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# What and How of Data Collection in Monitoring & Evaluation

## Selecting Right Tools and Right Questions

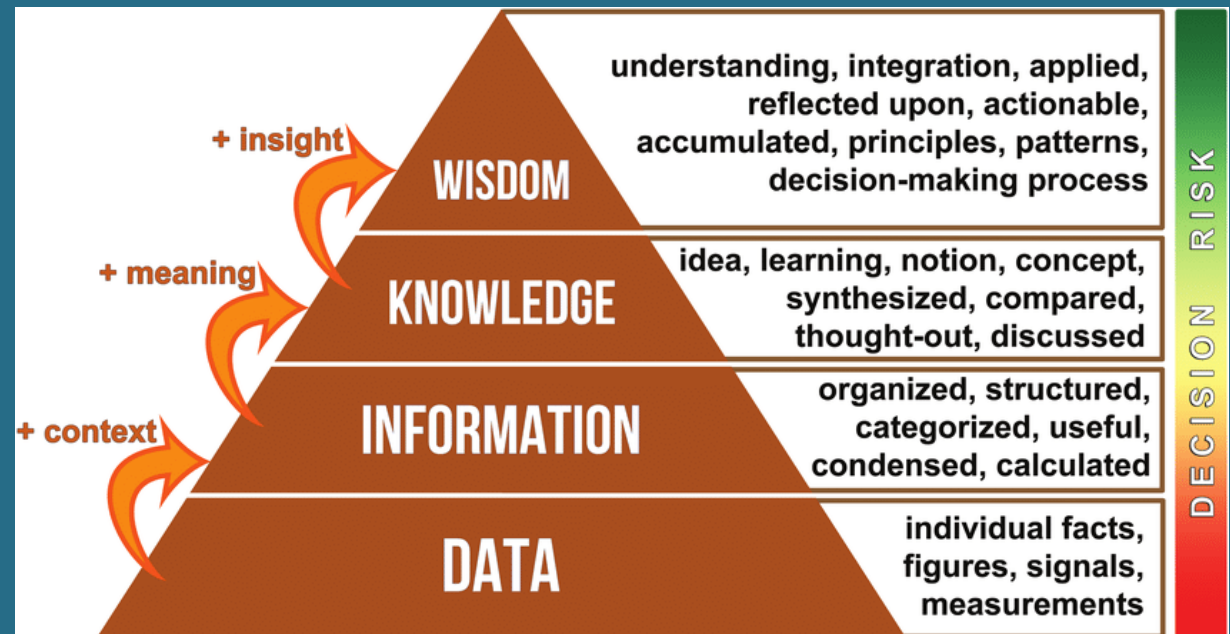
While we get started,

Please fill this small google form based survey: [bit.ly/bevsurveyslevaweb](https://bit.ly/bevsurveyslevaweb)



# Importance of data

- What is Data?
- Why is Data so important?





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# Classifying data

## *Based on-*

- **Source**
  - Primary and Secondary
- **Method of collection**
  - Reported, Observational and Administrative/Process
- **Exhaustiveness**
  - Survey and Census
- **Nature of Data**
  - Qualitative - Binomial, Ordinal, Nominal
  - Quantitative - Discrete, Continuous
- **Based on stage of program**
  - Baseline, Progress, and End-line



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# How is data collection done?

- Define the **Problem/RQ(Research Question)s** : use & criteria
- Understand **what information** to collect : theory of change
- Identify the **right indicators**, decide **frequency** of collection
- Data collection **tools**: e.g. creating the **right** questionnaire
- Improving your tools: e.g. making modifications based on insights from pilot survey(s)
- Collect data
- Analyze...



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# Tools/Methods for data collection

- In-depth Interviews, KII(Key Informant Interview)s
- FGD(Focus Group Discussion)s
- Observations- Participatory, Direct, Remote
- Photography, Audio and Video
- Case studies and Stories of Change
- Surveys and Questionnaires
- Informal Monitoring
- Secondary Data
- Electronic Data Harvesting
- Recording Administrative Data



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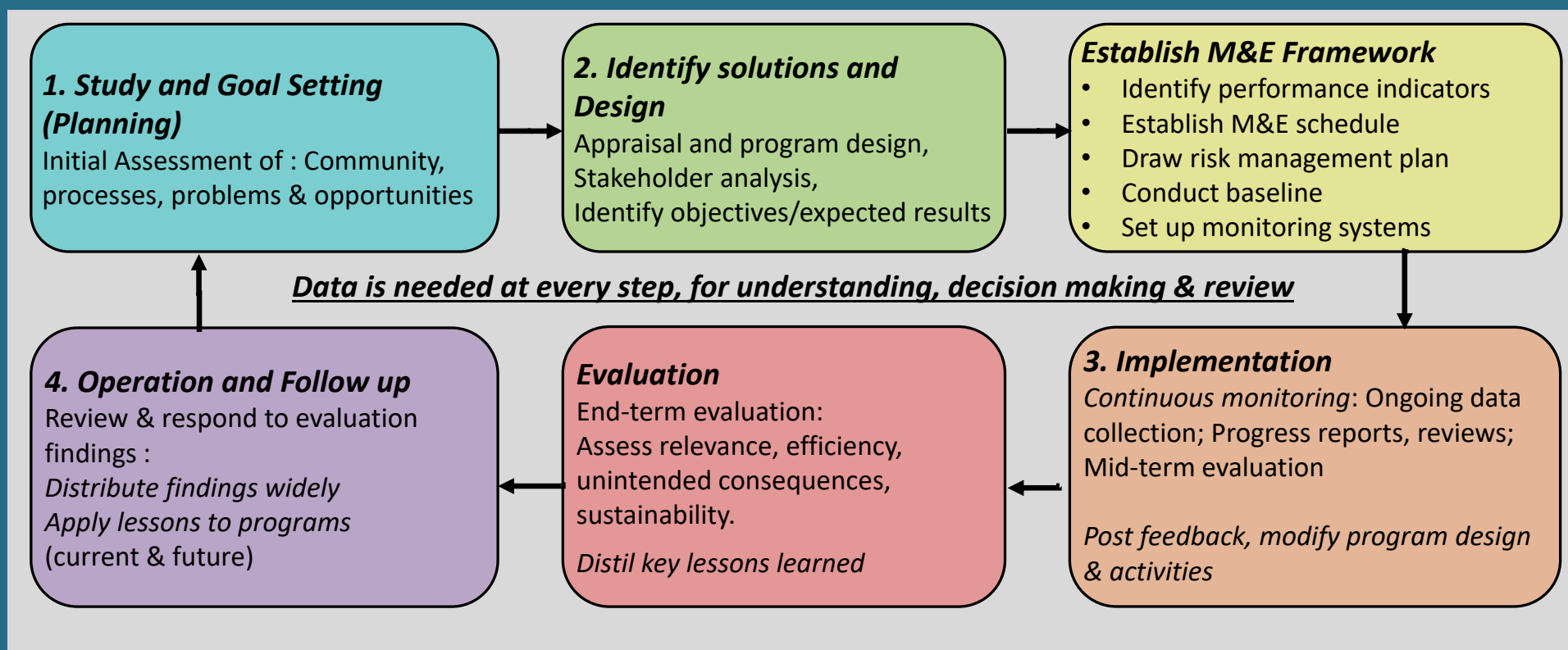


