Training on Socioeconomic Monitoring (SocMon) Methodology for Evaluation of Socioeconomics and Marine Resources Utilization at Selected Coastal Communities in Myanmar
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Session 12: Undertaking the Fieldwork for Data Collection: Field Enumerator Qualities and Logistical Requirements

Prof. Eva Marie C. Ponce de Leon
Palawan State University

Prepared by Dr Michael Pido, Prof Marissa Pontillas and Ms Eva Marie Ponce de Leon Palawan State University Puerto Princesa City, Philippines / Dr Robert S Pomeroy, University of Connecticut, USA,
Outline of Presentation

1. Review of methodologies
2. Specific duties and roles of field staff
3. Personal qualities required of a field staff
4. Preparations for the data collection phase of SocMon: Guidelines for Household Interviews (HHI) and Key Informant Interviews (KII)
5. Field Logistics
The SOCMON Process
Roles and Specific Duties of the Field Staff

• Project Site Team Leader (PSL)
  – Heads the *overall implementation* of the survey plan in the area (acts as the field supervisor)
  – *Assures the accuracy and completeness* of the entire data gathering process; conducts spot checks of enumerators
  – *Supervises* the data collection and processing activities
  – *Evaluates* completed questionnaires submitted by the enumerators
  – Meets enumerators to *discuss and resolve* concerns/problems
Roles and Specific Duties of the Field Staff

• Project Site Coordinator (PSC)
  – Does the secondary data gathering from respective project sites (in coordination with the Project Leader and PSLs).
  – Coordinates with village leaders to schedule interviews with sample respondents.
  – Coordinates with concerned stakeholders to schedule FGDs and KIs with sample respondents.
  – Coordinates lodging and transportation requirements in the project site.
Roles and Specific Duties of the Field Staff

• Enumerator
  – Conducts or schedules interviews with sample HHS respondents.
  – Reviews and “cleans” questionnaires prior to submission
  – Submits completed questionnaires to the PSL after the field interviews.
  – Obtain copies of the needed data.
  – Documents significant events in the field in a log notebook.
What are the personal qualities a field staff must possess?
Personal Qualities of Field Staff

- **Has the right/positive attitude** – it enables him/her to look at the bright side of work, making tasks easier

- **Prepared** – knowledgeable about the project, the objectives and the data needed to be gathered.

- **Flexible/dependable** – resourceful enough to find ways and means to accomplish task without being rigid
Personal Qualities of Field Staff

- **Honest/sincere** – integrity
- **Patient/kind** – must exert effort to draw answers from respondents without showing irritability
- **Personable** – to ensure that the enumerator will be respectable in the eyes of the respondents
- **Punctual** – being on time
- **Organized and thorough** – must devise a system in order to fast track the activity
- **Legible handwriting** – very important in gathering information for clarity purposes
PREPARATIONS FOR THE FIELD SURVEY for SOCMON

1. Household Survey Work Procedures
2. Key Informant Interview Procedures
Guiding Principles in Data Collection

1. Respect the stakeholders and community, such as work schedules, local customs, and religion
2. Recognize informant biases
3. Address gender issues (e.g. have women interview women)
4. Reach less accessible areas
5. Address language differences (e.g. have interpreters)
6. Take detailed notes
Field Staff’s Preparations for Data Gathering

• The field staff should check that his/her survey kit is complete.

• Each field staff should have the following materials: letter of introduction, ID, questionnaires, field notebook, pencils and pens.
HHI: Approaching the Respondent and Establishing Rapport

The field enumerator’s **approach, patience and persistence** are important factors that affect the quality of interviewing.

The amount of cooperation from the respondent depends greatly on the respondent’s first impression of the enumerator.

**Approach**

- Introduce self and purpose of visit.
- Maintain a smiling and cheerful countenance.
- Be polite at all times
- Be always alert and ready.
HHI: Approaching the Respondent and Establishing Rapport

Approach

- When provoked by an ill-mannered respondent,
  - enumerator should never lose his/her temper.
  - enumerator should continue to treat the respondent nicely as though he/she is likeable.

- Right after the introduction, the first question should be asked right away, getting on with the interview and avoiding wasted time in asking unnecessary questions and other social pleasantries, which may bias the interview.

