
World Values Survey Rwanda Methodology & Field Instructions

Welcome to World Values Survey Rwanda methodology!

1. BACKGROUND & OBJECTIVES

In this very exciting study we are going to find out more about the people of Rwanda!

We will be going to a sample of the country's population and speaking to them about their households, their opinions and views about a wide range of every day issues. We will also talk to them about their personal interests and well-being.

Included in this document are all the guidelines you will use and need to conduct each interview successfully.

2. OVERALL SAMPLE DESIGN

Our universe for this study is the total adult population of Rwanda. In order to obtain a true reflection of the population, we have drawn a sample based on data from the national Census data.

In this sample, the primary sampling units (SP) are cells. Each cell has its own unique code.

Within each cell we will need to **complete 10 successful interviews**. In total, our study covers **150** Sampling points, resulting in a total final sample of **1500** interviews.

To qualify for these interviews, respondents must be:

- People living in Rwanda – this may include a citizen of Rwanda or a foreign national who has lived in Rwanda for more than 1 year
- 18 years or older
- No gender quotas
- Living in household or similar structure (must be a permanent resident of the household contacted (he or she only has to live there, it does not matter if they are administratively registered as living elsewhere)

Interviews will be conducted across the country, in all provinces, in both urban and non-urban areas. To assist you in finding the specific SP's identified as part of our sample in these areas, we have provided you with an individual map of each SP. The starting point for that cell has already been indicated on the map for you.

If you have any problems finding an SP, please contact your Manager so that more detailed maps can be obtained.

Throughout this study, please remember that the sampling approach to be followed is critical to the success of our work. Please go through the instructions in great detail, and ensure that you fully grasp the guidelines around starting points, the sampling interval and substitution.

Note that to facilitate this process for you, the local leaders in each SP have been contacted and informed of this research. They have been assured that the responses by any one person will remain strictly

confidential. They also understand that our purpose through this study is to gain a better understanding of the opinions, views and values of the people of Rwanda.

3. SAMPLING/INTERVIEWING INSTRUCTIONS

In this study we will follow a pure random sampling approach.

This means that we implement all kinds of rules and guidelines for the selection of the area in which you interview (the SP), the households you need to approach in that SP, and the person within each household that will be interviewed.

As an interviewer, you are a vital part of ensuring the reliability of our sampling by accurately following these procedures.

WHAT IS THE RANDOM WALK?

Upon entering an SP, orientate yourself. Move around the SP to ensure that you know where the boundaries are. Now find your starting point.

From here you must use your sampling interval of four (04) households/dwelling to identify each visiting point on your left hand side from the starting point.

Now, once you have identified your first visiting point (starting point) start walking down the street (on the left hand side), counting in a systematic fashion four visiting points.

You must complete 10 interviews in this way in each SP.

WHAT IS A VISITING POINT

To complete 10 successful interviews per SP, you will have to identify, visit and interview 10 households within the each SP.

By visiting point or dwelling unit we mean living quarters for one household, whether it is a single house, a multiple family house, or an apartment in a high-rise building. To qualify, a dwelling unit **must have separate kitchen facilities**.

Institutions or other group quarters do NOT qualify as dwelling units, because the occupants do not have their own kitchen facilities.

There are several possible options here, where we use similar but slightly different rules:

- *Rural areas*
In most of the cases you will be able to easily identify one dwelling unit. When you do so, knock on that door! Still, in some rural areas, it is possible that more than one dwelling unit shares the same house, living in separate households. In this case you may find more doors once inside the compound. If this is the case, always choose the first door immediately on your left hand side – this will be your first door to knock on.
- *Apartment buildings*
Apartment buildings can include blockhouses, apartments, and larger residential complexes. An apartment building is essentially a collection of households. You should systematically contact apartments just as you would private households on a street. Each apartment should be considered as one household or dwelling unit.

Once inside the apartment building, find your starting door in this way: Go to the top floor of the building. Approach the apartment nearest the place you enter the floor (door of elevator, exit of the stairway) and attempt to make contact at the first door on your left. When you find this apartment, knock on the door!

Please note there will be some EA's where you have a mixture of different types of residences (e.g. formal houses, apartments, hostels, and so on). Note here that NO special institutions are to be surveyed (if such an institution occurs in an SP, it does not count as a potential visiting point). These institutions are for example:

- Prisons
- Hospitals and clinics
- Schools and school hostels
- Universities and hostels
- Police stations
- Old age homes (but not retirement villages)

To be clear, we are allowed to go to the staff quarters of say a hospital, but we are not allowed to find respondents inside the hospital. We are in other words, only allowed to include those permanently based at these institutions and who have their own separate kitchen facilities in this survey.

IDENTIFYING YOUR STARTING POINT

To identify your starting point, you will be provided with a starting point reference in each SP where we need to conduct a set of 10 interviews. This starting point reference can be:

- 1) An exact address (typically indicated by a prominent landmark like a tree or a house with a particular roof)
- 2) A street name
- 3) A map indicating the starting point
- 4) A building

This is how you will identify your starting point:

- *Case 1, An exact address provided*
When at the address (or landmark), turn to face the direction in which the sun rises. This is the approximate direction in which you must walk down the street. Starting on your left hand side, identify the first household. This is your starting point (or your first visiting point).
- *Case 2, A street name*
You are provided with an exact street address, for instance, number 1 Sun Street. The household at this exact address will be your starting point (or your first visiting point). From this household, turn to face the direction in which the sun rises. This is the approximate direction in which you must start your random walk.
- *Case 3, A map indicating the starting point*
You need to identify the position of the starting point as best you can from the map. If the starting point appears to be positioned across more than one street, choose the street with the name that would appear first in the alphabet. For instance, if you have S street and Y street, you will choose S street. Now that you have identified the street, find the position closest to the X on the map, and turn to face the direction in which the sun rises. This is the approximate direction in which you must walk. Starting on your left hand side, identify the first household. This is your starting point (or your first visiting point).

