



Error sources and quality in 3MC sampling and field implementation

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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.

Field Implementation: Recommendations (con't)

- ▶ Root causes of errors and deviations from protocols should be investigated in order to prevent them.

Sampling: Overview

- ▶ 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.

Sampling: Current Best Practices

- ▶ 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

Sampling: Recent Innovations

- ▶ 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.

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