



# Session Introduction

- Background of the Task Force
- Focus on comparative surveys, deliberately designed to be comparative cross-nationally, cross-regionally, or cross-culturally, increasingly referred to as 3MC surveys
- Purpose of the Task Force
- Expected audience
- Task Force membership (~20 members)
- Task Force Workshop in September 2018
- Progress to date
- Sessions planned for both AAPOR and WAPOR
- Today's session



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# **AAPOR/WAPOR Task Force Report Field Design & Implementation Sampling**

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**Comparative Survey Design and Implementation Workshop**

**March 18 – 20, 2019**

**Warsaw, Poland**



# Key Challenges

- Contextual factors
- Unanticipated events
- Variation in research traditions
- Variation in survey resources
- Social desirability bias
- Complexity of quality control process



# 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



# Current Best Practices, con't

- Other processes
  - Interviewer remuneration
  - Data collection firm remuneration
  - Respondent incentives
  - Interviewer assignment



# Recent Innovations

- Regional hub structure
- Quality assurance innovations
  - Audio
  - Visual
  - GPS
- Quality control innovations
  - Multiple statistical approaches to detect intentional and unintentional deviations



## Future directions

- Increased priority for allocation of resources for quality control
- Increased emphasis on intentional deviations as a significant quality control issue in 3MC surveys
- Increased focus on communication and knowledge sharing across practitioners



# Recommendations for field implementation & monitoring

- Expand opportunities for communication and collaboration across 3MC projects and across disciplines
- Educate sponsors re. the 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





## Recommendations for field implementation & monitoring, 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 software with an integrated sample management system and ability to capture complex paradata.



# Recommendations for sampling design

- 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.
- Develop a standardized process for comprehensively documenting the sampling design in each study country and disseminating the documentation alongside the data.



# Task Force Next Steps

- Work underway on a section addressing big picture challenges related to:
  - 3MC survey practice
  - Data users
  - Conceptual challenges
  - Advancement of the field



# Task Force Next Steps, con't

- Development of recommendations to address the big picture challenges
  - New opportunities to reduce cost (e.g., Big Data, admin data, new modes, etc.)
  - Work on developing minimum standards & best practices
  - Expand opportunities for sharing lessons learned, tools & resources
  - Raise awareness of methodological issues among subject matter experts & data users
  - Expand network to include more actors doing 3MC research
  - Foster interdisciplinary collaboration to strengthen 3MC survey theory
  - Develop a sub-discipline within survey methodology
- Circulation of draft report for review
- Release of the final report



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**THANK YOU!**

**WE WELCOME YOUR FEEDBACK AND  
SUGGESTIONS**