

# Field Implementation Report

Research Center for Contemporary China  
Peking University  
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**Title of Project** World Values Survey  
China 2001

**Implementing Agency** Research Center for Contemporary China  
Peking University

**Principal Investigator** Shen Mingming, Ph.D. Political Science

## Project Staff

**Sampling Specialist** Yang Baohui, Ph.D. Applied Statistics

**Project Director** Chai Jingjing

**Field Managers** Huang Shiping, Lu Bin, Zhou Xin,  
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## The Project

As a participating country team of the World Values Survey, the Research Center for Contemporary China (RCCC) at Peking University implemented the China survey in 2001. The general purpose of the China survey is: through face-to-face questionnaire interviews in the 40 counties/cities sampling from the 31 provinces all over China, to collect individual level representative data of, from a political cultural perspective, the values and attitudes currently held by Chinese citizens.

## Summary of the Field Implementation

- *Length of the Fieldwork*

March 18, 2001—June 25, 2001

- *Field Results*

:	Target sample size:	1400
	Sample drawn in the field:	1385
	Completed, valid interviews:	1000
	Response rate:	72.2%

Details of non-responses are provided in the Appendix

## Field Report

### 1. The Field Preparation

The Principal Investigator, the Project Director, and the six Field Managers made trips to the research sites in March to prepare the field, respectively, to work closely with the RCCC local collaborators on fieldwork planning in each of province.

### 2. The Implementation Teams

- *Bei Jing, He Bei Province:*

Wang Biao, the RCCC field manager, recruited 3 undergraduate students as the interviewers. All of them had previously attended survey research course(s) and had some field experience. Wang Biao also took in charge of the sampling in the field, checking and monitoring the whole investigation.

- *Liao Ning, Ji Lin, Hei Longjiang, Nei Menggu Province:*

Wang Lina, the RCCC field manager, recruited 3 undergraduate students as the interviewers. All of them had previously attended survey research course(s) and had some field experience. Wang Lina also took in charge of the sampling in the field, checking and monitoring the whole investigation.

- *Shan(3 tone) Xi, Shan(1 tone) Xi, He Nan Province:*  
Feng Chen the RCCC field manager, recruited 3 undergraduate students as the interviewers. All of them had previously attended survey research course(s) and had some field experience. Feng Chen also took in charge of the sampling in the field, checking and monitoring the whole investigation.
- *Si Chuan, Chong Qing, Hu Nan, Gui Zhou, Yun Nan Province:*  
Huang Shiping, the RCCC field manager, recruited 3 undergraduate students as the interviewers. All of them had previously attended survey research course(s) and had some field experience. Huang Shiping also took in charge of the sampling in the field, checking and monitoring the whole investigation.
- *Shang Hai, Jiang Su, Zhe Jiang, An Hui Province:*  
Lu Bin, the RCCC field manager, recruited 3 undergraduate students as the interviewers. All of them had previously attended survey research course(s) and had some field experience. Lu Bin also took in charge of the sampling in the field, checking and monitoring the whole investigation.
- *Hu Bei, Jiang Xi, Fu Jian, Guang Dong, Guang Xi, Shan Dong Province:*  
Zhou Xin, the RCCC field manager, recruited 3 undergraduate students as the interviewers. All of them had previously attended survey research course(s) and had some field experience. ZhouXin also took in charge of the sampling in the field, checking and monitoring the whole investigation.

### 3. Sampling

- *Samplers Training*  
RCCC's field managers conducted a one-day training session for the field samplers in the two cities, respectively, following the RCCC's standard on-location training procedures. That is, 1) Introduction to the project; 2) Introduction to the sampling design of the project; 3) Principles, methods, and specific requirements for implementing the sampling design; 4) Briefings on the field conditions and potential difficulties in the different sampling stages; 5) Demonstration and exercise.
- *Neighborhood Sampling*

Given the rapid changes taking place in the cities, the demographic data (*The Demographic Data for separate cities and counties of China, 1997.*), on which the neighborhoods sampling was based, are anticipated to be outdated. Therefore, the first task of the sampling team in each city was to go to the 40 neighborhood/village committee (PSUs) pre-selected at the RCCC Beijing office to check their actual conditions against the obtained demographic data of these PSUs. The sampling

teams were responsible to identify in the PSUs a range of irregularities due mainly to the urban reconstruction and resident mobility, such as the physical existence of the neighborhoods, the current numbers of households and residents, changes in address systems, refusal of corporation, etc. The findings of the PSU visits were then debriefed to the field manager in each city and feed backed to the Sampling Specialist and the Principal Investigator for decisions on whether to replace those PSUs, in which there were unrecoverable problems found, with the ones on the back-up list.

