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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

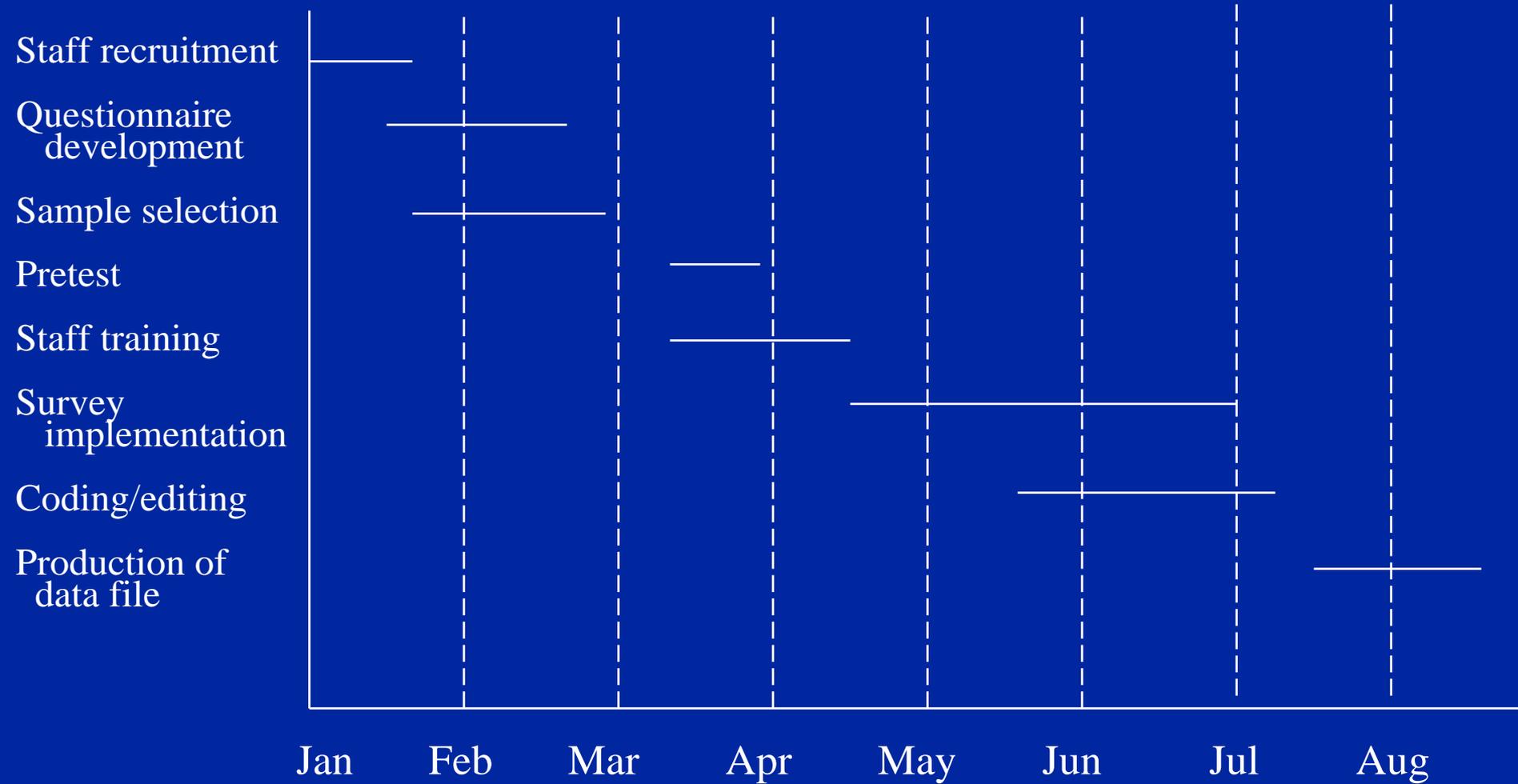
- **Pretest Instruments**
- **Assure Objectivity among Interviewers**
- **Test Reliability of the Responses**
- **Describe Management of Special Operational Problems**

# **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.**