Provider Behavior Change Implementation Kit

Data Collection Considerations

Purpose – to support broad thinking about the data collection process in order to ensure a balanced, valid, and reasonable approach is adopted for your needs analysis

Access – think about how you will reach the individuals you are trying to collect data from. Are they difficult to reach geographically, either because of distance or environmental or situational barriers? How much time are you likely to have with them to answer your questions? What could you do to increase their willingness to participate? Is there anyone who might want to block your access to these individuals? Are there legal, ethical or confidentiality issues that would keep them from talking with you?

Method – it is important to match the type of information you are seeking with a collection method that is suitable to the audiences involved, the geographic area, and your time and cost constraints

Method	Strengths	Weaknesses	Relative Cost	Relative Time
Questionnaires	• Consistent measures • Perceived anonymity encourages honesty • Ease of data analysis • Good validity when tested with target audiences	• Low response rates • Open-ended responses can be unclear • Logistics of distribution of paper versions across large areas can be a challenge • Use of online versions can be a challenge in low resource locations	↓ for large groups	↓ front loaded time investment in creation and piloting of instrument
In-Depth Interviews	• Allows depth through follow-up and probing • clear intent and interpretations • use of phone can limit travel	• open conversation responses can take time to analyze • lack of anonymity • investigator can influence • training investigators can take time	↑ when conducted in person	↑ front loaded time investment in creation and piloting of instrument
Focus Group Discussions	• feedback from larger groups with fewer resources • allows some depth and follow-up • can increase breadth of participation	• Reactions of group can impact responses • lack of anonymity • protocol must be consistently followed across sessions • some individuals can dominate	↓ if group members are co-located	↔ focus group protocol
Documentation/ Existing Data	• allows reliance on trusted resources • allows view across time • avoids issues with access and availability of populations	• available data may not be perfect fit to needs • missing or incomplete data may cause validity issues • data access may be limited or difficult	↓ if data is already in a form that is easily exported and used	↔ if data is not in readily usable, can take time

Tips:

- When there is little known about what may be influencing, it may be best to start with less structured data collection methods—such as interviews and focus groups. The information you gather from these methods can help you identify important barrier to good performance, and develop theories about how and why they exist.
- Ensure that gender issues are managed for each data collection method you propose. If women will speak more freely in focus groups that do not contain men, for example, plan to hold

separate groups. This is also true when considering groups that might mix levels or seniority and age.

Further reading:
How to Conduct Qualitative Formative Research