

Example of Guidelines on Conducting Research PRISMA

For planning the quantitative and qualitative data collection, PRISMA has a research plan template to be used as a guideline for planning. The template can be seen in Annex 3.

Conducting surveys

Surveys will be used to measure many of the indicators of PRISMA, particularly key quantitative indicators such as outreach, productivity, incomes and service provider turnover. The proper planning and conducting of surveys will thus be key to accurate measurement. To ensure rigour of impact assessment and to optimise the use of resources, PRISMA will use the following table to prioritise its interventions in three different categories: low, medium and high priority. The sample size will then be identified by instructions related to each category. For example, for a high priority intervention, the number of samples will be based on 95 percent confidence level and 10 percent margin of error.

Table 8: Level of Rigour in Impact Assessment

Expected Impact			
High	Medium Priority	Medium Priority	High Priority
Med.	Medium Priority	Medium Priority	Medium Priority
Low	Low Priority	Medium Priority	Medium Priority
	Low	Med.	High
			Expected Outreach

Priority	Number of Sample Based On
High	95 % Confidence Level 10 % Margin of Error
Medium	90 % Confidence Level 10 % Margin of Error
Low	Minimum 30 samples

Once the sample size of a survey has been decided on, the questionnaire or interview guideline will be developed for each respondent group. The initial checklist of what to measure will be provided by the Sector Coordinators, this can be collected from the MRM Plan worksheet in the ISD. This checklist will be developed into a draft questionnaire by the RM Coordinator or by the research firm to whom the study is outsourced. The questionnaire is finalized by the RM Manager.

Based on this questionnaire the data entry template and an analysis plan will be developed by the RM Coordinator. The analysis plan sets out what analysis will be carried out using the data, and is a crucial item which must be completed before the survey starts. It is checked and finalised by the RM Manager

and Sector Coordinator. The analysis plan can also be used to guide the team in revising the questionnaire if necessary.

Quality of data is crucial to ensure the quality of the research. Regardless of how large the sample size is, if the quality of the data obtained is poor, the results of the research will also be poor. Quality control of the research, in particular, large surveys, is extremely important. It is better to have small samples with accurate data than very large samples with faulty data. The following is the list of issues related to the quality control of data collection and analysis that need to be considered.

- Pre-test the questionnaire
- Train enumerators before the field work
- Roles and responsibilities: Who will do the interviews? Who will supervise? Who will perform other roles?
- How do you ensure the quality of the information gathering (for example, through spot-checks of staff in the field, random rechecking of completed questionnaires, oversampling to cover for errors)?
- How will you deal with the tendency of respondents to give 'desirable answers'?
- Quality of the data entry and tabulation/summarizing: supervision, check or double enter.
- Data cleaning methods to use

The following are tips for conducting a good survey:

Box 1: Tips for conducting good survey.

- Keep it simple, clear, easy, and short.
- Find and review similar survey conducted by others.
- Do not ask respondents for information that requires them to go to a file or other source.
- Conducting follow ups minimizes non-response.
- Make sure the questions are well worded.
- Avoid double-barrelled or double negative questions.
- Use multiple items to measure abstract constructs.
- Do not use "leading" or "loaded" questions.
- Pre-test the questionnaires.
- If survey is conducted by external enumerators then ensure:
 1. They are properly briefed and trained.
 2. Conduct mock interview session with them.

Source: PRISMA Results Measurement Manual, February 2015 (p. 29-31).