

# Administration of Questionnaires



Lesson 7  
29.10.2013

# Possible choices

- Surveys based on face to face interviews
- Postal Surveys
- Telephone Surveys
- Online Surveys (social media or any other)

*Can we assume face to face interviews as most feasible way to collect data from developing countries ?*

# Sampling Methods for DC: Considerations

- **The geographical,**
- **ethnic**
- **linguistic situation and,**
- **The existing sociological structures**

*UNESCO 1963. P.8*

# Sampling related matters

## What types

- Simple random sampling
- Stratified sampling
- Multi- Stage sampling

Do we have enough information to select samples from developing countries?

- Name lists
- Maps showing geographical boundaries
- Some micro-features not available in maps

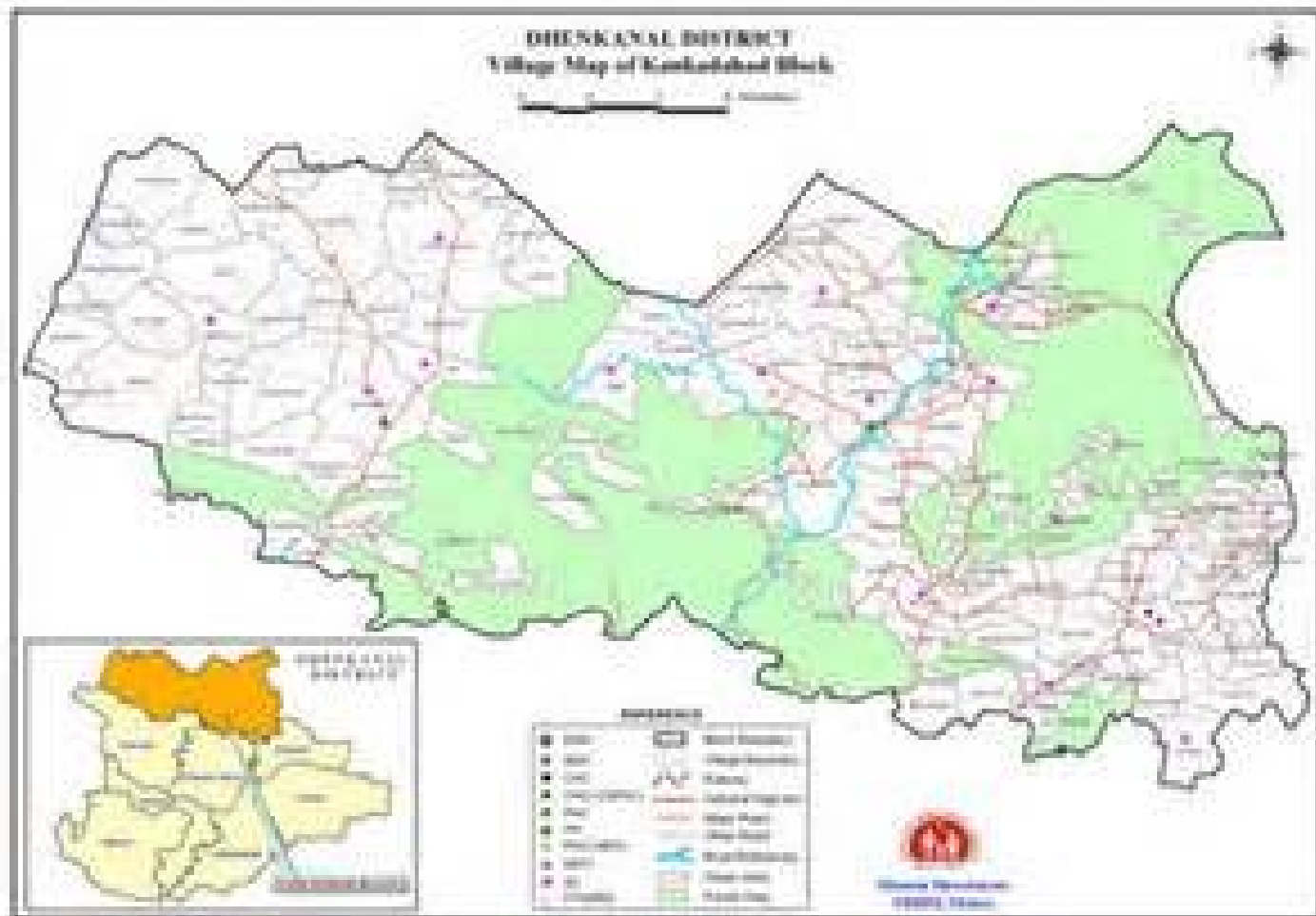
# Towards some solutions

- **Field familiarization visits**
- **Topo maps, Google map**
- **Taking the help from village headman or any other knowledgeable persons to manage the survey**



