

5. Sauti za Wananchi

Philosophy

- Policy makers regularly make decisions for the whole country, but with poor access to the experiences and realities of a large majority of citizens. Sauti za Wananchi offers a unique opportunity, particularly to policymakers, to access data that provide insight into the real-time experiences and views of citizens. Additionally the public will have the chance to access the views, voices and realities of people from across the country.
- Sauti za Wananchi is a mobile phone panel survey which is divided into two phases; a baseline survey which uses traditional, face-to-face survey model with statistical rigour where respondents are randomly selected, while the second phase is a mobile phone survey phase where respondents are called periodically using a call centre.
- Although phone ownership in East Africa is growing rapidly, it is not universal. In order to bridge the phone ownership gap, during the Sauti za Wananchi baseline survey, mobile phones are handed out to all randomly selected respondents. The respondents are also provided with solar chargers because still, many East Africa households remain unconnected to the national electrical grids. Providing phones to everyone ensures that we get the views of everyone, not just those that were wealthy enough to buy a phone.
- The data collected by Sauti za Wananchi is subsequently translated into objective narratives that inform key decision makers, as well as a general audience of media consumers. These narratives can be used to inform and hold key decision makers to account.
- In order to promote real time data usage, the Sauti za Wananchi platform is open for third-party usage for non-commercial purposes by development-minded organizations/individuals as well as Government agencies.
- An essential principle of any mobile phone panel survey is to allow for tracking over time of important public issues and policies: this means that core topics (e.g. water provision, education) should be revisited at least annually to build a statistical track record.

5.1 Relation with the respondents

5.1.1 Respondents will always be treated with respect. This applies to soliciting their cooperation during the baseline as well as during the call back phase.

5.1.2 In the baseline survey phase, heads of households of randomly selected households will be asked whether they consent to the random selection of an adult from their household. Refusal to cooperate will always be respected, and respondents shall never be pressured to join the survey.

5.1.3 In the baseline survey phase, randomly selected respondents shall be asked for their consent and shall sign an agreement form to confirm their participation in Sauti za Wananchi. Refusal to participate at the baseline phase or the call round phase shall always be respected.

5.1.4 The only time a respondent is considered to have dropped out of Sauti za Wananchi will be when the respondent verbally mentions to have dropped out of Sauti za Wananchi, institutionalized (jail, mental health facility), dead or incapacitated. In case the respondent drops out before the end of the project's completion, he or she will be asked to return his or her mobile phone back to the group leader so that it can be given to reserve respondents or handed back to Twaweza.

5.1.5 Anonymity of respondent identities will be promised during baseline and safeguarded throughout the project. Data sets will only be shared with third parties or the public after all personal identification and low-level geographical markers (such as phone numbers and GPS codes) have been removed.

5.1.6 Respondents will receive a small token of appreciation at the end of each completed phone interview: in the form of mobile phone credit.

5.1.7 Respondents will receive feedback on how the results of the Sauti za Wananchi survey results have been used. The feedback will be shared in the form of SMS at least once in every quarter.

5.1.8 Once the mobile phone surveys (call rounds) have run for around eighteen months the Sauti za Wananchi team will revisit all respondents for a face-to-face interview. This revisit will be used to verify that the sample is still nationally representative as well as to offer more feedback to the respondents as well as to encourage the inactive respondents to rejoin the sample.

5.2 Sample

5.2.1 Sauti za Wananchi will draw a sample of 2,000 households in 200 enumeration areas (EAs) which provide estimates at standard statistical precision levels (EAs will be our Primary Sampling Units or PSUs). Sample size calculations show that with 10 households per EA, a sample of 200 EAs is sufficient for a confidence interval of +/- 5 percentage points. A population of 200 EAs allows for sub-group analysis and safeguards the survey's statistical precision given that attrition (i.e. drop-outs) is expected in a phone panel survey.

5.2.2 Sauti za Wananchi shall sample randomly in three sampling stages: EAs, households and individual adult respondents. The principle of random sampling throughout shall underlie all claims regarding unbiased estimates of population parameters.

5.2.3 Sauti za Wananchi shall remain national in scope, with rural/urban strata. The sample is intended to give representative and precise estimates at the national level, as well as the urban and rural areas.

