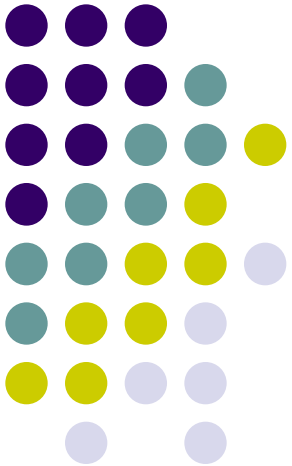
Primary Data Collection

TIME Training

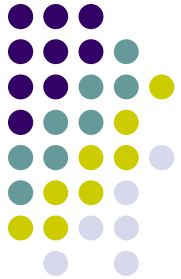
September 1-5, 2014



In this session

- Sources of primary data
- Practical ways to integrate participatory approaches and AGD
- Assessment site selection
- Designing primary data collection tools
- Analysis and reporting

Primary Data Collection Planning



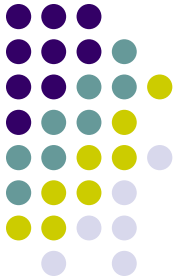
- ***What?***
- ***How?***
- ***Where?***

Primary Data Sources

Direct Observation

Key Informant Interviews

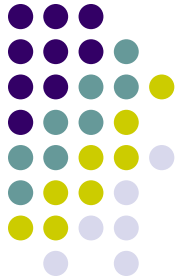
Focus Group Discussions



?

What are some of the strengths and weaknesses of each method

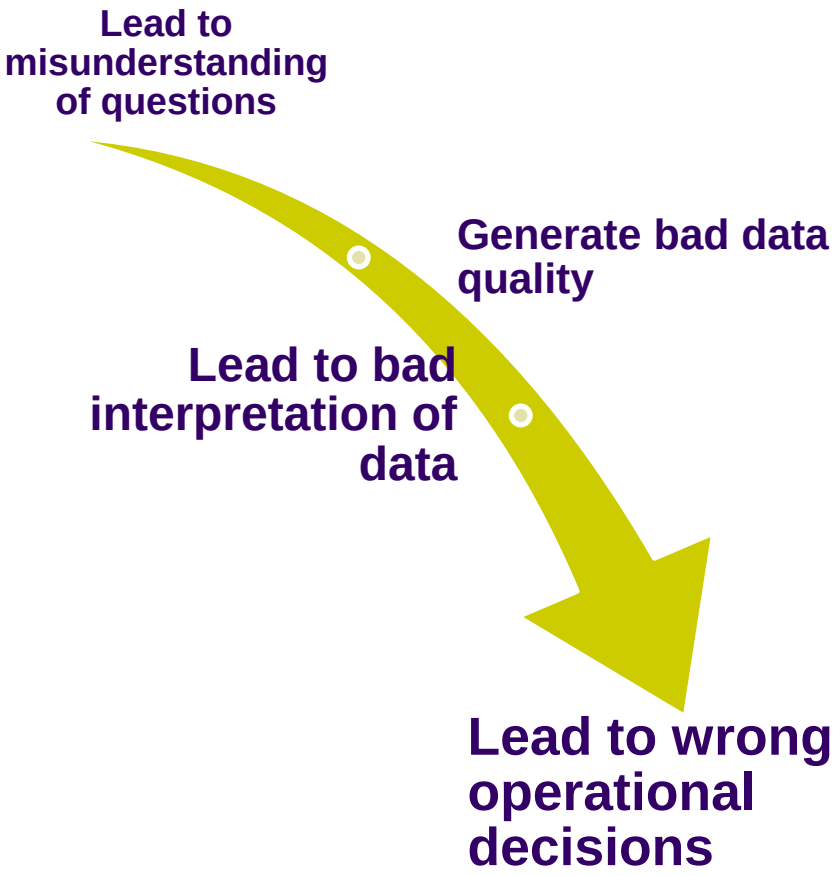
Integrating Participatory Approaches and AGD



- Stratify focus group discussions according to AGD principles (i.e. have separate discussions for men, women, boys, girls, minorities, the disabled, etc.);
- Hold focus group discussions or key informant interviews with different segments of a population simultaneously (e.g. men's and women's focus group discussions)
- Assess questions and themes that might be relevant to marginalized or less vocal segments of communities.
- Partner with specialized NGOs who work with hard-to-reach groups (such as NGOs that specialize in assistance for elderly persons, disabled persons, children, etc.).
- Conduct a participatory ranking of problems and proposed solutions, during which community members carry out the prioritization.

