

Interviewer Manual of
Procedures,
Regulations, and
Duties



LATIN AMERICAN PUBLIC OPINION PROJECT (LAPPOP)
VANDERBILT UNIVERSITY

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1. INTRODUCTION

The Latin American Public Opinion Project (LAPOP) has been at the forefront of public opinion survey research and has acquired ample experience and recognition for the high quality of information that it has obtained through its surveys. It has been systematically surveying Latin Americans since the 1970s to study citizen perspectives regarding the political climate of the region, specifically their behaviors and values related with democracy – regime support, political tolerance, authoritarianism, corruption, local governments, and citizen participation. Moreover, LAPOP has sought to determine the magnitude and the forms by which women can be or have been excluded from political participation as well as understand the effects of education on tolerance or that the perception of government corruption produces in the general population.

LAPOP was previously headquartered at the University of Pittsburgh and has been part of Vanderbilt University since 2004. Throughout its history the program has conducted more than 60 surveys through which it has probed a variety of topics that are of great interest for social and political researchers, government employees, institutions that work on topics related to the strengthening of democracies in Latin America, and individuals interested in these subjects.

Although the Latin American Public Opinion Project began as an informal venture, its reputation for quality surveys has generated a growing demand to conduct research about diverse aspects of democracy and permitted its expansion. LAPOP's regular round of surveys now covers 28 countries in the Americas, and the project has also carried out studies in Madagascar, Israel, Nepal, and Albania.

Over the years, LAPOP has created an invaluable and treasured database that contains information on Latin American public opinion about politics and, more specifically, about topics related to democracy. Furthermore, an independent evaluation of the LAPOP surveys determined that LAPOP has successfully achieved its ambitious objective to produce quality information obtained through surveys – not to mention analysis of those surveys – that meets the highest standards of academic research in the United States as well as Europe.

LAPOP also succeeded in another one of its objectives: to contribute to the consolidation of democracy and the development of Latin America and other countries through the impact of survey results and the results' use by analysts, academics, researchers, public employees, and all those involved in the creation of public policy, among others. In fact, all the information obtained over the years has served as the foundation for the elaboration of many articles and academic dissertations. Moreover, it has been utilized by the United States Agency for International Development (USAID) in its efforts to promote democracy in Latin America and by the World Bank in its measures on governance, in addition to its use by a diverse array of Latin American governments.

The Latin American Public Opinion Project is aware of the enormous responsibility it holds in the elaboration of surveys. Therefore, with the objective of achieving the highest and most rigorous quality, reliability, and integrity in the collection of information, it has designed this **interviewer manual of procedures, regulations, and duties** with the purpose of providing a tool that will serve as a guide for the appropriate survey methodology.

This manual contains definitions, procedures, regulations, and instructions which should orient and facilitate field work and is particularly directed to interviewers with the purpose that they have a reference tool to aid them in their **important** work of collecting information because, to a large degree, the success of the surveys depends on their efforts.

2. SOME BASIC DEFINITIONS

This section presents some important definitions for the interviewer's work which will be used throughout this manual.

2.1. What is a survey?

A survey is a tool used to obtain information about a particular population through the use of a questionnaire that is given to the individuals that comprise said population or to a *representative sample* of such.

The information requested may refer to the attributes of the subjects that comprise this population as well as their behavior, attitudes, opinions, needs, or socioeconomic and demographic characteristics (age, level of education, income, employment status, marital status, number of children, etc.), among other possibilities.

Surveys may take many forms including, for example, telephone, mail, or personal interviews.

2.2. What is a sample?

A sample is a group of cases or individuals that are representative of a determined population. For the sample to be representative, it should be chosen carefully so that it reflects the characteristics, opinions, beliefs, and attributes of the whole population or the complete group that is being studied.

The inclusion of subjects in the sample should be undertaken using sampling techniques that will later allow the generalization of the resulting information to the entire population under study.

2.3. Interview

An interview is a conversation that has a purpose. The stated purpose depends on the topics under study. In other words, it is an interaction between interviewer and interviewee where the interviewer asks the interviewee a series of questions in order to obtain information about specific predetermined subjects.

The progress of the interview requires a lot of capability on the part of the interviewer since the objective is to successfully obtain the necessary information completely and objectively in an environment of great respect, discretion, and cordiality.

2.4. Interviewer

The interviewer is the person tasked to complete the interview; that is, to present the questionnaires – pose the questions, listen to, and record the answers of the interviewees – in accordance with the procedures and regulations presented in this manual.

The work of the interviewers is critical because, to a large degree, the work of collecting reliable, complete, and high quality information depends on them.

2.5. Interviewee

The interviewee (respondent) is the person selected to answer the questionnaire with whom the interviewer interacts.

2.6. Questionnaire

The questionnaire is the instrument developed to collect the necessary information. It is the document that contains the questions that an interviewer will ask the interviewees and has a specific place to note the answers given by the person being interviewed.

The questionnaire can take a physical (paper) form or an electronic form (ex. on a tablet or telephone).

