



INSTITUTE FOR SOCIAL RESEARCH • SURVEY RESEARCH CENTER  
**SRC INTERNATIONAL UNIT**  
UNIVERSITY OF MICHIGAN

# **Webinar on Survey Research in International and Comparative Contexts: Show Case of Free Online Courses and Guidelines**

Presented by:

Zeina Mneimneh

Julie de Jong

Survey Research Center (SRC) International Unit  
University of Michigan



**Part One- 12-1 pm :**  
**Online Short Courses Series**  
**by Zeina Mneimneh**

**Part Two- 1:15-2:15:**  
**Cross Cultural Survey Guidelines**  
**by Julie de Jong**



## **SRC International Unit Mission:**

*Promote the collection and science of good data quality in international survey research*

- Bring together substantive, operational, technical, and methodological expertise to build social research capacity worldwide
  - Survey research infrastructure
  - Technical innovation
  - Quality and process auditing
  - Methodological innovation
- Develop and disseminate best practices for international and comparative survey research
  - Online Short Courses
  - Cross-cultural Survey Guidelines
  - Comparative Survey Design & Implementation Workshop
  - AAPOR/WAPOR Task Force on Quality of Comparative Surveys



## Part I- Online Short Courses Series

- Free
- Target audience
  - Researchers and survey practitioners planning or engaged in international research, including multinational, multiregional and multicultural contexts (3MC) surveys
  - Students
- Mission
  - Build research infrastructure
  - Promote excellence in survey and statistics research
  - Foster collaborative training and education
- Format
  - Video lectures (recorded), readings and quizzes
  - Learn at your own pace
  - Unmoderated
  - Introductory level



# Development

- Started in 2015
- Identified and *recruited* topic area experts
- Recording started in 2017
- Beta release, October 2018
- External testing and review of content, April 2019
- Content reviewed by the University of Michigan Survey Research Center's staff
  - Kristen Cibelli Hibben
  - Julie de Jong
  - Jennifer Kelley
  - Beth-Ellen Pennell
- Website Development
  - Jamal Ali
  - Jennifer Kelley



# http://ccb.isr.umich.edu/

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## CENTER FOR CAPACITY BUILDING IN SURVEY METHODS AND STATISTICS

Welcome to the Center for Capacity Building in Survey Methods and Statistics



This short course series is sponsored by the International Statistical Institute, University of Michigan Center for Capacity Building in Survey Methods and Statistics. The mission of the Center is to:

- Promote excellence in survey and statistics research;
- Build research infrastructure;
- Support sound institutions; and
- Foster collaborative training and education

The courses are set up as 'learn at your own pace' and are not moderated. Each course is partitioned into topic modules. The topics are delivered via video(s) and each video has a corresponding quiz (auto-graded).

The courses are intended as an introductory for each topic. Each course provides suggested readings for additional learning opportunities.

This is a beta version of the courses. We welcome feedback and suggestions in the interest of supporting best practices in data collection and survey methodology in cross-cultural and international settings.

 [General Feedback](#)

Instructions for registering, navigating website, viewing videos and taking quizzes.

 [User Guide](#)



## Courses Offered

- Six courses completed
  - Design and Implementation
  - Project Management
  - Introduction to Sampling
  - Questionnaire Design
  - General Interviewing Techniques
  - Data Dissemination
- Coming soon!
  - Translation and Adaptation



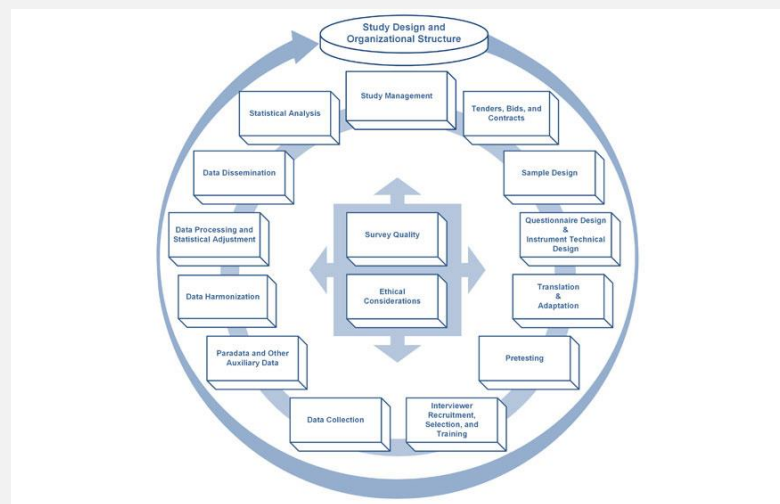
# Design and Implementation

**Instructor:** Zeina Mneimneh, Michigan Program in Survey Methodology, University of Michigan

**Course Focus:** Design and implementation considerations for different phases of the survey lifecycle in international surveys

## Topics Covered:

1. Total Survey Error Framework
2. Project Stakeholders
3. Triple Constraints
4. Bids and Contracts
5. Sampling and Sample Management
6. Questionnaire Design
7. Translation and Adaptation
8. Pretesting and Cognitive Interviews
9. Interviewing and Data Collection
10. Interviewer Monitoring