- *Case 4, A building*

Locate the particular building in your SP (and find the main entrance of the building). From here, you need to stand in the street and turn to face the direction in which the sun rises. This is the approximate direction in which you must walk. If this building is a household, it will be your starting point (or your first visiting point). If it is not, you need to walk in the direction of the sun rise, and find your starting point (household), starting on your left hand side.

Starting from your first visiting point, you must closely follow the random walk to identify the households that will qualify to participate in that SP.

HOW DO I FIND THE RESPONDENT?

Once you have identified the visiting point in your SP, knock on the door.

As a first step you need to find someone in the household who can tell you who all the members of that household are. At this point you need to complete the household register. You want to do this to make list of everyone in the household in order to choose one person in particular to interview.

To encourage participation, you will be able to explain to the respondent that the outcome of all of these interviews will be to give people valuable information about life in Rwanda. As we are not able to interview everyone in Rwanda we have to select a few people who we can talk to.

In the household register you will list all the members of the household (males and females together, from oldest to youngest). Remember that to qualify as a member of the household the person has to share kitchen facilities and sleep in the household at least 5 nights per week. You will record their age.

To qualify for participation in the interview, the respondent must be 18 years old or older. Domestic workers (including security guards) who fit these criteria will then also be included as part of the household for the purposes of this survey.

Once this has been detailed, a respondent for this survey will be selected using the Kish grid (see the questionnaire). Using this grid, randomly select an individual that is 18 years and older. To do this you need the questionnaire number that is indicated on page 1 of the questionnaire, and the number of respondents in the household that qualify.

- Find the questionnaire number (using only the last two digits of the questionnaire number) running down in the table and the number of the household members that qualify running across in the table.
- Find the number where these two numbers meet in the table (see the mock).
- This is the number of the adult member of the household that you will interview.

The person who answers the door or provides the details on the members of the household will not be informed of the selection method (at least not until actual selection has occurred). It is extremely important to interview the member of the household selected through the Kish grid. This is how we secure that each member has an equal chance to be included in the survey.

Remember to list those people in the household who do not meet the qualifying criteria and who are not available for the duration of the survey in the grid beneath those who do qualify and also record their name, age and race. Record the reasons for those who do not qualify in the space provided for this beneath the household register.

You may encounter persons who have handicaps or disabilities that impair the otherwise normal ease of interviewing. This, however, does not necessarily mean that you should not conduct the interview. You should follow the general rule of proceeding with an interview only if it can be conducted with reasonable facility. Determining “reasonable facility” is up to you. You may encounter some of the following situations:

- 1) Drunkenness
Persons who are under strong influence of alcohol should be avoided. However, not everyone who has had a drink is drunk and in this case can be interviewed.
- 2) Deafness, blindness, etc
You may encounter eligible persons who have severe physical handicaps. These persons should be interviewed if communication is possible. In the case of blindness, you may read the showcards that are used during the interview.
- 3) Mental disorder
Mental disorder and senility or anyone who exhibits symptoms of severe mental disorder and is regarded as mentally inept by his or her family should not be interviewed. Do not confuse a mental disorder with eccentricity.

Now that you have identified the randomly selected respondent through the Kish grid, set up a time to interview this respondent. If this individual is not immediately available, then set up an appointment for up to two recalls only. If not available on second recall, substitute with another visiting point within the same SP.

HOW DOES RECALL AND SUBSTITUTION WORK?

Three attempts to conduct an interview should be made at each selected household. Attempts must be made on different days of the week and different times of the day. After three attempts the household must be substituted with another in the SP. **NO substitution of individuals within a household is allowed. Substitute a household (that is, another visiting point) within the same SP only.**

These are the only reasons why you would substitute:

- When a respondent refused or did not qualify to be interviewed
- A respondent is not at home for the 3 contact attempts (original plus 2 recalls)
- No over 18 year olds living in the household

The substitution rules are as follows:

- 1) If you have done 2 recalls or the respondent is not suitable, substitute as follows: Go to the house next door, in the direction in which you are interviewing. You will then continue interviewing every(as per sampling nth house (per your sampling interval) until you have completed the 8 interviews in that SP.
- 2) If the respondent refuses, substitute as follows: Go to the end of the identified 8 original visiting points, and identify the next (substitute) visiting point (say number 9) and use this as your substitute visiting point within that SP.

POINTS TO BE AWARE OF

Should you encounter an SP where you were unable to complete all interviews as a result of refusals, or for another valid reason, and then please contact your Manager immediately. All substitution requests must be accompanied by a clear, detailed and valid reason for the request. All SP substitutions must be approved and provided by the World Values Survey leaders Ronald Inglehart or his team.

The overall sample size of this study is 1500. Each individual interviewer may do no more than 40 interviews on this study in total. Their work must be sent through in phases and each batch of 8-16 questionnaires must be back checked and shown to be in order and legitimate before continuing.