Optimum Analysis

DANISH REFUGEE COUNCIL

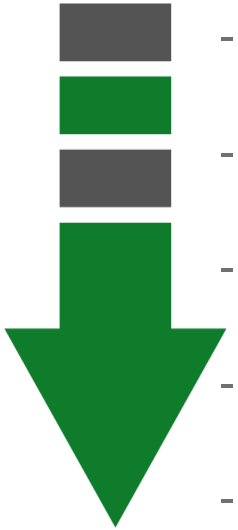
MEASURING THE ECONOMIC IMPACT OF MINE CLEARANCE

Training Module 2

Data Collection Methods

Funded by European Union Humanitarian Aid

Training Contents



- Module 1: Introduction
- **Module 2: Data Collection Methods**
- Module 3: Selection of Communities
- Module 4: Baseline and Endline Assessments
- Module 5: Data Analysis and Report Writing

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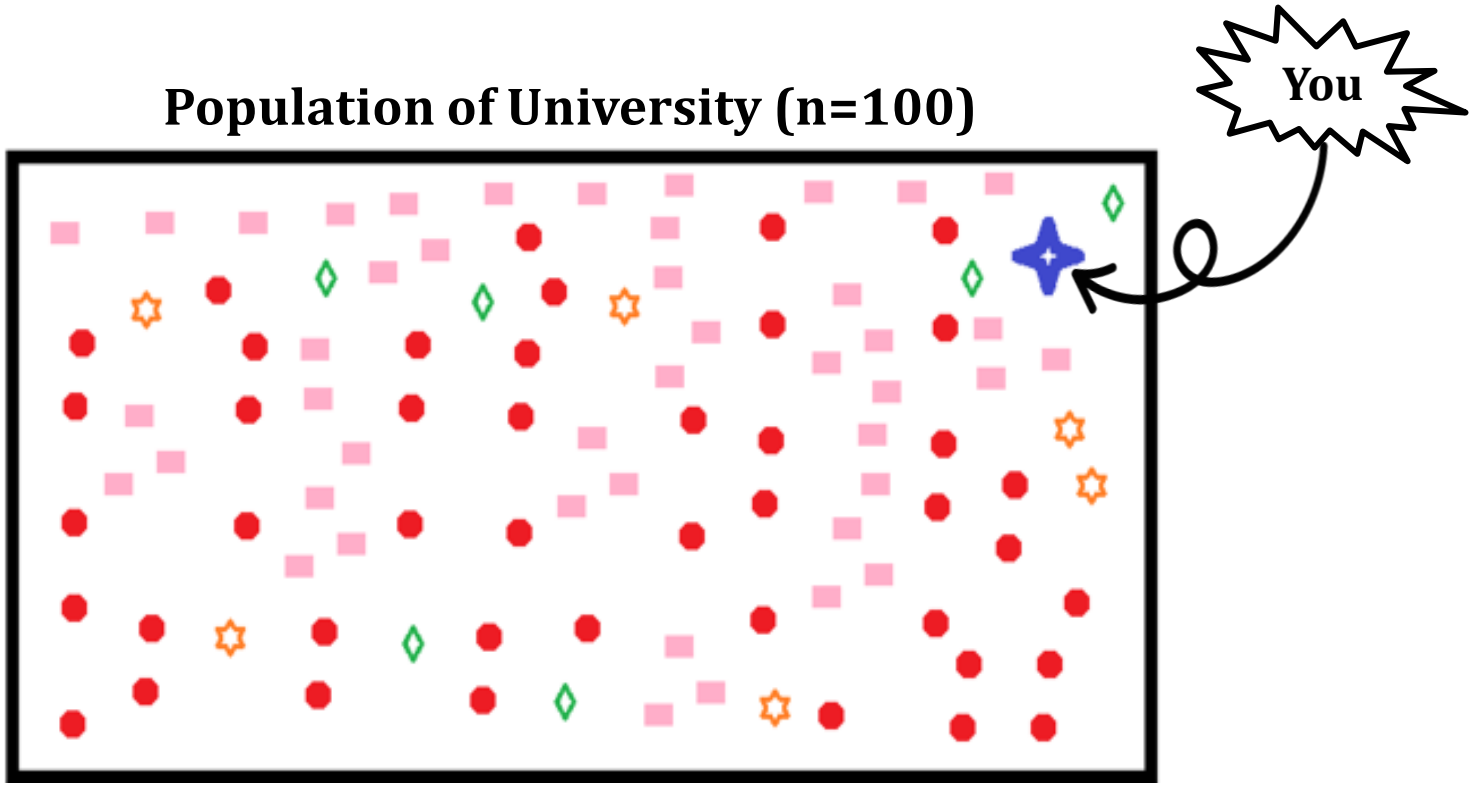
Quantitative Data Collection