There are two kinds of questionnaires:

- Direct administration: where the interviewee records their answers.
- Indirect administration: where the interviewer records the answers given by the interviewee.

In general, indirect administration is the most frequently used and is the style utilized in LAPOP studies.

2.7. Supervisor

The supervisor is the person responsible for guaranteeing that the necessary and adequate procedures are applied in the survey process and thus that the required information is gathered. Moreover, the supervisor takes charge of watching over the precision and quality of the gathered data.

Generally, the supervisor has a certain number of interviewers under his or her supervision which the supervisor will organize, direct and control during the entire process of the survey project.

3. DUTIES AND RESPONSIBILITIES OF THE INTERVIEWER

The work of an interviewer is one of the most important in conducting a survey project because the interviewer is responsible for collecting the information in a truthful, reliable, and appropriate way. Moreover, the success of the project is dependent to a great degree on the interviewer's conscientiousness, effort, and cooperation.

3.1. Duties and Responsibilities

- ⇒ Identify the chosen location and the person who meets the necessary characteristics to be included in the sample.
- ⇒ Solicit the interviewee for information courteously.
- ⇒ Read the "Study Information Sheet" to each interviewee and only interview those that accept being interviewed.
- ⇒ Fill out the entire questionnaire.
- ⇒ Complete the demographic and sample information required on the questionnaire.
- ⇒ Review each form or questionnaire to ensure that all of the questions were asked and that all of the solicited data has been recorded. Furthermore, ensure that any relevant comments were duly registered or noted.
- ⇒ Correct or complete information by returning to interview the respondent again.
- ⇒ Conduct the interviews during personal visits by correctly following the questionnaire.
- ⇒ Give sufficient time to complete the survey at the time chosen by the interviewees; that is to say, the interviewee must be free and available to devote whatever time is necessary to complete the survey.
- ⇒ Maintain appropriate conduct during all field work, especially during interviews. Remember, an interviewer is the public representative of a specific institution.
- ⇒ Always carry identifying documents and badges during field work so that people can readily identify the interviewer as an accredited interviewer.
- ⇒ Take care of any materials received to do the work.
- ⇒ Maintain respectful relations with the project team – supervisors, interviewers, and coordinators.
- ⇒ Attend and actively participate in the training course.
- ⇒ Conduct the survey according to the instructions and directions given during the training course as well as those contained in this manual.

⇒ Study this manual with care and in detail in order to gain mastery and comprehension of its contents.

3.2. Interviewer Materials

The materials necessary to perform the functions of an interviewer are given out at the beginning of field work and consist of the following:

- ✓ Identification credentials from the institution responsible for the survey
- ✓ Interviewer Manual
- ✓ Interviewer Short Guide
- ✓ Basic guidelines for the use of the data collection software
- ✓ Paper questionnaire (if necessary)
- ✓ Device (telephone or tablet) with electronic questionnaire
- ✓ Phone charger¹
- ✓ Backup battery
- ✓ Survey response cards
- ✓ Color palette
- ✓ Clip board
- ✓ “Study Information Sheets” which must be presented to each interviewee
- ✓ Sampling point information
- ✓ Supervisor and company contact information
- ✓ Daily check list

In the case of paper questionnaires, the interviewer must verify that each one is complete; that is to say, the interviewer should count each page of every form to ensure that none are missing. This should be done upon receiving materials from the supervisor or coordinator prior to conducting interviews.

Do not forget any of the materials necessary to conduct the interviews.

It is absolutely necessary that the interviewer always carry the credentials that identify him or her as such.

The materials received are the property of the institution and must be returned in their entirety and in good condition at the completion of work.

¹ Phone charges must be given to the interviewers together with the phones, and they should carry them at all times. Interviewers need to make sure to **fully charge** the phones each day before going to the field.

4. ETHICAL CONSIDERATIONS

- Δ Never alter or ignore the information or opinions given by the interviewees. Changing or excluding information is not permitted under any circumstances.
- Δ Never falsify information. The interviewer may not complete questionnaires or questions that have been left blank with false information; this is to say, the interviewer may not fill in information that has not been volunteered by the interviewees.
- Δ The interviewer must not pressure or obligate interviewees to provide the information solicited in the survey.
- Δ The interviewer must respect the responses and opinions of the interviewees.
- Δ Under no circumstances should the interviewer suggest responses to the respondents.
- Δ The interviewer must not offer any compensation or make false promises in exchange for the information solicited in the survey unless the institution has decided to compensate respondents for their time, monetarily or otherwise. If such is the case, the institution will provide the necessary instructions for the interviewer on how to proceed.
- Δ The interviewer must never divulge, repeat, or comment on the information or opinions given by the interviewees nor should the interviewer show completed questionnaires to anyone not involved with the study. Always remember that any information provided by respondents is **CONFIDENTIAL**.

5. INTERVIEW PROCEDURE

Although the task of interviewing is best learned and perfected through experience, this section will detail a series of instructions that will serve to orient and facilitate the interviewer's work during interviews so that the interviewer can perform adequately.

