



Introduction to Data Gathering Methods

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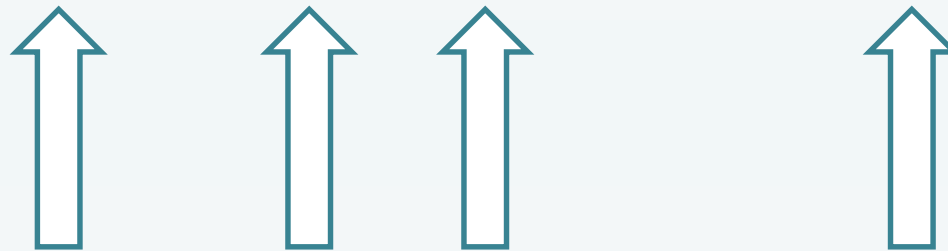
Purpose

This session will

- ❖ Examine the importance of data in the RBM model
- ❖ Explore the general types of data
- ❖ Present a diagram of these approaches
- ❖ Introduce data quality control processes.

Reminder: Performance Measurement Framework

Narratives or statements	Indicators	Baseline data	Targets	Data sources	Data collection methods	Frequency	Responsibility
From higher to lower levels	Appropriate indicators for each level: SMART	Different sources: national or project related	Realistic and according to date	Accessible, diversifie, credible, and reliable	How will the data be gathered?	According to reporting requirements	Who will collect? and does the entity have the capacities?



Data has a central role in the management of the monitoring and evaluation of any RBM-focused project, program, and policy.

Quantitative and Qualitative

Quantitative are applied to measures of **quantities** or **amounts**. They are the product of very rigorous data gathering methods. Although often seen as standards because of their precision and concision, they may not be relevant to all information needs.

Qualitative captures experiential information, such as the **quality** of something, or beneficiaries' perception of their situation. They can capture contextual information about situations, events and practices. They are too often taken for granted and are not given the rigorous implementation they should.

Primary and Secondary

Primary data: Data that is produced by or contracted by managers of the project, program, or policy are considered primary data. This qualifier characterizes the level of control intervention managers have on the data gathering process and the assessment of its quality. Examples: baseline survey, monitoring data, mid-term qualitative information from focus group discussions, formative evaluation data, etc.

Secondary data: Data which is produced, managed, and disseminated by any agency other than the intervention staff (or a contracted body) are termed secondary. Although this data may be of high standards, such as national censuses, it was not produced, analyzed, quality controlled by the intervention staff. Examples: censuses, economic and social surveys, employment data, price index numbers, etc.

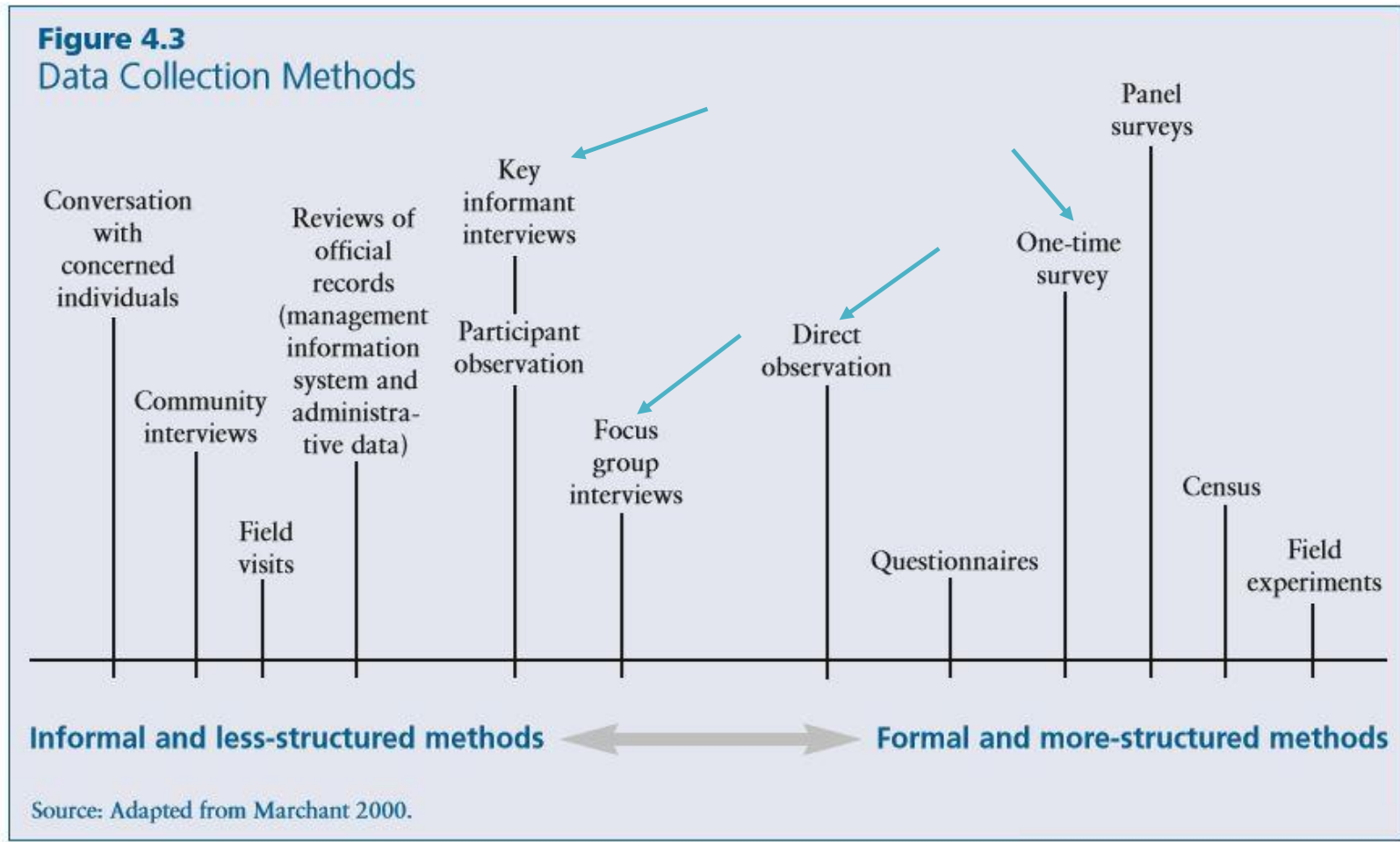
Eliminating prejudices

For decades there have been a debate about a golden standard in data and different schools of thought have taken sides for quantitative versus qualitative data.

The most reasonable position has been to recognize that both types are complementary so that the determining factor is more “what question we need to answer” or “what relevant information/data would suit our needs to assess achievement of results”

Now, the operational option is to mixed methods approach according to information objectives and implementation of triangulation.

Visual presentation of methods



Ensuring quality of data/information

By controlling the quality of data, management teams also ensure robustness of the monitoring system.

USAID identifies 5 data quality standards:

1. **Validity:** Validity refers to the extent to which a measure actually represents what we intend to measure.
2. **Reliability:** Data should reflect stable and consistent data collection processes and analysis methods over time.
3. **Precision:** Precise data have a sufficient level of detail to present a fair picture of performance and enable management decision-making.
4. **Integrity:** Integrity focuses on whether there is improper manipulation of data.
5. **Timeliness:** Data should be available and up to date enough to meet management needs.

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