[Project]

Qualitative Enumerator Training Manual

Date

City, Country

INSTRUCTIONS (delete this page once manual completed)

Ensure information in this enumerator training manual aligns with the Enumerator Training PPT developed for the training.

KEY:

Yellow - To be filled in/deleted as appropriate. Remove yellow formatting once addressed
Italics - Instructions for training manual developers. Delete once addressed.

Project Background

(1 page, 2 pages if diagrams)

This section should contain a summary of the program being evaluated, as well as any relevant context information.

If possible, it should contain the program's Theory of Change, or a summarised version of it so enumerators understand the links being investigated in the evaluation.

Research Purpose and Plan

(1 -3 pages)

Research Purpose & Questions

This section should contain a brief summary of the purpose of the evaluation (baseline, midline, endline etc), and also list the evaluation questions.

Data Collection Plan

Responses

This section should include a list and total numbers of the respondents to be interviewed in each site (perhaps in the form of a checklist for team leads/enumerators to follow), and a list of the tools to be used, ideally in a table.

Team Composition

This section should outline key personnel (including team leads, and Causal design staff), team composition, where they will be travelling to if travel is involved, and roles and responsibilities (including team leads, if applicable, and people responsible for troubleshooting issues should they arise). This information can be presented in a diagram/table.

This section should outline team updates and other communication protocols, such as daily-check-ins.

Timelines

This section should give an idea of the timelines for data collection and data entry. It may be helpful to include a Gantt-chart to illustrate this. It should also provide an estimate/aim for the number of interviews to be conducted per day.

Emphasise that data entry MUST occur alongside data collection to maximise data quality.

	WEEK 1							WEEK 2							WEEK 3						
	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su
	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#	#
Training																					
Travel to field/location																					
Data Collection																					
Data Entry																					

Travel home																				

Qualitative Research Fundamentals

What is Qualitative Research?

The purpose of qualitative research is to gather experiences and insights from a range of perspectives and respondents to find patterns and links between ideas. Qualitative research seeks out descriptive data and narratives with rich details that **tell a story**. It does not aim to measure a phenomenon, but to **understand** it. It often aims to answer the "whys" and "hows" that quantitative statistics alone cannot answer.

Conducting qualitative research is both an art and a science. As an art, conducting qualitative data draws heavily on the researchers' own skill set and understanding of the topics being investigated. Qualitative data collection is less mechanical than a standard survey, and entails a more complex interplay between data collectors and respondents. As such, qualitative data collection can be conducted in a range of ways, depending on how researchers connect with their respondents, gather data, and how data is parsed, analysed and presented.

As a science, qualitative data still needs to be replicable, rigorous, and high-quality. It is important to acknowledge the limitations (eg. sample sizes, validity of responses, generalizability of findings), and assumptions, in order not to ignore the possibility for alternative explanations.

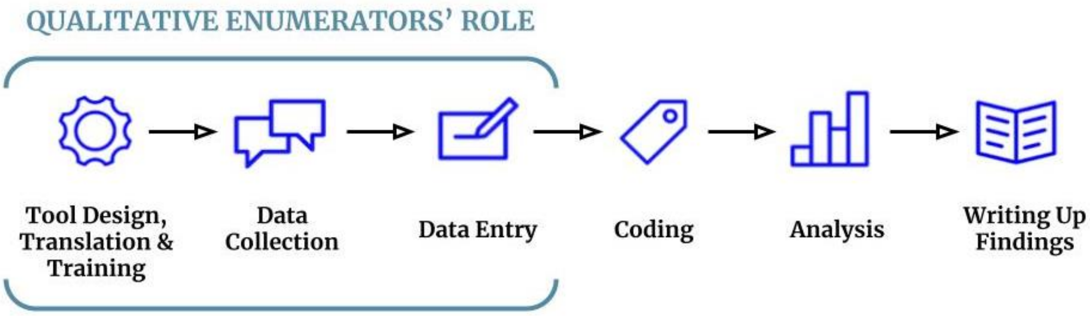
Tenets of Qualitative Data Collection

Qualitative research and data collection can be conducted in a number of different ways, but Causal Design has developed a systematized process by which we develop tools and collect data. These tenets should be in the forefront of all enumerators' minds as they embark on training, collection, and data entry:

