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
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
THANK YOU!

WE WELCOME YOUR FEEDBACK AND SUGGESTIONS