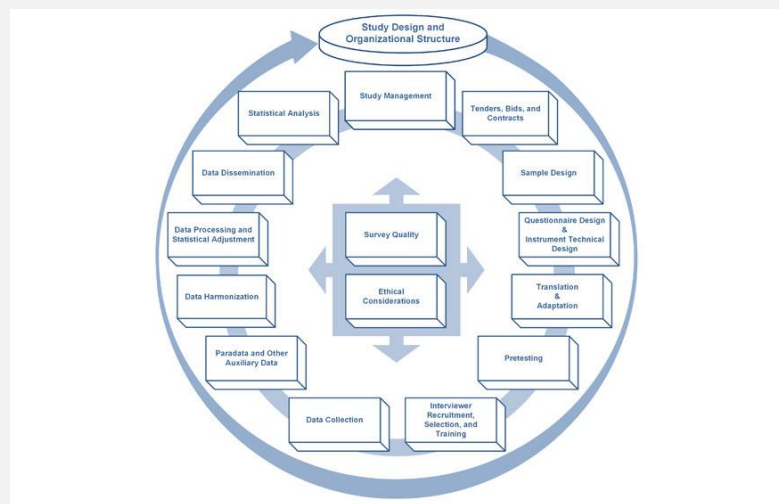
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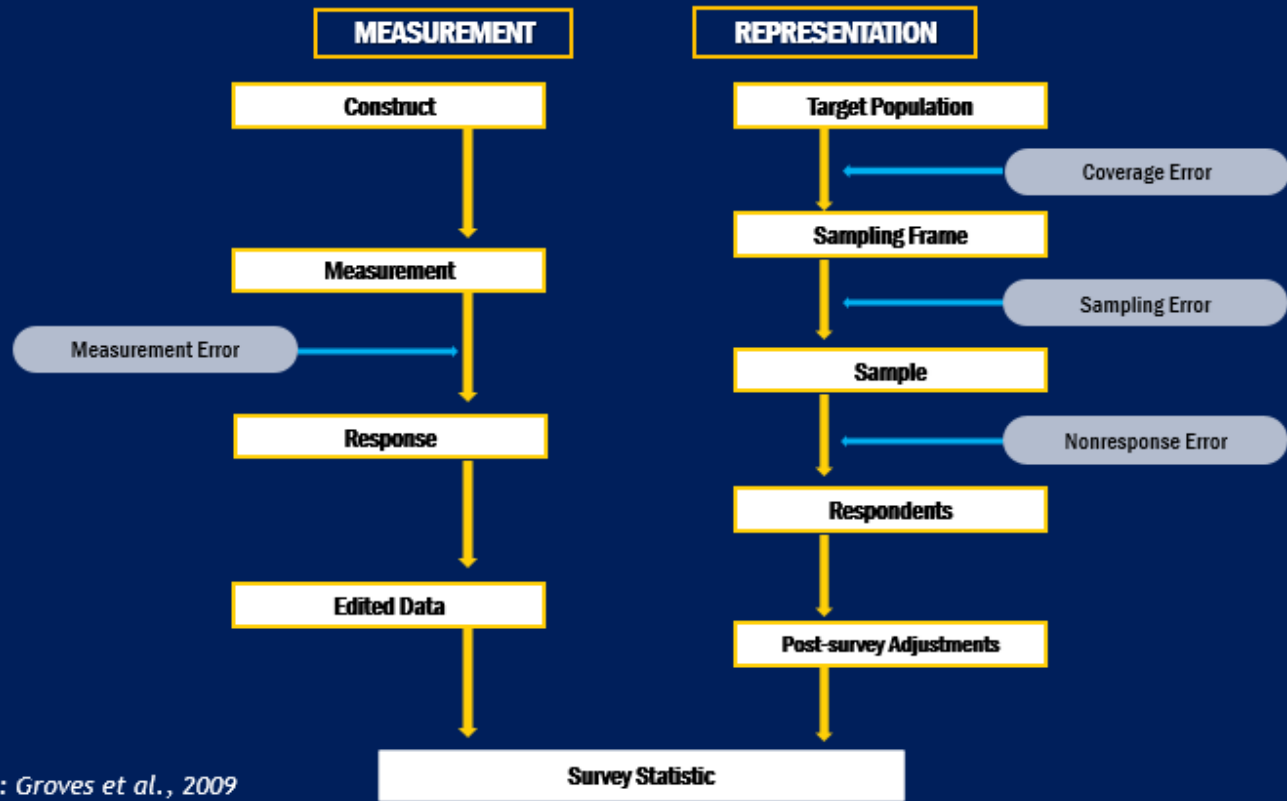
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6. Questionnaire Design
7. Translation and Adaptation
8. Pretesting and Cognitive Interviews
9. **Interviewing and Data Collection**
10. **Interviewer Monitoring**





# Total Survey Error Framework



Source: Groves et al., 2009



# Bids and Contracts

- Bid assessment
  - Seek multiple bids (if feasible)
    - Ask for project experience and references, sample materials, staff and organizational capacity, facilities and equipment capacity
    - Ask for details and allow time for clarification and several iterations of bids
  - Closely review each bid
    - Sample frame access
    - Difficulty with concept of probability sampling and lack of sample management
    - Insufficient quality control procedures
    - Familiarity with response reduction techniques
    - Inadequate budget detail
  
- Before contracting
  - Ask for references (high caliber surveys)
  - Visit facility
  - Discuss and document detailed deliverables and penalty for undeliverables
  - Seek local legal advice and laws/ethical standards



# Sampling and Sample Management

- Frame challenges: Undercoverage
  - Out of date frames at different levels
  - Unit exclusions at different levels
- Reducing undercoverage
  - Using technology to create frames
  - Identifying Local partners
  - Hiring travel teams
  - Translating to different languages
  - Re-listing households/checking quality of frames
  - Providing clear instructions for field staff and definitions for household members
  - Confirming household listing
- Probability sampling challenges
  - When does it usually breaks
  - Disadvantages of random walk
- Sample management
  - Not very commonly used, but important for interviewer monitoring



# Interviewing

- Challenges: Recruiting interviewers with the right skills, experience, background and availability may be difficult
- Addressing interviewer challenges
  - Have a process for
    - Application
    - Testing/Screening
    - Face-to-face Interview
    - Behavior-based Interview
    - Realistic job preview (video or mock demonstration)
  - Extend training period
  - Standardize training and certification
  - Plan carefully for interviewer assignment and workload
  - Select qualified managers and supervisors



# Data Collection

- Mode
  - Advantages of computerization and technology ( selected points)
    - Reduce data entry error
    - Can program edit checks
    - Timeliness of data
    - Can monitor interviewers easier (if interviewer-administered)
    - Easier implementation of modification to interview
    - Easier to implement audio features and increase privacy of interview
  - Resistance
    - Upfront cost and infrastructure
    - Including equipment, licensing, programming, etc.
    - Tradition
    - Technical expertise
    - Training interviewers
    - Respondent resistance (?)
    - Security
    - Data loss (?)
- Other factors
  - Interviewer Payment (hourly vs by interview)
  - Privacy



# Interviewer Monitoring

- Common methods
  - Recording and evaluating interviews
  - Re-contacting respondents to verify the information recorded by the interviewer
  - Observing the interviewer behavior in the field
- Limitations of common methods
  - Not fully implemented
  - Subsample
  - Costly
  - Longer turnaround time
- Supplement common methods?
  - Data-driven approaches
    - Rely on using computer administration where real-time questionnaire data and paradata ( process data) are analyzed to identify interviewers who exhibit certain outlying behavior on quality indicators
    - Target cases that require more supervision and evaluation



# Project Management

**Instructor:** Leslie Scott, Survey Research Center, University of Michigan

**Course Focus:** Introduction to project management for multinational, multiregional and multicultural contexts (3MC) surveys

## Topics Covered:

1. Basic project management concepts and knowledge areas
2. Scope and time
3. Costs
4. Quality
5. Communication
6. Human resources
7. Risks
8. Procurement
9. Project management phases







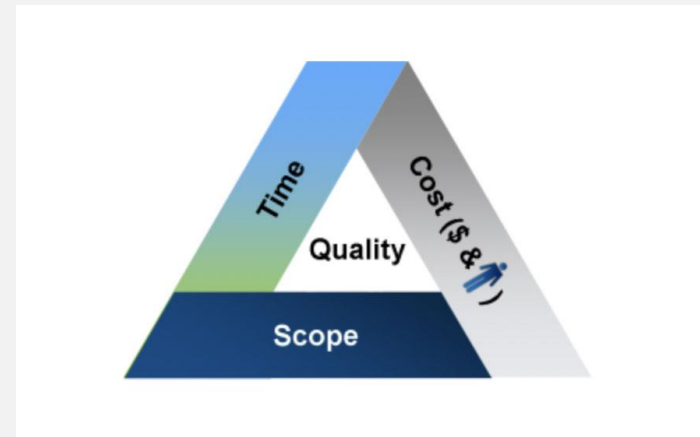
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- 5. Communication**
6. Human resources
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8. Procurement
9. Project management phases





# Quality

- Goals in 3MC quality plans
  - Obtain the most accurate data possible at the single country level
  - Achieve comparability of data across the multiple participating countries
  - Meet data user requirements
  
