



Cutting Corners:

Detecting Gaps between
Household Contact Protocol vs.
Ingrained Practices in the Field

LinChiat Chang, Mpumi Mbethe & Shameen Yacoob

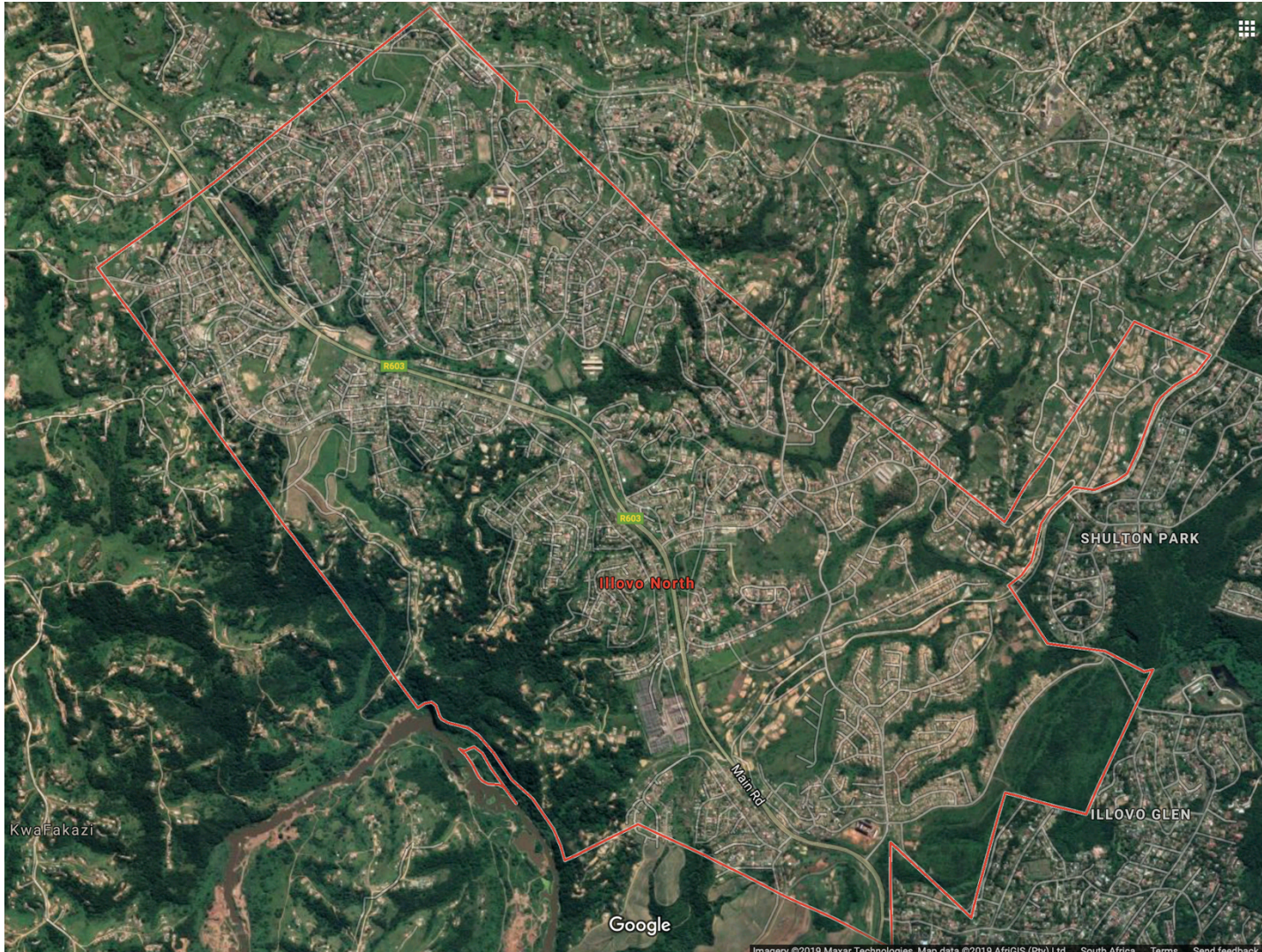
ESRA annual conference

Zagreb, Croatia

July 16, 2019

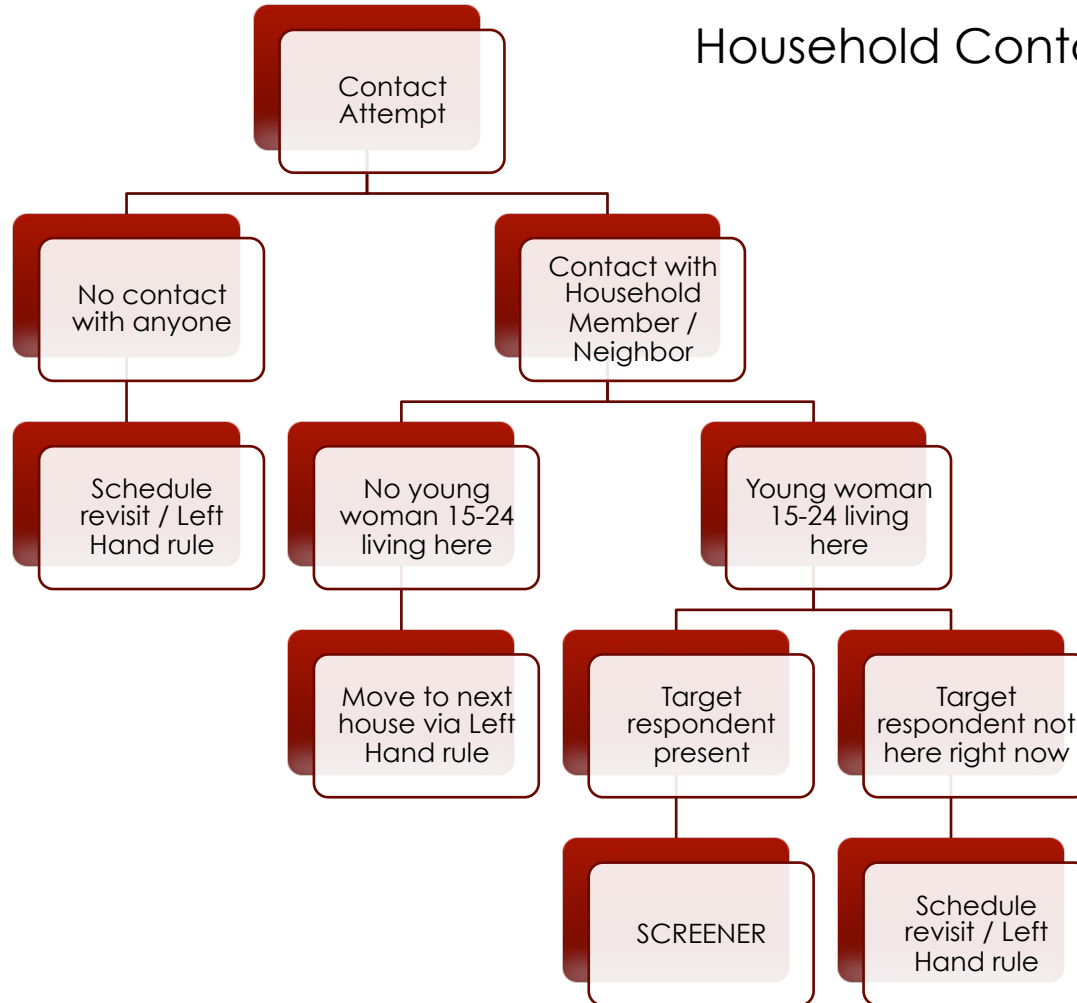
Sample Design

- Stratified random cluster sample
- Drawn with probability proportional to size
- Primary Sampling Unit (PSU) is census enumeration area (EA)