1. **Strong understanding of the research questions, tools, and goals is imperative.** A key purpose of training is to ensure that all enumerators fully understand the goals of the research and data collection tools they will be using.
2. **Detailed, relevant, and consistent data is the foundation of high-quality qualitative research.** Enumeration is the first and most important step in ensuring rigorous and useful qualitative research. Without detailed, well-recorded data, there can be no relevant analysis and reporting.
3. **Unwavering commitment to ethical conduct and neutrality is essential.** All data collection and enumeration must 1) follow strict ethical guidelines to protect respondents safety and privacy and 2) be as neutral as possible to avoid response and data bias.

Qualitative Research Process

Flowing from these central tenants are the processes by which Causal Design ensures that each tenet is met to the best of our ability. Casual Design breaks down the general qualitative research process into six distincts steps, three of which directly involve enumerators: Tool Design and Training, Data Collection, and Data Entry. The diagram and bullets below show and describe each step in the qualitative research process in brief.



1. **Tool Design, Translation and Training.** This is an orientation phase where the evaluation team is oriented to the research and data collection plan. The whole team also gets a chance to review the data collection tools, discuss them, and make modifications. Tools are also translated from English to the language of use/preference during training.
2. **Data Collection.** Enumerators are responsible for data collection in the field. This is a crucial phase, as the data collected is the bedrock of the whole research.
3. **Data Entry**. Enumerators will write up interviews using specially-designed Data Entry forms. This is also a crucial phase, as data forms the bedrock of the whole research and it is vital that data is communicated effectively to the analysts who will code, analyse and write-up the data. Data is also translated, if needed, back in English during this phase.
4. **Coding.** Once all data is collected, transcribed, and translated into English, Causal Design analysts will code the data using our qualitative data analysis software, ATLAS.ti.
5. **Analysis.** Coded data is analysed by Causal Design researchers on ATLAS.ti.
6. **Writing up findings.** Causal Design analysts will write up findings in a report that will be submitted to clients.

In the following sections, the steps that enumerators will participate in, **Tool Design**, **Data Collection**, and **Data Entry**, are outlined in greater detail. This document represents the training manual for all three stages of enumerator tasks and involvement. That said, the first and most important thing we will cover is the basics of **Ethical Conduct** in qualitative data collection.

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Ethical Conduct

Research ethics are about protecting research participants. As noted previously, ethical conduct is a central tenet to qualitative research at Causal Design. Enumerators should remember that they are ambassadors for the research being conducted, and participants in the research will judge the research and its products based on their interactions with enumerators and other research staff.

The following principles guide all interactions between researchers working for or on behalf of Causal Design and study participants:

Respect and do no harm. Always treat respondents with respect and dignity, and act on the principle of do no harm. We do not tolerate any form of harassment, dicrimination, intimidation, exploitation, corruption, or abuse.

Respondent consent. Respect for respondents is shown through the informed consent process. Always explain the purpose, expected length, and format of the interview, so respondents know how the interview will proceed. Convey to respondents that they can speak openly, and that their information will be anonymized and thus remain confidential. Ask respondents if they have any questions before starting with the interview. Much of this can be found in the information at the start of the interview tool. Always ask respondents for permission before making audio recordings or taking any photographs or video.

Respondent comfort. Never make respondents uncomfortable, and use judgement to decide whether to move on or skip certain questions or topics if respondents will be too uncomfortable to talk about them. Tell respondents at the start of the interview that they are not obliged to answer any questions they do not want to, and never force a respondent to answer a question if they refuse.

Anonymity. Do not refer to other interviewees by name in interviews with other respondents to retain respondent anonymity.

