

BBC Media Action - Governance Survey Research Methodology

What were the aims of the surveys?

The surveys were carried out to provide monitoring and evaluation data on the reach and impact of BBC Media Action’s programmes. Beyond this, they aimed to assess the situation in the country in relation to key governance outcomes and the role of the media, answering questions such as:-

- How much political knowledge do individuals have, to what extent do they feel confident to get involved in politics (political efficacy), how much do they discuss politics and participate in public life?
- To what extent do individuals feel empowered in relation to the right to require an account?
- What are peoples’ perceptions of government responsiveness?
- What are the key governance issues on a local and national level?
- What is the perceived role of media in holding government to account relative to other institutions?
- To what extent is media relied on as a primary source of information and a key input to decision-making for voters?

How many interviews were conducted?

Across eight countries, a total of 54,593 interviews were conducted between 2012 and 2016. In most countries multiple phases of data collection took place to track progress over the course of the Global Grant.

| Country | Phase | Dates | Sample size | Representation |
|------------|-----------|---------------|-------------|--|
| Nigeria | Midline 1 | Feb-Mar 2013 | 3214 | Adult (15+) population of 6 focal states |
| Nigeria | Midline 2 | Dec 2014 | 4240 | Adult (15+) population of 6 focal states |
| Nigeria | Endline | May 2016 | 4200 | Adult (15+) population of 6 focal states |
| Kenya | Baseline | Aug 2012 | 3008 | National adult (15+) population |
| Kenya | Midline | July 2013 | 3006 | National adult (15+) population |
| Kenya | Endline | Jan-Feb 2015 | 3003 | National adult (15+) population |
| Bangladesh | Baseline | Sept-Oct 2012 | 5628 | National adult (15+) population |

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|--------------|----------|-------------------|------|--|
| Bangladesh | Midline | June-July 2013 | 3410 | National adult (15+) population |
| Bangladesh | Endline | May-Jun 2015 | 2650 | National adult (15+) population |
| Myanmar | Baseline | June-July 2013 | 1224 | Adult (15+) population of 11 out of 14 states |
| Myanmar | Endline | May to Jun 2016 | 3000 | National adult (15+) population |
| Nepal | Midline | Dec 2012-Jan 2013 | 4000 | National adult (15+) population |
| Nepal | Endline | Dec 2015-Jan 2016 | 4000 | National adult (15+) population |
| Tanzania | Midline | Aug-Sept 2013 | 4120 | National adult (15+) population |
| PT | Baseline | July 2012 | 1500 | Adult (15+) population of the West Bank and Gaza strip |
| Sierra Leone | Midline | July 2013 | 4390 | National adult (15+) population |

Sampling and Data collection

The sample was stratified across the major geographical divisions of the country (by province/region/state). Within these geographical divisions a probability proportional to size multistage cluster sample was employed. At all stages, the selection of clusters was random and self-weighting. The sampling frame was constructed using the most recent census data available for that country (except in the case of the Myanmar baseline, see here for more details (insert link to Myanmar methodology)). Within Enumeration Areas, predefined random starting points were used to begin household selection. Random walk was applied with a fixed household interval. Within households a KISH grid was used to select respondents.

Data collection was carried out using face-to-face interviews and recorded using either paper and pen, or CAPI (Computer-Assisted Personal Interviewing).

Post data collection, the samples were compared to the latest census data (except in the case of Myanmar where data from the Central Statistical Organisation (CSO) Yearbook was used) and weights applied where necessary to correct for any imbalances in region/state, gender, age and location (urban vs rural).

Glossary of Terms

Stratification: Stratification consists of dividing the population into subsets (called strata) based on demographic characteristics, within each of which a random sample is selected. This can happen at various stages, for instance when selecting geographic areas (on the basis of whether they are in an urban or rural location) or when selecting individuals (based on their gender or age). Stratification ensures a sample is representative of the national population based on proportions of different demographic characteristics according to the census data.

Probability proportional to size: A method of sampling that ensures that the probability of an area being chosen to be included in the sample is proportional to the size of the population in that area (e.g. an area with 20,000 inhabitants is twice as likely to be chosen as an area with 10,000 inhabitants). This method is usually applied at multiple geographic levels – e.g. to select regions of a country and then to select divisions within those regions, and is therefore referred to as “multi-stage”.

Self-weighting: A sample which is self-weighted means that every individual in the population has an equal chance of being selected. Probability proportional to size sampling is one method which ensures this.

Enumeration area: Small distinct geographical areas. The smallest unit of sampling above the household level; often defined for the purposes of census data collection as the area to be covered by one enumerator (an individual conducting interviews).

Random walk: Starting points are selected in each enumeration area, and the interviewers walk in a random direction and interview households at a set interval (i.e. every 6th or 10th household). The interval may be predefined based on the size of the area, or may be chosen randomly using, for instance, the date method which involves summing the digits in the date (e.g. if the interview is carried out on the 12th of the month, $1 + 2 = 3$, so an interval of 3 would be used).

KISH grid: A method used to randomly select the individual in the household to be interviewed. It involves listing all those aged above 15 living in the household in order of age, and then a grid of numbers is used (sometimes randomly, or by using the last digit in the questionnaire number to decide which section of the grid to refer to) to randomly select the individual to be interviewed.