- 4 random start points identified per PSU





Household Contact Protocol



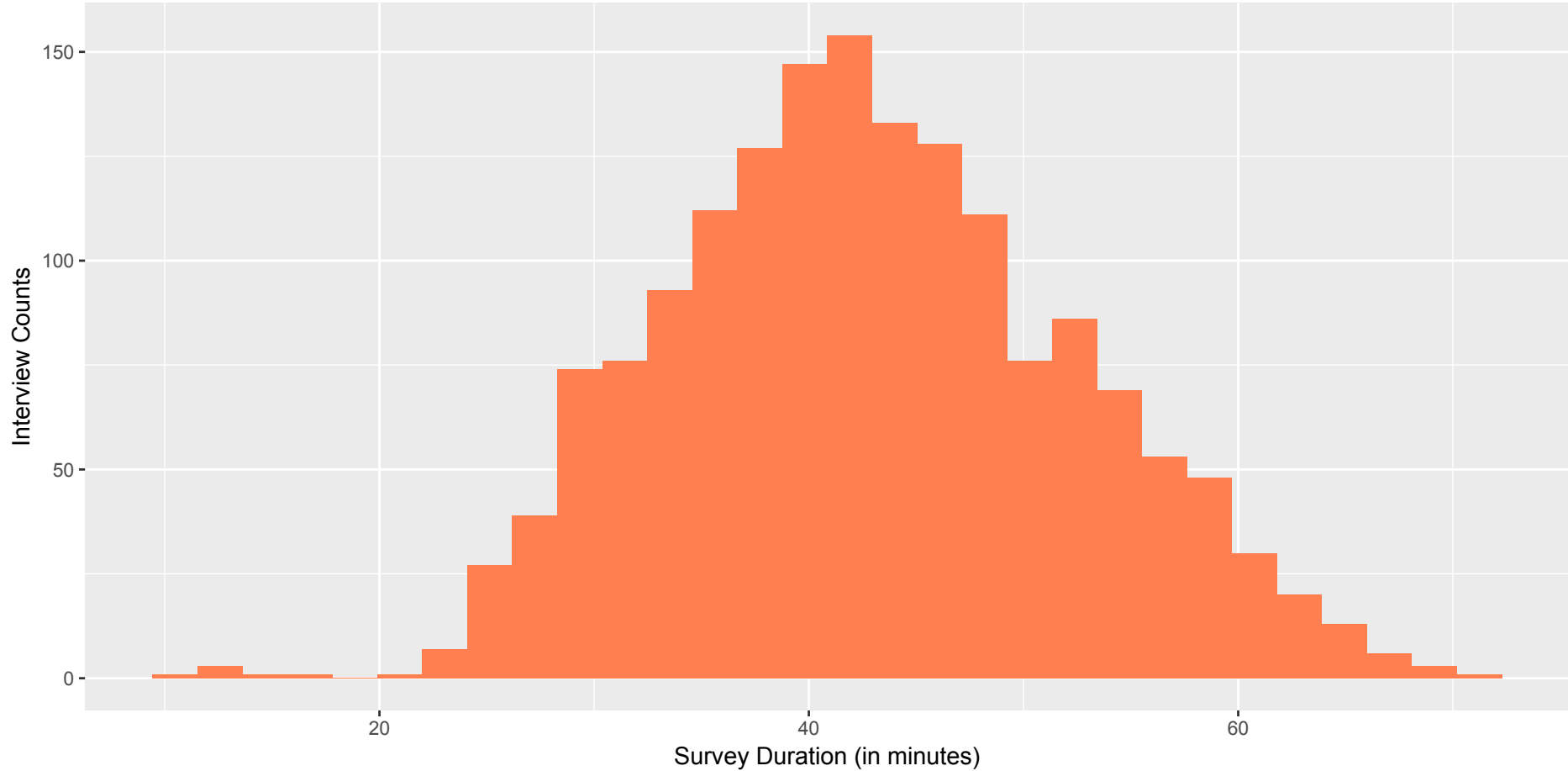
**Field worker
compliance with
contact protocol was
inconsistent**

List of Gaps Detected

- Impossibly short completion times
- Skipping OR Not recording household contact
- Selective screening of respondents
- GPS distances from random start point
- Whether movement was in alignment with the left hand rule
- GPS distances during interview
- Deviations in audio recording