- Quality management plan
  - Define the quality assurance design elements, standards and steps
  - Describe quality control functions that check adherence to standards and quality requirements
  - Describe procedures to ensure all documentation, reports, and files related to quality are retained
  - Describe procedures for updating the quality management plan during the project life
  - Define specifications for a quality profile (quality profile to be provided to users of the survey outputs)



# Communication

- Good communication
  - Gets the right information to the right stakeholders in timely and effective ways
  - Builds bridges between project members and project teams
  - Can stimulate cooperation among diverse stakeholders
- Challenges for communication on 3MC surveys
  - More complex as number of stakeholders increase
  - 3MC participants use different languages and non-verbal communication norms
  - Communication technologies vary across locations
  - Requirements for formal communications vary across settings
- Good communication plans involve
  - Determining the communication needs of the stakeholders
  - Making information available as planned and when ad-hoc needs arise
  - Adjusting communications including resolving communication issues if needed
  - Devoting sufficient time for meeting & communicating



# Introduction to Sampling

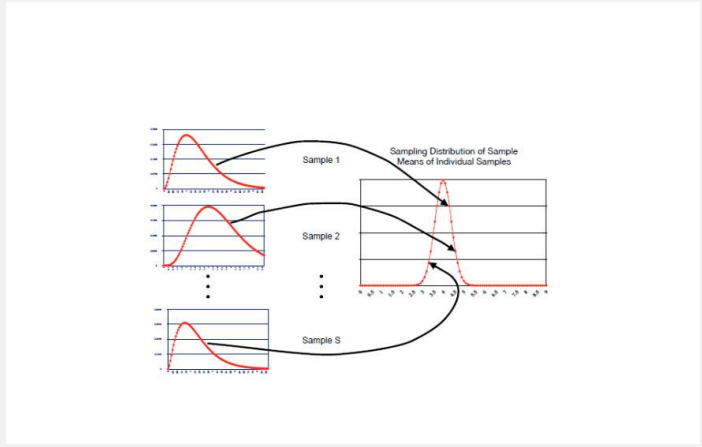
**Instructor:** James Wagner, Michigan Program in Survey Methodology, University of Michigan

**Course Contributor:** Dan Zahs, Survey Research Center, University of Michigan

**Course Focus:** Introduction to sampling and sample design issues for international surveys

## Topics Covered:

1. Probability sampling
2. Steps for selecting a sample
3. Weighting
4. Survey statistics and variance estimate
5. Sample size determination
6. Responsive design
7. Cross-Cultural Issues





# Introduction to Sampling

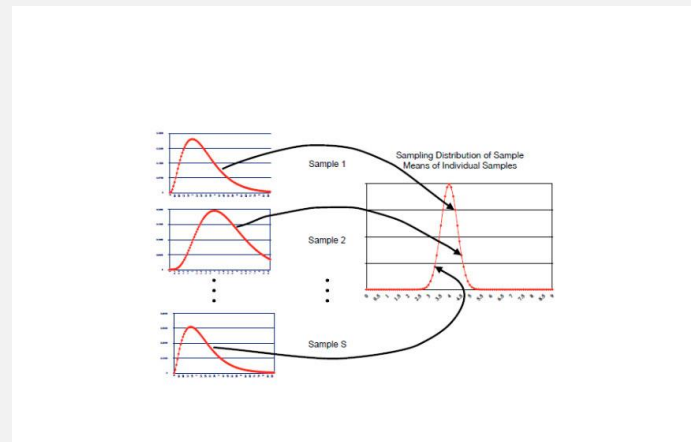
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6. Responsive design
7. **Cross-Cultural Issues**





# Sampling: Cross-Cultural Issues

- Survey population
  - Country restrictions may dictate changes to the desired survey population, including
    - Geographic restrictions, language restrictions
    - Areas of conflict or security concerns
- Survey sponsorship, governmental restrictions
  - Could determine access to sample frames, maps, and geographic area
- Maps
  - Quality of maps greatly varies by country
- Sample design
  - Stage of selection (number, type, size of primary selection stage ) vary from country to country



# Questionnaire Design

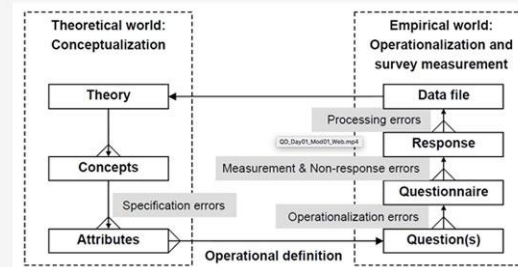
**Instructor:** Sunghee Lee, Michigan Program in Survey Methodology, University of Michigan

Ting Yan, Westat

**Course Focus:** Overview of questionnaire design issues for international and 3M surveys

## Topics Covered:

1. Research questions to questionnaires
2. Survey response model
3. Asking various types of questions
4. Response scales
5. Mode effects
6. Adaptation and Translation
7. Survey measurement in 3MC context
8. Culture and cultural norms
9. Culture and survey measurement
10. Testing methods
11. Statistical modeling
12. 3MC Considerations



Willimack and Snijders (2012)



# Questionnaire Design

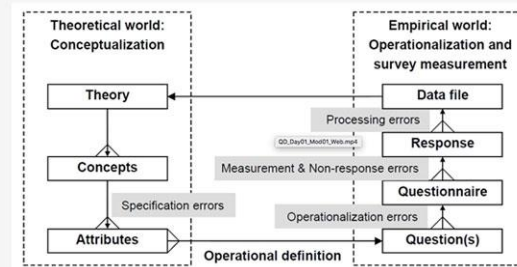
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- 9. Culture and survey measurement**
10. Testing methods
11. Statistical modeling
12. 3MC Considerations



Willimack and Snijders (2012)





# Translation and Adaptation

- Translation
  - Good translation cannot ensure the success of a question/study
  - Poor translation can ensure the failure of a good question/study
  
- Adaptation
  - To make the instrument better fit the survey condition needs (population, location, language, culture, mode, and/or social realities)
  - Objects of adaptation
    - Content
    - Format
    - Response options
    - Presentation
  - Adaptation Steps



## Translation (cont.)

- (Selected) Factors that affect quality of translation
  - Monolingual questionnaire development
    - Distinctions made in source, cannot be matched in target language
      - Source: original language
      - Target: language to be translated to
    - Concepts that are not salient or relevant in a culture
  - Assumption that anyone can translate, anyone will translate
  - Inadequate translation time
  - Inadequate understanding of what is required from the translation of a questionnaire
  - Close translation seen as the optimal route to follow
    - Persistent focus on words rather than meaning
  - Assume original question is validated and thus limited testing
  - Translation assessment through back translation

