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USING PRIMARY DATA

Data collection methods

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TRAINING DELIVERY 2 0 2 2
(IDeAMapSudan)
INTEGRATED DEPRIVATION AREA MAPPING SYSTEM FOR DISPLACEMENT DURABLE SOLUTIONS AND SOCIOECONOMIC RECONSTRUCTION IN KHARTOUM, SUDAN

(1) WHAT IS PRIMARY DATA?

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(1) WHAT IS PRIMARY DATA

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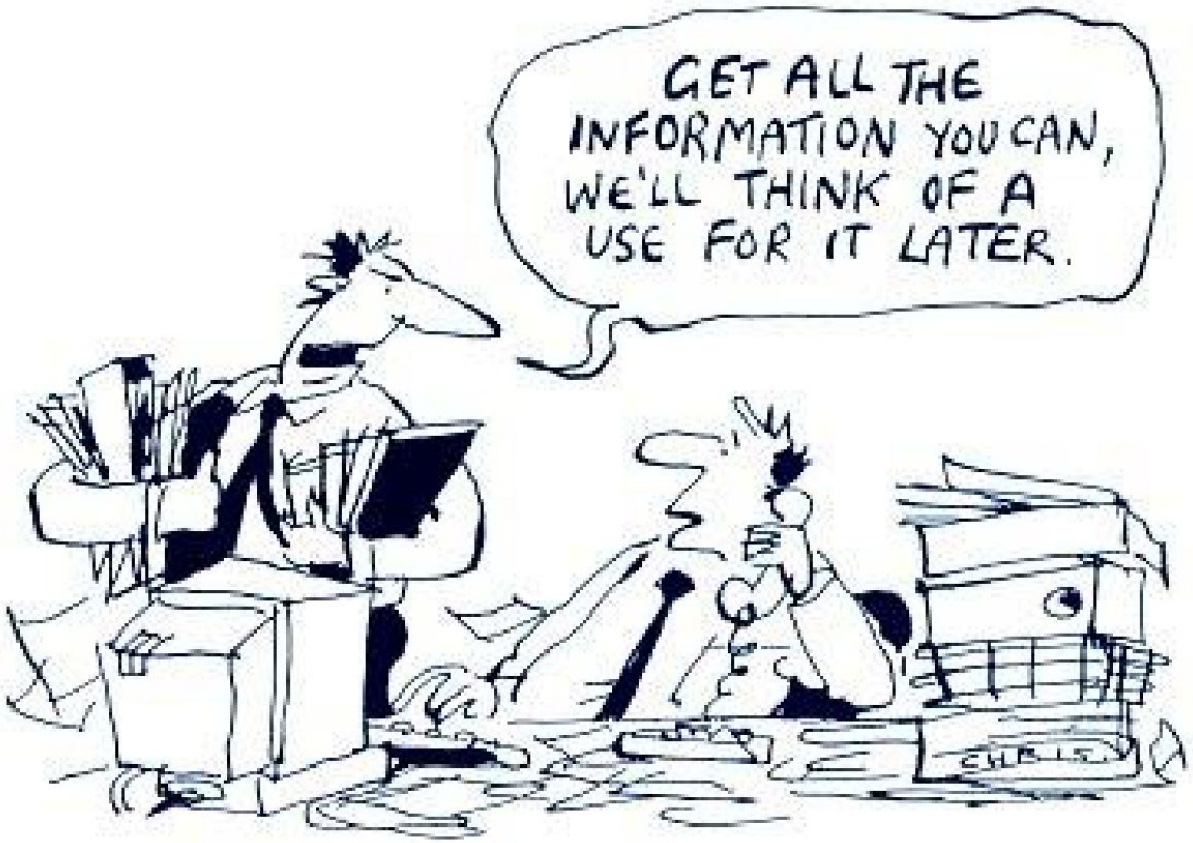
WHAT IS PRIMARY DATA?

- Primary Data is data **collected from first-hand sources** by the researcher/research team.
- It is led by the project requirements or research question(s);
- The researcher has control over **the methods** to be employed. This however:
    - does not mean full control;
    - does not justify collecting data just because! **Every piece of collected data should be linked** to a specific requirement.



(2) PRIMARY DATA COLLECTION METHODS

- Direct observation
- Indirect observation

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PRIMARY DATA COLLECTION METHODS

Primary data collection methods can be classified according to two main types:

- **Direct observation** - the surveyor registers his/her observations according to his/her own interpretation and sensitivity, or according to measurements of auxiliary devices (if any), like GPS, photo cameras, thermometers, etc);

Examples: physical environment surveys

- I**ndirect observation**-the surveyor registers what informants tell him/her.

Examples: Household questionnaires, Interviews, group discussion

(3) BEST PRACTICES

- Survey Structure
- Technicalities
- Ethics

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Keep it simple!

(because, you know, simple is beautiful!):

Survey Structure

The fewer the questions the better;

✔ No one likes questionnaires of 10 pages that take one hour to fill in!

Avoid open questions (but don't be afraid of them!);

✔ What will you do with 50 responses of ~300 words each?

Questions seeking to obtain the same information;

✔ Asking for one's age having already registered the date of birth won't add much!

It is usually something undesirable;

✔ The question "Do you like Lisbon?" might not be very informative if you are investigating, say, perceptions on quality of life.

Make sure the questions are comprehensible;

✔ Avoid technical terminology and educate yourself on cultural and political sensitivities

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TECHNICALITIES

Do NOT trust humans!

(they are a species best know for making mistakes…)

Use as much constraints as you can;

- ✔ The field 'Age' should only accept numbers from 12 to 18 if your target are teenagers)

Let the computers do the work – they are stupid but reliable;

- ✔ If you record the location of something, you can easily know what is its administrative context – don't enter that information yourself.

Avoid solutions that rely too heavily on technology.;

- ✔ You don't want to conduct your survey over an application that has to have 3/4G Internet access all the time.

Does your survey has a spatial component? Plan it carefully!

- ✔ What is the level of spatial accuracy you require?
- ✔ What kind of geometries do you need?
- ✔ Can the device and software cover the accuracy and geometrical requirements?

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ETHICS

Be honest !

- Be **clear about the purpose** of the survey
- Make sure you have explicit **consent from the interviewees**;
- Under no circumstances are you allowed to share data that is **not anonymized;**
- Be wary of **risks and consequences** that your interviewees may incur by collaborating with your survey and ask yourself if is it worth it;
- **Be careful** when sharing data (even if it is aggregated and anonymized) with actors that are not direct stakeholders.
- Accept that, most of the times, one survey will take longer than what you planned. People are helping you, **so they deserve your attention and patience.**

(4) Tools

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WHAT DO YOU NEED TO DO?

Two main types of mobile (i.e. phone) applications:

Cloud storage – one questionnaire, many devices, one single dataset;

✔ Open Data Kit, Kobo Collect

Local storage – has to be transferred from the device to a common (local or remote) data repository;

✔ Qfield, Input

For the assignment we will use Kobo Collect, which is based on **Open Data Kit**

THANK YOU FOR YOUR ATTENTION!