Sampling

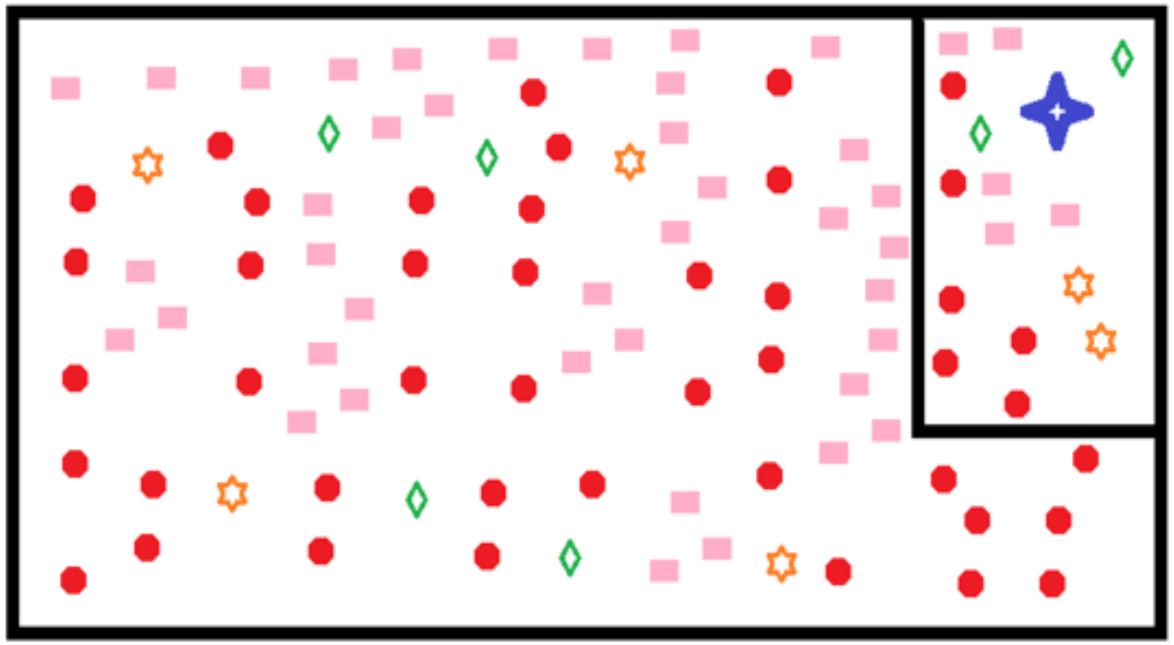
44 red circles: male students
44 pink squares: female students
6 green diamonds: male professors
6 orange stars: female professors



Sampling

What would happen if, upon arriving to the university, you chose the fifteen individuals closest to you?