5.2.4 The sample shall typically be sufficiently large to provide statistically significant estimates by important variables such as age, gender, education and asset quintile. It should be noted that this analysis of sub-groups can only provide indicative findings.

5.2.5 The sample shall typically not be large enough to provide estimates at regional country or district levels and should not be presented as such.

5.2.6 During the baseline phase, Sauti za Wananchi will identify an active citizen outside the randomly selected respondents to serve as a citizen monitor (a person who is called upon to make a few observations on the ground and report back and also support the call center in tracing inactive and hard to reach respondents).

5.2.7 Sauti za Wananchi is a household survey but it shall also use a panel of citizens to collect regular data from health facilities, schools and water points; pricing of items through citizen monitors which serve the communities from which the sample is conducted. This data can be used independently or to complement the household survey findings.

5.2.8 A fresh sample shall be drawn every two to three years to prevent “Sauti veteran” effects. Subsequently a new sample must also be taken if there is reason to believe that the sample is no longer representative.

5.3 Research Themes

5.3.1 An essential principle of any mobile phone panel survey is to allow for tracking over time of important public issues and policies: this means that core topics (e.g. water provision, education, health,) should be revisited at least annually to build a statistical track record.

5.3.2 Sauti za Wananchi’s thematic calendar will prioritize Twaweza problems, which are derived from Twaweza’s domains of basic education and open government (Access to information/citizen participation). Other thematic areas to be covered under the calendar are public service delivery, as well as issues of general public interest.

5.3.3 The Sauti za Wananchi calendar shall be set by the Sauti za Wananchi Manager in consultation with the Director for Data and Voice, and the Executive Director; topics can be suggested by staff, respondents, partners, and other interested parties - subject to the Sauti Third Party Use policy.

5.3.4 The Sauti za Wananchi thematic calendar will be designed and approved in the beginning of a new calendar year / just after a baseline phase. The Sauti za Wananchi calendar is a guide, and can be changed with approval from the Executive Director.

5.3.5 Depending on the date of the completion of the baseline phase, Sauti za Wananchi will conduct at least 10 call rounds. We also have at least one open round to accommodate 3rd parties as defined in the Sauti za Wananchi Third Party Use policy (Annex 1).

5.3.6 Twaweza shall encourage the government and its agencies to use the Sauti za Wananchi infrastructure to collect data on opinions, preferences, experiences and realities of citizens on the ground.

5.3.7 With an exception of a year where a revisit has been planned, Sauti za Wananchi will dedicate either few questions or a full round to receive feedback from the Sauti za Wananchi respondents on the survey.

5.3.8 Where possible and appropriate, similar or identical topics/questionnaires will be covered in different country samples at the same time so as to enable comparability of results and publish these comparisons.

5.4 Questionnaires

5.4.1 Sauti za Wananchi questionnaires are designed by the Sauti za Wananchi research officers with the support of the Sauti za Wananchi regional manager. The draft questionnaires are subject to internal peer review from other Twaweza staff, especially from ED and the PPE unit. The final questionnaire is signed off by the Director of Data and Voice.

5.4.2 General guidelines on questionnaire length, development and comparability of questions between rounds are documented in a Twaweza-World Bank mobile phone panel handbook (published in 2016). These guidelines will be respected when developing questionnaires.

5.4.3 A particularly important design aspect is questionnaire length, which should not exceed 20 questions in order to limit respondent fatigue and attrition (drop-outs).

5.4.4 Questions should be simple, largely close-ended with few answer categories. This ensures clarity, since call center enumerators cannot read respondents' body language.

5.4.5 For comparability and monitoring of trends, Sauti za Wananchi will strive to use questions from external surveys which have been tested over time on specific subjects of interest.

5.4.6 The questionnaire is designed in English in all the 3 East African countries. It will be administered at the call center in Kiswahili in Tanzania, while it is administered in English in Kenya and Uganda (and in other main local languages if applicable).

5.4.7 When publishing the data and report, the final English and Kiswahili questionnaire(s) will be made public on the Twaweza website.

5.5 Data collection and architecture

5.5.1 The baseline and call round phase will be implemented by a credible professional research firm with demonstrated experience in data collection as well as the ability to run a research call center. The selection of the research firm will be based on the Twaweza procurement policy.

