



Challenges & Lessons-learned from conducting CAPI training – a national household panel survey in Ghana

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The 2nd International Conference on Survey Methods in Multinational,
Multiregional and Multicultural Contexts (3MC)



Outline

- About the Panel
- Why
- Who
- When
- Where
- What
- How
- Lessons learned





About “the Panel”

- Revisit panel households at 3-4 year intervals for 20 years.
 - Sponsored by Economic Growth Center (EGC) at Yale University
 - Carried out by the Institute for Statistical, Social and Economic Research (ISSER) at the University of Ghana.
- First wave (baseline) – PAPI (October 2009-February 2010).
- Second wave – CAPI (March-December 2014).
 - Collaborated with Survey Research Center (SRC) at University of Michigan.
- 334 enumeration areas country-wide.
 - 5009 households, with approximately 18,000 individuals.
 - Also, ~500 split-off households were tracked and interviewed.



Why

- Capacity Building.
 - Infrastructure setup.
 - Experience exchanges.
- Cross-Cultural Survey Research.
 - Adaption with local contents and protocol.
 - Language challenges.



Scope of Work

- Four weeks of training for four ISSER staff on electronic data collection methods, including monitoring paradata to optimize quality/cost.
- A fully developed and tested electronic sample management system and associated reports adapted to ISSER specifications.
- Jointly develop a set of Interviewer training materials and provide on-site assistance (in Ghana) during interviewer training.
- Provide ongoing technical support during the data collection.
- Provide a final dataset with documentation.



Funding Resources & Who

Funding Sources

Field Training and Production
Economic Growth Center (Yale University)

System Development
Bill & Melinda Gates Foundation



Principal Investigators (3)

Christopher Udry, Isaac Osei-Akoto, and Robert Darko Osei

ISSER Project/Tech Team

Project Coordinator (1)
Production Managers (2)
Application Programmer (1)
Data Manager (1)
Help Desk Specialist (1)
Research Secretary (1)

18 Team Leaders

54 Interviewers

SRC Project/Tech Team

Senior Advisors (3)
Project Manager (1)
Tech Lead (1)
Data Managers (2)
Help Desk Specialists (1)
Application Programmers (4)

*Who visited Ann Arbor

*Who visited Ghana







When

2014 January/February (~5 weeks)

- 4 days: Onsite preparation.
- 2 days: TLs training (21 ppl).
- 15 days: Iwers training (~100 ppl).
- 4 days: Pretest in the field.
- 2 days: Debriefing workshop.
- 9 days: Final preparation and testing.



Where

- Koforidua (Eastern Region).
 - Diocesan Pastoral and training centre (Catholic Guest House).