Population of University (n=100)



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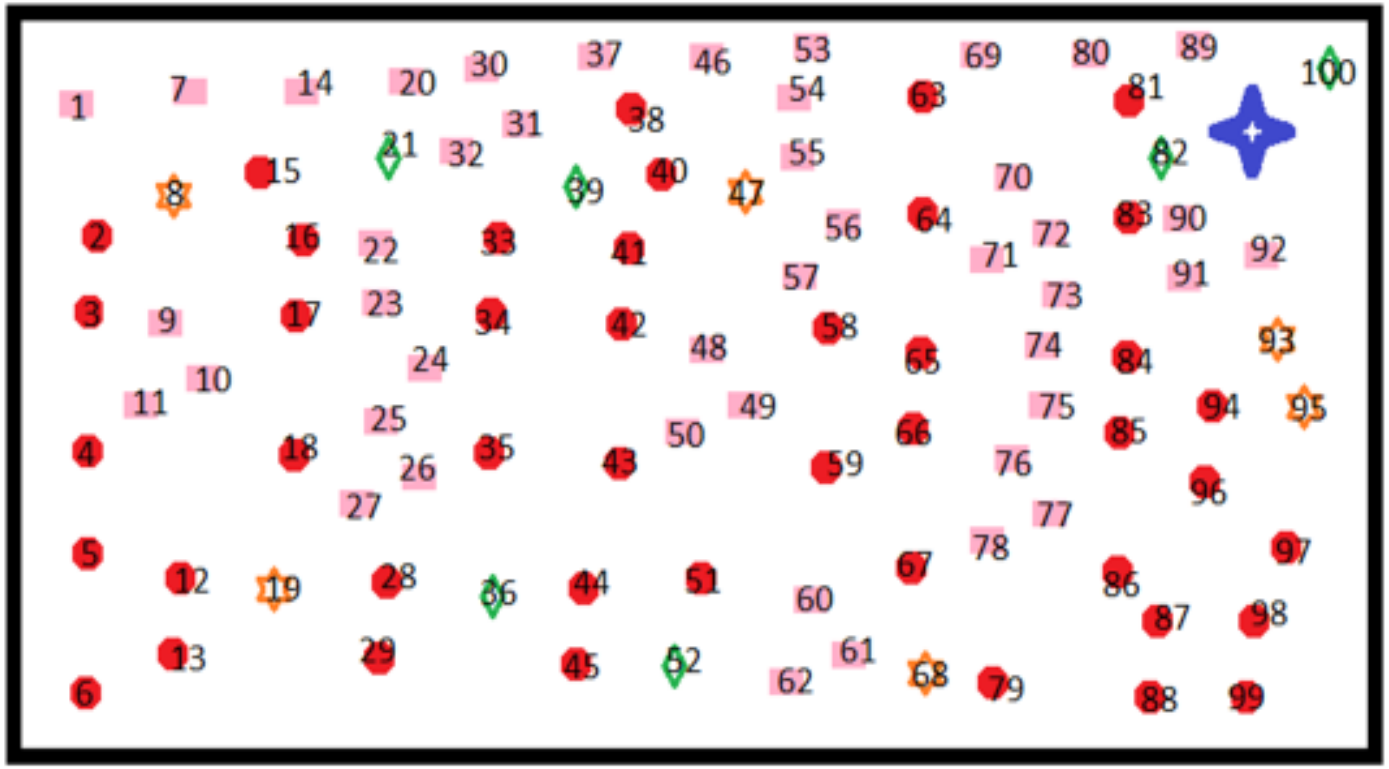
What can be done to produce more representative data?

Quantitative Data Collection

Simple Random Sampling



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RANDOM SAMPLING

VS

NON-RANDOM SAMPLING

Meets the following conditions:

- each unit of the population has a positive and known probability of entering the sample; and
- for each set of population units, it is possible to determine the probability that it will be in the sample.

Does not meet at least one of the two conditions specified in the definition of a random sample selection.

Sampling

Why is it important to use a random sampling strategy instead of going for the closest or most convenient households?

Sampling

A combination of the following sampling techniques will be used:

- **Random Cluster Sampling**: the population is divided into separate groups, known as clusters. The clusters to be included in the methodology must be selected randomly.

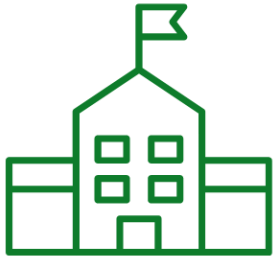
- **Systematic Sampling**: Within each cluster, an enumerator is assigned a starting point. The enumerator then follows a systematic approach, such as surveying every third household to the left.