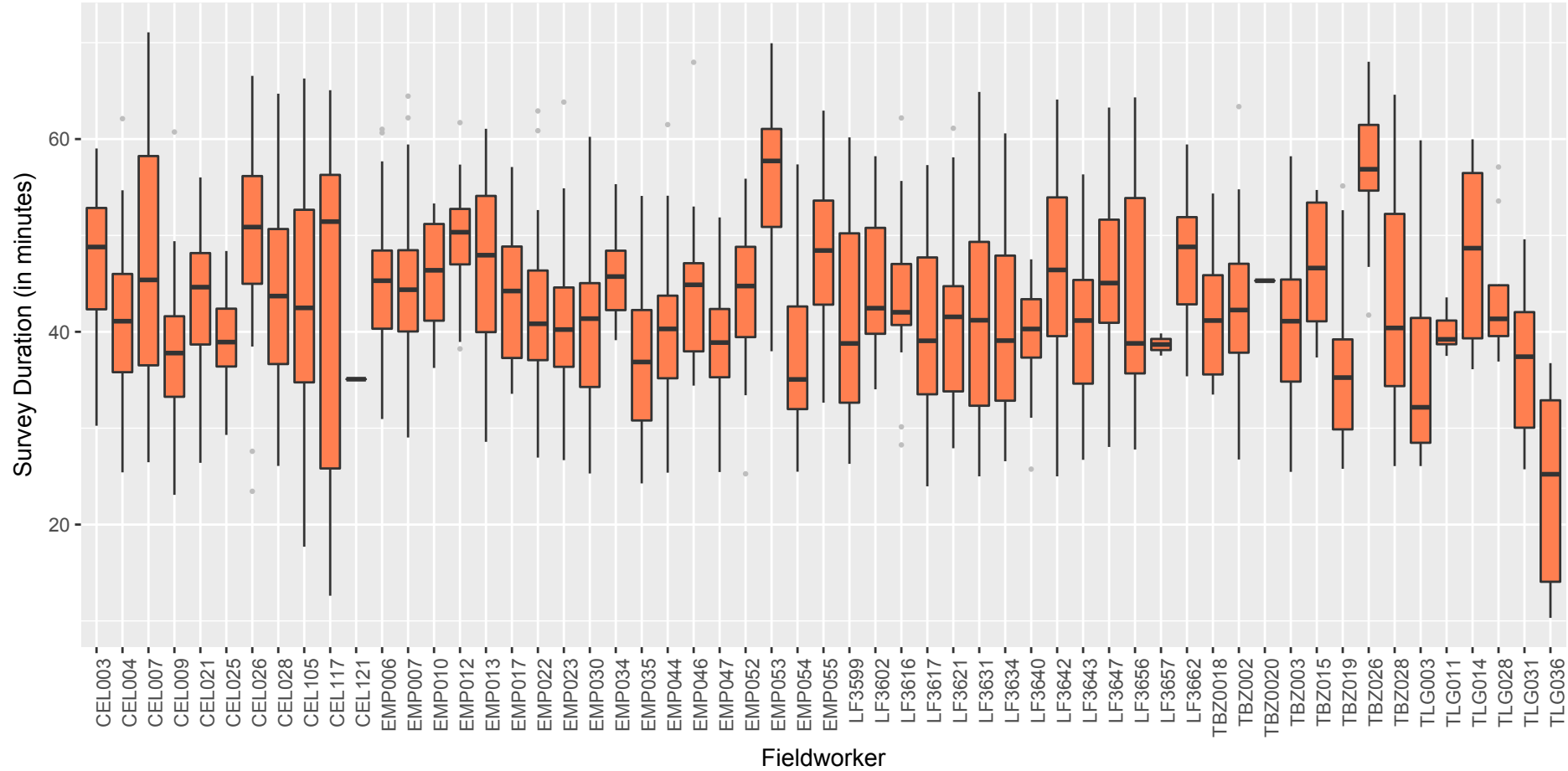
Impossibly Short Survey Duration

www.linchiat.com



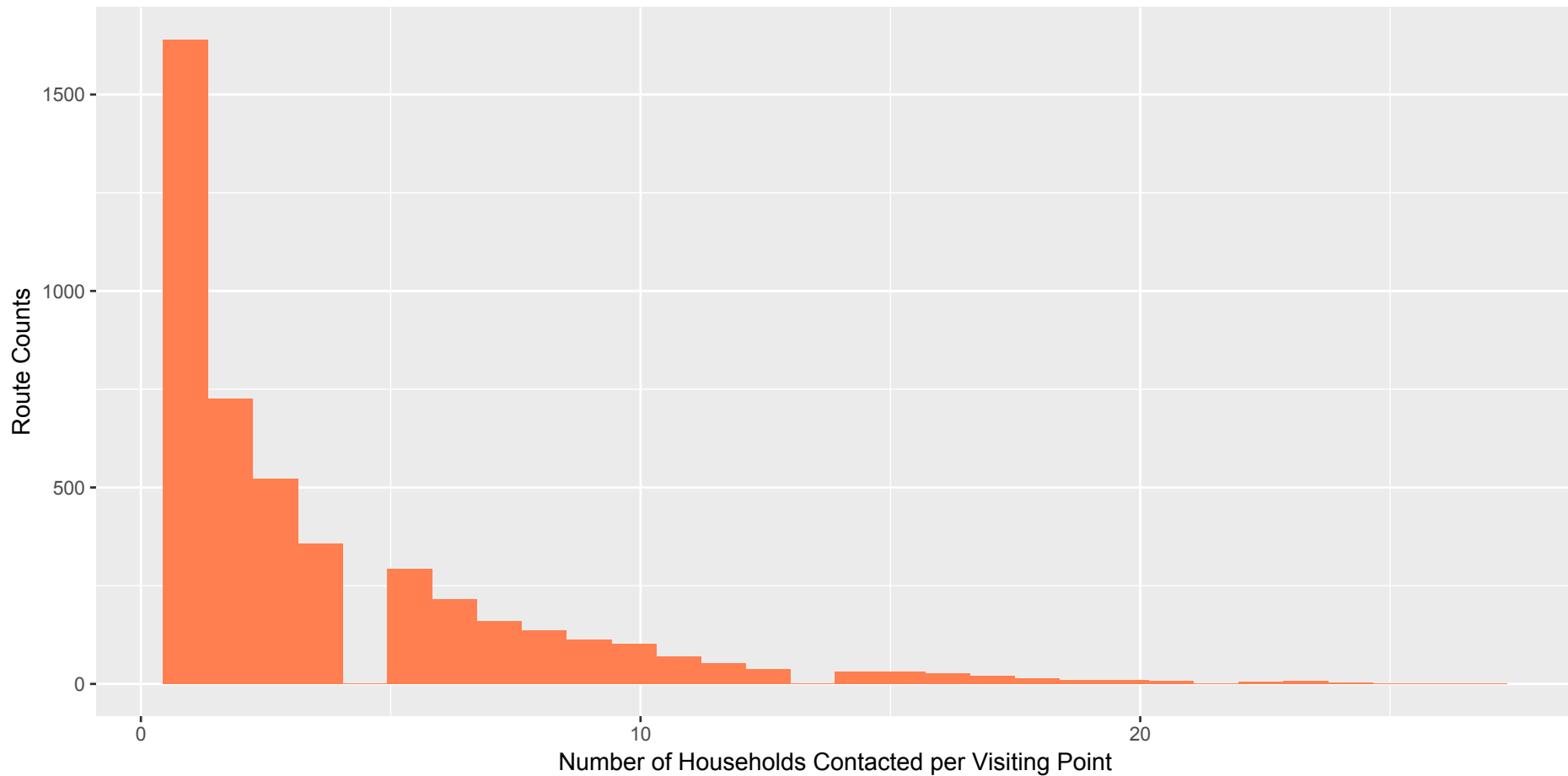