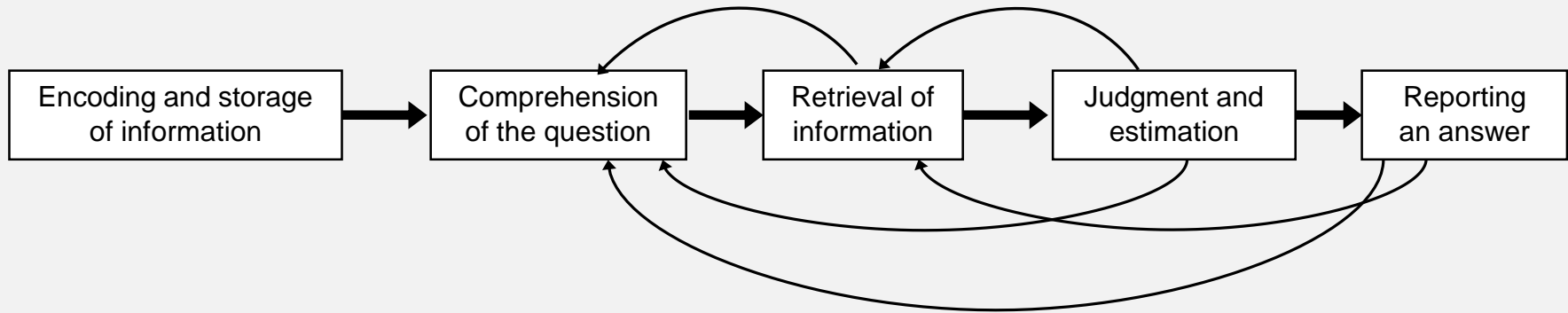


## Translation (cont.)

- Why not back translation (selected reasons)?
  - Conceals mistakes in target language
  - Implies mistakes in target that are not mistakes
- Best practices in translations
  - Quality assurance and monitoring framework
  - Team translation approach (TRAPD)
  - Written translations
  - Language harmonization
  - Tools and documentation
  - Assessment of target language text (e.g., cognitive interviewing)



# Culture and Survey Measurement



- Culture matters to survey measurement and measurement errors through the role of cognition in survey response process
  - E.g. differences in social desirability types and influences, acquiescence tendencies, context effect, etc..



# General Interviewing Techniques

**Instructor:** Lisa Holland, Survey Research Center, University of Michigan

Stephanie Chardoul, Survey Research Center, University of Michigan

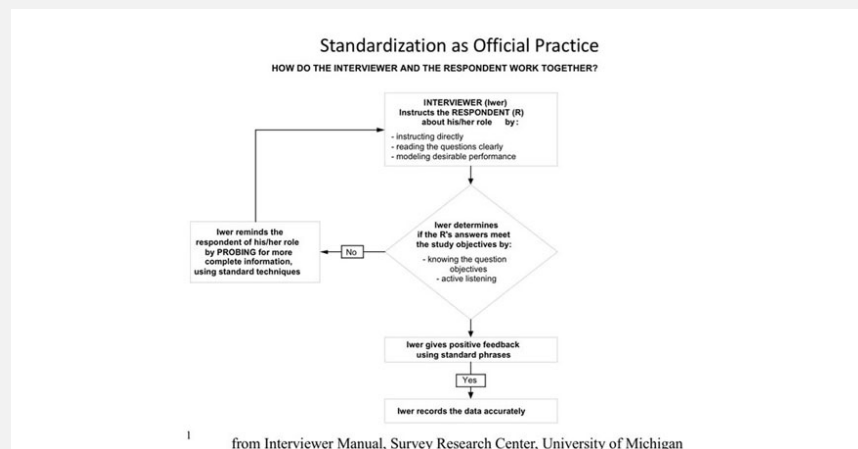
**Course Contributors:** Mengyao Hu, Survey Research Center, University of Michigan

Jennifer Kelley, Survey Research Center, University of Michigan

**Course Focus:** Introduction survey research interviewing

## Topics Covered:

1. Introduction to Survey Research Interviewing
2. Questionnaire (Instrument) Conventions
3. Question Reading
4. Common Types of Standardized Questions
5. Responding to Questions
6. Follow-up (Probing) and Feedback
7. Recording Data
8. Gaining Cooperation
9. Training and Supervision
10. Data Quality
11. Standardized vs Conversational Interviewing





## (Selected) Variations in Implementing Component of GIT

- Rationale for its use (standardization) is not explained or emphasized in interviewer training
- While parts of it might be practiced, some parts are missing
- Gaining Cooperation (selected topics)
  - List of common questions and concerns and how to address them
    - Time/Burden, Confidentiality/Trust, Personal/Private Information, Government, “Why me”, ...

- Use of active listening skills
- Tailor the approach
- Establish a dialogue

▪ Time – visit may come at a bad time; another time may be better

▪ Burden – the interview will take too long at any time

▪ “I’m sorry I called at a bad time. I’d be happy to call again when it would be more convenient. Would tomorrow or Saturday be better?”

▪ “It sounds like you have a very busy work schedule. I’d be happy to make an appointment to call back in the evening or on the weekend.”



# Data Dissemination

**Instructors:** Peter Granda and Jared Lyle, Inter-university Consortium for Political and Social Research, University of Michigan

**Course Focus:** Preparing files for disseminating data are discussed with real-world examples given

## Topics Covered:

1. Preservation plans
2. Disclosure analysis
3. Importance of both public and restrictive versions of data files
4. Training opportunities for new users
5. Comprehensive documentation
6. Publication of research findings
7. Overall importance of quality control





# Data Dissemination

- Ten key guidelines on preparing files for disseminating data are discussed with real-world examples
  - Examples include
    - Afrobarometer
    - European Social Survey
    - Living Standards Measurement Survey
    - World Values Survey





# Summary of Courses Offered

- Six courses completed
  - Design and Implementation
  - Project Management
  - Introduction to Sampling
  - Questionnaire Design
  - General Interviewing Techniques
  - Data Dissemination
- Coming soon!
  - Translation and Adaptation