- As soon as an answer to the first question is given, the next question should be asked immediately.
HHI: Approaching the Respondent and Establishing Rapport

Approach

• For items where multiple answers are allowed, the enumerator should **prompt** the respondent and **probe** by asking “anything else?”.

• Enumerator should **know the questions as these are asked in the right order**, short of memorizing them.

• The enumerator should be **prepared to interview under inconvenient circumstances**.

• Enumerator should **never show signs of discomfort or disgust** if not offered a seat, if the place is too hot or too cramped
HHI: Approaching the Respondent and Establishing Rapport

Approach

- When the respondent drifts off to topics which are of no relevance to the question being asked, the enumerator should tactfully steer the conversation back to the questionnaire and obtain the needed information.
- The enumerator does not engage in business deals or discuss politics, religion or any controversial topic with the respondent.
- The respondent’s interest needs to be stimulated. It is also important to look and sound enthusiastic and interesting. Therefore, the enumerator should look and sound alive, fresh and show that he/she enjoys the interview.
HHI: Approaching the Respondent and Establishing Rapport

Approach

• It is important to be flexible.
• The enumerator should take time in interviewing.
• When respondent can no longer continue or will no longer want to continue with the interview, the enumerator can politely request for another appointment, or politely terminate the interview should the respondent refuse to continue participating in the survey.
HHI: Handling “Special” Respondents and Onlookers

1. The Gossip type
2. The Busy type
3. The Hostile/Uncooperative type.
4. The Suspicious type.
5. The Nervous type.
HHI: Handling “Special” Respondents and Onlookers

• Presence of “kibitzers” or “onlookers”

1. Diverting and sidetracking the outsider.
2. Satisfying the outsider’s curiosity.
3. Role educating the outsider
4. Getting the respondent to initiate telling the outsider that the interview will not begin unless the outsider will leave the interview area.
A major source of **erroneous data** is the enumerator.

- When he/she cheats,
- Introduces his/her personal biases,
- Lacks rapport with the respondent
- Records answers improperly,
- Misreads instructions,
- Deviates from asking the actual questions and probes inadequately.
Aim for accuracy first, speed second. QUALITY IS MORE IMPORTANT THAN QUANTITY

1. Use six “helpers” in interviewing
2. Each respondent is asked the same question in the same way; no ad libs nor explain what a question means beyond what has been discussed; Without bias!
3. Record exactly and only what the respondent answered.
4. Do not suggest specific answers to the respondent
5. Translate the questionnaire in a local language/dialect
6. Practice asking the questions in different ways
HHI: Points in Recording Data/Information Accurately

1. Always indicate the Date, Time Start and the Time End for all interviews.
2. Use a pencil rather than ballpen for writing.
3. Record all responses as coded.
4. No question should be left unmarked.
5. In cases where the respondent cannot answer the question, verify whether the respondent cannot respond because he/she does not know the answer or refuses to answer the question.
HHI: Points in Recording Data/Information Accurately

For open-ended questions:
- Do not summarize or paraphrase answers.
- Do some probing so that the given information would be relevant to the specific question.
- Use abbreviations

For quantitative answers:
-- For answers given as range: politely probe the respondent for his closest estimate.
-- For responses that require lengthy computation or conversion, record verbatim response on the margin space to save time. Compute the exact response right after the interview.
If respondent gave abbreviated answers, ask for the meaning of these abbreviations. If an interviewer fails to immediately answer, wait for a while in case he/she might be taking time before giving out answers. Should it be necessary, repeat or rephrase the question without altering its main thought.
HHI: Points in Recording Data/Information Accurately

• Fill out the questionnaires neatly and legibly.

• If number codes are given to possible answers to an open-ended question, write the number code.

• If the answer does not have a number code, write it as given.

• There should be no prompting of any question by the interviewer. Try to sense the respondent, he/she might be taking time before giving out answers.
HHI: Points in Recording Data/Information Accurately

• Review if all questions have been asked or answered.

• Then, thank the respondent for sharing his/her time.

• Indicate on the last page of the questionnaire the exact time of end of interview.

• Set appointment for a callback for data gaps, should it be necessary.
HHI: Rules for Replacement

• Use the replacement household if the sampled household is not available for the interview.

• If the replacement household is still not available for interview, ask the field supervisor for another replacement.
Post-Household Survey Interview

• For certain variables, code the given responses using the coding guide immediately after the interview, before the accomplished interview is submitted to the field supervisor.