Manage expectations. Make it clear to respondents that Causal Design is a research company, not a project implementer, and we cannot guarantee that all suggestions raised during interviews will be acted upon. This information can be found in the information at the start of the interview tool.

Respect and follow local rules and customs. These may include eating, dressing, and respecting local religions.

Policy on photographs.

Tool Design and Review

The first step in ensuring that we collect detailed, relevant qualitative data is to understand the research goals and, subsequently, the *interview tools* that aim to elicit information from respondents to answer research questions.

Ensure that individual hard and soft copies of all tools and data entry forms (as separate documents) are shared with enumerators and named as per standard naming conventions.

What is an interview tool? An interview tool is simply the list of questions, sub-questions, and probes that guide enumerators through interviews. The interview tool is initially constructed by Causal Design qualitative experts using the research questions and goals as a guide. Questions, sub-questions, and probes are designed to force respondent reflection and elicit nuanced, detailed responses.

What is the enumerator's role in tool design? Causal Design qualitative researchers are experts in qualitative inquiry and the research aims of the project in question, rather than sector, geography, or context experts. Enumerators are likely to have a much better understanding of context, relevance, and appropriateness of questions, and can bring this knowledge to refine tools to make them as effective and useful as possible. Further, the tool revision process will allow enumerators to fully understand the '*spirit of the tool*', which is, essentially, the goals or purpose of questions, sub-questions, and probes, and how they relate or contribute to the overall research aims. Lastly, enumerators should ensure that translations reflect the spirit of each question.

In sum, enumerators, should review the tools to:

- **Ensure they and the entire enumeration team have a full understanding of the 'spirit of the tool'**
- **Examine relevance and appropriateness of questions, sub-questions, and probes**
- **Agree upon a common, accurate translation of questions, words, or phrases**

To ensure that each of these goals is met in the tool design and review phase, we will take the following steps to finalize tools during the training:

1. **Tool Review**
2. **Tool Revision**
3. **Tool Translation and Revision (if needed)**
4. **Tool finalization**

Tool Review

First, Causal Design researchers will distribute annotated copies of each tool for enumerator review, denoting each tool's intended audience and purpose, with annotations to clarify key terms and the purposes of individual questions. Ideally, enumerators will have some familiarity with the tools already if tools were shared ahead of the training.

During the training, Causal Design researchers and enumerators will examine tools together and, as necessary, individual questions one-by-one. This is a crucial time in which enumerators should ask questions and discuss any issues or misunderstandings of questions or interpretations with the research team and other enumerators to ensure all team members have a shared understanding of the tool questions.

Critically, this review should emphasise an understanding of the ***spirit of the tool*** - namely, that tools should be viewed as guidelines rather than a set list of questions that must be followed, and that enumerators should strive to understand the overarching purpose of the research, to therefore feel informed and empowered to diverge from the tool and probe to obtain the best quality, most relevant data out of interviews. (See Qualitative Data Collection section for more on this). At this stage, think about **why** we are asking this question, and how responses to these questions will help to answer the main research questions.

Tool Revisions

During the review process, enumerators should take notes and propose possible revisions to the tools to ensure better understanding of questions by respondents, rephrasing or questions or probes for appropriateness or relevance, etc. These suggestions will be gathered and discussed by Casual Design researchers and enumerators. Causal Design researchers will then prioritize and amend tools to reflect consensus changes to questions. Note that all proposed changes may not be accepted and Causal Design researchers ultimately have the final say in tool design and revision.

Translation and Revision

Once enumerators are familiar with the tools, enumerators will translate the tools into the language of data collection themselves/the tools will be translated by a translator hired by Causal Design. Once translation is completed, the enumerators will once again review the tools to ensure that the translated tools reflect their consensus understanding of the 'spirit' of the questions. This is the last opportunity for enumerators to discuss and modify any translations as needed.

Tool Finalization

Once the tool translations have been discussed and any modifications agreed upon, the Causal Design team will consolidate and produce the final versions of the tools (both the original English version and the translated version) for distribution and use during data collection. Copies of the tools will be shared both in hard and soft copies.

