

*Producing a robust yet flexible
cross-national research toolkit*

Considering consistency in data
collection and sampling

Deborah Fox, Kantar
14.2.2015

KANTAR

Data collection

	Face to face	Online	Mixed method
	<ul style="list-style-type: none">Better reachCross-market consistencySocial contract encourages completion and honestyLonger interviewsNo or fewer literacy issues	<ul style="list-style-type: none">FastCheaperPrivacy/confidentialityIncluding mobiles increases reach	<ul style="list-style-type: none">Compromise on cost and reach
	 <ul style="list-style-type: none">ExpensiveSlowPrivacy concerns (overcome with tablets)Concerns re ability to interview girls	 <ul style="list-style-type: none">UnrepresentativeShorter interviewDifficult to samplePoor cross-country consistencyLiteracy issuesLanguage issues	 <ul style="list-style-type: none">SlowPoor cross-country consistencyPoor consistency over timeShorter interviewAdministratively complex

Sampling considerations

Face-to-face random sample

In many markets, financially and practically non-viable
No-go areas
Outlying islands
Deep rural

Face-to-face quota sample

Insufficiently rigorous?
Demographics \neq behaviour or attitudes

Purposive sampling

Eg in schools, youth clubs
Insufficiently rigorous?
Excludes non attendees
May skew upmarket
Mix of venues may duplicate

Standard commercial online panels
Not representative of population
Even less likely to represent children correctly
Difficult to establish age/
obtain permission to interview

Online river sampling

Not representative of population
Even less likely to represent children correctly
Not replicable over time/
markets
Difficult to establish age/
obtain permission to interview

-

-

-

-

-

K

-

-

-

-

-