- ◆ **Locating the interviewee:** First, it is necessary to locate possible respondents and make sure that they meet the necessary requirements to be included in the sample.
- ◆ **Appropriate introduction:** It is important that the interviewer appropriately introduces him/herself to gain the trust of the interviewee so that the respondent will provide the required information as naturally and as truthfully as possible.

An appropriate introduction consists of the following steps:

- State the name of the interviewer while showing the credentials that confirm the interviewer's identity.
- Give the respondent the "Study Information Sheet."
- Present the study by mentioning its general objectives, participating institutions, and sponsors.
- Furthermore, it is necessary to emphasize, as mentioned in the study information sheet, that the respondent was selected randomly just as others included within the sample of the study.
- Finally, it is important to clarify and **emphasize** that any information provided will be kept **CONFIDENTIAL** and that the survey is completely **ANONYMOUS**.

(*) The study information sheet is a tool with which the interviewer presents the themes and objectives of the survey, allowing the respondent to clarify uncertainties, ask questions about the survey, and decide whether or not to participate. Moreover, it serves as evidence that the interviewer solicited the interviewee's consent to conduct the survey (see Appendix 1).

If the respondent does not ask for extensive explanations or clarifications, do not present details that may only confuse them. Present the general introduction and start with the questionnaire.

Sometimes there are people interviewed that ask for much more information about the study before agreeing to respond to the questionnaire or even after the interview has started. Because of this, we want to give you additional information that will help you respond to the interviewee's doubts.

- The study information sheet indicates that we come on behalf of Vanderbilt University, which is a university in the United States that is directing a public opinion study (the opinion of the citizens of each country) in 28 countries in America. This study has been carried out for many years in other countries.
- LAPOP's logo appears on the questionnaire; what does LAPOP mean?: Latin American Public Opinion Project.

- ◆ **Appropriate dress:** The interviewer must dress appropriately and carefully to visit assigned locations and present him/herself to the interviewees. The interviewer must not use clothing or visible accessories that contain colors, lettering, or other distinctive marks that would suggest affinity or support for a political party or any particular ideology.

This is an important factor in the interviewer's introduction to respondents and can influence the degree to which the interviewees agree to collaborate.

- ◆ **Confidence and certainty:** The interviewer must portray confidence, as this will help generate trust with the interviewee; avoid expressing insecurity or fear.
- ◆ **Privacy:** The presence of other individuals may intimidate the interviewee and influence their responses; it may also complicate the appropriate conduct of the interview. For this reason, it is not advisable to interview a subject with another person present; it is better to isolate – to the degree possible and without threatening the individual's sense of security – the interviewee so that they can be at liberty to express their opinions, beliefs, and other information as solicited in the questionnaire.
- ◆ **Neutrality:** It is vitally important to maintain a professional attitude; that is to say, listen to and record all of the answers with simplicity and above all with respect.

The interviewer must never express his/her opinion or influence the responses of the interviewees. Interviewers must avoid making facial expressions, changing tone of voice, or making sounds that may suggest or communicate their personal position or opinion to the interviewee; that is to say, showing approval, disapproval, or surprise at the answers of the interviewee. Many people tend to express opinions or give answers that they feel meet the approval of the interviewer.

- ◆ **Writing, order, and reading of the questions:** All of the questions on the questionnaire are written with great care and attention to detail so that they will not induce a specific response or suggest that any particular response is good, bad, or preferable to another. Similarly, it is important that the interviewer **read each question exactly and completely as written**. The interviewer must not reinterpret the questions; otherwise, they may lose their neutrality or change meaning

Moreover, the questionnaire has been designed to follow a specific sequence and a logical progression of topics. For this reason, the interviewer must ask the questions in the order that they appear in the questionnaire, so that the meaning of the questions does not change, thereby inducing certain responses.

Keep in mind that each of the **questions should be read slowly**, loud enough to hear, and with the greatest degree of clarity possible, paying attention to the punctuation within each question.

- ◆ **Control of the situation:** One particular quality of an interviewer is to keep calm in unanticipated or uncomfortable situations, such as: excessive questions from the interviewee about the purposes and progress of the interview, complaints, abrupt or violent rejections, interruptions from other individuals, threats, etc.

Also, when the respondent provides long answers with unnecessary explanations, be

polite and do not interrupt abruptly, but help guide them to a conclusion and continue with the sequence of the questionnaire.

The interviewer must always maintain control of the situation during the interview and have the necessary patience. Remember that the respondent is collaborating with the interviewer's work and is giving up some of their time.

- ◆ **Repeat the question:** Many times interviewees may reply with vague answers or may not want to respond. In this situation, it is necessary to determine if this happened because the person did not understand the question, is insecure or fearful because the question deals with a sensitive subject, is shy, or simply because the respondent does not remember the fact. **The appropriate way to discover what happened is to ask the question again exactly as written.**

When it is apparent that the interviewee does not understand the question, the interviewer must not give in to the temptation to try to explain what is being asked, personally interpreting the meaning of the question under consideration, because, as already mentioned, doing so can change the meaning of the question.