What

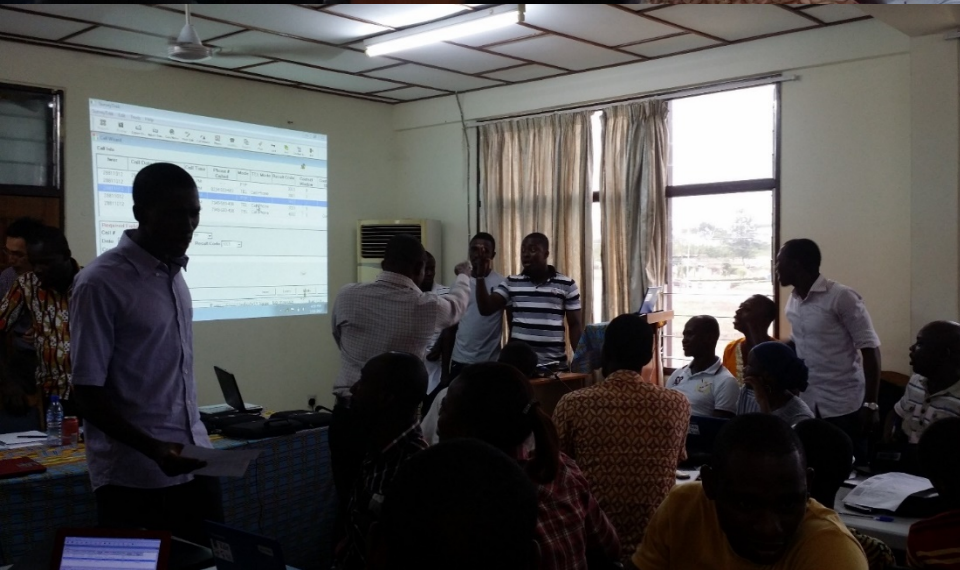
| | 8:00-8:30 | 8:30-9:00 | 9:00-9:30 | 9:30-10:00 | 10:00-10:30 | 10:30-11:00 | 11:15 | 11:30 | 11:30-12:00 | 12:00-12:30 | 12:30-1:00 | 1:00-1:30 | 1:30-2:00 | 2:00-2:30 | 2:30-3:00 | 3:00-3:30 | 3:30-4:00 | 4:00-4:30 | 4:30-5:00 | 5:00-5:30 | 5:30-7:30 | |
|---------------------------|---|---|---|--|---|-------------|--|--|---------------------------------|---------------------------------------|--------------------------|-----------|--|---|------------------------------|----------------------------|------------------------|--|--|--|--|--|
| Wednesday, January 22, 14 | Introduction of Participants & Project team-All | Data Collection Protocol and Respondent Concerns-? | Result Codes & Exercises-Jay | | | | Break | Introducing SurveyTrak & Practice - Jay | | | | | Lunch | Introducing SurveyTrak & Practice - Jay | | | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | |
| Thursday, January 23, 14 | Review of Previous Days | Introducing SurveyTrak & Practice - Jay | | | | Break | Introducing SurveyTrak & Practice - Jay | Laptop Instructions Handling Computers - Jay | | | | Lunch | Laptop Instructions Handling Computers - Jay | General Interviewing Techniques | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | | | |
| | Surveyors Arrive | | | | | | | | | | | | | | | | | | | | | |
| Friday, January 24, 14 | | Welcome Address and Intro. Of Participants & | Organisation of ISSER/EGC Panel Survey in Ghana-Clement | Data Collection Protocol and Respondent Concerns | | Break | General Interviewing Techniques | | | | | Lunch | Result Codes & Exercises - Jay | | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | | |
| Saturday, January 25, 14 | REVIEW | Introducing SurveyTrak & Practice - Richmond | | | | Break | Introducing SurveyTrak & Practice - Richmond | | | | | Lunch | Introducing SurveyTrak & Practice - Richmond | | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | | |
| Sunday, January 26, 14 | REVIEW | Laptop Instructions Handling Computers - Ekow and Elana | | | s01A: Consent Form / s01B3: Consent Form Under 26 / s01B2: Household Roster | | Break | s01D: Background Information | Lunch | | | | Break | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | | | |
| Monday, January 27, 14 | REVIEW | s01D: Background Information | s01E: Employment | | | | Break | s01F: Education | | | | | Lunch | s01G: Migration | s06: Health | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | |
| Tuesday, January 28, 14 | REVIEW | s06: Health | s07: Women's Health | | | | Break | s07: Women's Health | s08: Men's Health | | | | Lunch | s08:Men's Health | s09: Children's Module | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | |
| Wednesday, January 29, 14 | REVIEW | s09: Children's Module | | | s10a & b: Psychology and Social Networking | | Break | s10a & b: Psychology and Social Networking | | | | | Lunch | Role Play in Local Languages | | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | |
| Thursday, January 30, 14 | REVIEW | Role Play in Local Languages | | | s02a: Non-Resident Relatives | | Break | s02a: Non-Resident Relatives | s02b: Non-Resident Spouses | | | Lunch | s03ai: Animals | | s03aii: Tools | | s03aiii: Durable Goods | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | | |
| Friday, January 31, 14 | REVIEW | s03aiii: Durable Goods | s03bi a & b: Borrowing | | | | Break | s03biib | s03bii: Lending | | | | Lunch | s03iii: Out-Transfers | | | | s03iv: In-Transfers | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | |
| Saturday, February 1, 14 | REVIEW | s03iv: In-Transfers | s03v: Savings | | | | Break | s10c: Social Networking | | | | | Lunch | s10D: Information Seeking | | | | Role Play in Local Languages | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | |
| Sunday, February 2, 14 | REVIEW | Role Play in Local Languages | | | | Break | Role Play in Local Languages | Lunch | | Break | | Lunch | Break | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | | | |
| Monday, February 3, 14 | REVIEW | s11: Consumption | | s12: Household Characteristics | | | Break | s12: Housheold Characteristics | s05: Non-Farm Enterprise Roster | | s05: Non-Farm Enterprise | | Lunch | s05: Non-Farm Enterprise | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | | |
| Tuesday, February 4, 14 | REVIEW | Role Play in Local Languages | | s04: Agricultural (Plots) | | | Break | s04: Agricultural (Plots) | | | | | Lunch | s04: Agricultural (Plots) | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | | |
| Wednesday, February 5, 14 | REVIEW | s04: Agricultural (Plots) | | | Role Play in Local Languages | | | Break | Role Play in Local Languages | | | | | Lunch | Role Play in Local Languages | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | |
| Thursday, February 6, 14 | REVIEW | Certification Test on Interviewers' Understanding | | | | | Break | Role Play in Local Languages | | | | | Lunch | GPS Training | | | | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | | |
| Friday, February 7, 14 | PRETEST | | | | | | Break | PRETEST | | | | | Lunch | PRETEST | | | | | | | | |
| Saturday, February 8, 14 | Debriefing after Field Testing | | | | | Break | Debriefing after Field Testing | Community Survey: 3B Livestock Prices | | Community Survey:5A: Crop Conversions | | | Lunch | Community Survey:4A: Crop Prices | | Community Survey: 8c Wages | | Questions | Team Meeting/Break | Evening Practice Session/Conference Call with Michigan | | |
| Sunday, February 9, 14 | DEPARTURE | | | | | | | | | | | | | | | | | | | | | |