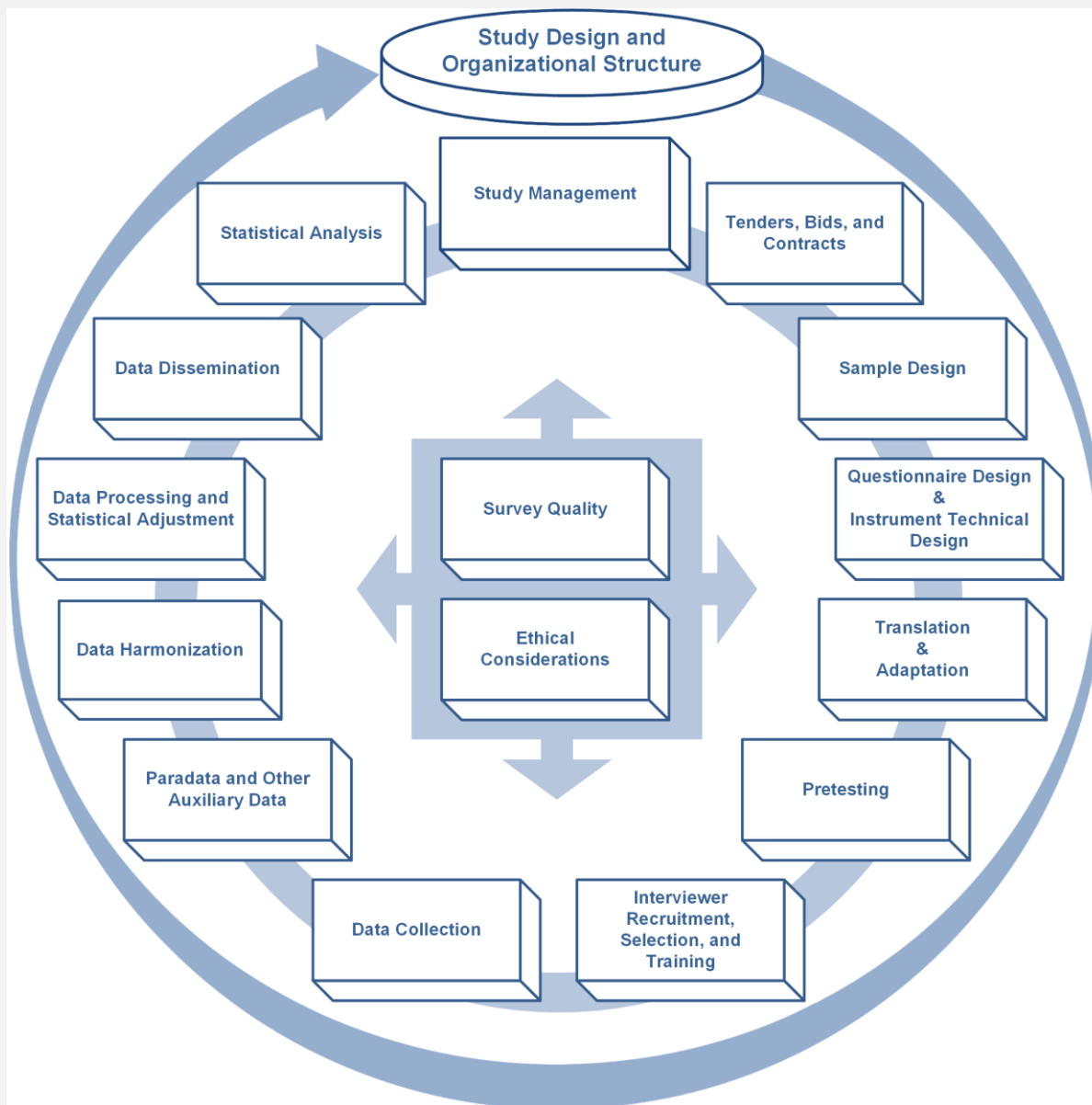


# Part II: Cross-Cultural Survey Guidelines (CCSG)



## **What are the Cross-Cultural Survey Guidelines?**

- A set of guidelines that highlight best practices for the conduct of 3MC surveys
- Organized into chapters for each stage in the survey lifecycle of a 3MC survey





## How can you use CCSG?

- Single-country, single-population studies
  - Step-by-step process for a study in one country, or even one region of the country
- Single-country, multiple-population studies
  - Comparison of ethnicities, languages, etc.
- Multi-country studies



## Target audience

- Researchers and survey practitioners planning or engaged in 3MC research

## Format

- Procedural steps for each phase of the comparative survey lifecycle
- Lessons learned
- Templates and tools
- References
- Glossary
- Suggested further reading



# Resources used for CCSG development

- Survey methodology literature directly related to 3MC research methods
- Survey methodology literature developed in the context of single population settings but applicable to 3MC surveys
- Established guidelines of national and international professional and governmental survey research associations
- Reports from survey organizations on their 3MC survey practices
- Experience of staff and guest contributors with large scale 3MC programs



# Authors, Contributors, & Reviewers

- 41 Authors
- 35 Organizations
- 6 Editors
- 22 Reviewers
- 3 Formatting & Copy-Editing
- 2 Graphic Designers
- 3 Website Programmers





# Site Tour

<http://ccsg.isr.umich.edu/>

# Contact Us

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## Unique strengths of CCSG

- Highlights areas where methodological improvement could be implemented
- Focus on majority (developing) and transitional countries
- Majority of procedures and practices have been successfully implemented in one or more 3MC surveys
- Highlights standardization vs. localization in 3MC surveys



# Study Design and Organizational Structure

## Guidelines

- 1. Determine key aspects of the overall research design of the study.**
- 2. Determine the study's organizational structure**
3. Determine the mode of data collection to be used and whether it will be standardized across countries and if mixed mode data collection will be permitted within countries.
4. Decide upon quality standards necessary for the implementation of the study from a design perspective.



# Study Design and Organizational Structure

Guideline #1: Determine key aspects of the overall research design of the study

- Identification of the research questions and the aims and objectives of the study
- Determining the type of study (i.e., cross-sectional or panel), the duration of the study, the populations to be surveyed and the estimated target number of interviews
- **Assessing the available resources, budget and research capacity of individual study countries and available resources and budget for coordination between study countries**



# Study Design and Organizational Structure

## Guideline #2: Determine the study's organizational structure

- Consider maintaining the locus of control as centralized rather than decentralized.
  - When the control is centralized, there is a structure with a coordinating center that designs the overall study
  - A coordinating center should involve people from different countries, institutions, and affiliations
  - The coordinating center will specify the operational structure of the survey for each country to follow.

