

BBC Media Action – Bangladesh 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?

In this country, a total of 11,688 interviews were conducted between 2012 and 2015; multiple phases of data collection took place to track progress over the course of the Global Grant.

Country	Phase	Dates	Sample size	Representation
Bangladesh	Baseline	Sept-Oct 2012	5628	National adult (15+) population
Bangladesh	Midline	June-July 2013	3410	National adult (15+) population
Bangladesh	Endline	May-Jun 2015	2650	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. 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, the samples were compared to the latest census data 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
Bangladesh	Baseline	Sept-Oct 2012	5628	The sample distribution was prepared in proportion to the population size of the country using 2011 population census data. Demographic splits including urban/rural and gender ratios were proportionate to the population distribution of the country (e.g. the urban/rural split amongst respondents was 30:70 representing the urban: rural ratio recorded in the 2011 census).	Nationally representative 15+	Weighted by age, Location and Province using the 2011 census
Bangladesh	Midline?	June-July 2013	3410	The sample was stratified by all of the country's seven divisions. Within these divisions a single-stage cluster sample was employed. Clusters represented mouzas (smallest rural administrative unit) and mohallas' (smallest urban administrative unit) and were selected with a random self-weighting approach. The sampling frame was from the Bangladesh Bureau of Statistics (BBS) census 2011. For selection within mouzas and mohallas, four starting points were identified per cluster, from these random walk was used to select households. In addition to stratification by divisions, random selection was facilitated by location type (rural/ urban) and gender strata.	Nationally representative 15+	Used 2011 census, corrected for imbalances in age and location (urban vs rural) – this weighting was carried out later in 2016

Bangladesh	Endline	May-June 2015	2650	<p>The survey was conducted via face-to-face interviews in respondents' houses following a multistage sampling strategy. All seven divisions were covered in the sampling strategy. A probability proportionate to size multistage random sampling approach was used, with strata applied for region and location (urban or rural; mouza or moholla): division (stage I), district (stage II) and primary sampling unit (stage III). One mouza may include one village or more than one village, and in a ward (the lowest administrative unit in the metro area) there can be several mohollas. Household selection started from pre-determined starting points: either a mosque, bazaar or major crossroads.</p> <p>The first household was selected using the date method, for example if field work starts on 2 January, the second household from the starting point will be interviewed. Subsequently, every fifth household was interviewed following the left hand rule. Household members were selected using a Kish grid.</p>	Nationally representative 15+	Post characteristics weighting had been applied on the data to ensure it was representative of the national census by age, gender, location and division.
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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.