7. Decision Tree for Selecting a Survey Administration Method and Data Collection Tools

www.salanga.org

Are the respondents literate and sure to understand the questions?

— Yes —

Is it possible to reach all the respondents that need to be included in the sample by using a self-administrated data collection method?

E.g. by using survey emailed out or shared on social media, survey sent out through SMS, or handed out paper forms.

— No —

— Yes —

— No —

Self-administered surveys

Enumerator-administered surveys

Can forms be directly handed out to the respondents, or tablet(s) provided with a survey, to be filled in on-site?

Are phone surveys possible to be used in the context?

— Yes —

— No —

Can the survey be reasonably administered using a tablet?

Can online survey be emailed out, or shared with respondents online, while reaching the required sample?

Consider for example elderly, or poor not using the internet.

— Yes —

Is in person interview with usage of tablet/smartphone possible in the context?

— Yes —

— No —

— Yes —

— No —

— Yes —

— No —

— Yes —

— No —

Use tablet with self-administered survey

Hand-out paper surveys

Use online survey

Use SMS survey, phone survey, or mailed-out paper survey

Consider using phone (voice) surveys

Use enumerator-administered tablet/smartphone surveys

Use enumerator-administered paper forms

Survey Moneky
HarvestYourData

paper

Google Forms (free)
Survey Monkey
Social Media
Kinaki

FrontlineSMS
Recorded Voice Survey
self-organized

Self-organized, Surveying company

KoBo Collect (free)
SurveyCTO
HarvestYourData

paper