There is no need to repeat the question more than once, if the interviewer does not receive a response from the interviewee. In this case, mark the "no answer" option and continue with the next question because otherwise the interviewer may bother or cause discomfort for the respondent.

- ◆ **Avoid assumptions:** Avoid making assumptions about the possible answers of respondents due to their personal or socio-economic characteristics. Interviewers must never presuppose or presume what responses may be; they should always wait on the respondents to provide their own answers.
- ◆ **Leaving and thanking:** At the end of every interview, kindly thank the interviewee for their cooperation, the information, and the time provided.
- ◆ **Reviewing the questionnaire:** At the end of the interview it is important to review the questionnaire in order to verify that all of the questions were asked and that each of them has an answer. Also, the interviewer must make sure that the information on the identification form is complete. This should be done before leaving the residence of the interviewee, so that the interviewer can fill in any missing data if necessary. If the interviewer left any question unanswered, he/she should ask the interviewee again.

5.1. Motivational and Inhibitive Factors

During an interview there are a few important elements to keep in mind that, in some cases, may contribute to greater collaboration and a higher response rate on the part of the interviewee and that, in other cases, may complicate an interviewee's willingness to be interviewed or generate resistance or rejection during the progress of the interview.

- **Motivational factors**

- *Expression of opinions or needs:* In general, people have the need to communicate or express their opinions, beliefs, needs, and expectations

concerning problems or situations of collective interest.

- *Recognition*: Obtaining recognition from other people or from organizations may motivate subjects to engage in various activities or actions. Therefore, it is useful to emphasize the importance given to the interviewees' opinions by the institution that is conducting the survey.
- *Spirit of collaboration*: Also, the interviewer can make use of the sense of satisfaction most people experience if they feel they are helping others. For this reason, the interviewer can let interviewees know that by accepting to be interviewed they help with the interviewer's work as well as the search for solutions to problems of collective interest.
- *A new experience*: Though it is becoming less frequent, participating as a respondent in a survey may involve a totally new experience for some people and, consequently, they may consider it an interesting opportunity.
- *Cathartic opportunity*: For some people the interview can be an opportunity or the moment to express feelings or opinions that they have repressed or kept to themselves for a long time.
- *Compensation*: In some cases, there will be economic or some other compensation for recognition of the participation of the individuals surveyed, which may motivate the subjects to answer the questionnaire. But when this is not the case, the interviewer must remember that it is prohibited to offer compensation or false promises; instead, the interviewer can emphasize the importance that the information given will have for the study in question.

This list of motivational elements can be very useful to help stimulate an individual's participation in a survey. Therefore, the interviewer should study them and make intelligent use of them to achieve a successful interview.

▪ ***Inhibitive Factors***

- *The survey as a threat*: On several occasions, some topics addressed in the questionnaires may be seen by the respondent as a threat to him/her, especially if they examine prior conduct or lack thereof that may be reprehensible to others. The interviewer must know how to identify when such circumstances occur and must achieve a climate of trust and empathy that will minimize such feelings in the respondent.
- *Time*: Chores or activities that the respondent had planned to carry out at the moment the interviewer solicits their participation may be disruptive or prove to be distracting during the progress of the interview. In such situations, the interviewer must determine if it is the correct moment to conduct the interview or if he/she should postpone it, in which case, the interviewer will have to make an appointment with the interviewee. However, the interviewer should do everything possible to persuade the individual to accept being interviewed at that moment.
- *Taboos*: Some questions may cause rejection, because they explore socially

sensitive subjects about which it is uncommon to speak openly, let alone with a stranger. Again, a climate of empathy and confidentiality should serve to avoid this obstacle.

- *Traumas*: Also, some subjects or questions may touch on or remind some individuals of traumatic experiences, which could make the continuation of the interview difficult. If such a situation becomes unmanageable for the interviewer, it is best to give up conducting the interview.

5.2. Fundamental Aspects to Consider when Conducting an Interview

There are certain basic elements to an interview that the interviewer must not forget:

- a.** The interviewer must clearly comprehend the objectives of the survey because interviewees frequently ask detailed questions about it.
- b.** Interviewers must know the questionnaire in detail as well as all of the conceptual elements involved in their task and the tools necessary to successfully complete the survey (questions, question order, types of responses, survey response cards, etc.). The more knowledge interviewers have of these aspects of their work, the more they will feel sure of themselves and the greater chance they will have to conduct a successful interview and obtain quality information.
- c.** It is vital that interviewers establish a good level of communication and empathy with the interviewee, because this will determine the degree of fluidity in the interview as well as the precision and truthfulness of the responses obtained.
- d.** The interview should not be boring; rather, it should be lively and dynamic. A tiring interview can have negative repercussions on the quality of information or may lead the interviewee to abandon the remainder of the interview.
- e.** The fundamental task and responsibility of the interviewer is to obtain high quality information that will serve as the principal foundation or main input of the study under progress.