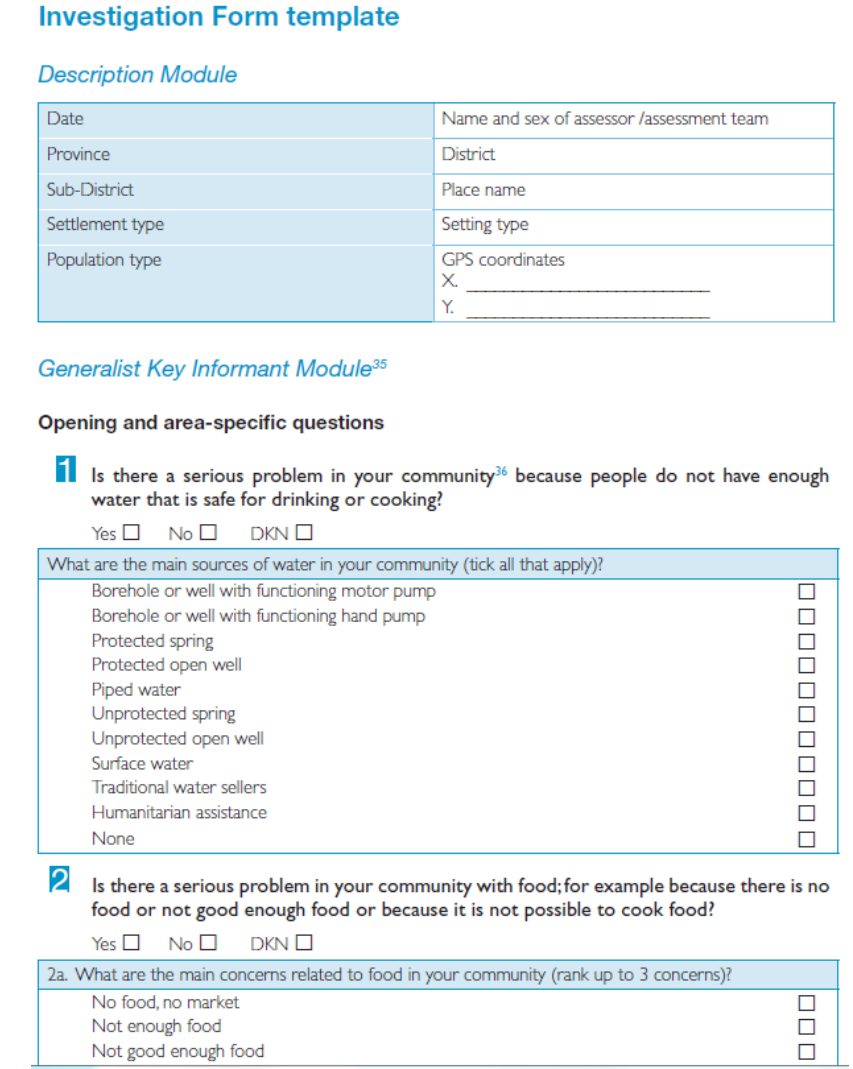
Importance of Good Design

Poorly designed forms can….



Data Collection Tools: Design Considerations

- Prioritized Information Needs and Analysis Plan
- Unit of measurement
- Data collection methodology: direct observation, focus group, key informant interview
- Specialized/non-specialized enumerators
- Language
- Length, time to complete
- Data Sensitivity



Investigation Form template

Description Module

Date	Name and sex of assessor /assessment team
Province	District
Sub-District	Place name
Settlement type	Setting type
Population type	GPS coordinates X. _____ Y. _____

Generalist Key Informant Module[35]

Opening and area-specific questions

1 Is there a serious problem in your community[36] because people do not have enough water that is safe for drinking or cooking?

