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
- Inguistic 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



Simunaya village headman (S. Africa)



Village Headman in Uttar Predesh

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	 Is it possible to make a prior appointment? Is it possible to pay
Will they be available?	 Any other matured family member Visiting later Collecting data from next house 	attention to their free times (ethics?)
Nature of responses	PersonalCollective	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 (thee and half day training)

- 1st, day morning- Training of 'do's and 'don't s
- 1st, day afternoon- Explanation of questionnaire
- 2nd' day morning- Mock interviews with friends
- 2nd' day afternoon Discussion & review of m. interviews
- **3rd' day morning** Interview with a stranger
- 3rd' day afternoon Review interviews and exp. sampling
- Fink R (1963)

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.

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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)