

BBC Media Action – Nepal 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 8,000 interviews were conducted between 2012 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
Nepal	Midline	Dec 2012- Jan 2013	4000	National adult (15+) population
Nepal	Endline	Dec 2015- Jan 2016	4000	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
Nepal	Midline ("Baseline")	Dec 2012- Jan 2013	4000	<p>Stratification was first applied to main ecological zones (Mountain, Hills & Terai) followed by further stratification of Nepal's administrative regions. Within these regions a multi-stage cluster sample (stage 1 district, stage 2 wards) was employed. At both levels selection of clusters was random and self-weighting. The sampling frame was constructed from both preliminary results of the 2011 Nepal census and the 2001 Nepal census. Within wards, households were selected using random walk.</p> <p>In addition to stratification by ecological zones and administrative regions, random selection was facilitated by location type (rural/urban) and gender strata.</p>	Nationally representative 15+	<p>Following data collection, consultation with the contracted Research Agency indicated that the self-weighting nature of Probability Proportional to Size method was undermined due to variation in the observations collected within stage 1 and stage 2 clusters. To account for this, weighting was applied to ensure clusters had a consistent size in the data set by strata³¹. Demographic characteristics were also compared to the 2011 census; however no significant imbalances were found in the sample and therefore no characteristic weighting was employed.</p>

Nepal	Endline	Dec 2015- Jan 2016	4000	<p>A probability proportionate to size multistage sampling approach was taken: 1) regions, 2) districts, and 3) Village Development Committee/municipality. The sample was stratified by development region, urban/rural location and population density. Households were selected using random starting points (one of the points furthest to the North, South, East or West) and following the right hand rule. 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 4,000). An even last digit indicated that a female would be interviewed and an odd last digit indicated a male. The individual respondents were then selected by use of a Kish grid whereby the interviewers listed all the</p>	Nationally representative, adults aged 15+	<p>Following data collection, demographic characteristics were compared with the population estimates of Nepal's 2011 census, and nested weighting was employed to adjust for imbalances in gender and age.</p>
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				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.		
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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.