Field Implementation: Key Challenges

- Contextual factors
- Unanticipated events
- Variation in research traditions
- Variation in survey resources
- Social desirability bias
- Complexity of quality control process
Field Implementation: Current Best Practices

- Interviewer recruitment and training
  - Standardized recruitment criteria
  - Standardized training and expectations

- Pilot Testing
  - Standardized criteria
  - Interviewer assessment

- Quality control processes
  - Standardized CAPI system
  - Paradata monitoring
  - Nonresponse analyses
Field Implementation: Current Best Practices (con’t)

► Other processes
  ► Initial mode of contact
  ► Interviewer assignments/“partially-interpenetrated design”
  ► Interviewer remuneration
  ► Data collection firm remuneration
  ► Respondent incentives
Field Implementation: Recent Innovations

- Centralized fieldwork organizational structure
  - Regional hub structure leverages proximity of trusted local partners
- Quality assurance innovations with e-devices
  - Audio
  - Visual
  - GPS
- Quality control innovations
  - Multiple statistical approaches to detect intentional and unintentional deviations
Field Implementation: Future Directions

- Increased priority for allocation of resources for quality control
- Increased understanding of respondent privacy concerns and the implications for paradata collection and data quality
- Increased emphasis on intentional deviations as a significant quality control issue in 3MC surveys
- Increased focus on communication and knowledge sharing across practitioners
Field Implementation: Recommendations

- Expand opportunities for communication and collaboration across 3MC projects and across disciplines.
- Educate sponsors on costs and resources for all major design and implementation steps.
- Develop and implement a research agenda focused on new methods to educate and train interviewers in order to incentivize adherence to study protocol.
Field Implementation: Recommendations (con’t)

▶ Develop and implement a research agenda to investigate the most effective series of analyses to detect both unintentional and intentional deviations from fieldwork protocol.

▶ Develop and implement a research agenda to investigate interviewer effects across study countries, including measurement metrics, differential impact on data quality, and appropriate analytical methods.

▶ Develop a low-cost mobile data collection software with an integrated sample management system and ability to capture complex paradata.
Root causes of errors and deviations from protocols should be investigated in order to prevent them.
Probability face-to-face sampling designs are the preferred approach for most high-quality 3MC surveys.

In 3MC surveys, complete harmonization of sampling designs is not a pre-requisite for comparability.

- The only stage at which harmonization is necessary and important is in specifying the survey objectives and the definition of the target population.

Design decisions related to what frame(s) to use, the level of clustering (if any) and stratification variables can and should be optimized on a country-by-country basis.

- This flexibility is important if the objective of the survey is to minimize Total Survey Error, both within and across the countries covered.
Sampling: Key Challenges

- Countries differ in available frames and thus in how they select household samples for face-to-face surveys.
- In and of itself, frame variability does not necessarily challenge data comparability.
  - However, the quality of available frames can differ across countries in terms of coverage and accuracy, leading to significant differences in degree of population representation.
  - Variability in understanding of the concept of coverage as well as frame quality can create misunderstandings, complicating design decisions.
- Specifying stratification variables for design and weighting can also be problematic in terms of data quality and comparability.
- Differences in survey research traditions, survey methodology backgrounds, and variation in socio-political contexts across 3MC study countries can lead to a significant effect on data quality.
A number of approaches have been developed to address the key issues relating to sampling design in 3MC surveys.

The chapter provides an overview of the most critical aspects in a 3MC survey:

- Target population, survey population and household definitions
- Sampling frame assessment
- Sampling frame development
- Sample size and effective sample size
- Sampling stage determination
- Within household respondent selection
- Central vs. local coordination models
Recent innovations to address current challenges to probabilistic sampling in 3MC surveys can be summarized into four main areas:

- Availability of areal frames
- Selection bias
- Frame development in the absence of household registers
- Respondent selection
Sampling: Future Directions

- Expectations for the future direction of sampling in 3MC surveys concern:
  - Frame development
  - Assessing availability of registers
  - Documentation of the sampling design process
Sampling: Recommendations

- Develop and implement a research agenda to empirically examine the performance of new methods as compared to existing sampling frames and other methods of sampling frame development.

- Facilitate opportunities for countries in regions outside Europe to collaborate on initiatives to identify, access, and assess registers and other databases as potentially viable sampling frames.

- Define current best practices for controlling listing procedures, random walk protocols, and selection of household members.

- Develop a standardized process for comprehensively documenting the sampling design in each study country and disseminating the documentation alongside the data.