As a result, there was no refusal happening during the whole sampling course in the field of the neighborhood committee/village committee. Those neighborhood committees/village committees in the 40 towns/cities have already completed all the pre-sampling.

- *Households and Respondents Sampling*

Once a PSU was reconfirmed by the Principal Investigator, one or two samplers revisited the neighborhood/village committee to do the household sampling. According to the predecided sampling interval and the random starting point, the desired number of households were sampled from the household registration list of the neighborhood/village committee. The sampler then record the address and demographic information of all the eligible members of every selected household onto the RCCC's standard "Household Sampling Form" and asked the responsible person of the neighborhood committee to rarify the records. Before leaving the neighborhood the sampler also made with that responsible person the date and time for the interviewer team to come into the location. The household sampling form was turned in then to the field manager, and she/he used the data to randomly selected one eligible person from each of the selected households listed on the form as the respondent to be interviewed.

As a result, out of the 40 neighborhoods selected in 40 counties/cities there were 1385 eligible individuals chosen to comprise the final sample of respondents.

#### **4. Interviewing**

- *Interviewers Training*

RCCC's field managers conducted a two-day training session for the interviewers in each of the research sites, respectively, following the RCCC's standard on-location training procedures.

The training included 6 major sections:

- 1) Introduction to the project;
- 2) Introduction to the sampling design and sampling procedures of the project;
- 3) Review of the questionnaire, including the rationale of the questionnaire design and the question sequence, purpose and meaning of each question and each

battery of questions, the use of the Interviewer Handbook (or the so called “Q by Q Book”) prepared by the Principal Investigator;

- 4) Methods and techniques of field interviewing, particularly the skills required in dealing with refusals at the door step;
- 5) Briefings on the real conditions on location and potential difficulties in the different neighborhoods;
- 6) In- and out-classroom exercise – interviewers were asked to pair off in simulating an interview in the classroom, and to go out to find a real person to interview – followed by discussion sessions.

- *Field Interviewing*

The field interviewing was launched in full scale on March 18. The interviewers entered each neighborhood by small groups, led by the field supervisors. Assisted by the responsible person of the neighborhood committee/village committee, an individual interviewer was responsible to find the designated address, identify the respondent, and complete the interview. If the designated respondent was not available, the interviewer should try to make an appointment through a member of the household for a later visit. If no one at home, the interviewer should make a call-back some other time – as required by the RCCC standard interview procedures, there must be at least three more call-backs before declaring the particular case as non-response. The completed questionnaires were collected, checked, and signed by the field supervisors on location.

- *Field Management and quality control*

The major measures of the field management and quality control in the field are as follows:

- 1) Each field supervisor checked out and checked in the questionnaires daily for his or her team from the field manager, and the same procedure was applied to the interviewers as well;
- 2) The field supervisor assign target respondents for the day with questionnaires of the corresponding IDs, and collect all of the questionnaires, both completed and incomplete, on location;
- 3) Every completed questionnaire went through three rounds of checking: by the interviewer her/himself, by the field supervisor, and by the field manager or his/her assistants – they all must sign their names on the face sheet of the questionnaires to resume responsibility;
- 4) Debriefing of the day’s work and problems found in the field by interviewers and field supervisors every night;
- 5) Random checking, by the field manager and his/her assistants by telephone or by in-person visits, that was directed to the respondents who were reported having been interviewed. There were 159 such checks done;
- 6) A reward/penalty scheme that was made known to all members of the field teams before the fieldwork began.

## Appendix

### Summary of Non-Responses

Types of Non-Responses (missing cases)	N	%
Be away\ not seen for several times	145	37.7%
Be away for long time\ be on a business trip\ go abroad\ travel	138	35.8%
The interviewer didn't write the reason	23	6.0%
Rejection	19	4.9%
Move\ investigation reveals no this person	15	3.9%
Impediments in body or language\ at variance with qualification	12	3.1%
Useless	11	2.9%
Address is nor clear\ can't find the address	10	2.6%
A vacant house	6	1.6%
Tenant	6	1.6%
<b>Total</b>	<b>385</b>	<b>100%</b>