6. RELATIONSHIP WITH THE SUPERVISOR

Given that the supervisor is the person responsible for organizing and directing a team of interviewers during the entire information collection process, and for certifying the quality of data collected through the surveys, it is necessary to emphasize several points to consider in the relationship between an interviewer and his/her supervisor.

- Supervisors and interviewers must always maintain excellent communication and a respectful and cordial relationship. The interviewer must inform the supervisor about any concern, doubt, or worry that emerges during his/her field work so that they can clarify doubts or resolve whatever problems occur together. Remember that the supervisor's word is final when making decisions related to the field work.
- The interviewer must keep the supervisor informed about the progress of the field work.
- Remember that one responsibility of the supervisor is to ensure that the interviewer completes his/her work efficiently and satisfactorily. Therefore, the supervisor may provide instructions to the interviewer that he/she must accept and comply with.
- The supervisor is responsible for determining the work load for each interviewer (i.e., the number of questionnaires to complete or interviews to conduct). The interviewer must complete the designated work load and turn in the completed work at the time stipulated by the supervisor.
- If for whatever reason it is not possible to conduct an interview in one of the selected residences, the interviewer must inform the supervisor immediately so that the supervisor can find an appropriate solution.
- If the supervisor detects some error or deficiency in the completion of the questionnaires, he/she will notify the interviewer at an appropriate and opportune moment so that the interviewer can correct and improve his/her efforts.

6.1. Receiving and Returning Materials

- Every morning the supervisor will provide the telephone or tablet and indicate how many interviews to conduct. The supervisor will also provide the survey response cards and the necessary number of study information sheets.
- Any unused or incomplete questionnaires and work materials (tablet or telephone, survey response cards, and study information sheets) will be turned in to the supervisor **each day** at the end of the day's field work. No interviewer has permission to take said materials home with them.
- After completing all field work, that is to say, after completing all the necessary surveys for the sample, interviewers must return all materials received from the institution at the beginning of the project.
- All materials must be returned in good condition.

7. PROHIBITIONS FOR THE INTERVIEWER

- ⊘ It is prohibited to delegate or transfer tasks and/or responsibilities to other individuals. The interviewer's work is individual and is not transferable.
- ⊘ It is prohibited to conduct field work in the presence of others not associated with the project; for example, friends, family members, classmates, etc.
- ⊘ Under no circumstances should the interviewer switch the residence or individual selected in the sample unless authorized to do so by the supervisor.
- ⊘ It is prohibited to conduct any other tasks or activities not related to the work and responsibilities of an interviewer during field work.
- ⊘ Interviewers must not make negative comments about the respondents or their place of residence in front of them or other residents of the community.
- ⊘ It is prohibited to ask questions that are not contained in the questionnaire used in the study.
- ⊘ Interviewers must not omit any question contained on the form, nor should interviewers change the wording of any questions. Do not attempt to explain questions by offering a personal interpretation because changing the language of the question may alter its meaning.
- ⊘ Interviewers should not conduct interviews in front of other members of the household or other individuals.
- ⊘ Interviewers must not permit individuals other than the interviewee to offer or suggest responses and/or approve or disapprove of particular opinions or information offered by the respondent.
- ⊘ Interviewers must never suggest particular answers even when the interviewee expresses doubt or prefers not to answer the question.
- ⊘ It is prohibited to discuss with the interviewee any answer that he/she has given. It is also prohibited to discuss with the interviewee any of the topics contained in the questionnaire or to discuss any political, religious, or other related topics.
- ⊘ Interviewers must not comment on any information given by respondents with other interviewers or other individuals, especially not in the presence of the interviewee.
- ⊘ Interviewers must never provide the information given by respondents to anyone other than the supervisor. Survey information is confidential. Interviewers found commenting about or revealing said information will be fired.
- ⊘ It is prohibited to fill in questionnaires or questions that have been left unanswered after completing an interview.

- Ⓝ Interviewers must not make assumptions about the answers interviewees will provide. Interviewers must always read the questions clearly, word for word and wait for the answer of the respondent.
- Ⓝ It is prohibited to drink alcohol or use drugs while collecting survey information or to show up for work under the influence of alcohol or drugs.
- Ⓝ Under no circumstances should an interviewer destroy or refuse to turn in questionnaires or any other work materials. Remember that these materials are the property of the institution that is conducting the study.

8. SPECIFIC INSTRUCTIONS FOR THE ACCURATE COMPLETION OF LAPOP QUESTIONNAIRES

The questionnaires elaborated and used by LAPOP all follow a single structural and completion pattern. This section will provide some general instructions for the use and filling out of questionnaires.