Household Selection

Starting point: a permanent and easily identifiable/traceable structure that is not a household, such as:

A mosque

A marketplace



A school

A hospital

A government building

Household Selection

1. Once at the starting point, the enumerator needs to stand with his or her back to the entrance of the starting point. If there are multiple entrances, the enumerator will choose the main entrance.
2. The enumerator will then start walking to the right and start counting households.
3. He/she will attempt to take the interview at the third household counted.
4. If he/she is able to conduct the interview at the third household, he/she will follow the same rules for the second interview: walk to the right and count three households.

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1.

Household Selection

5. Due to time constraints, **each household is only visited once.** If the enumerator is unable to conduct the interview, he/she will have to **find a substitution household** to take the interview.

6. The first substitution household is **directly to the right of the original household** (See: Illustration 2)

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2.

Household Selection

7. If, again, the interview was not successful, the enumerator must try to conduct the interview at the **household directly to the left of the original household.** (See: Illustration 3)
8. If the enumerator was unsuccessful at both substitution household, he/she will have to **go to the next main household**, which he/she can reach by **counting three households from the initial main household** (See: Illustration 4)
9. Several other scenarios are included in the additional materials ("2.1. Household Selection")

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3.

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4.

Household Selection

10. Once the interviewer has **reached the selected household:**
    - He/she must request permission to speak with the **head of the household**.
    - He/she must ask for the **spouse of the household head** to be interviewed, if the head of the household is not available/willing to conduct the interview.
    - He/she must ask for **another adult (+15) in the household** to conduct the interview, if the spouse of the head of the household is unavailable
    - If no person knowledgeable of the household's affairs is present, the **household should be substituted**.

Household Selection

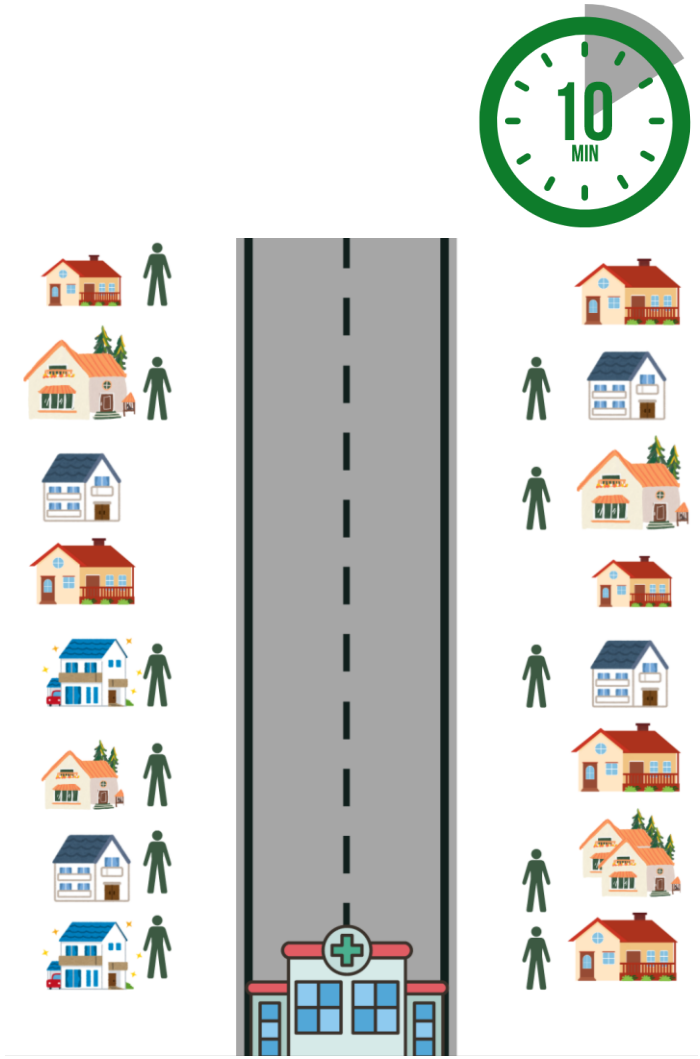
Following the procedures discussed, **determine the households where surveys should be conducted.**

Assumptions:

- Each house represents a single household.
- The person icon indicates that a member of the household is present and has given consent to participate in the survey.

