

BBC Media Action – Myanmar 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 key 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?

In this country, a total of 4,224 interviews were conducted between 2013 and 2016; multiple phases of data collection took place to track progress over the course of the Global Grant.

Country	Phase	Dates	Sample size	Representation
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

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 this country, however, for the baseline, data from the Central Statistical Organisation (CSO) Yearbook 2010 was used due to the census data being very outdated). 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 Computer-Assisted Personal Interviewing (CAPI).

Post data collection, 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).

Country	B/M/E	Dates	Sample size	Sampling approach and data collection	Representation	Weighting
Myanmar	Baseline	June-July 2013	1224	A sample of 34 cities/townships were selected using the probability proportionate to size (PPS) method, a self-weighting method, from all of the 283 townships in the five states and seven regions included in the study. Depending on urban and rural population ratio, samples were allocated to wards and village tracts in each township. In most cases, three sampling units were selected from each township by simple random sampling method - that is by numbering all wards and village tracts and selecting a number generated randomly by a computer. Selection of these later stage clusters units was not self-weighting. This was because up-to-date population data, which is required for a self-weighting cluster design, was unavailable at the ward/village level. For village tracts, a further stage of simple random sampling was conducted to select a village. This resulted in 31 urban wards and 72 rural villages, with a total number of	Aiming to be nationally representative, but 3 states excluded due to cost and security concerns, 15+	Following data collection demographic characteristics were compared to CSO Yearbook 2010 and weighting was used to correct for any significant imbalances in the sample.

			<p>102 sample points. Households were then selected in these wards and villages by systematic random sampling. The total number of households in a selected ward/village was counted in the field, and the total number of households divided by the required sample size for that ward/village, to set an interval. A starting point in the ward/village was determined by the fieldwork team –for a village this was usually either the village entrance or a significant building such as a school, and for wards this was generally the corner of a residential block. A random number between one and the interval was generated (n) and then every ‘nth’ household from the starting point was sampled. A kish grid was used at the household level to select the participant from among all members of the household aged 15+. Excluded from the kish grid were only those family members who lived elsewhere, visitors temporarily staying in the house, those who were employed by the household (such as</p>		
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				housemaids, drivers, etc.), and those who were mentally ill. If the selected household member refused, or was not available after three call-backs by the interviewer, the household was substituted by a household randomly selected by the field supervisor.		
Myanmar	Endline	May to June 2016	3000	<p>Probability proportionate to size, 1. Regions, 2. Districts, 3. Wards/Village Tracts</p> <p>The sample was stratified by states/regions/union territories, urban/rural location and population density. Households were selected using random starting points in the primary sampling unit (PSU) – one of the points furthest to the North, South, East or West – and following the right hand rule.</p> <p>Every fifth household was selected. In order to ensure a 50/50 gender split, every other householder approached would be male and every other female, depending on the last digit of the serial number on the questionnaire (1 to 3,000). An even last digit indicated that a male would be interviewed and</p>	Nationally representative, adults aged 15+	<p>Following data collection, demographic characteristics were compared with the population estimates of Myanmar’s 2014 census, and nested weighting was employed to adjust for imbalances in gender, age and states/regions/union territories proportions.</p>

				<p>an odd last digit indicated a female. The individual respondents were then selected by use of a Kish grid whereby the interviewers listed all the occupants of the household aged 15 years and above according to the gender determined by the serial number. The interviewers then used the last digit of the serial number and the number of eligible respondents living in the house to select the respondent to be interviewed using the Kish grid. Non-members of the household were excluded from the sample.</p>		
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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.