- Interviewers should record or register respondent answers to each of the questions when they are given during the interview. Interviewers must not trust in their memory and try to fill in answers after the interview.
- Complete the identification information of the questionnaire: state or province, municipality, home, census classification, zone of residence – urban or rural –, date of the interview, start time, etc.
- Paper questionnaires should always be filled out with clear, legible, and unabbreviated handwriting. The appropriate size of handwriting for the space available should be used to record answers. Also, interviewers should use the pen or pencil provided by the institution.
- Questions should be read as written in the questionnaire. Furthermore, the interviewer should read questions slowly and clearly enunciate each word, especially for longer questions.
- Some questions have “**Don’t know**” or “**No answer**” options, sometimes abbreviated as “**DK/DR.**” When these options exist as a possible answer to a question, the interviewer should **NEVER** mention this alternative even when it’s included among a list of possible answers that, according to the instructions included in the questionnaire, should be read to the respondent.

Questions that are not answered or that an interviewee answers with “**don’t know**” are always coded with an **888888**. Interviewers should not use any other codes in such cases. If the respondent does not want to answer a question, the right code to mark is **988888**. No other codes should be used or marked in these cases.

- Questionnaires use different font styles to differentiate between questions and instructions for interviewers, and the interviewer should pay close attention and be careful when reading in order to distinguish these differences. For printed questionnaires, interviewer instructions are **highlighted or in bold** font and are placed within brackets. For example, the following figure shows a set of instructions for what the interviewer should do as he/she reads each question in the block of questions that follows.

Instruction for interviewers

I am going to read you a list of groups and organizations. Please tell me if you attend meetings of these organizations at least once a week, once or twice a month, once or twice a year, or never. **[Repeat “once a week,” “once or twice a month,” “once or twice a year,” or “never” to help the interviewee]**

	Once a week	Once or twice a month	Once or twice a year	Never	Don't know [DON'T READ]	No answer [DON'T READ]	Inapplicable [DON'T READ]
CP6. Meetings of any religious organization? Do you attend them...	1	2	3	4	888888	988888	
CP7. Meetings of a parents' association at school? Do you attend them...	1	2	3	4	888888	988888	
CP8. Meetings of a community improvement committee or association? Do you attend them...	1	2	3	4	888888	988888	
CP13. Meetings of a political party or political organization? Do you attend them...	1	2	3	4	888888	988888	
CP20. [WOMEN ONLY] Meetings of associations or groups of women or home makers? Do you attend them...	1	2	3	4	888888	988888	999999

In electronic questionnaires, instructions for the interviewer are found only between brackets as shown below.

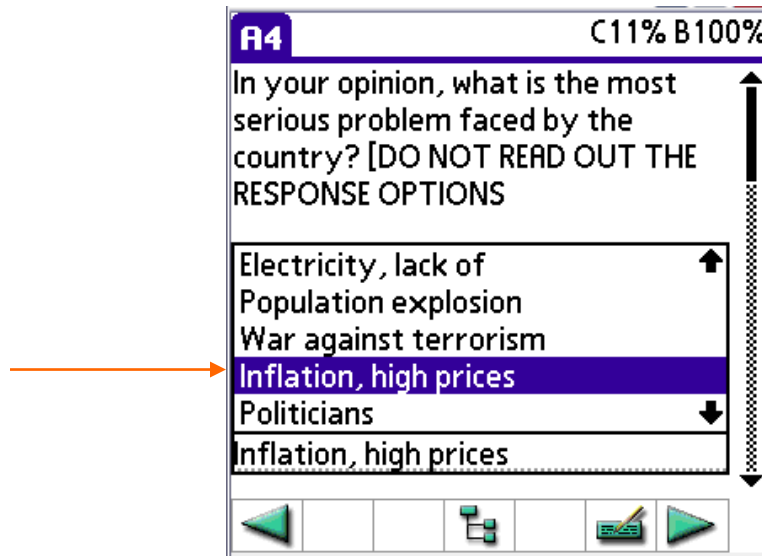
SGL 1 C11% B100%

Would you say that the services the city/town/NDC is providing are...? [Read options]

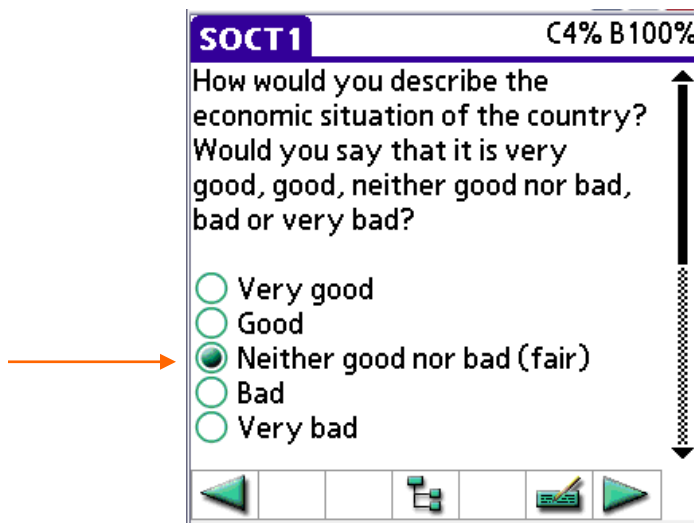
- Very good
- Good
- Neither good nor bad (fair)
- Poor
- Very poor
- DK/DR

These instructions should **NOT** be read to the interviewee, they are only given to help guide the interviewer.