Impossibly Short Survey Duration

www.linchiat.com



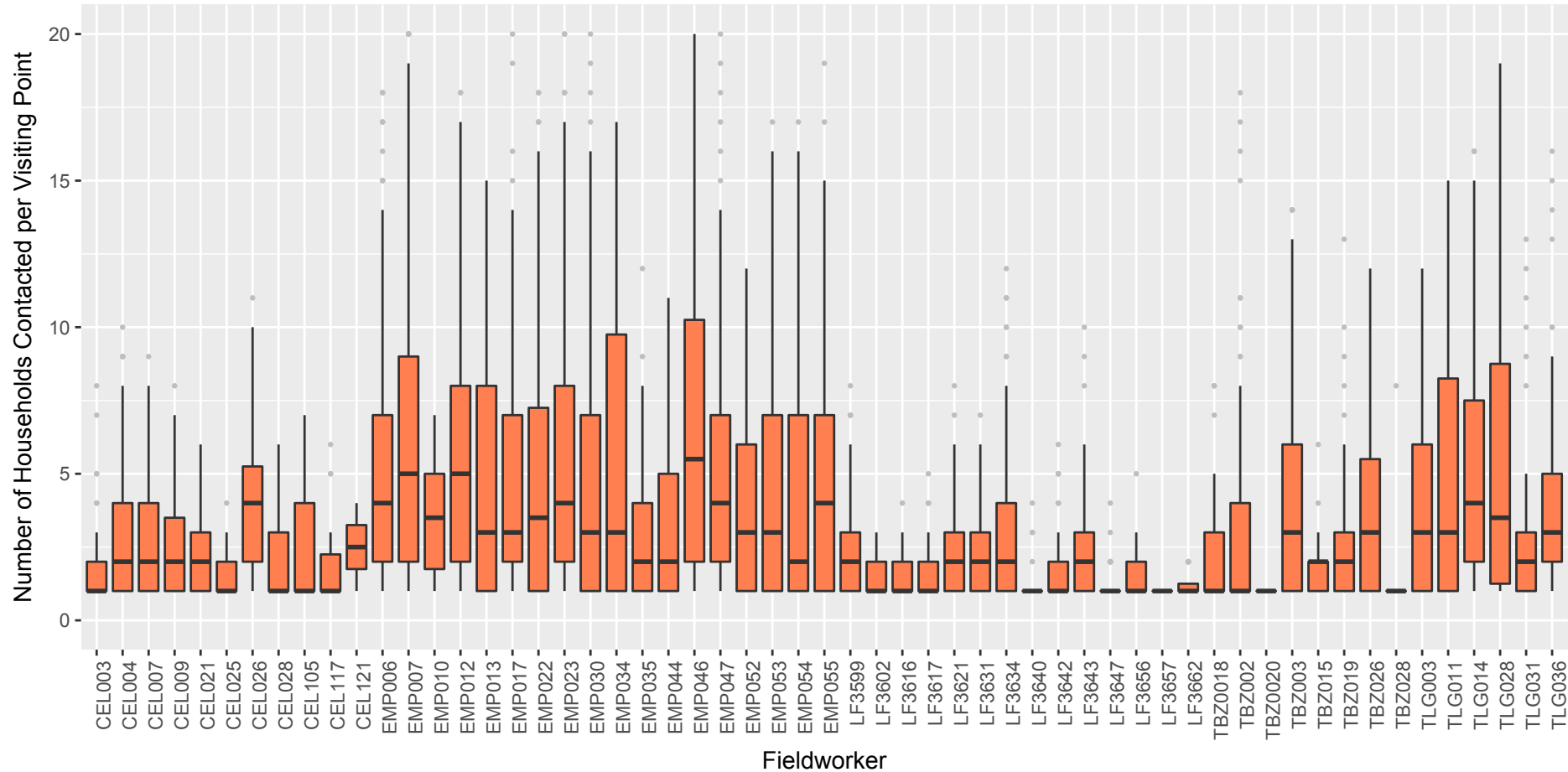
Evidence of Skipping OR Not Recording Household Contact