**Boundaries of village, communities etc., initiatives to take samples**

# Village map showing different segments



# Range of socio-economic background of village leaders

**Village Headman in Rajasthan**



**Village Headman in Uttar Pradesh**



**Simunaya village headman (S. Africa)**

# Local Headmen's in Managing Surveys

- They have an intimate knowledge of their culture
- Knowledgeable local peoples' support to plan the survey and to know where about for more logistical things can be used.
- Be informed heads/chiefs of the tribe in advance

*Fink notes this for Laos and Hoffmann for Africa. (p.13)*



# Determining the respondents and responses

Doubts	Options	Remarks
Who will be the respondents?	Chief household-Husband/wife	<ul style="list-style-type: none"> <li>• Is it possible to make a prior appointment?</li> <li>• Is it possible to pay attention to their free times (ethics?)</li> </ul>
Will they be available?	<ul style="list-style-type: none"> <li>• Any other matured family member</li> <li>• Visiting later</li> <li>• Collecting data from next house</li> </ul>	
Nature of responses	<ul style="list-style-type: none"> <li>• Personal</li> <li>• Collective</li> </ul>	Taboos, bound by family and community (individual Quest. May ...)

# Interviewers

- Ideal to have interviewers from the same ethnic group
- Same social status to avoid inferiority
- A prior training may be important
- Supervisor for a several enumerators



# **Box 1: interviewer training in Laos social Survey (three and half day training)**

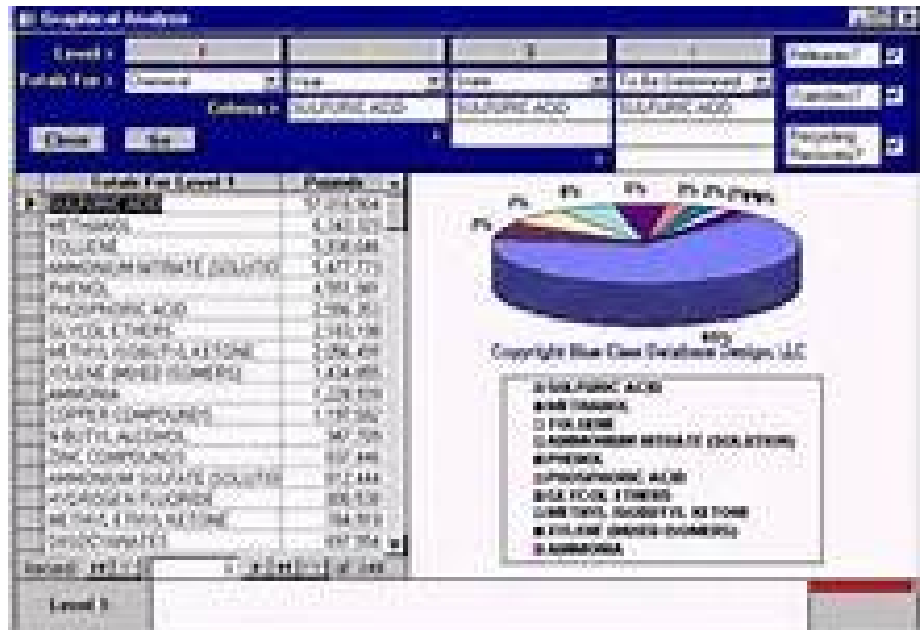
<b>1<sup>st</sup>, day morning-</b>	<b>Training of 'do's and 'don't s</b>
<b>1<sup>st</sup>, day afternoon-</b>	<b>Explanation of questionnaire</b>
<b>2<sup>nd</sup>' day morning-</b>	<b>Mock interviews with friends</b>
<b>2<sup>nd</sup>' day afternoon</b>	<b>Discussion &amp; review of m. interviews</b>
<b>3<sup>rd</sup>' day morning</b>	<b>Interview with a stranger</b>
<b>3<sup>rd</sup>' day afternoon</b>	<b>Review interviews and exp. sampling</b>

# Afternoon reviewing and debriefing of interviewers works

- Editing errors
- Completing incomplete parts



At last you will have duly completed required number of questionnaires. Out of them now you can develop data bases and start analysis.



For Next Week Discussion (05.11.2014)

**1. Study the following article**

**Preliminary Investigation and Interview Guide  
Development or Studying how Malaysian  
Farmers' Form their Mental  
Models of Farming**

**Steven Eric Krauss, Azimi Hamzah, Zoharah Omar,  
Turiman Suandi, Ismi Arif Ismail and Mohd Zaidan  
Zahari**

**2. Write the introduction and elaborate your  
research objectives (Maximum 2 pages)**