When using the telephone or tablet, the interviewer should just mark or touch the answer with the pointer and the answer will be highlighted with a dark-colored bar as seen below.



For other questions, the interviewer should mark the circle next to the answer given by the respondent.



- Instructions directing interviewers to skip over, continue with, or pass by certain questions should be followed as indicated in the questionnaire. If such directions are ignored, it will generate inconsistencies in the information gathered, problems in processing the data, and will frequently cause confusion for the respondent because the questions asked will not be applicable to the interviewee and may appear incoherent in the context of previous questions or given the respondents desire not to respond or elaborate.

When the question should be skipped, the interviewer should code the response as “**Not applicable**” or “**INAP.**” This option is always coded as **999999**.

The figure below shows an example of instructions to skip over and pass by questions and the codes that should be marked in questions that are skipped.

<p>VIC1EXT. Now, changing the subject, have you been a victim of any type of crime in the past 12 months? That is, have you been a victim of robbery, burglary, assault, fraud, blackmail, extortion, violent threats or any other type of crime in the past 12 months? (1) Yes [Continue] (2) No [Skip to ARM2] (888888) Don't know [DON'T READ] [Skip to ARM2] (988888) No answer [DON'T READ] [Skip to ARM2]</p>	
<p>VIC1EXTA. How many times have you been a crime victim during the last 12 months? _____ [Fill in number] _____ [HIGHEST NUMBER ACCEPTED: 20] (888888) Don't know [DON'T READ] (988888) No answer [DON'T READ] (999999) Inapplicable [DON'T READ]</p>	
<p>ARM2. If you could, would you have your own firearm for protection? (1) Yes (2) No (888888) Don't know [DON'T READ] (988888) No answer [DON'T READ]</p>	

On the telephones or tablets, the program will automatically skip over or pass by questions depending on the answers given. The interviewer need only continue with the following question that appears on the screen.

- When it is necessary to use scales, these should be thoroughly explained to the interviewee. It is necessary to ensure that the individual has understood the meaning of the scale and the position of their possible responses within it. In order to do so, interviewers should use the “survey response cards” (see Appendix 2).

Now we will use a ladder where 1 means “strongly disagree” and 7 means “strongly agree.” A number in between 1 and 7 represents an intermediate score.									
1	2	3	4	5	6	7	888888	988888	
Strongly disagree						Strongly agree		Don't know [DON'T READ]	No answer [DON'T READ]

<p>ING4. Changing the subject again, democracy may have problems, but it is better than any other form of government. To what extent do you agree or disagree with this statement?</p>	
<p>EFF1. Those who govern this country are interested in what people like you think. How much do you agree or disagree with this statement?</p>	
<p>EFF2. You feel that you understand the most important political issues of this country. How much do you agree or disagree with this statement?</p>	

In some cases, the interviewer can easily spot when the interviewee has not understood the scale in use. For example, when asking question **ING4** in the previous figure, if the respondent answers that they “**strongly agree**” with the phrase and yet choose number

“1” on the scale, it is obvious that the interviewee has not clearly understood the meaning of the scale; in these cases the interviewer should review the meaning and use of the scale.

Another situation that may occur when using the “scales” is that, when a particular scale is used for a long series of questions, the interviewee tends to **always choose the same number** from the scale to answer every question in that series. When this is the case, it is recommended that the interviewer repeat the meaning of the scale and the range of numbers that the respondent can choose from after every three questions.


- The LAPOP questionnaire contains a section that gathers information on whether the respondent owns certain household objects – the series of questions is shown below. When filling out this section, the interviewer need only mark down the answers given by the respondent, it is NOT necessary to verify whether the objects are present in the home.

To conclude, could you tell me if you have the following in your house: **[read out all items]**

R3. Refrigerator	(0) No		(1) Yes	DK	DA	
				88	98	
R4. Landline/residential telephone (not cellular)	(0) No		(1) Yes	88	98	
R4A. Cellular telephone	(0) No		(1) Yes	88	98	
R5. Vehicle/car . How many? [If the interviewee does not say how many, mark “one.”]	(0) No	(1) One	(2) Two	(3) Three or more	88	98
R6. Washing machine	(0) No		(1) Yes	88	98	
R7. Microwave oven	(0) No		(1) Yes	88	98	
R8. Motorcycle	(0) No		(1) Yes	88	98	
R12. Indoor plumbing	(0) No		(1) Yes	88	98	
R14. Indoor bathroom	(0) No		(1) Yes	88	98	
R15. Computer	(0) No		(1) Yes	88	98	
R18. Internet	(0) No		(1) Yes	88	98	
R1. Television	(0) No [Skip to R26]		(1) Yes [Continue]	88	98	
R16. Flat panel TV	(0) No		(1) Yes	88	98	99
						INAP
R26. Is the house connected to the sewage system ?	(0) No		(1) Yes	88	98	

Nevertheless, there are occasions when the respondent claims NOT to own a particular object (for example, a television), even though the interviewer can readily see that there is such an object in the home. In this situation, the interviewer should respectfully ask the interviewee if the object in question belongs to the household and then mark down the appropriate response on the questionnaire.