How (1)

- Used the onsite preparation to get familiar with or/and re-train local key staff (4 days).
 - Working and communication style.
 - Strength and experience from both organizations.







How (2)

- Used the TLs training experience to come up the best strategy to conduct the Iwers training (2 days).
 - Train-the-trainer” (TTT) model.
 - Understanding of potential concerns and design changes.
 - Time for training sessions.
 - Classroom arrangements.
 - Selection of teaching assistants.
- None of trainees used SMS before.





Blaise 4.8 Data Entry - c:\blproj\ghana_p\work\householdsurvey

Forms Answer Help

HOUSEHOLD SURVEY Person Status Enterprise Status Agriculture

| Name | Background | Employment | Education | Migration | Health | Womens Health | Mens Health | Children | Pysch/Social |
|----------------|-------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|--------------|
| ADAM K (AK) | Started | Done | Done | Done | Started | ---n/a--- | Not Started | ---n/a--- | Not Started |
| AMINA A (MINA) | Not Started | Not Started | Not Started | Not Started | Not Started | Not Started | ---n/a--- | ---n/a--- | Not Started |
| ABDUL A | Not Started | Not Started | Not Started | Not Started | Not Started | ---n/a--- | Not Started | ---n/a--- | Not Started |
| TAKLIDOW A | Not Started | Not Started | Not Started | Not Started | Not Started | ---n/a--- | ---n/a--- | Not Started | ---n/a--- |
| YUSSIF A | Done | ---n/a--- | Not Started | ---n/a--- | Not Started | ---n/a--- | ---n/a--- | Not Started | ---n/a--- |
| LAILATU A | Done | ---n/a--- | ---n/a--- | ---n/a--- | Not Started | ---n/a--- | ---n/a--- | Not Started | ---n/a--- |

Blaise 4.8 Data Entry - c:\blproj\ghana_p\work\householdsurvey

Forms Answer Help

HOUSEHOLD SURVEY Person Status Enterprise Status Agriculture

Survey Status

SOConsent Forms

| | | | |
|---------------|------|-----------------------------|------|
| S01A: Consent | Done | S01B3: Consent for Under 26 | Done |
|---------------|------|-----------------------------|------|

Rosters

| | | | |
|---------------------------------|------|------------------------------|-------------|
| S01B2: Household Roster | Done | Person Sections | Started |
| S04: Plot Roster | Done | Plot Sections | Done |
| S05: Non-Farm Enterprise Roster | Done | Non-Farm Enterprise Sections | Not Started |

Household Level Sections

| | | | |
|------------------------------|-------------|------------------------|-------------|
| S02B: Non-Resident Spouses | Not Started | S03Ai: Animals | Done |
| S02A: Non-Resident Relatives | Not Started | S03Aii: Tools | Started |
| S10C: Social Networking | Started | S03Aiii: Durable Goods | Started |
| S10D: Information Seeking | Done | S03Bi: Borrowing | Not Started |
| S11: Household Consumption | Not Started | S03Bii: Lending | Done |
| S12: Housing Characteristics | Not Started | S03Biii: Out-Transfers | ---n/a--- |
| S04NN: Gathering | Done | S03Biv: In-Transfers | ---n/a--- |
| | | S03Bv: Savings | Done |





How (3)

- Prepared review of the previous day daily.
- Modified slides and adjusted agenda daily.
- Had phone calls with the Michigan tech team daily.
 - Communicated among PIs, local staff, and trainees all the time...
 - Working schedule: 8am~11pm GMT (3am~6pm EST).
- Teaching, exercise, workshop, etc.





Some Examples

Happy Chinese (Horse) New Year



2 & 4 Wheel Tractor



- S3aII – Tools
(Team 15+16)



Chinese Class

Happy New Year =

Shing Nian Kwai Le

新 年 快 樂

Today's Agenda

- 08:30am – (Wilson) Q&A – S2a, S2b, S3a, S3bia
- 09:00am – (Wilson) Paper Review – S3bia and more
- 10:00am – (Elana) CAPI Review – S3bib and more
- 11:00am – Snack Break
- 11:15am – CAPI Practice (S2a, S2b, S3a, S3bia)
- 01:30pm – Lunch Break
- 02:30pm – Language Breakout
- Evening – Jay (and project staff)'s practice hours

I hope to see some of you this summer~

- First Session: June 2 - June 27, 2014
- Second Session: June 30 - July 25, 2014



What we learned from you?