www.linchiat.com



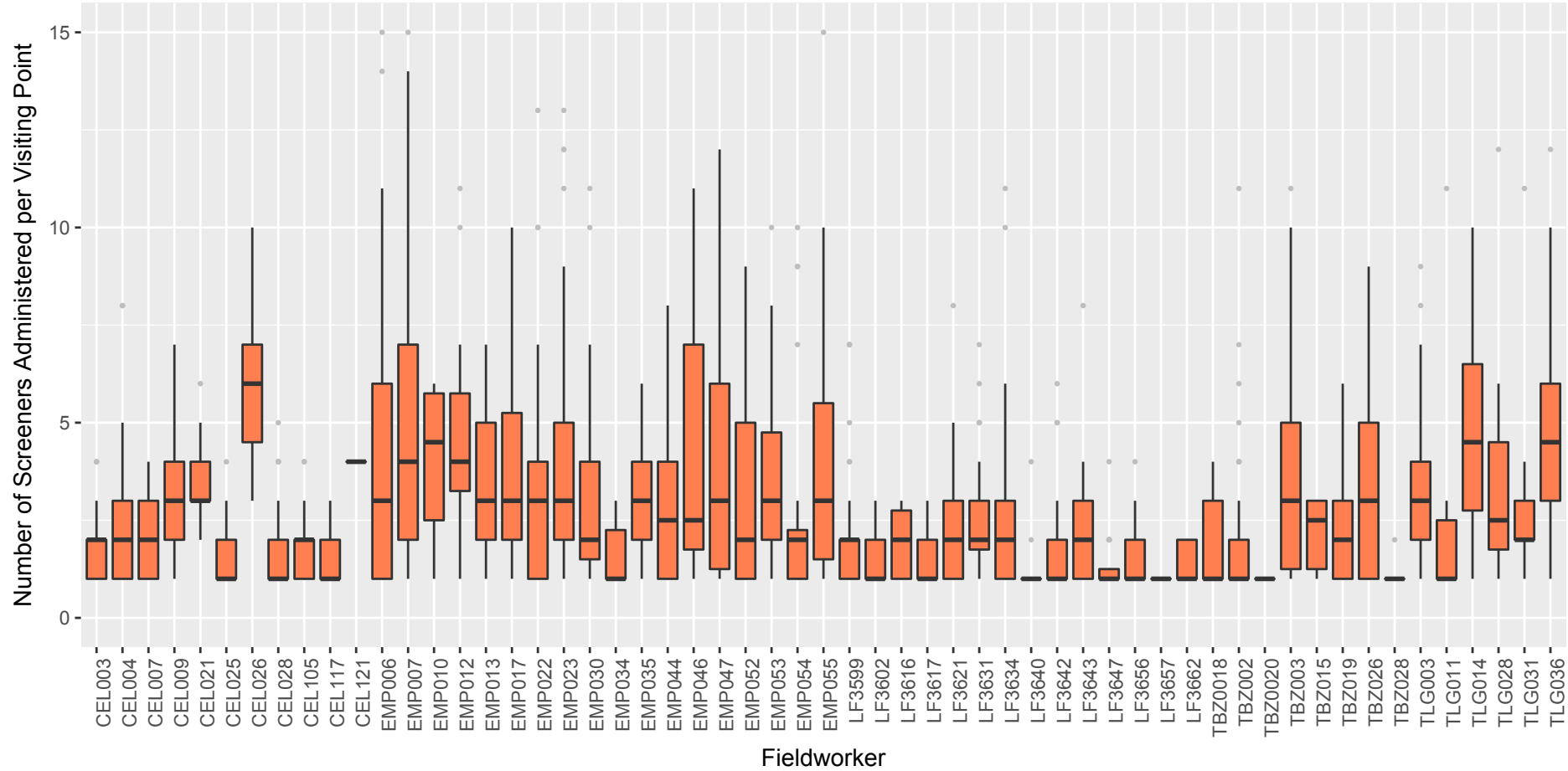
Evidence of Skipping OR Not Recording Household Contact