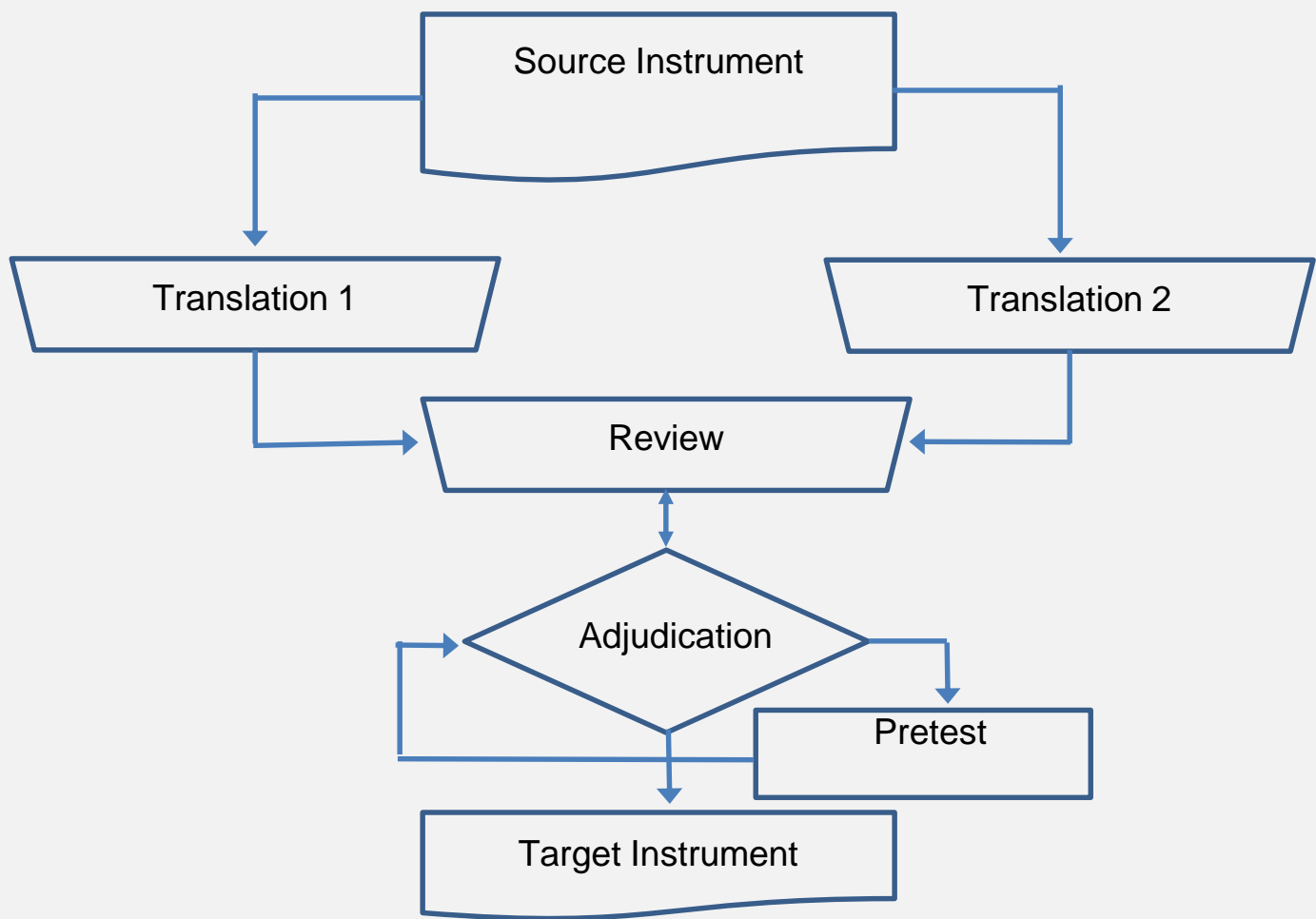


# Translation

- Seven sets of guidelines for the different components of the translation process.
  - Translation: Overview
  - Translation: Management and Budgeting
  - Translation: Team
  - Translation: Scheduling
  - Translation: Shared Language Harmonization
  - Translation: Assessment
  - Translation: Tools



# The TRAPD Team Translation Model





# Translation: Overview

## Guidelines

1. Plan translation as an integral part of the study design.
2. Have two or more translators produce initial, parallel translations.
3. If possible, have new teams work with two or more full translations.
4. To save time and funds, have experienced teams produce
5. Review and refine draft translations in a team meeting.
6. Complete any necessary harmonization between countries with shared languages before pretesting.
7. Assess and verify translations
8. Have the adjudicator sign-off on the final version for pretesting.
9. Pretest the version resulting from adjudication.
10. Review, revise, and re-adjudicate the translation after pretesting results.
11. Organize survey translation work within a quality assurance and control framework and document the entire process.
12. Translation procedures from the past – no longer recommended.





# Adaptation

- Adaptation refers to the deliberate modification of a question or questionnaire to create a new question or questionnaire.
  - Adaptation to improve or guide comprehension
  - Adaptation to improve conceptual coverage
  - Adaptation related to cultural discourse norms
  - Adaptation and cultural sensibilities
  - Adapting design components or characteristics
  - Adaptation related to lexicon and grammar
  - Adaptation to maintain or to reduce level of difficulty



# Adaptation

- Adaptation to improve or guide comprehension

Example:

- Source questionnaire: Can you run 100 yards?
- Concern: In Vietnam, local researchers worried that the distance would not be clear to respondents
- Adaptation: Can you run **100 yards** or the **distance of three light poles**?



# Adaptation

- Adaptation related to cultural discourse norms
  - Depending on the culture and language involved, indicators of politeness or status deference may be required

## Example:

- Korean is a language with a systematic honorifics system reflecting social status, age, interpersonal relationships between participants in a discourse, and more
- This affects what interviewers say, depending on whom they are interviewing
- The interviewers have a written script that conforms to the norms of the written standard of the language but are required, in "speaking the script," to conform to spoken norms of the language



# Adaptation

## Guidelines

1. Determine the policy, people, and procedures for adaptation for the project.
2. Recruit a team to work on adaptations.
3. Review, as relevant, the source questionnaire for adaptation needs.
4. Review the translated questionnaire or instrument for adaptation needs.
5. Document adaptations and the rationale for making them.
6. Test adaptations made with the target population.



## Data Harmonization

- Harmonization refers to all efforts that standardize inputs and outputs in 3MC surveys
- Harmonization is a generic term for procedures that aim at achieving or improving the comparability of different surveys and measures collected
- The need to harmonize arises for all 3MC surveys, particularly if the goal is to combine the data into a single integrated dataset
- Two general approaches for harmonizing data:
  - Input harmonization
  - Output harmonization



# Data Harmonization Guidelines

1. Decide what type of harmonization strategy to employ, taking into account that many harmonization efforts will require some combination of strategies.
2. **When deciding which variables to harmonize, create an initial plan and define clear objectives.**
3. Focus on both the variable and survey levels in the harmonization process.
4. Develop criteria for measuring the quality of the harmonization process, including testing with knowledgeable users
5. Provide the widest range possible of data and documentation products about the entire harmonization process.



# Data Harmonization

Guideline #2: When deciding which variables to harmonize, create an initial plan and define clear objectives about what you want to achieve.

- Standardization:
  - Cross-national harmonization of the number of births and marriages
- Localization:
  - Comparisons of divorce rates
  - Concepts such as international population migration



# Sample Design

## Guidelines

- 1. Define the target population for the study across all countries and the survey population within each participating country.**
- 2. Identify and evaluate potential sampling frames; select or create sampling frame**
3. Choose a selection procedure to randomly select elements from the sampling frame
4. Determine the sample size necessary to meet the desired level of precision for the statistics of interest
5. Institute and follow appropriate quality control procedures at each step of the sample design process.
6. Document each step of the sample selection procedure.

## Appendices

- A. Creating area probability sampling frames
- B. Within-household respondent

- C. Sampling techniques and terminologies





# Sample Design

Guideline #1: Define the target population for the study across all countries and the survey population within each participating country.

- Standardization
  - Define the target population
  - Example: A target population might be defined as, “All persons above the age of eighteen, who usually slept most nights in housing units in South Africa, Zimbabwe, Lesotho, and Swaziland during April, 2007.”
- Localization
  - Define the survey population
  - Example: Exclusion of the population residing in war-torn areas or areas with civil disturbances that are threatening to escalate.



# Sample Design

Guideline #2: Identify and evaluate potential sampling frames and select or create a sampling frame for each country

- Standardization
  - The sampling frame contains the largest number of the elements of the target population and the fewest number of ineligible elements
- Localization
  - Frames may be based on pre-existing lists (e.g., official population registries, health registries, electoral rolls, utility customer lists, etc.), depending on availability in each country
  - Frames may need to be created via area probability sampling methods, potentially utilizing GIS tools



# Questionnaire Design

1. Ensure that questionnaire design follows best practice recommendations for both general and 3MC survey research.
2. **Become familiar with the comparative design options available and the advantages and disadvantages of each.**
3. Establish a lead team or working group responsible for questionnaire design, and appoint a coordinator responsible for organizing scheduling, communication channels and rules, and the design deliverables.
4. Establish the procedures and protocols for questionnaire development and for testing at different stages in this development.
5. Pretest source and target questionnaires.
6. Establish a quality assurance and quality monitoring framework for questionnaire development.
7. Develop qualitative and quantitative protocols and procedures for assessing the quality of questions across survey implementations.
8. Develop a documentation scheme for questionnaire design decisions, design implementation, and quality assurance protocols.