Yes ☐ No ☐ DKN ☐

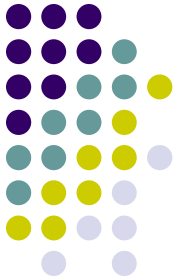
What are the main sources of water in your community (tick all that apply)?	
Borehole or well with functioning motor pump	☐
Borehole or well with functioning hand pump	☐
Protected spring	☐
Protected open well	☐
Piped water	☐
Unprotected spring	☐
Unprotected open well	☐
Surface water	☐
Traditional water sellers	☐
Humanitarian assistance	☐
None	☐

2 Is there a serious problem in your community with food; for example because there is no food or not good enough food or because it is not possible to cook food?

Yes ☐ No ☐ DKN ☐

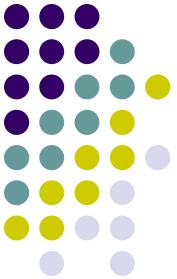
2a. What are the main concerns related to food in your community (rank up to 3 concerns)?	
No food, no market	☐
Not enough food	☐
Not good enough food	☐

Best Practices in Structuring Assessment Questionaires



- Collect only what you need
- Do **not** mix units of measurement
- Avoid biased or leading questions;
- Minimize vague/undefined responses
  - avoid: always, sometimes, usually, seldom, etc.
  - better: 7 days per week, 5-6 days per week, 3-4 days per week,
- Minimize free text in large assessments -- hard to analyze quickly and compare
- Consider the need for gender/age disaggregation throughout
- Test, test, test and test again