www.linchiat.com



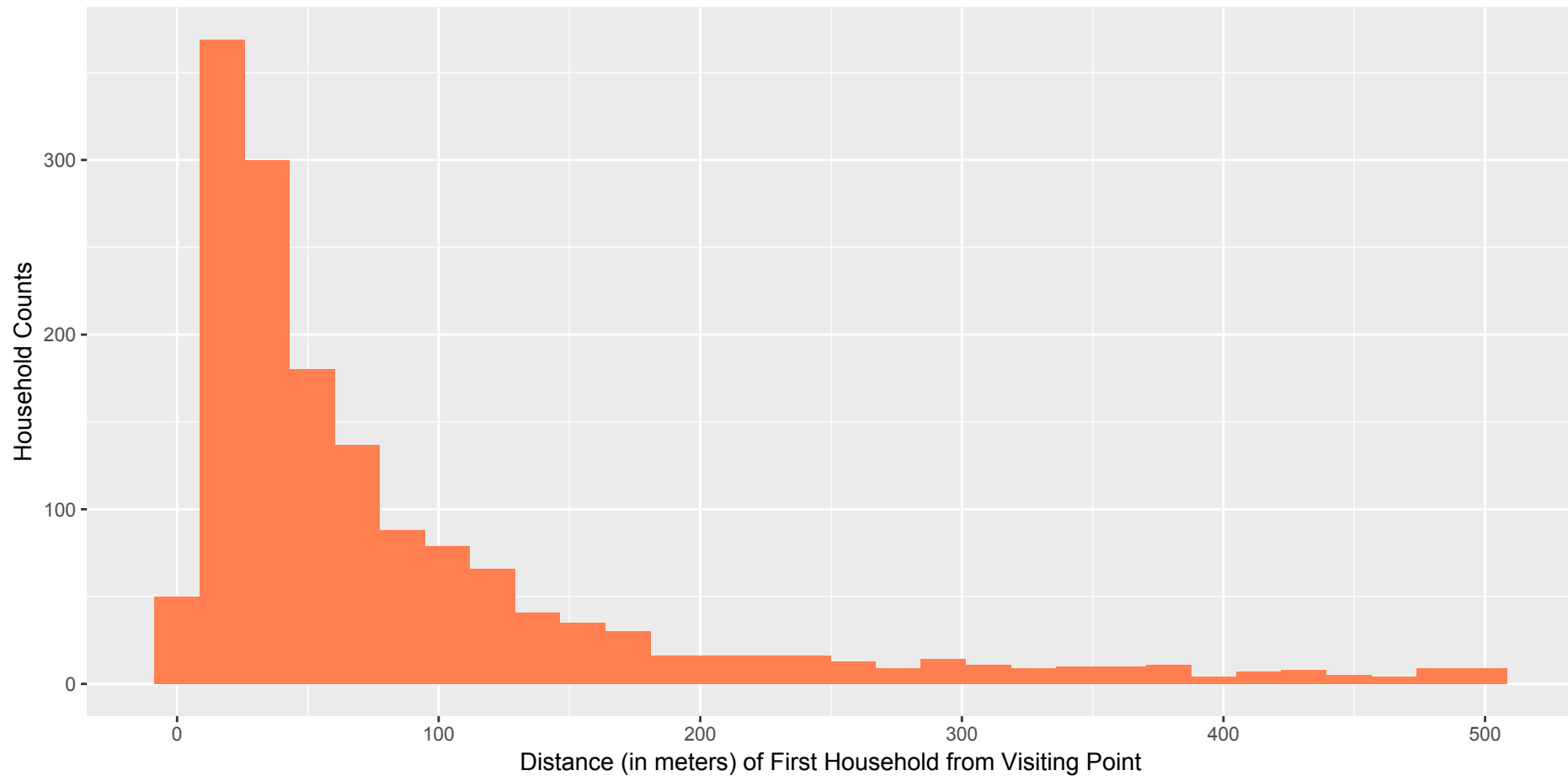
Evidence of Selective Screening

www.linchiat.com



Distance from Presumed Start Point

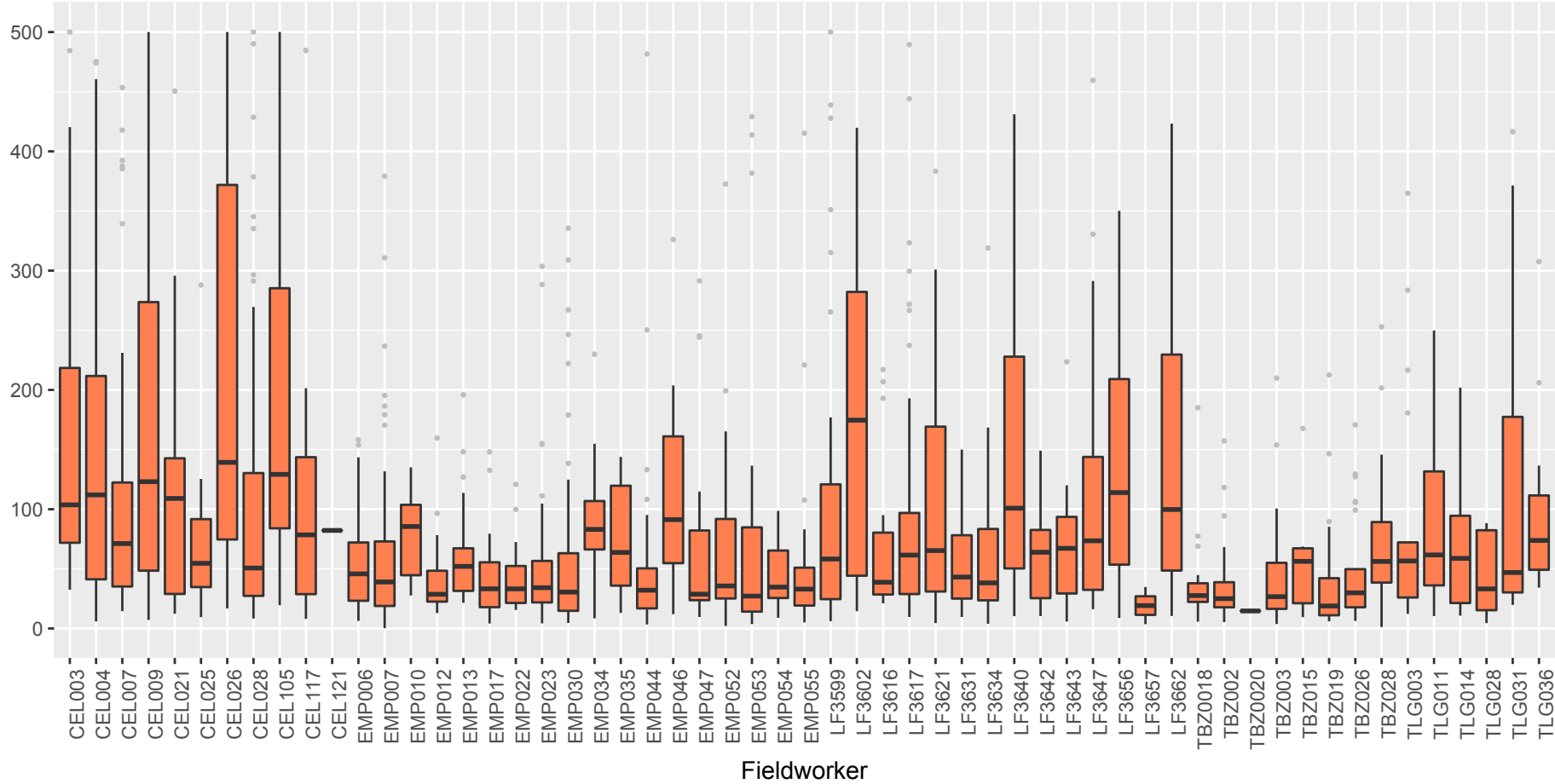
www.linchiat.com



Distance from Presumed Start Point

www.linchiat.com

Distance (in meters) of First Household from Visiting Point