# Questionnaire Design

Guideline #2: Become familiar with the comparative design options available and the advantages and disadvantages of each

- Ask the same question and translate (ASQT)
  - *Do you consider yourself as belonging to any particular religion or denomination?*
  - *Do you have difficulty walking several blocks?*
- Ask different questions (ADQ)
  - *Is she quick-witted?*
  - *Does she give considered responses?*
  - *Is she good at knowing whom to ask for help?*
  - *Is she good at finding solutions to urgent problems?*
- Mixed approach combining ASQT and ADQ



# Instrument Technical Design

## Guidelines

1. Ensure that technical instrument design is appropriate to the method of administration and the target population.
2. **Develop complete technical instrument design specifications for the survey instrument, specifying culture-specific guidelines as necessary.**
3. **Develop language-specific guidelines for the survey instrument as necessary.**
4. Develop interface design rules for computerized survey applications, and for self-administered paper instruments.
5. Establish procedures for quality assurance of the survey instrument that ensures consistency of design, adapting evaluation methods to specific cultures as necessary.
6. Consider all possible formats and layouts, particularly when a survey is self-administered on devices provided to the respondent or administered on the respondent's personal device
7. Maintain complete documentation of source and target language or culture-specific instruments



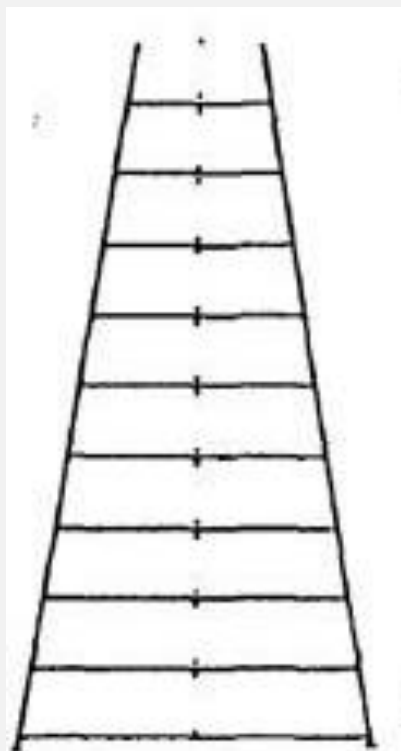
# Instrument Technical Design

Guideline #2: Develop complete technical instrument design specifications for the survey instrument, specifying culture-specific guidelines as necessary.

- Standardization:
  - Formatting of information and areas for recording responses
  - Formatting of specific text elements, such as question text, response scales, instructions, etc.
  - Formatting of specific question and response types.
- Localization:
  - Different graphics, colors, etc., guided by different cultural norms



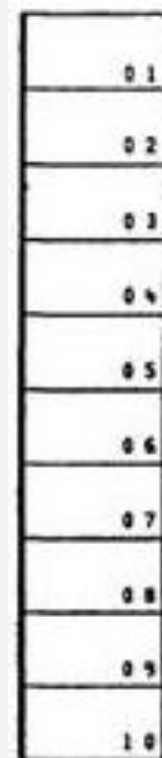
20. Hieronder staat een afbeelding van de maatschappelijke ladder. Op welke sport vindt U dat U op dit ogenblik staat?



BOVENAAN

ONDERAAN

11. In our society there are groups which tend to be towards the top and groups which tend to be towards the bottom. Below is a scale that runs from top to bottom. Where would you put yourself on this scale?

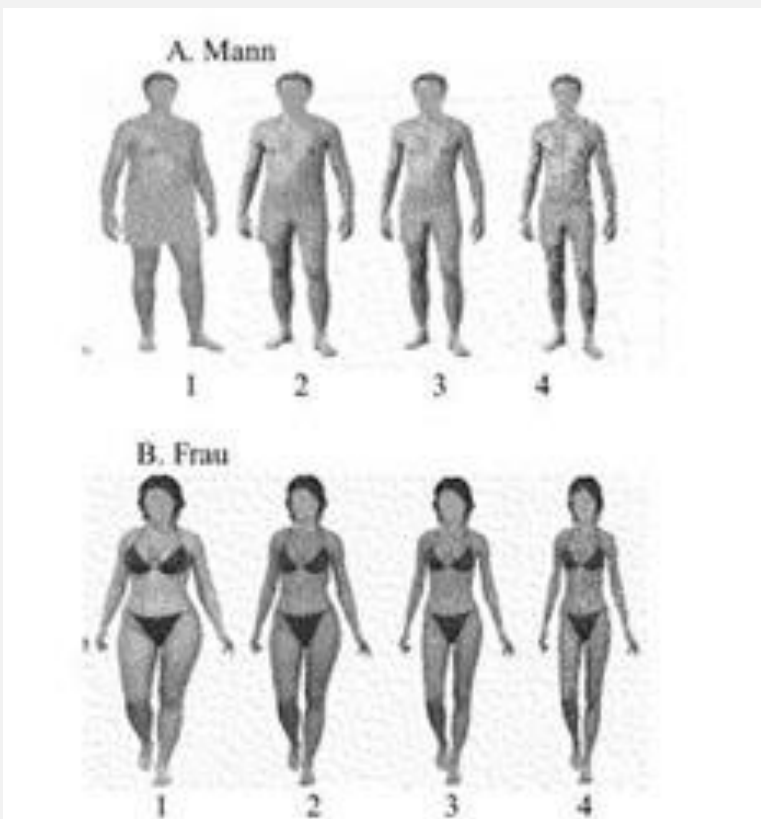


TOP

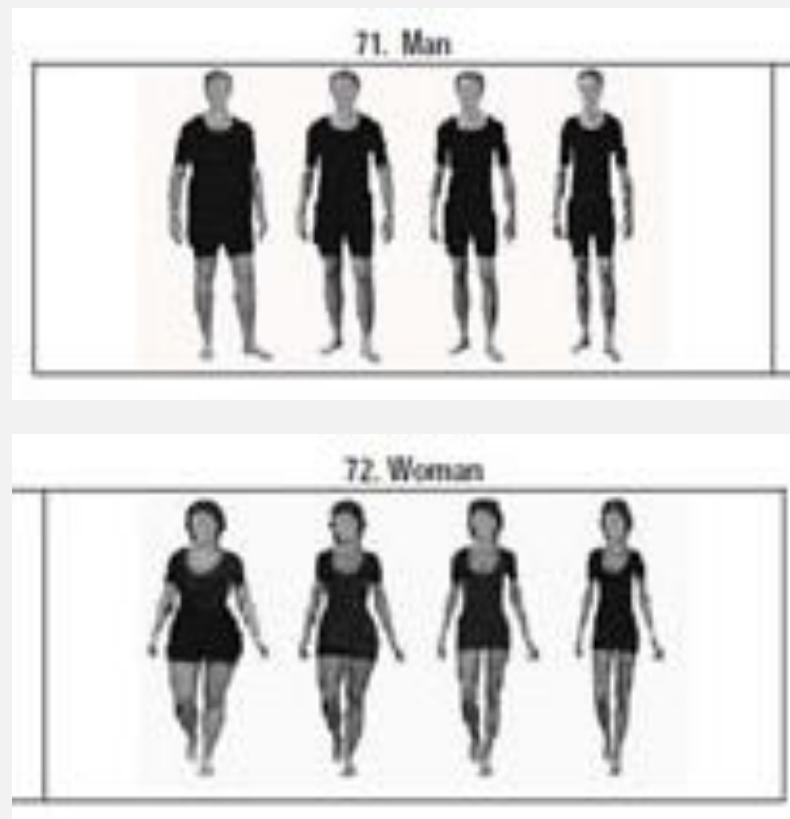
BOTTOM



## Ideal shape question in ISSP 2007 Austrian survey



## Ideal shape question in ISSP 2007 Philippines survey







# Instrument Technical Design

Guideline #3: Develop language-specific guidelines for the survey instrument as necessary.