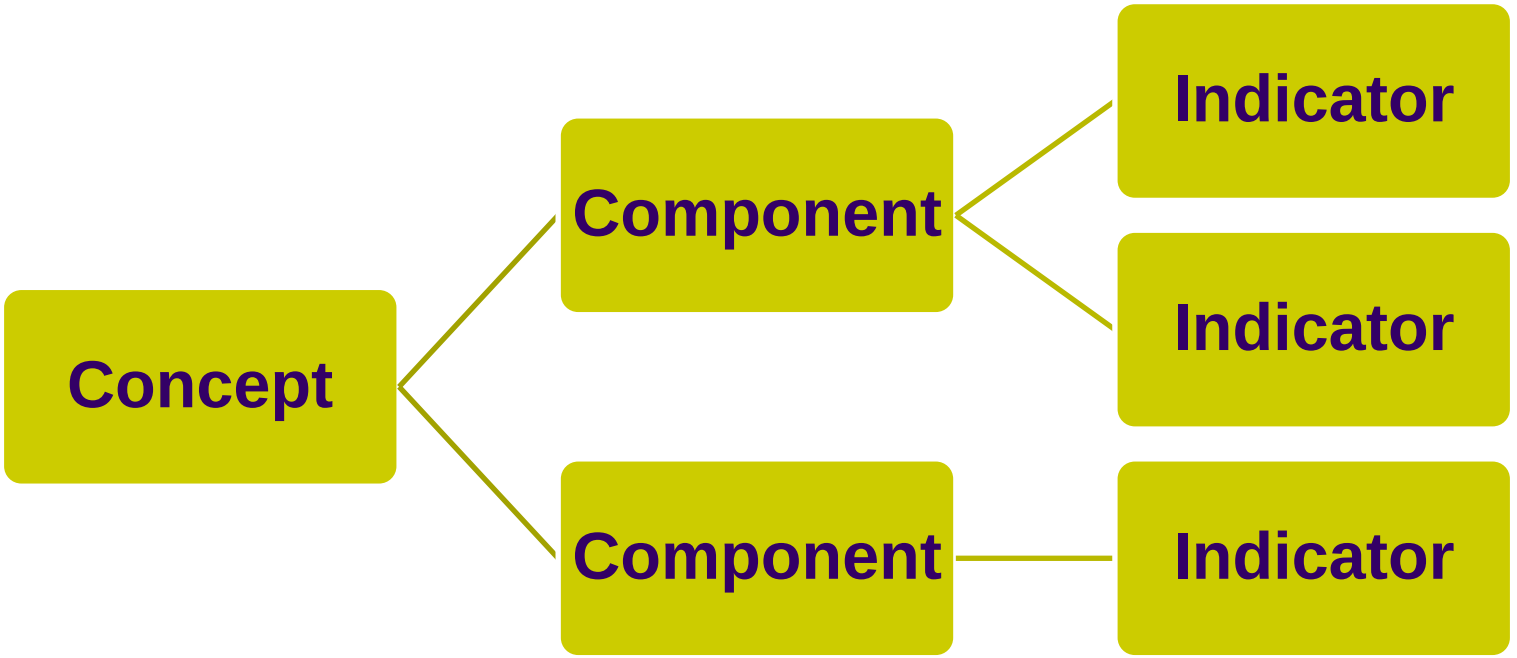
Developing a Data Collection Tool



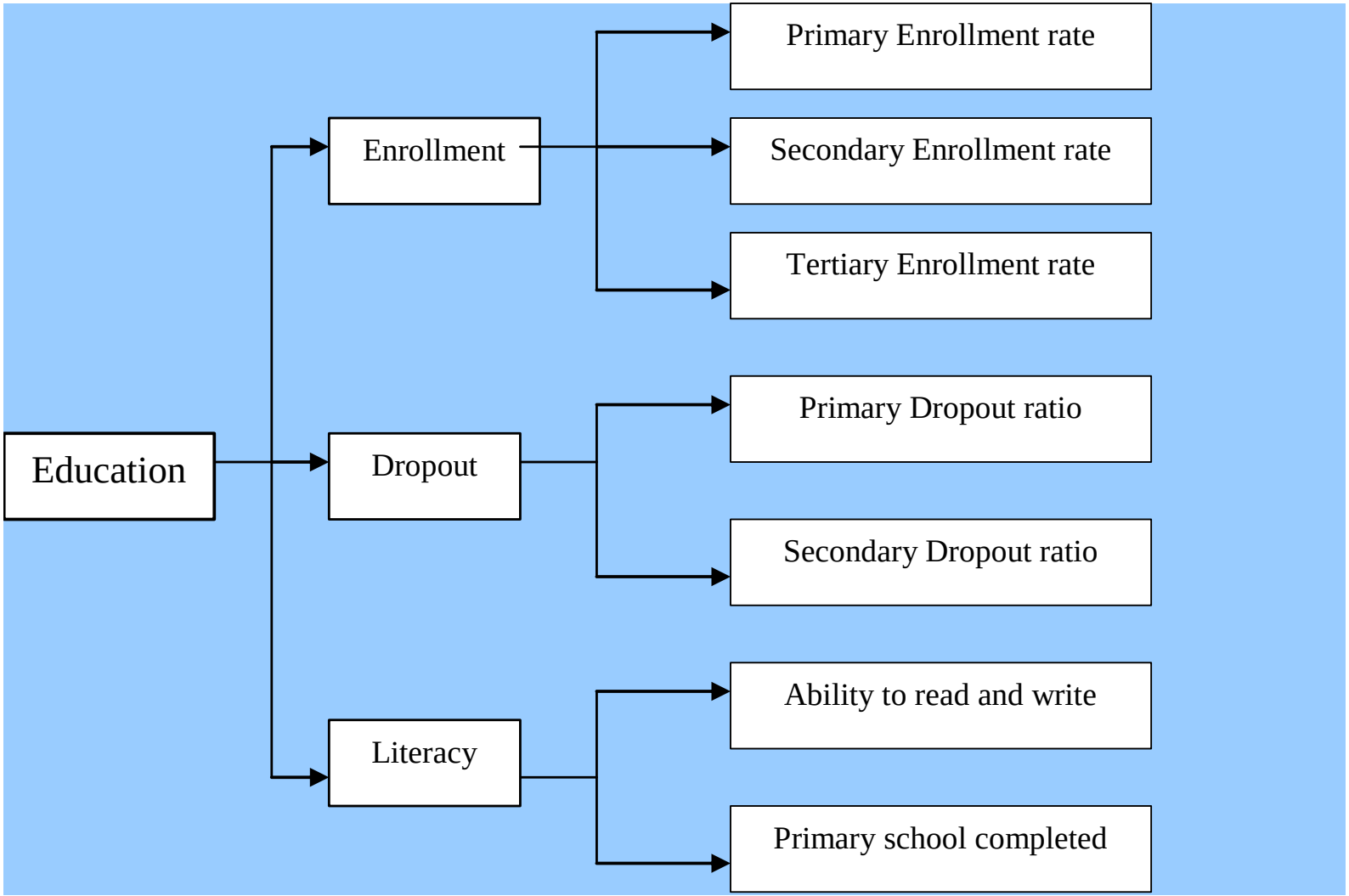
“The first step in drafting a question is not drafting a question!”

