

I have used a combination of purposive sampling, random sampling and quota sampling. We have four provinces in Pakistan. In addition to that, we also have a clear rural-urban distinction. According to the latest figures, the rural population is about 50% of the total country population. So 50% of my sample will be drawn from rural areas. I have also included the same number of male and female respondents in my sample.

I have hired postgraduate students who are studying in M.A/M. Sc in Sociology. It is done to ensure the all interviewers are familiar with the concepts and themes used in the WVS questionnaire and also because they have expertise in interviewing people. All postgraduates have to write down a thesis to fulfill their degree requirements. So they don't feel any problem in doing interviews. Two of my team members (one male and one female) have already worked for me in 1997 when I collected the data for my PhD thesis by using the WVS questionnaire. They also guide the other fellows when required.

Urdu is our national language and is widely understood. I prepared a team of interviewers and they will do all my fieldwork. We only hire some local people if required. But they only assist my team members. They are not allowed to do interviews independently. It greatly reduces the fluctuations in the responses. Although it increases the cost of transportation and lodging but it is necessary in our local circumstances.

Another point is that I have to hire female researchers to interview female respondents due to cultural reasons. In any case, males are not allowed to go to a house and talk to female respondents even in the most advanced areas of the country. It also involves extra cost to keep female researchers with us all the time. Managing the boarding and lodging for female researchers is also an issue to consider especially while you are moving in remote rural areas.

All of my team members were given a very comprehensive training. In the beginning they were asked to go through the questionnaire again and again to make them familiar. Then I personally had sessions with all of them separately to check if they have problems with any of the issues. After I was confident about their ability they were asked to translate the English questionnaire into Urdu.

Once it was done, they were asked to translate the Urdu one into English again. But with a different method. For example, the English to Urdu translation done by A was given to B to again translate into English. This exercise was done to ensure that they are conceptually clear about the themes and issues of the questionnaire. It also ensures that all researchers have understood the same meanings of the questions, issues and concepts used in the questionnaire. This exercise was also repeated three times. At final stage the pre testing was done and every researcher was asked to interview 10 respondents of different socioeconomic backgrounds. The guidebooks have also been prepared and all researchers keep with them all the time for reference.

I personally move with them. In the evening we sit together and discuss any problems if there and also our field experiences. The additional questions regarding September 11 events are particularly drawing attention of the respondents. People want to talk more.

All my researchers have been told to quickly make notes of any thing important which people talk. We also exchange in the evening and I personally make notes of all this. I try to go through all questionnaires (completed) on the same day or at the most the next day to ensure that all is OK and nothing is missing. This editing I do by myself. It also helps and guides in giving any instructions to the researchers if needed.

All the four provinces have been divided into administrative districts. The federal capital Islamabad is under federal administration. The %age distribution of population in all the four provinces and Islamabad and the number of respondents taken is as follows:

Area/Province	%age of population	No. of districts	No. of respondents
Islamabad	0.49	1	10
Punjab	57.8	34	1160
Sind	22.9	21	450
NWFP	13.8	25	280
Baluchistan	5.0	26	100

My total sample size is 2000. The no. of respondents allocated to each Province is proportionate to the population of each province.

By using purposive sampling, I decided to include all the provincial capital districts and federal capital Islamabad into my sample. Then as a rule of thumb, I randomly selected that number of districts from each province which is about the %age of population in that district. For example, %age of population in Punjab is about 58%. I therefore, decided to randomly select 60% of the total districts from Punjab. The following table provides the details.

Province	No. of districts Randomly selected	No of respondents from each district	Urban respondents	Rural respondents
Islamabad	1	10	10	-
Punjab	20	58	30	28
Sind	5	90	45	45
NWFP	4	70	35	35
Baluchistan	1	100	50	50

The federal bureau of statistics has divided all the cities and towns into enumerated blocks of 200-250 households. We obtained these list of blocks and randomly selected the households. Similarly a list of villages has been obtained for all the selected districts and random selection of villages and households has been done. At final stage we made a list of household members (21 years and above) and select one randomly. At this stage we do quota sampling and select male from one household and female from other to keep their number equal.

Data entry is critical. I have hired one person who has lot of experience of handling such type of data. He entered my previous data set too for the last WVS in Pakistan. He has a very good insight and is almost error free. Although data entry is slow in this way but it is serving our purpose of having an error free dataset very well. Although the questionnaire has been coded very well but this person has also been given a code book to check any problem which arises.

My personal experience is that you keep every thing at a reasonable speed. If you try to move and finish quickly you will have more problems and more errors. It is working well in local Pakistani circumstances. I am not sure about Algeria that how the things are there.

I have or I will miss some areas. These are the areas adjacent to Afghan border. Infact some of the areas are under Army control or they are prohibited due to the presence of American troops there. So we can not enter that area under any circumstances. Some other areas are having agitations. Some are tribel areas and it is not advisable to go there at this stage. But I will still wait for few weeks if we can go at least some of them.

The current situation is creating extra problems while moving in few parts of the country. It not only involves the extra cost but also involves some security issues as well.

I hope that information I have provided will help you. Please let me know if I can be of any further assistance. My apologies again for the delay.