

The World Bank Listen to LAC (L2L) Pilot Project Quality Control Report

Quality Control Process: Pre, During and Post- Data Collection

Objective of this report:

To describe the quality controls implemented during each of the phases of the pilot test to ensure trustful and valid information.

Gallup executed several actions to guarantee the quality of the information obtained in the L2L pilot in Honduras and Peru. This process encompassed all activities from questionnaire design to data collection, processing and validation.

I. Previous to Data Collection

The following activities were conducted before the data collection took place. They were intended to guarantee that the instruments and the personnel involved in the data collection process met the necessary standards to achieve the objectives of the project:

- **Questionnaire revision and validation:** Each questionnaire used in the L2L Project was reviewed by questionnaire design experts at the Gallup Headquarters and validated by local residents to guarantee the comprehensibility of each question.
- **Training Design and implementation:** The L2L training for the interviewers was conducted in three phases to guarantee their understanding of the objectives of the project and to be able to select only the interviewers who completely dominated the methodology and interviews technics to be used:
 - **Introduction:** Two days session with local project leaders, supervisors and interviewers to present the objective of the L2L program and the methodologies involved in it.
 - The first day was focused on the objective, interviews techniques, sample definition and household selection.
 - The second day was focused on the methodologies to be implemented and the questionnaire
 - **Test methodologies and possible respondent reaction:** Two days session.
 - One day reviewing the methodologies and testing the Demos.

- One day practicing the questionnaire in the field, and making any necessary adjustment.
- *Final testing*: Two days session. One day reviewing the final materials and another day going to the field with final materials
- *Interviewers Selection*: Only those interviewers who dominated completely the survey, the methodology and the technologies involved were selected to be part of the L2L Project.

II. During Data Collection

During the data collection period, supervision and revision systems were put in place to guarantee the quality of the data collected.

- Supervision

The supervision controls implemented by Gallup were very strict. In average, for Face-to-Face interviews there was 1 supervisor for 3.45 interviewers in both countries.

- Peru:
 - # Interviewers: 60
 - # Supervisors: 16
 - Supervision Face-to-Face: 80%
 - Supervision by phone: 20%
- Honduras:
 - # Interviewers: 16
 - # Supervisors: 6
 - Supervision Face-to-Face: 50%
 - Supervision by phone: 50%

- Manual Editing

In this stage, consistency was checked by a team of survey editors and coders. The questionnaires were fully reviewed in accordance with consistency rules, and the logic of responses and response ranges were checked. The goal of this procedure is to identify inconsistency as quickly as possible to provide feedback to the field staff in order to achieve resolution. One hundred percent of the questionnaires underwent manual editing.

A typical validation procedure performed at this stage is the “internal consistency checkup”. This checkup consists of a comparison of responses to similar or related questions looking for consistent responses. Whenever significant inconsistencies are detected, -that is, inconsistencies that cannot be explained in a straightforward fashion (according to the principle of parsimony)- the editing team brings the case to the attention of the fieldwork staff for investigation and resolution. This stage, which typically involves debriefing conversations with the interviewing team, occasionally requires re-contacting respondents for clarification.

III. Post Data Collection

These are some of the quality control activities implemented after the data collection phase:

- **Electronic Data Cleanup**

This is a routine performed by the data entry team which consists of programming variable parameters and questionnaire skip pattern logic in order to conduct an electronic validation and subsequent data cleanup as part of the data entry process.

In order to configure the Data Cleanup system, a programmer works with the analyst responsible for survey design to devise an algorithm that checks responses for conformance with the pre-defined nature of the variables, the field's length, the permissible value ranges, and the questionnaire skip patterns. The goal is to design a system that reduces typing errors by programming a series of conditions that issue warning messages to the data entry specialist requesting conformance with the variable definitions. The data capture screens are designed so that the analyst can see all of the variables in the format they have been defined as values are being entered.

The data capture system is designed at the beginning of fieldwork and tested as the first batches of questionnaires start to arrive from the field. This allows the data entry team to evaluate the system for errors and interruptions to the data processing flow, so that the program can be amended and made ready for the entry, processing and cleanup jobs.

The following are the typical validations performed by this process:

a. Response ranges.

Responses to all questions are checked for conformance with the permissible value ranges previously defined for each variable in the variable dictionary and/or in the questionnaire.

b. Missing data.

Detection of missing data, which can also take place as part of the manual editing phase, occurs when the data entry analyst does not enter a value for a field that, according to the data entry program, cannot be left empty.

- **Double Data Entry**

Twenty per cent double data entry is required. What this means is a random subset of 20% of the surveys are entered by another set of data entry personnel not involved in the first data entry. Data from the re-entry is compared with the original data for those 20%. On an item level, there must 98% match or higher for the original data to be considered acceptable.

- **Final Database Consistency Check.**

When data entry process is complete, the database is exported into SPSS to generate frequency lists and check whether any errors remain in the data.

At this stage, final manual checkups are conducted to identify:

- Duplicate cases
- illegitimate values (where missing values are expected due to skip patterns)
- illegitimate missing values (where answer is expected according to the instructions of the questionnaire, no skip pattern)