Tarek Abou Chabake, FICSS

Step 1: Building an assessment “architecture”



Sample Architecture – Education



Step 2 – Turning indicators into questions

Break-down into different steps

Indicator	→	**Variable(s):**	Review the indicator; identify the metric(s) which should be measured.
Variable(s)	→	**Questions:**	Ask yourself what question(s) will enable you to gather data on that indicator.
Questions	→	**Modalities:**	How can you present that question most effectively in an assessment?
Modalities	→	**Method:**	How will your assessment team deliver that question in the field? What data collection technique will your team use?

(Source: ACAPS 2012)

Table 5: From indicator to questions – Example 1

Indicator	Variable	Questions	Modalities	Method
% of the affected population with a living area of less than 3.5 m^2 per person, disaggregated by a) Non-displaced population; b) Displaced population.	IDPs with less than 3.5m^2/p. Non-IDPs with less than 3.5m^2/p.	Have you been displaced by the recent conflict? How many are you living in this room?	Multiple choice / 1 answer. • Old IDP • New IDP • Resident Multiple choice / 1 answer: • < 3.5m^2/p • 3.5m^2/p > X < 7m^2/p • > 7m^2/p	Household face-to-face interview. Direct observation.

(Source: ACAPS 2012)

Site Selection

How do we pick which sites should be assessed?