Qualitative Data Collection

The next step in ensuring that we collect detailed, relevant, and consistent qualitative data is to understand the types of data we will be collecting and to understand and apply qualitative interview best practices.

What is qualitative data collection? At its most basic form, qualitative data collection is the act of observing and/or eliciting detailed information from individuals or groups of individuals. In this context, qualitative data collection's goal is to gather detailed information pertaining to specific research questions (covered in the 'Tool Design' section above). The process of data collection includes the preparation leading up to a data collection event (e.g. an interview) and the actions of initiating, conducting, and closing a data collection event.

What is the enumerator's role in data collection? Enumerators are the primary agents of data collection and, as such, play an instrumental role in ensuring that data collected is as detailed and relevant as possible. Because of the relative complexity of qualitative data collection (compared to surveys), enumerators must be well-versed in the basic rules and techniques of qualitative data collection. Enumerators must also understand the type of data collection they are undertaking and the specific goals and needs of each type. Lastly, enumerators (and/or transcribers) must know how to ensure that data is recorded to reflect participants' words or experiences as closely and transparently as possible.

In sum, enumerators should understand:

- **How to prepare for and conduct different types of data collection**
- **How to elicit high-quality data from respondents**
- **How to accurately and clearly record or transcribe questions and responses**

To ensure that each of these goals is met in the data collection phase, we will cover the following:

1. **Qualitative data collection types and purposes**
2. **Qualitative data collection principles and best practices**
3. **Data collection preparation and transcription requirements**

Interview Types and Purposes

Most often, in the evaluation space, qualitative data collection consists of conducting key informant interviews, focus group discussions, and/or in-depth interviews to gather detailed information and viewpoints from individuals. For this particular project, the key data collection techniques to be used in this evaluation are interviews[1], in the form of Key Informant Interviews (KIIs), Focus Group Discussions (FGDs), and In-Depth Interviews (IDIs).

A brief introduction to the purpose of KIIs, IDIs, and FGDs, and specific guidelines for conducting each, are below.

Key Informant Interviews

What is a KII? KIIs consist of a researcher or enumerator interviewing an individual (or individuals[2]) who has in-depth knowledge of the research questions and/or is intimately involved in a project or program being evaluated. The aim of a KII is to gather detailed information from experts and/or implementers that have extensive or first-hand knowledge of the research topic.

How do I conduct a KII? Ideally, KIIs are conducted by a pair of enumerators: one to ask questions and lead the interview, and another to transcribe. The transcriber is typically primarily responsible for writing up the interview transcript, but the moderator can also write up the interview transcript if needed due to time or logistical constraints.

For this evaluation, KIIs will be conducted with: • *List KII respondents eg. Ministry of Health representative (Regional level), Managers of Health Facilities, Ministry of Health representative (District level), etc*

In-Depth Interviews

What is an IDI? In-Depth Interviews (IDIs) are longer and more detailed than typical KIIs and are usually used as part of a case study approach. IDIs consist of a researcher interviewing one person to collect very detailed information concerning a particular topic, questions, or experience. When conducting in-depth interviews, enumerators should take extra care to allow respondents to lead the conversation and tell their own narratives, and probe for as many details as possible.

How do I conduct an IDI? Ideally, IDIs are conducted by a pair of enumerators: one to ask questions and lead the interview, and another to transcribe. The transcriber is typically primarily responsible for writing up the interview transcript, but the moderator can also write up the interview transcript if needed due to time or logistical constraints.

In this evaluation, IDIs will be conducted with:

[1] A full list of the interviews to be conducted are in the Data Collection Plan

[2] Sometimes additional respondents may be incorporated if they are also knowledgeable about the topic at hand, and their presence won't affect the quality of data collected

- *List IDI respondents eg. Cash Transfer beneficiaries, Teachers, etc.*

Focus Group Discussions

What is an FGD? Focus Group Discussions (FGDs) are guided discussions meant to elicit opinions on a question or topic from a small group of people with similar backgrounds. FGDs are usually held with 4-8 respondents and, ideally, FGDs should be gender-segregated to avoid gendered power dynamics affecting who may speak or what may be said.