- Blaise
 - (Team 9+11) S10 section – the display of option field
 - (Team 17+18) Skip logics – pregnant questions
 - (Team 15+16) Y/N Skip
 - Hot-key
 - Ctrl + K = Don't Know
 - Ctrl + R = Refusal
 - Ctrl + M = Remark
 - Not yet = [-1]
 - Range check



Challenges & Solutions

- Complex survey design.
- Remote area without internet/wifi connection.
- Teaching, exercise, workshop, etc.
- Communication tools: Google chat, Skype, Viber, WhatsApp, E-mail, Call.





Some Observations

- Qualifications of interviewers and survey research “industry”: Employment, payment, life style, experience, etc.
 - Interviewers (preferably women) usually hold first degrees in social sciences and have some university education, strong facility in the local language, and the ability to relate to respondents in a respectful manner. (Afrobarometer Survey, 2010).
 - Alcser, Clemens, Holland, Guyer, and Hu, 2016:
 - If the project’s interviewing protocol differs significantly from previous studies, experienced interviewers may find it difficult to change their habits, leading to what is known as “veteran effects”.
 - Similarly, interviewers who have worked for an organization with low quality standards may have to unlearn some behaviors and adapt to new standards (Alcser, Clemens, Holland, Guyer, and Hu, 2016).



Some Observations

(Cont'd)

- Glewwe (2005) recommends up to a month of intense interviewer training (general and study specific) for inexperienced interviewers in a face-to-face survey.
- Round 4 of the Afrobarometer Survey held a six-day training workshop for all persons involved with the project, including interviewers and field supervisors. Interviewers must complete at least six practice interviews before they leave for the field:
 - at least one mock interview in the national language,
 - at least one mock interview in each of the local languages they will use in the field, and
 - at least four training interviews in a field situation (Afrobarometer Survey, 2010).







What I (We) always said (heard)....

- I (We) will make it happen...Everything will be fine...
- You need to let them talk...Everyone has time to ask questions...
- It is okay if you don't know and let's find out the answer together...
- I want to hear good questions...
- We have office hours tonight and we would like to see you there...
- Why I did not see you here last night?
- *They said: We are good at making complicated things become very simple 😊*
 - *Jay said: yeah, but also make very simple things become very complicated... 😞*
- Are you not direct and straightforward?
- Am I too pushing?
- I apologize on behalf of the project team...
- I will make sure you are busy enough...
- Are we together?
- Come again...
- Can you let me/them ask questions?
- Jay you talk too fast... repeat it again...
- When we will have the snack?
- It is very simple, isn't it?
- Today is such a wonderful day and you did wonderful job yesterday...
- We are making history!
- We had no water this morning again...Power shutdown again...



References

- Glewwe, P. (2005). Chapter IV: Overview of the implementation of household surveys. In United Nations Statistical Division, United Nations Department of Economic and Social Affairs (Eds.), *Household surveys in developing and transition countries*. New York, NY: United Nations.
- Afrobarometer Survey. Retrieved June 1, 2016, from http://www.afrobarometer.org/sites/default/files/survey_manuals/ab_r6_survey_manual_en.pdf.
- Alcser, K., Clemens, J., Holland, L., Guyer, H., and Hu, M. (2016). Interviewer recruitment, selection, and training. *Guidelines for Best Practice in Cross-Cultural Surveys*. Ann Arbor, MI: Survey Research Center, Institute for Social Research, University of Michigan. Retrieved July , 21, 2016, from <http://www.ccsr.isr.umich.edu/>.



Cross-Cultural Survey Guidelines



CROSS-CULTURAL SURVEY GUIDELINES

Release Note (July 2016) -- This is a *beta* version of the new *Cross-Cultural Survey Guideline* Website. If you find any problems, please use the [Contact Form](#) under the **Help > Contact Us** tab or e-mail CCSG-Web-Contact@umich.edu.

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Welcome to the Cross-cultural Survey Guidelines!

These Guidelines were developed as part of the [Comparative Survey Design and Implementation \(CSDI\) Guidelines Initiative](#). The aim of the Initiative was to promote internationally recognized guidelines that highlight best practice for the conduct of multinational, multicultural, or multiregional surveys, which we refer to as "3MC" surveys. The intended audience is researchers and survey practitioners planning or engaged in comparative survey research across cultures or countries.



Questions!?

The longest trip with lots of mental and physical challenges but I appreciated everything I had and everyone I met - so glad that we made it through and it's a lifelong memory for me!

Thank You so Much!