• The field supervisor may conduct spot checks with the interviewee to ensure data quality and accuracy.
Post-Household Survey Interview

• The field supervisor reviews the filled-out interview questionnaire and ensures that all questions are appropriately responded to.

• The field supervisor has to return the questionnaire to the enumerator should there be data gaps or inconsistencies that have to be addressed.
Post-Household Survey Interview

• After checking the accomplished questionnaire submitted by the enumerator, **the field supervisor signs his/her name on the first page, and indicates the date signed.**

• After checking the accomplished questionnaire submitted by the enumerator, **the field supervisor signs his/her name on the first page, and indicates the date signed.**
• The encoder who enters the questionnaire interview data in the data base needs to sign his/her name on the first page, and indicates the date of encoding.
Survey and Interview Documentation

• Enumerators must log in the logbook for visitors of the barangay, if there is a logbook.

• Enumerators must write in their field notebook the address and name of the Household Head, interview date and time (start and end). Other uncovered information that may be relevant to the study but uncovered in any of the survey questions should also be noted down.
Survey and Interview Documentation

• After each day of the field surveys, the field team leader should note down in his/her map of the study area the specific location of the household interviewed and indicate its corresponding questionnaire identification number.
Doing Key Informant Interviewing
Key Informants Interviewing

• Develop the questionnaire.
  – *Identify the parameters on which to focus the questionnaire by reviewing the recommended data collection methods for each parameter.*
  
  – *Use the questions for each parameter when developing the questionnaire.*
Key Informants Interviewing

• Select informants to be interviewed.

• Arrange a place and time that is convenient to the informant and where they will feel ease, with minimal interruptions and with sufficient light and space to work.

• Introduce yourself and describe the purpose of the interview.
Key Informants Interviewing

• If there are plans to use a tape recorder or camera during interview ask permission.

• Ensure the informant is comfortable throughout the interview/survey.

• Obtain information from other people in the area (e.g. family members) as appropriate.
Key Informants Interviewing

- Be conscious of time and try not to conduct the interview longer than a reasonable time (less than 45 minutes is generally recommended).

- Take note during the interview or survey. Write them up as soon as possible while it is still fresh. Record any visualization diagrams developed during the interview.
Key Informants Interviewing

• Carefully review and analyze the interview notes to identify key statements, issues and patterns that relate to the stakeholder groups and parameters.

• Follow the guiding principles in data collection
Do’s and Don’ts for Conducting a KI Interview

1. Phrase questions so that they are open-ended, not closed. (e.g: How do you fish? (Do you use ....))

2. Avoid leading questions. (e.g. What kind of problems are there between fishers and users of coral reefs? (What kind of interactions....)

3. Use unambiguous questions. (e.g. Do you go fishing very often? (Do you go fishing often)
Do’s and Don’ts for Conducting a KI Interview

4. Use indirect questions for sensitive issues such as income or illegal fishing methods. (e.g: Do you use cyanide? (Do you know if illegal fishing methods…..))

5. Use the 6 questions words (what, who, when, where, how, why) as much as possible.
Do’s and Don’ts for Conducting a KI Interview

6. Use questions that encourage informants to compare and contrast as a means of analysis. (e.g. How do fishers’ relations with the hotel industry compare with their relations with the dive operators?)

7. Observe the less than 45 minutes time limit.

8. Always say thank you at the end.
Logistics Plan Prior to Fieldwork
Logistics Plan: What to bring during data gathering?

• **Enumerator and KII Kits**
  – Questionnaires
  – Household or KII list
  – Pencils and sharpener
  – Extra Pen
  – Small Ruler
  – Notebook
  – Umbrella or cap
  – Bottled water
  – Camera/mobile phone

• **FGD Moderator and Documenter Kit**
  – FGD Guide Questions
  – Writing materials
  – Maps
  – Chart paper/paper
  – Sticky Tape
  – Scissors
  – Recorder and Camera
Logistics Plan: Fieldwork Deployment Plan

• For efficiency in the data collection process, the deployment plan for each project area will serve as guide for the actual field survey.