Sampling

Non-Probability

Convenience

Purposive

Statistician Required

Probability

Random

Stratified

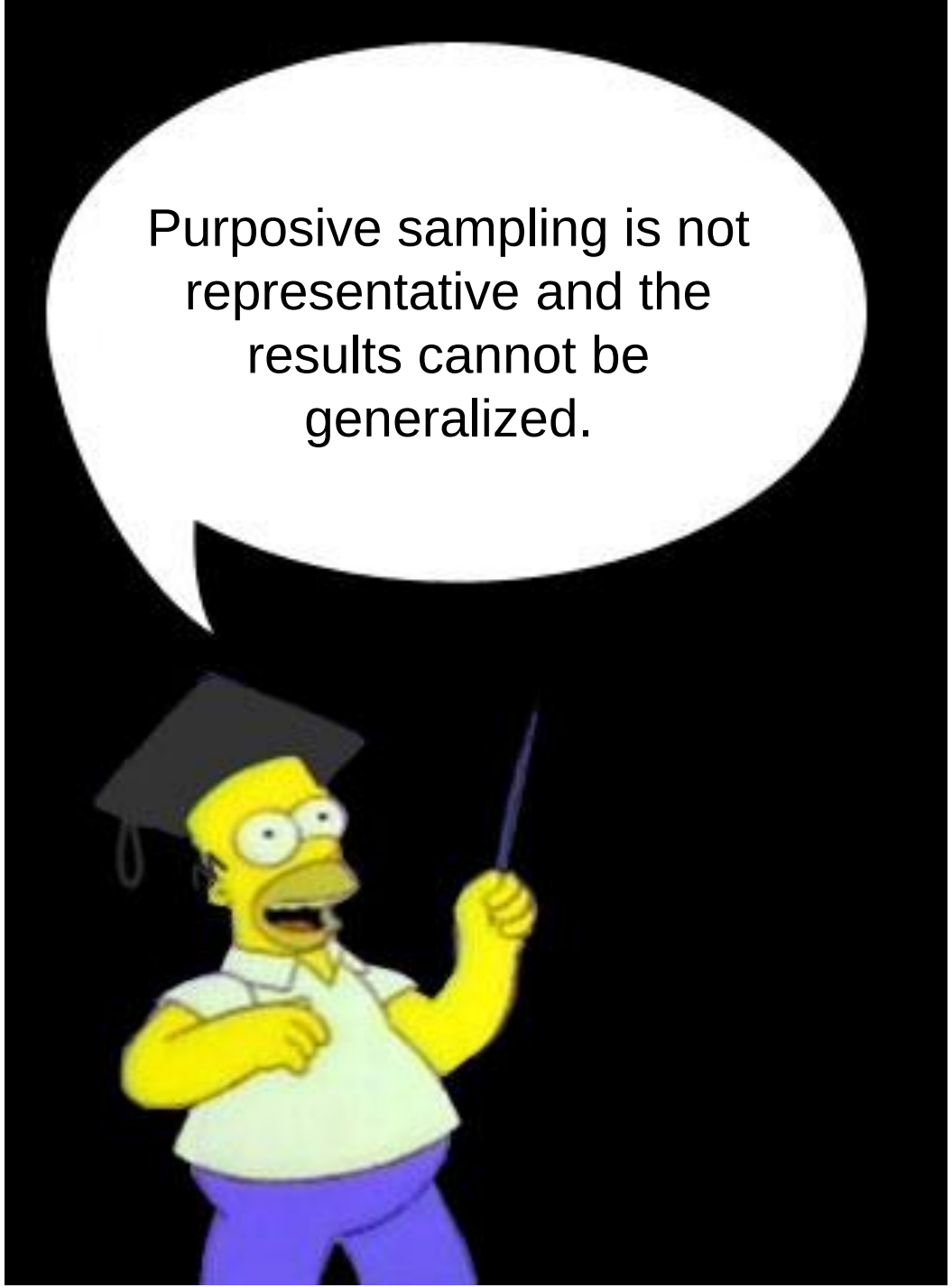
Cluster

Factors to Consider in Site Selection for Purposive Samples in Community Level Assessment

- Diversity-driven
  - Displacement status
  - Type of geography
  - Urban / Rural
  - Social grouping
  - Displacement date
  - …and many other things
- Scale of displacement
- Knowledge gaps

Site Selection for Purposive Samples in Community Level Assessment - Stratification

		Province A Cyclone completely flooded it	Province B Rural province with some flooded areas, some not	Province C Not flooded area of refuge, with both cities and rural areas
Flooded	Urban	✓	✗	✗
	Rural	✓	✓	✗
Non-Flooded	Urban	✗	✗	✓
	Rural	✗	✓	✓


Purposive sampling is not representative and the results cannot be generalized.

Describing Results from a Purposive Sample

The following terms may be useful to describe and interpret information from purposive samples:

Likely...
...indicates that...
...suggests that...
...Is consistent with....
...were surprised to find...
It appears....
What we observed is consistent with...