# How to choose tools/methods?

- Nature, stage of program
- Key questions to be answered
- Sector and type of program
- Planned analysis – qualitative or quantitative
- Desired degree of stakeholder participation
- Time, resources and expertise availability
- Frequency of data collection, rigor, local context



# Data in program M&E cycle







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# How was the beverage consumption survey?

- Go to **Menti.com** and use code **82 02 89 3**
- Submit up to 5 entries.
- Write about what were the thoughts you had while filling it up?  
What was good/ bad about it?

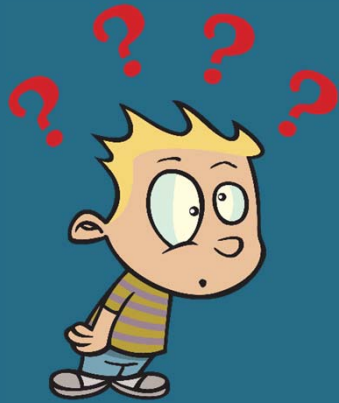




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# What happens during data collection?



1. Comprehension



2. Retrieval



3. Calculation/  
judgement



4. Reporting



5. Recording



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# Let's improve the Beverage consumption survey



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# Let's improve the Beverage Coffee consumption survey

1. What is this survey about? Needs introduction
2. Non-exhaustive and overlapping options in age groups.
3. Local context – does the respondent drink coffee, regularly?
4. Define time period - how many cups per day/ per week. Options accordingly.
5. How do you \_\_\_\_\_ drink your coffee? Generally/ always/ last time...
6. Are the questions about coffee at home, or total? Can we ask for no. of cups per week?
7. Is the last question loaded? Is it important for analysis?
8. What is the size of the cups/ volume of coffee intake?



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# Literature review to the Rescue!!!!

First, look for **standardised, previously used questionnaires**;

Select the best suited, and adapt it to your context;

*Don't start from scratch!!*



# How does a good questionnaire look like?

- Identifiers – Numbering and Sectioning
- Question statement/ details
- Answer type – Option – ranges
- Instructions – skip logic, constraints, instructions to surveyor
- Purpose of the question/ analysis plan

Sr No	Question	Answer	Instructions	Remarks
A.1.a		Text/ numeric/ multiple choice/ select one/ date/ location/ image/ etc.	Skip to question, constraints on answer length	



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# Sections in a questionnaire

- What should be the sequence of sections in a questionnaire?
- Go to **Menti.com** and use code 98 55 39



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# Sections in a questionnaire

1. Introduction about research and researchers
2. Personal Identifiable Information – need to keep separate as per ethics norms
3. Consent – important ethics consideration
4. Demographic information – comparability with different surveys/ respondent groups; generalizability
5. Core questions
  1. Related to topic of interest
  2. Based on literature review of similar work by others
  3. Based on expected information
  4. Needs inputs from Key informants
  5. Local context necessary (e.g. cultural norms, language, comfort with surveyor)
6. Closure –***Thank you*** note after or at end of survey





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# Mobile Based Data Collection Systems

- Smartphones revolutionised Computer Assisted Personal Interviewing
- OpenRosa platform – a communications standard for form submission; ODK, Kobo, Ona, Elmo, etc. use OpenRosa standards
- Enketo – form display & data visualisation tool; used by platforms using OpenRosa
- Proprietary software, paid services, etc. adopting same standards
- Part of a CAPI system based on ODK:
  - Tool for building a form, converting XLSForm (xls based) into XForm (xml based)
  - Data collection app/ web platform – ODK Collect
  - Server based data aggregator – for database management
  - Tool to download the data in xls, csv, etc. formats.
- Limited customisation possible without xml and api building knowledge.



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# Kobo Toolbox

- <https://www.kobotoolbox.org/>
- Play store - Kobo Collect -  
[https://play.google.com/store/apps/details?id=org.koboc.collect.android&hl=en\\_IN](https://play.google.com/store/apps/details?id=org.koboc.collect.android&hl=en_IN)
- <https://youtu.be/4PNtT51h3CQ>



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# Thank You