5.5.2 Call rounds are numbered per country, based on each respective year.

5.5.3 The Sauti za Wananchi researcher per country is responsible for monitoring the performance of the call center as well as the raw data sent by the research firm. A comprehensive output analysis must be conducted before payments are made.

5.5.4 Minimum standards for data delivery by the data firm include: all identifying meta-data for all respondents, regardless of whether they were reached at that round, consistent answer codes for common answers (e.g. "Don't Know" always coded as -888). Importantly, all respondents must be identified by a consistent Unique Household Number (uhn variable) which remains the same over all call rounds.

5.5.5 Data should always be delivered with a Data Map with full mapping of data labels and value labels.

5.6 Data analysis

5.6.1 Data analysis must start by merging round data with the baseline data.

5.6.2 Data analysis must always be done using proper combination of design and non-response weights; this to counter any accusations of the survey no longer being representative. Data analysis must take into account the clustered nature of sampling.

5.6.3 It is recommended to use Stata for data analysis, as Stata ensures replicability and transparency of analyses. That said, other adequate software alternatives are: R, SPSS, SAS. Excel is *not* recommended for the data analysis, since it cannot incorporate sample weighting.

5.6.4 All statistical estimates are prepared and documented in one of the recommended statistical analysis software; estimates are normally exported as tables to Excel, which is then used to prepare tables and graphs.

5.6.5 If using Stata, .do files (used to generate data analysis programs) must be saved consistently in all data operations so as to document all data operations and decisions. The code files facilitate the communication between researchers about all data operations after raw data has come in. This transparency will safeguard Sauti against any claims of data mining.

5.6.6 All the data analysis files and all other corresponding files should be immediately available for inspection upon request.

5.7 Outputs and presentation

5.7.1 The primary outputs of Sauti za Wananchi are the briefs. These contain a descriptive analysis, in non-technical language, of the data, narrated via a series of key facts. The key facts contain salient pieces of information mainly from the call data, at times enhanced by baseline data as well as facts based on secondary data sets.

5.7.2 Repetition should be avoided. A description of what is in a graph(s) or stating the obvious does not suffice; a graph often does not need many words to explain it. Interpretation, providing new angles is key.

5.7.3 The target audience for Sauti za Wananchi briefs are (sector/topic specific) policy makers, which include the following: members of parliament, government officials, donors, business leaders, think tanks, researchers and NGOs.

5.7.4 Key facts are presented as population means, at times disaggregated into a subgroup analysis (e.g. urban-rural).

5.7.5 Standard errors are not normally presented. Differences between subgroup means should be highlighted only when the difference is statistically significant. With an exception of Tanzania where the briefs will be published in both in English and Kiswahili, the briefs in Kenya and Uganda will be published in English only.

5.7.6 Numbers are presented without decimals; fractions are presented as percentages.

5.7.7 The writing of briefs needs to be of the highest quality, in content, grammar and spelling (see Communications Standards).

5.7.8 The Sauti za Wananchi briefs are copy edited by the Communication Team and signed by the Executive Director.

5.7.9 Sauti za Wananchi will support the PPE unit in making the Sauti za Wananchi data available in other user-friendly formats (e.g. blogs, interactive infographics, and so on), by providing the necessary data and analysis recommended by PPE unit.

5.7.10 The results of the brief are launched in an event organized by the Twaweza Advocacy Lead in each country. The launch involves a stakeholder forum and a press conference.

5.7.11 The Twaweza Advocacy Lead in each country, in collaboration with the Country Lead and Sauti lead person, will invite discussants who will deliberate on the findings and flag off the discussion.

5.7.13 All the Sauti za Wananchi outputs (raw data, data map, questionnaire, brief(s) will be made public on the Twaweza website.

5.8 Monitoring

5.8.1 The internal day-to-day monitoring of the quality of Sauti za Wananchi activities will be done by the Sauti za Wananchi team in each country.

5.8.2 The overall outreach of Sauti za Wananchi outputs, impact (effects) and communication will be monitored by the Learning Monitoring and Evaluation (LME) teams in each country. LME unit will provide feedback to the program annually on areas which need improvement.