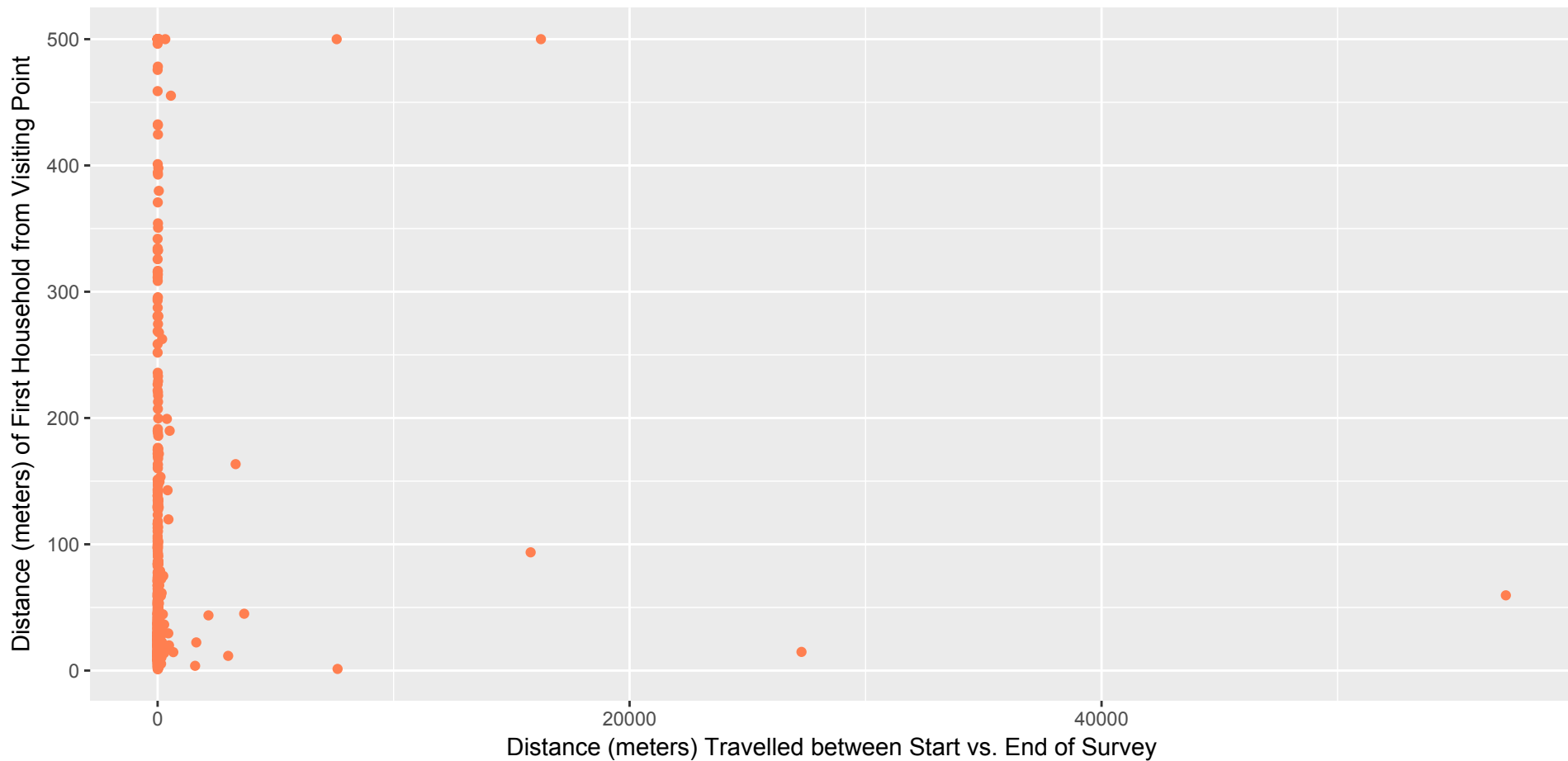
Pathway not aligned with Left Hand Rule



Pathway not aligned with Left Hand Rule



Distance Travelled between Start and End of Survey



Audio - Cancelled

www.linchiat.com



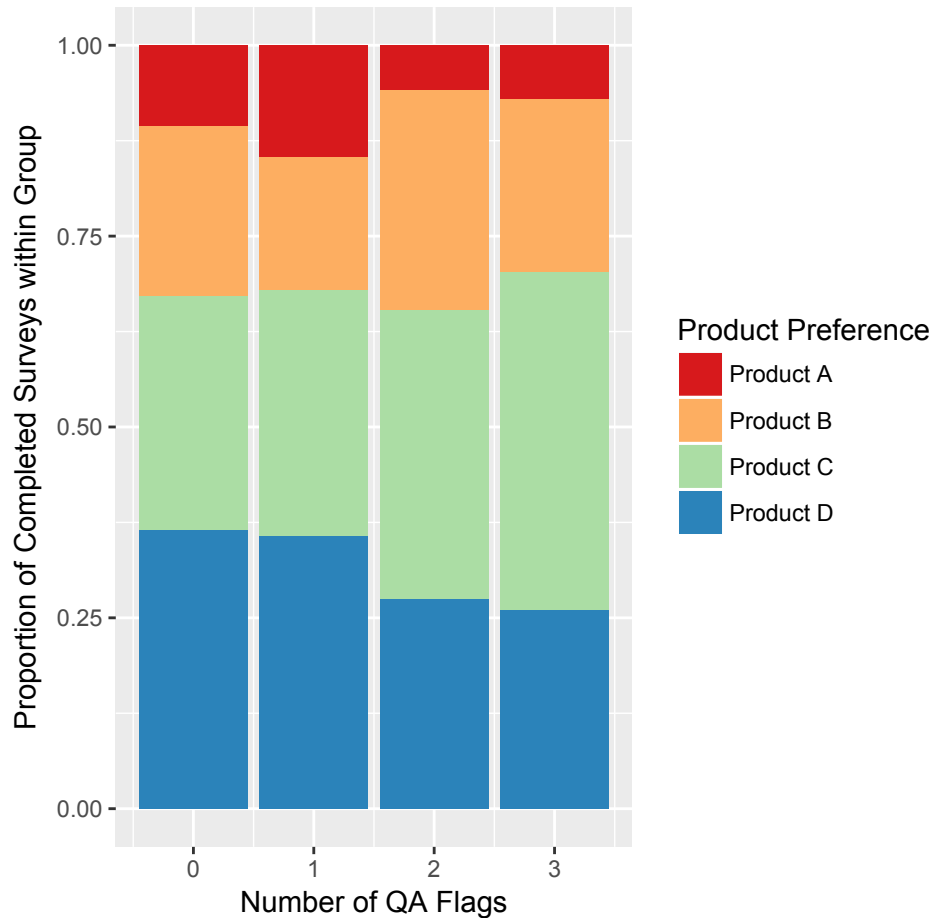
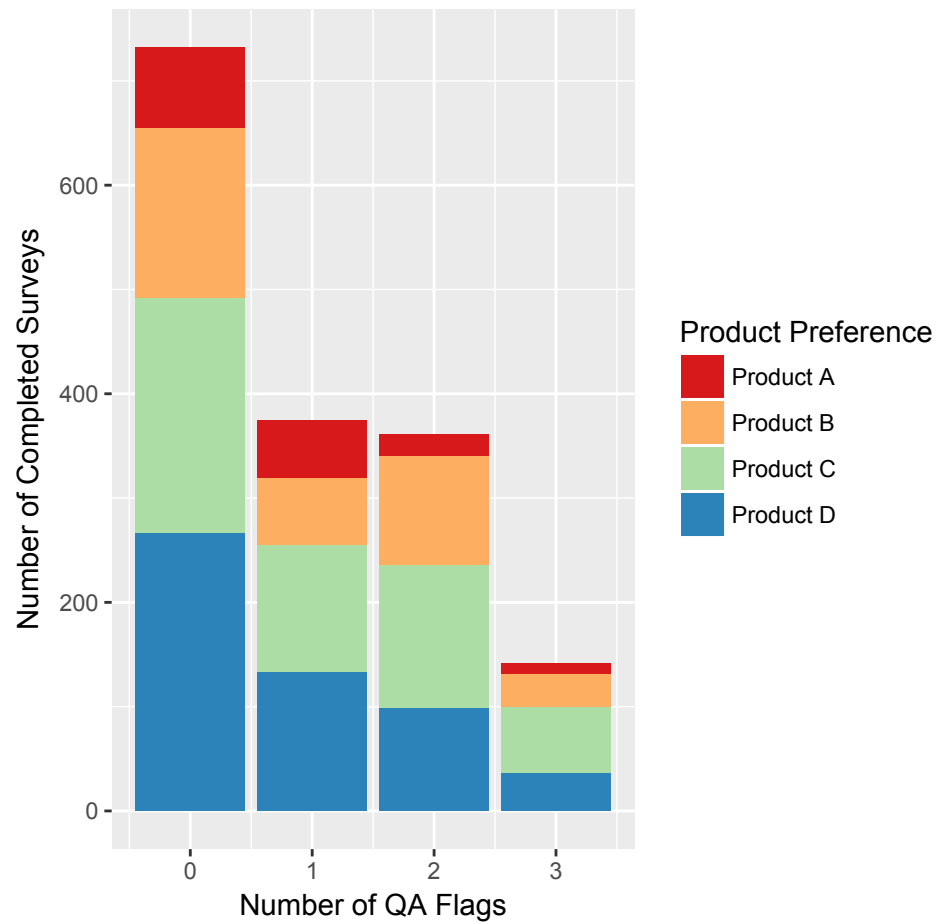
Impact on Survey Estimates

