Representative Sample Construction for Telephonic Surveys

Debating Strategies and Creative Solutions

[Pandemic-Friendly Approaches]

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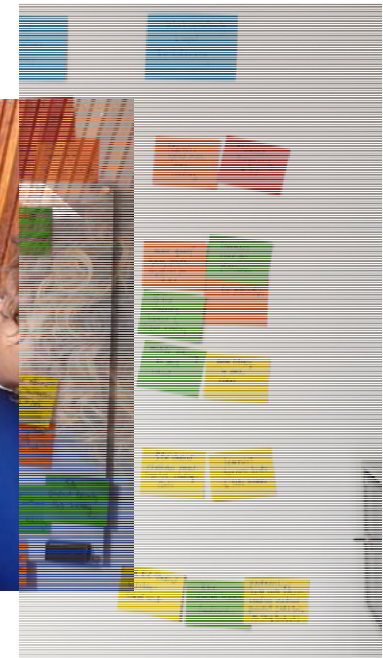**social surveys**
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About Social Surveys Africa

Context-specific research design
Primary research data generation
Unique analysis frameworks

Advanced expertise in M&E
Collaborative capacity building

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Lockdown Effects on Research Capabilities

BARRIERS

- Restricted movement
- Inability to reach remote populaces
- Reduced willingness to interact with others (physically)
- Higher levels of worry than usual (bias results)

OPPORTUNITIES

- More people at home (esp. Level 5)
- More people not working
- People wanting someone to talk to

Factors to Constructing a Representative Sample

Human Resources
(Recruitment, Training and Management)

Technology/ Equipment

Respondent Contact Databases

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Human Resources | Field Researcher Selection

RECRUITMENT MATTERS!

Human Resources | Field Researcher Training

KEY CRITERIA	
Accessibility	Restrictions on participant numbers
Bandwidth requirements	Breakaway session feasibility – peer-to-peer support
Amount of mobile data used	Participation Monitoring

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Human Resources | Field Researcher Training

OPTIONS AVAILABLE	CONSIDERATIONS
Self-facilitated training (e.g. small email attached PPT)	No control over how content is engaged or understood
Video conferencing/ webinars (Zoom, Skype, Hangouts, FaceTime...)	Bandwidth/ Disconnection (Zoom – attendance stats), FR comfortability with platform
Audio conferencing	Bandwidth/ disconnection Disengagement with content
Pre-recorded videos/ audio	Engagement not assured

Human Resources | Field Researcher Training

CONSIDERATIONS
Quizzes should be a norm + Mock interviews
Training in smaller groups (bandwidth issues/ time consuming)
Training times (consider FR preferences)
Piloting of field protocols and databases provided
Record all sessions (reference)

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Human Resources | Field Researcher Training

PREFERRED APPROACH

WhatsApp Training	Pre recorded videos	Content engagement tracking
	All training material shared in advance	Reflection sharing
Google Form Quizzes – immediate scoring	Sharing of questions on WhatsApp – audio responses	Sub-groups for breakaway sessions

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Human Resources | FR Management (In-Field)

KEY CRITERIA	
Completion tracking	Real-time data quality control
Checking in and signing out	Interview recording
Daily debrief meetings	Backchecking
Seamless information sharing	

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Human Resources | FR Management (In-Field)

OPTIONS AVAILABLE	CONSIDERATIONS
Completion tracking – Google Sheets	Device compatibility, Excel know-how
Completion tracking – Paper	Picture traffic – processing effort
Voice calls – Checking in	Disturbing ongoing calls
Back-checking calls	Respondents get frustrated (link with confirming incentive receipt)
QC of recorded interviews	Respondent consent,

Human Resources | FR Management (In-Field)

CONSIDERATIONS
Communication protocols – information feedback loops
Consistent data monitoring
Timely disbursement of incentives
Regular check-in (field issues)
Data security (password locked devices)

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Human Resources | FR Management (In-Field)

PREFERRED APPROACH

Survey Solutions Tracking completion – shared on WhatsApp for confirmation	Daily disbursement of incentives	Debrief questions shared via WhatsApp for reflection
Immediate sharing and deleting of recordings on devices. Automatic uploading of interviews	Field Support Team	Recording of interviews
	Survey Solutions Tracking of contacts details used	Automated data logic checks

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Technology and Equipment

KEY CRITERIA	
Device space	Device compatibility with software
Mobile data/ call costs	Minimum admin on reimbursements/ cash recons
Amount of mobile data used	

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Technology and Equipment

OPTIONS AVAILABLE	CONSIDERATIONS
Own vs company device	Specifications/ space
Different networks vs single network	Pricing, negotiating with service provider, connectivity in diff. areas
Incentive – gift cards, voucher codes, airtime codes, automatic airtime (SmartLoad –airtime discounts)	Type of respondent
Single vs 2 devices (data capturing + call recording)	Ease navigating between the 2 Device crashing – backup?
SurveyCTO/ ODK/ Survey Solutions/ RedCap…	Functionalities required for study

Respondent Contact Database

KEY CRITERIA	
Biases introduced by database	Potential interview fatigue
Size of database	Research question/ purpose
Degree of randomness	Cost of gathering database/ Logistics
Ethics/ PoPI Regulations	Preferred sample distribution (spatial, gender, socio-economic…)

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Respondent Contact Database

OPTIONS AVAILABLE	CONSIDERATIONS
Existing project –related databases	Desirability bias
Incentivised Apps (i.e. Moya App, M4Jam)	Interview fatigue, incentive chasing, multiple clicks and submissions, representivity
Voters roll/ credit bureau data	Ethics/ PoPI, representivity
Telephone directory/ Business directory	Representivity
Social Media adverts	Representivity, incentive chasing
Past project participants	Consent to be recontacted, interview fatigue

Respondent Contact Database | Improvement

Snowballing

House-to-house contact detail harvesting

In- street contact detail harvesting

In transit contact detail harvesting

Work place contact detail harvesting

Covid-19 Regulation Adherence

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With a good enough contacts database and incentives for participation, self-completion surveys could be the way to go

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Any strategies you have adopted?

Comments, questions, etc.

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