PART C - Research Implementation

Interviewer Recruitment and Training - A three-day training session will be conducted in the local language in each country, and interviewers are recruited by ensuring that they have the appropriate educational level and experience. All supervisors and local interviewers will conduct a central training workshop personally overseen by a member of staff from the consortium. After the central training, supervisors will return to their regions and train local teams of interviewers following exact protocols of the central training. We aim to ensure extreme consistency in question asking and answer recording, and emphasise the importance of training to our vendors.

During training and piloting, the fieldwork personnel will provide feedback about the questionnaire and will often suggest or request edits. These will be communicated to the management, and approval of a final questionnaire will be obtained prior to the commencement of fieldwork. At the end of the training session all interviewers will conduct a pilot test in the local area, enabling them to practice correct survey methodology, and for the questionnaire to be tested with the general public. The team will report the results of these pilot test surveys (which will not be included in the final sample) to the client, along with any suggested changes or edits, for sign-off.

At the beginning of each day of training, all interviewers and supervisors must sign in which allows the team to ensure that all staff are present for all training sessions. Any supervisor that misses one session will not be permitted to work on the project.

Survey Administration on Tablets - Over the past three years, we have managed several surveys using tablets with great success, and have conducted over 60,000 interviews since 2013 on a variety of software platforms. Over this time, we have developed a rigorous data monitoring process, whereby our executives are able to check data while the project is in the field. This significantly increases data quality and enables us to spot potential errors in survey methodology or implementation before fieldwork has finished – allowing for immediate correction. For this project, we will implement Survey2Go software on Android tablets which are owned by ORB.

The survey will first be scripted using Survey2Go software in English by the team Data Manager. This script is then thoroughly tested in English to ensure that there are no errors or inconsistencies. Once this is signed off, translations in Russian and the local survey language are imported and "overlaid" on top of the English language version, ensuring consistency in both languages and the ability to export survey data in English at short notice. Tablet design and size can vary, so the script is also tested with a variety of different screen sizes to ensure that the same approach is being used for every interviewer in each country.

Quality control, Data Cleaning and Risk Mitigation - Cultural, social and behavioural differences between countries can make conducting, monitoring, and relying upon international research very challenging. It is only through the consistent application of quality control procedures that one can truly ensure data accuracy and reliability. Quality control starts when we engage and train local interviewers and supervisors and continues throughout the fieldwork and data processing phases.

The following techniques form the basis of ORB's quality control for a survey:

Silent audio recordings: The team collects recordings of portions of the interview so that the validity of the data can be verified. These are stored anonymously on a secure server and are not accessible via the tablet. The interviewee is not aware of which questions are recorded, and no respondent personal information is included.

•   **GPS coordinates:** GPS coordinates will be collected for analytical and quality control purposes.

•   **Team Interviewing.** In each of the locations, teams of 2-5 interviewers (depending on the sample size) will conduct the interviews. Each team has a team supervisor who is charged with the responsibility of ensuring that fieldwork is conducted as stipulated in each project guideline.

• **Unique identification codes**: All surveys, supervisors, and interviewers are given unique identity codes. No duplication or replacement of this code is permitted.

• **Accompanied interviews:** The team supervisor accompanies a minimum of 10% of all interviews conducted by each interviewer to ensure that the interviewer follows all instructions and procedures in the sample specifications, and conducts the interview according to the specified standards.

• **Interview back-checks:** At least 20% of all interviews conducted by each interviewer are either accompanied or independently back-checked. The field manager will also make unannounced spot checks on team supervisors.

• **Communication with project management:** The supervisors will report to the Project Managers every other day to relay full details of job progress.

If data quality check reveals low quality interviews, those will be re-done in a timely and efficient manner. At all stages of the project, our team will provide the client with complete transparency of the project. Not only will we provide a formal weekly update, but we hope to also be in regular phone contact with your team throughout the project – both at the set-up, during the groups and then as we are debriefing results.

Data Cleaning - The consortium will check for logical and substantive consistency of the dataset, clearly label all the variables and provide detailed description of all the cleaning procedures that were implemented for the final data. Where significant quantities of verbatim comments and 'other' responses are captured, they will be coded into themes to enable quantitative analysis.

Ethical considerations - The team will embed in the project the values of integrity, honesty, objectivity and impartiality, as expressed in the Civil Service code, to ensure that the client's interests are kept at the heart of decisions made in the project. Any ethical and legal concerns about confidentiality have been addressed in this project by collecting only anonymous data from research participants. In order for research to preserve a subject's privacy or confidentiality, we will include sufficient safeguards to ensure against potential harms resulting from an invasion of privacy or a violation of confidentiality. These include ensuring that personal details of respondents are not stored in a way that allows them to be digitally linked to opinion data and limiting interviewer access to data on tablets (so that data cannot be retrieved if tablets are lost or stolen in the field. Only details for Key Influencers will be provided, since these channels are set up for public broadcast and encourage open debate and engagement across broad audiences. Furthermore, channel information will be needed at the Intervention stage. Audience data will be anonymised.

Social media is underpinned by informed consent. When users sign up for social media accounts they are informed about the data policy of each platform and the steps they can take to control and manage their privacy. M&C Saatchi's Human Digital data collection systems comply with each platform's policies, only using data which users of the platform have previously given informed consent to use. Information on individuals is provided anonymously to clients where appropriate.