Analysis

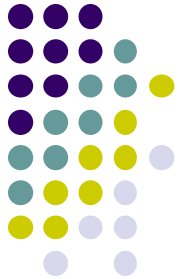
Analysis –

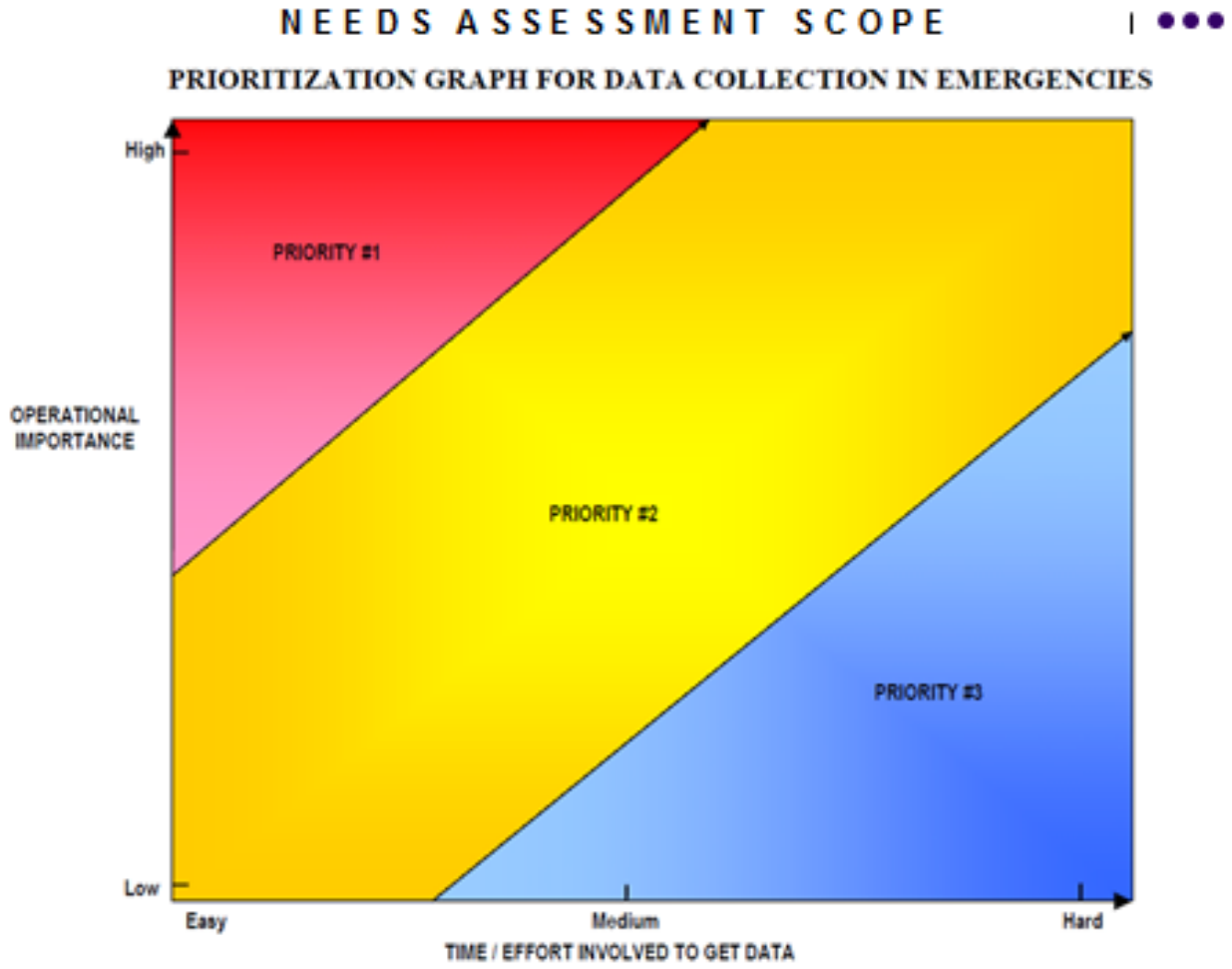
- what we do to make sense of data/information,
- understanding what the data says
- Identifying patterns, trends and relationships

Common Types of Analysis

- Spatial analysis (GIS)
- Statistical analysis
- Vulnerability analysis
- Situation analysis
- Risk analysis

Reporting and Dissemination



- Privacy and data security concerns
- Know the audience
- Consider multiple formats
- Use visuals to *enhance* – more are not necessarily better
- Use multiple platforms – online *and* offline

Prioritizing