• The deployment plan contains the target households for the HHI and the target key informants for the KII and FGDs.
# Deployment Plan (Sample)

<table>
<thead>
<tr>
<th>Area</th>
<th>Villages</th>
<th>HHI</th>
<th>KII</th>
<th>FGD (set 1)</th>
<th>FGD (set 2)</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

## Field Staff Complement

- **FGD:**
- **HHI:**
- **KII:**
- **Reconnaisance:**
## Deployment Plan (Sample for All)

<table>
<thead>
<tr>
<th>Area</th>
<th>No of villages per town</th>
<th>No of HHI by town</th>
<th>No of town KII</th>
<th>No of KII per village *</th>
<th>No of FGDs per village*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town 1: Taytay</td>
<td>4</td>
<td>112</td>
<td>6</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Town 2: ElNido</td>
<td>7</td>
<td>182</td>
<td>6</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Town 3: Coron</td>
<td>7</td>
<td>131</td>
<td>6</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Town 4: Culion</td>
<td>5</td>
<td>79</td>
<td>6</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Town 5: Linapacan</td>
<td>10</td>
<td>152</td>
<td>6</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>33</strong></td>
<td><strong>650</strong></td>
<td><strong>30</strong></td>
<td><strong>136</strong>*</td>
<td><strong>99</strong>*</td>
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</table>
### Deployment Plan (Sample A1)

<table>
<thead>
<tr>
<th>Area</th>
<th>Village</th>
<th>HHI (n=182)</th>
<th>KII-SD (Sample)</th>
<th>KII-Thr</th>
<th>FGD (Fisheries, Res. Threats to Resources/Com Problems/ SD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ElNido</td>
<td>1: Buenasuerte</td>
<td>26</td>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>2: Masagana</td>
<td>16</td>
<td>4</td>
<td>2</td>
<td>2</td>
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<tr>
<td></td>
<td>3: Corong</td>
<td>13</td>
<td>4</td>
<td>2</td>
<td>3</td>
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<tr>
<td></td>
<td>4: Pasadena</td>
<td>23</td>
<td>0</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>5: Bebeladan</td>
<td>17</td>
<td>2</td>
<td>2</td>
<td>3</td>
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<tr>
<td></td>
<td>6: Bucana</td>
<td>47</td>
<td>2</td>
<td>2</td>
<td>3</td>
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<td></td>
<td>7: Teneguiban</td>
<td>40</td>
<td>2</td>
<td>2</td>
<td>3</td>
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</table>

**Field Staff Complement for a 5-day fieldwork**

**FGD:** 6 teams of 2 persons each

**HHI:** 5-8 enumerators per village to be supplemented by FGD facilitators and documenters

**Reconnaissance and KII:** 1-2 (Project Lead and PSC)
## Deployment Plan (Sample A2)

<table>
<thead>
<tr>
<th>Area</th>
<th>No of villages per town</th>
<th>No of HHI by town</th>
<th>No of town KII</th>
<th>No of KII per village *</th>
<th>No of of FGDs per village*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town 2</td>
<td>1: Banbanan</td>
<td>19</td>
<td>2</td>
<td>2</td>
<td>3</td>
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<tr>
<td></td>
<td>2: San Jose</td>
<td>14</td>
<td>2</td>
<td>2</td>
<td>2</td>
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<td></td>
<td>3: Liminangcong</td>
<td>59</td>
<td>2</td>
<td>2</td>
<td>3</td>
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<td></td>
<td>4: Tumbod</td>
<td>20</td>
<td>2</td>
<td>2</td>
<td>3</td>
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**Field Staff Complement for 3 - 4 days of fieldwork**

**FGD:** 3 teams of 2 pax each

**HHI:** 3-4 enumerators per village to be supplemented by FGD facilitators and documenters

**Reconnaissance and KII:** 1-2 persons (Project Lead and PSC)
## Deployment Plan (Setse)

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<tr>
<th>Area</th>
<th>Villages</th>
<th>HHI</th>
<th>KII</th>
<th>FGD</th>
<th>Recon</th>
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<td><strong>Field Staff Complement</strong></td>
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<td>FGD:</td>
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<td>HHI:</td>
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<tr>
<td>KII:</td>
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<tr>
<td>Reconnaissance:</td>
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Deployment Plan (Kiyaikkhami)

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<tr>
<th>Area</th>
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<th>HHI</th>
<th>KII</th>
<th>FGD</th>
<th>Recon</th>
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Field Staff Complement

FGD:

HHI:

KII:

Reconnaissance:
Questions?
Thank you

I hope you will also have fun in the field like them!