Men: start at the school (Document 2.1)

Women: start at the hospital (Document 2.2)



DATA QUALITY CONTROL

Some measures include:

- Accompany enumerators to verify that random walking paths are followed and ensure that they all abide by the ethical standards of interview conduct.
- Return to households where the enumerators claim to have conducted interviews. This is to verify that interviews have taken place.
- Check interview length, which is collected for every single interview and compared against pre-tested times and averages in length across every enumerator working on the project.

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DATA QUALITY CONTROL

- After each day of data collection, carefully review the data for inconsistencies, missing entries, duplicates, and other issues. Consult the identified problems with the data collection team. This process not only improves the quality of the collected data but also holds enumerators accountable for their work, thereby enhancing future data quality.

Any Questions?

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Qualitative Data Collection

Qualitative Research

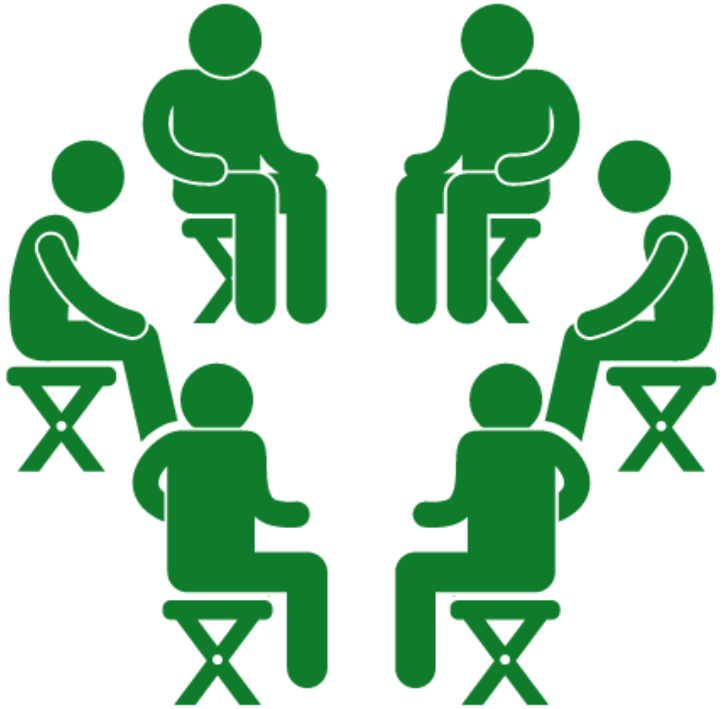
The strength of qualitative research is its ability to provide **complex textual descriptions** of how people experience a given research issue. It provides information about the "human" side of an issue – that is, the often-contradictory behaviours, beliefs, opinions, emotions, and relationships of individuals.

Qualitative Data Collection Methods

Key informant interviews (KIIs) are open-ended, semi-structured interviews between the interviewer (researcher) and the interviewee (key informant). KIIs are tools that will help you develop an in-depth understanding on qualitative issues.

Qualitative Data Collection Methods

Focus group discussions (FGDs) are a qualitative data collection method that is effective in helping researchers learn the social norms of a community/ subgroup. It is an open discussion between the moderator/researcher and the focus group.



Sampling Techniques in Qualitative Research

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Purposeful/selective sampling

- Used to recruit participants who can provide in-depth and detailed information about the phenomenon under investigation.
- Highly subjective and determined by the qualitative researcher generating the qualifying criteria each participant must meet to be considered for the research study.

Convenience sampling

- A quick and cost-effective way to recruit participants, who are selected based on their accessibility and willingness to participate rather than their suitability for the research question
- Susceptible to selection bias.

Sampling Techniques in Qualitative Research

For this study, **the selection of participants for KIIs and FGDs will be done purposefully** to ensure diversity and representation of different economic activities and demographics within the community.

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What are the benefits of using purposeful sampling for conducting qualitative interviews in the context of this study?

Any Questions?

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Thank you!