Comparing Responses by Classes of QA Flags

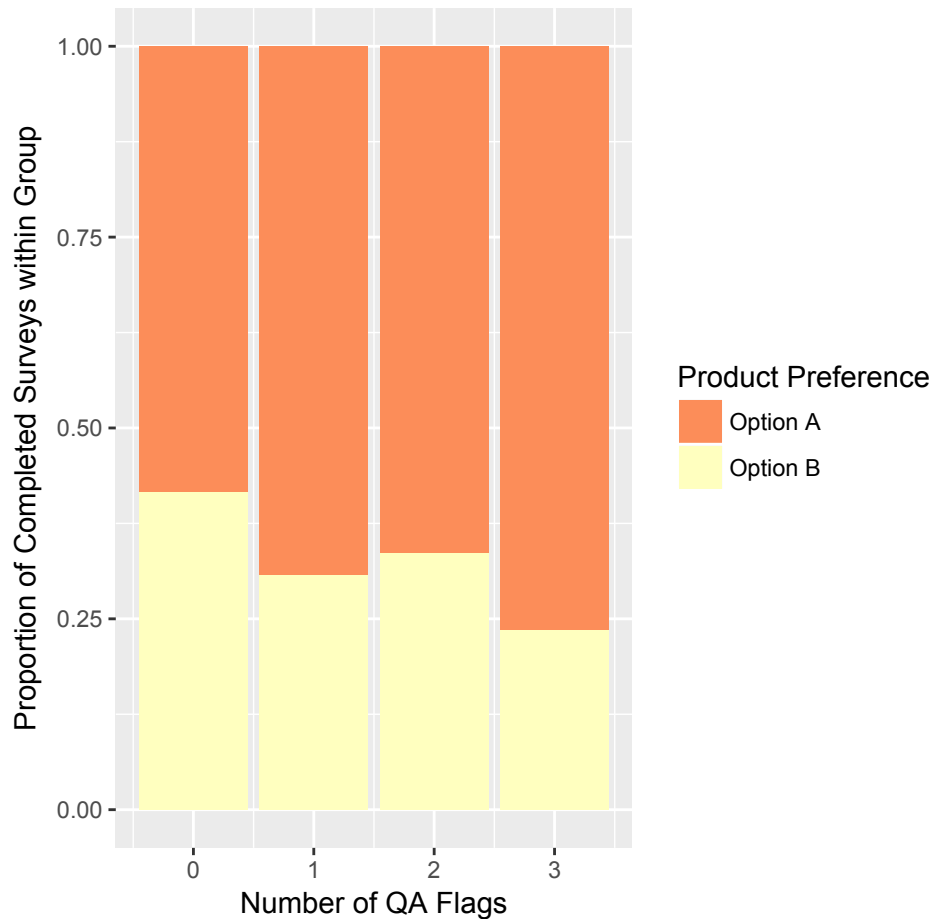
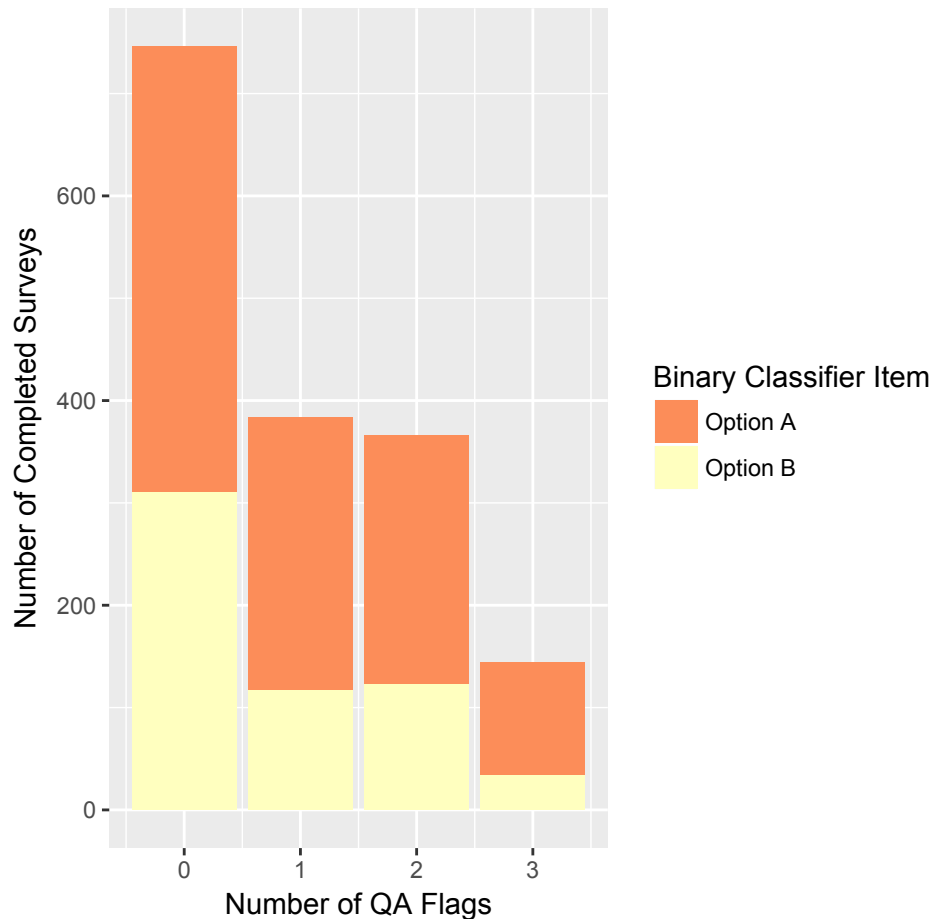


Comparing Product Preference Item Responses across QA Flags

www.linchiat.com



Comparing Binary Classifier Item Responses across QA Flags



Summary

www.linchiat.com

- Sample design implementation in the field requires transparency and collaboration between researchers and field teams
- Field workers are faced with daily challenges that require pragmatic and resourceful problem solving
- Researchers need substantial time in the field during data collection to understand the errors and gaps that arise in household contact strategies
- Not all field team members have the same work ethic – monitoring system should reward honest work and reduce work assigned to unreliable workers

The End

www.linchiat.com