- On paper questionnaires, interviewers must NOT write anything in the right-hand column of the forms. This column is only used when codifying the data, which happens at a later stage of the study.

WWW1. Talking about other things, how often do you use the internet? [Read alternatives] (1) Daily (2) A few times a week (3) A few times a month (4) Rarely (5) Never (888888) Don't know [DON'T READ] (988888) No answer [DON'T READ]	
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- When the interview is complete, verify that the questionnaire is complete. Do not forget to verify that the identification data on the questionnaire is also complete.

It is essential to comply with the directions presented here to speed up the progress of the interviews, to facilitate the processing of the information when necessary, and to be able to acquire a reliable record of the information given by respondents.

APPENDICES

APPENDIX 1
Study Information Sheet

[Logo partner local here, if applicable]



VANDERBILT UNIVERSITY

January 5, 2017

Dear Sir/Madam:

You have been selected at random to participate in a study of public opinion by [local partner if applies]. The project is supported by USAID and Vanderbilt University in the United States.

The interview will last approximately 45 minutes.

The principal objective of the study is to learn your opinions about different aspects of the way things are in [country]. Even though we cannot offer you any specific benefit, nor will you have any costs, we plan to disseminate the results of the study in events open to the public and the mass media.

Although you have been selected to participate, Sir/Madam, your participation in the study is voluntary. You can decline to answer any question or end the interview at any time. The replies that you give will be kept confidential and anonymous. For quality control purposes, sections of the interview may be recorded.

If you have any questions about the study, please do not hesitate to contact [study director] whose phone number is XXX-XXXX, or at the email: XXX.

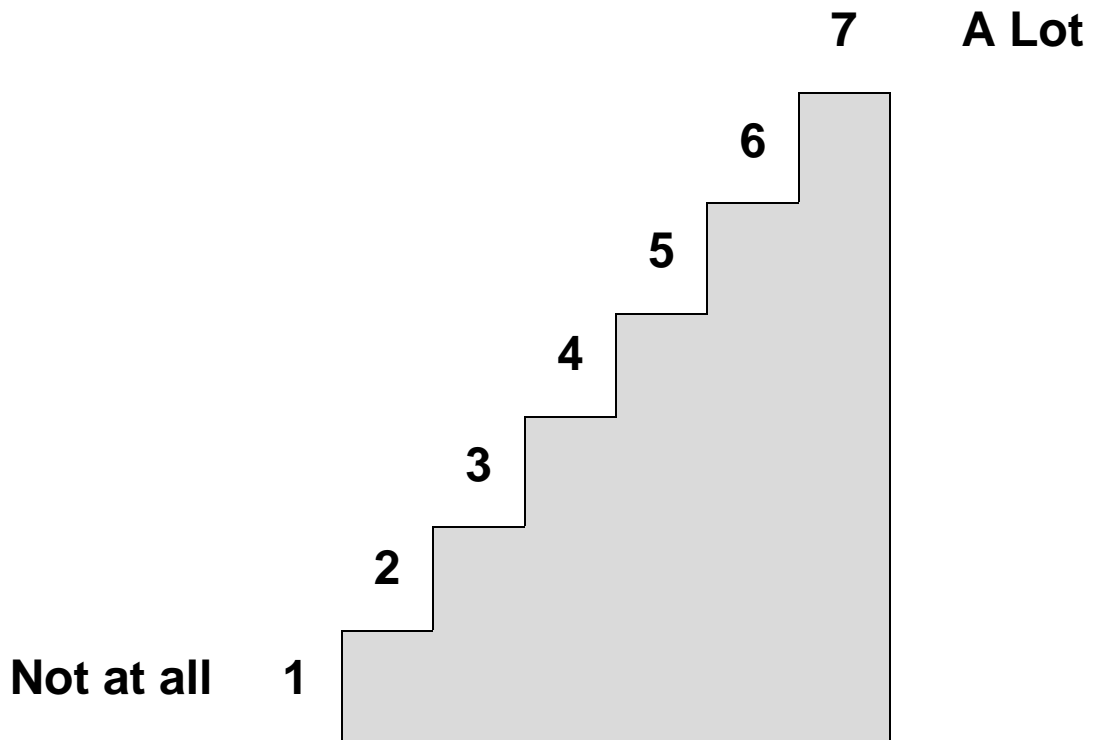
The Vanderbilt University IRB number is: 110627.

Are you willing to participate?

LAPOP Website:
www.LapopSurveys.org

APPENDIX 2
Survey Response Card

Card B



APPENDIX 3
Color Palette