- Standardization:
  - Provision of instrument formatting specifications to facilitate the translation of language, specifying scripts, character sets, fonts, spacing, etc. for target languages
- Localization
  - Allow for differences in text or figure directionality and provide application design specifications that can be adapted to translated instruments as needed



## 2006 EAB Taiwan questionnaire

**F. 公共服務**

44-47. 根據您的經驗，請問您覺得下列政府提供的公共服務，容不容易獲得？(或者，您從未獲得下列服務)

	很容易 4	容易 3	困難 2	很困難 1	從來沒有 5	不適用 0	無法選擇 8	不回答 9	
(44) 申辦證件服務 (例如戶籍謄本、護照等)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	n=68
(45) 為小孩申請入學	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	n=69

## 2006 EAB Singapore questionnaire

44-47. Based on your experience, how easy or difficult is it to obtain the following services? Or do you never try and get these services from government? (Do not read. Can't choose & Decline to answer)

根據您的經驗，請問您覺得下列政府提供的公共服務，容不容易獲得？或者，您從未獲得下列服務？

(SHOWCARD) 【訪員出示卡片】

	Very Easy 1 非常容易	Easy 2 容易	Difficult 3 困難	Very Difficult 4 非常困難	Never Try 5 從未沒有	Can't choose 6 無法選擇	Decline to answer 9 不回答
44. An identity document (such as a birth certificate or passport) 申辦證件服務 (例如身份證、護照等)	4	3	2	1	5	6	9
45. A place in public primary school for a child 為小孩申請入學	4	3	2	1	5	6	9
46. Medical treatment at a nearby clinic	4	3	2	1	5	6	9



## Data Collection:

- General Considerations
- Face-to-Face Surveys
- Telephone Surveys
- Self-Administered Surveys



# Data Collection: General Considerations

## Guidelines

1. Before beginning fieldwork, assess the feasibility of conducting the research in each target country and culture.
2. Decide whether the desired information can best be collected by combining qualitative methods with the standardized survey.
3. **Reduce the potential for nonresponse bias as much as possible.**
4. **Time data collection activities appropriately.**
5. Institute and follow appropriate quality control measures.
6. Document data collection activities.
7. When possible, conduct validation studies to estimate bias.



# Data Collection: General Considerations

## Guideline #3: Reduce the potential for nonresponse bias as much as possible.

- Standardization
  - Present incentive as a “token of appreciation” for participation and not a payment for the response across all sites
  - Token should be similarly reasonable and not coercive across all sites
- Localization
  - Adapt the type and amount of incentive to local customs
  - Example: In the World Mental Health Survey, cash given in the U.S. and Ukraine, alarm clock in Colombia, bath towel in Nigeria
- Lessons learned
  - The type of incentive can affect propensity to respond differently across different populations
  - The same incentive may affect response rates differently across all countries



# Data Collection: General Considerations

## Guideline #4: Time data collection activities appropriately.

- Standardization
  - Evaluate environmental, political, and cultural considerations which might affect the timing of data collection
  - Establish across all countries a specific start and end date for data collection
- Localization
  - Allow for variation in start date if timing of data collection activities is related to the topic of the survey or statistics of interest
  - Allow for variation in start date if external factors impact feasibility



# Data Collection: Face-to-Face Surveys

## Guidelines

- 1. Consider the following general steps when conducting survey interviews using a face-to-face mode.**
2. Consider the following steps when using a paper and pencil instrument (PAPI).
3. If an electronic instrument will be used instead of a paper-based instrument, consider the following procedural steps.
- 4. If the questionnaire includes items of a sensitive nature, consider administering these questions in a self-administered module during the face-to-face interview.**



## **Data Collection: Face-to-Face Surveys**

Guideline #1: Consider the following steps when conducting survey interviews using a face-to-face mode.

- Standardization
  - Take measures to ensure interviewer safety
  - Have interviewers carry identification to establish legitimacy
  - Provide interviewers with adequate transportation and accommodation
  - Aim to conduct interview in a private setting
- Localization
  - Contact local authorities for clearance for the interviewers to collect data at the sample site(s)
  - Match interviewer and respondent characteristics





## Data Collection: Face-to-Face Surveys

Guideline #4: If the questionnaire includes items of a sensitive nature, consider administering these questions in a self-administered questionnaire (SAQ) module during the face-to-face interview.

- Lessons learned
  - Mode of SAQ should fit the literacy and other characteristics of the target population
  - Use of Audio-SAQ can lead to improvements in data quality
  - Use of Audio-SAQ can lead to challenges to data quality
  - Meta-analyses using data from non-western settings are inconclusive on whether SAQ modes increase accuracy of sensitive behaviors



# Data Collection: Telephone (CATI) Surveys

## Guidelines

1. Develop the computer-based system(s) that the interviewers will use to administer telephone interviews.
2. Train interviewers on interviewing strategies specific to telephone interviewing.
3. Decide whether a subset of survey questions would best be collected in a self-administered section of the interview.



# Data Collection: Telephone (CATI) Surveys

- Lessons learned
  - While survey mode can affect survey responses, studies are not unanimous in the direction of the effect observed.
  - CATI can be useful in a panel setting with frequent respondent contact
  - Success with CATI can be impacted by local contextual factors



# Data Collection: Self-Administered Surveys

## Guidelines

1. When a mail survey using a paper-based instrument will be sent to respondents, develop the questionnaire and protocols with consideration that the survey must be straightforward for respondents to self-administer.
2. When administering a survey via the web (i.e., the Internet), develop the questionnaire and protocols with consideration that the survey must be straightforward for respondents to self-administer.
3. When administering a survey using IVR, develop the questionnaire and protocols with consideration that the survey must be straightforward for respondents to self-administer.



# Data Collection: Self-Administered Surveys

- Lessons Learned
  - Mode of invitation to a web-survey will be limited by respondent contact information available from the sampling frame.
  - Layout and design must be is clear and easy to follow and instructions are visibly marked
  - In-country technological infrastructure must be appropriate to support implementation of web surveys
  - Consider whether Internet censorship will impact the study
  - Consider whether software and website vendors can restrict access



## Other CCSG Chapters

- Study Management
- Tenders, Bids, & Contracts
- Pretesting
- Interviewer Recruitment & Training
- Paradata and Other Auxiliary Data
- Data Processing & Statistical Adjustment
- Data Dissemination
- Statistical Analysis
- Survey Quality
- Ethical Considerations



# QUESTIONS?

## Short Courses

<https://ccb.isr.umich.edu/mod/feedback/view.php?id=185>

## Cross-cultural Survey Guidelines

<http://ccsg.isr.umich.edu/index.php/help/contact-us>