of the Findings*

Illustrative Population Studies

1. National Household Surveys

Demographic and Health Surveys

2. Evaluation Studies

ORT Impact Evaluation in EGYPT

3. Longitudinal Demographic Studies

Matlab, Bangladesh Population Laboratory

Illustrative Population Studies (Continued...)

4. Action/Demonstration Project

ICDDR,B Extension Project

5. Methodological Studies

Validation of Verbal Autopsies

6. Experimental Interventions

Post-partum Counseling in Turkey

Selection of the Study Population

Sampling From the Study Population

- **Describe the Sampling Procedure**
- **Justify the Sample Design in Terms of its:**
 - **representativeness of the study population**
 - **adequacy for all major study objectives**

Data Collection Instruments

- **Structured Interviews**
- **Self Administered Questionnaire**
- **Secondary Data Sources**
 - **Censuses**
 - **Vital Records**
 - **Program Service Statistics**
 - **Other Official Statistics**

Instrumentation Issues

- **Measure All Variables in the Study**
- **Establish Validity of Survey Instruments**
 - Objective validity
 - Pre-established validity
 - Unambiguous
- **Utilize Existing Instruments as Basis**

Examples of Survey Instruments

- **Demographic and Health Surveys (DHS)**
- **Living Standard Measurement Surveys (LSMS)**

Illustrative Question Sequence

Measurement of Cumulative Fertility and Child Mortality - *asked to all women of reproductive age*

- **Abbreviated Questions:**

Screening: Ever given birth?

1. Sons Living at home_____

2. Daughters Living at home_____

3. Sons living away_____

4. Daughters living away_____

5. Sons who have died_____

6. Daughters who have died_____

Implementation Issues

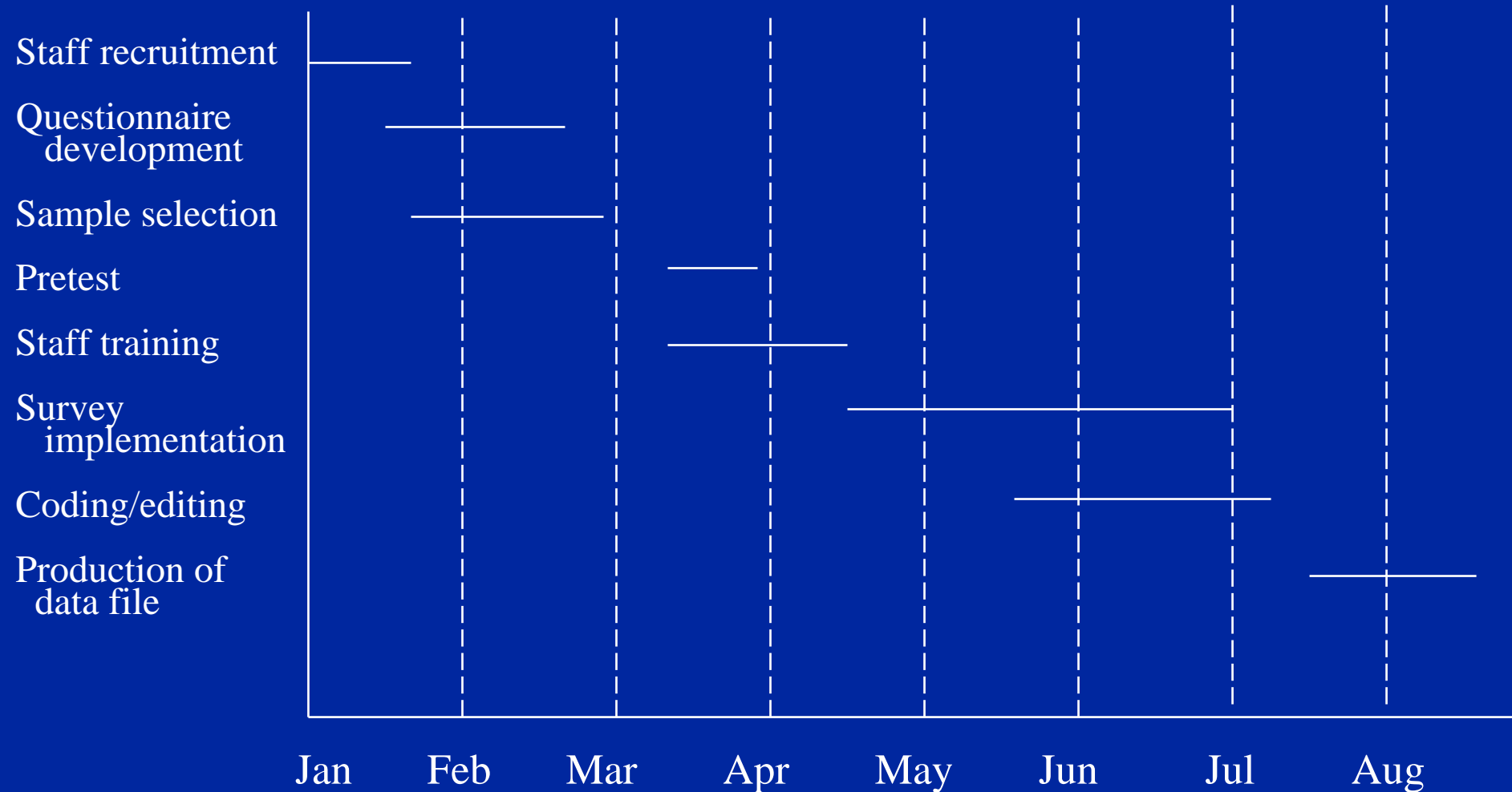
- **Pretest Instruments**
- **Assure Objectivity among Interviewers**
- **Test Reliability of the Responses**
- **Describe Management of Special Operational Problems**

Plan for Survey Implementation

Elements of a Work Plan

- **Time Table of All Activities**
- **Staff/Equipment/Logistic/Supply Requirements for Each Activity**
- **Budget**

Illustrative Gantt Chart



Plan for Survey Implementation

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Summary

- 1. Identify the population to be studied, and explain why it is appropriate for the issues being investigated.**
- 2. Explain and justify sampling procedures.**
- 3. Questionnaire must include all key variables, and measure them as accurately as possible; proposal must show familiarity with standard practices.**
- 4. Proposal must show that procedures have been introduced to minimize conscious and unconscious bias, either from interviewer or respondent.**
- 5. Proposal must include a fully justified and realistic timetable and budget for activities.**