

## Baseline Data Collection: Qualitative Data

Use the template below to create a sampling plan for your baseline data collection

Target Group	Sub-Groups	# FDG	# KII	Inclusion Criteria	Exclusion Criteria	Incentives
Who is your target group (refer to your PMF)	Who are the sub-groups	How many?	How Many	What are the inclusion criteria?	What are the exclusion criteria?	What incentives, if any, will you provide?

Customize your sampling plan to fit the needs of your project. Think about:

- The specific target or sub-groups that your project will need to collect data from;
- Other columns that you may want to include in your plan (i.e. recruitment strategies; name of data collector);
- The area where you plan to collect data; plan to collect data from all quadrants where your project will operate;

### A good qualitative question

- Uses a good communication style
- Is an open question
- Asks: "Why?" "How?" "When?" "Where?" "Who" or focuses on asking the respondent to expand on his/her response;
- Avoids asking "Why?"

### Developing an interview protocol

Include the following elements:

- Introduction
- Background information
- Consent
- Good questions (including)
  - Background information questions
  - Main questions
  - Probing questions

**Remember: An interview protocol should never be a final document**

### The role of the facilitator is to

- Introduce everyone
- Provide information
- Explain consent
- Establish ground rules
- Guide the discussion
- Watch for novel contributions, persistent or quiet participants
- Listen (actively)
- Balance the discussion
- Keep the schedule
- Open the conversation to questions at the end
- Thank the respondents for attending

### Ground rules for a FDG

- There are no right or wrong answers
- Everyone's contribution is important
- Everyone gets the chance to talk
- Participants should not interrupt other participants
- Mobile phones should be turned off
- The conversation is confidential

**What other ground rules will your participants include?**

### Audio recorder tips

- Always use two recorders
- Use good quality digital recorders
- Ensure that you have a quiet location
- Test your audio recorders!

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