






*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 |
|  | <p>Better reach Cross-market consistency Social contract encourages completion and honesty Longer interviews No or fewer literacy issues</p> | <p>Fast Cheaper Privacy/confidentiality Including mobiles increases reach</p> | <p>Compromise on cost and reach</p> |
|  |  <p>Expensive Slow Privacy concerns (overcome with tablets) Concerns re ability to interview girls</p> |  <p>Unrepresentative Shorter interview Difficult to sample Poor cross-country consistency Literacy issues Language issues</p> |  <p>Slow Poor cross-country consistency Poor consistency over time Shorter interview Administratively complex</p> |

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

-

-

-

-

-