How do I conduct and FGD? FGDs are conducted by a pair of enumerators: one to ask questions and lead the discussion, and another to transcribe. Ideally, enumerators should be of the same gender as the participants in the FGD. The transcriber is typically responsible for writing up the interview transcript, but the moderator can also write up the interview transcript as needed due to time or logistical constraints.

Enumerators should encourage all respondents to participate throughout the discussion. It may be appropriate to gently call on particular individuals who have not spoken up to encourage them to voice their opinions (for example, directing questions at them, or asking “What do you think about this?”), but enumerators must be wary of not making respondents uncomfortable if they are very shy.

For FGDs, transcribers should keep track of which respondents have said what. Transcribers can keep track by assigning each participant a letter (usually based on their position sitting in front of the enumerator and transcriber - if it helps, transcribers can include a labelled diagram of who was sitting where), and use these in the notes e.g. Participant A: xxxx, Participant B: xxx.

The training manual should also include details of any payment/reimbursement protocols for FGD participants - eg. will need a payment form to get people to sign, agreed amounts, etc.

In this evaluation, FGDs will be conducted with:

- *List FGDs & respondents to be held eg. Farmer beneficiaries (male), Farmer beneficiaries (female), Project staff*

Collecting High Quality Qualitative Data

In any qualitative research inquiry, obtaining good-quality data is imperative. Data analysis, and consequently the reliability and usefulness of findings, are only as good as the data itself. However, there is an inherent challenge in trying to collect high-quality qualitative data from a wide-range of different people. Because every person is different, each interview will be different, as respondents have different views and understandings of the interview questions or topics of interest.

In order to ensure high-quality data, enumerators and researchers must:

1. **Master the interview tools and the '*spirit of the tool*'**
2. **Understand the guiding principles of quality data collection (relevance, neutrality, and detail)**
3. **Hone the art of interviewing**
4. **Diligently and accurately record data**

The previous section (Tool Design and Review) largely covered Point 1 (Mastery of the interview tools and the 'spirit of the tool'), the following sections will cover: a) the guiding principles of high quality qualitative data collection and b) the art of conducting qualitative interviews and c) interview preparation and documentation.

Qualitative Data Collection Principles

What are the guiding principles of collecting high-quality data? Qualitative data collection aims to obtain consistently detailed information on specific research topics and/or questions. As such**,** four central principles characterize high quality qualitative data:

1. **Relevance**
2. **Detail**
3. **Neutrality**
4. **Consistency**

Relevance. Enumerators should thoroughly understand the '*spirit of the tool'* to ensure that they can always steer the interview and probe for deeper relevant details. Step one of this training (Tool Design and Review) aimed to help ensure that enumerators develop a mastery of the interview questions and tools. But the work does not stop at step one; enumerators should continually refresh their memory on the *'spirit of the tool'* to ensure that they can easily adjust and steer respondents back to relevant topics during data collection. Ensuring relevant data also means that enumerates may need to steer the respondent back to relevant topics and questions if the interview gets off-track.

Detail. Qualitative research aims to provide rich, detailed information on respondents' lived experiences. However, not every respondent will necessarily provide the types of detailed answers the research requires. This could be for a number of reasons, whether it be because of a misunderstanding of the question, lack of desire to provide detail, a power dynamic preventing them from speaking freely, etc. As such, enumerators should probe and ask follow up questions, where relevant and necessary, to attempt to extract as unbiased and detailed information from the respondent as possible. Probing will also help to make sure narratives are clear and coherent.

Neutrality. Enumerators should strive to remain as neutral and unbiased as possible. Enumerators must not voice judgements about respondents' answers and should avoid leading respondents or asking leading questions that push respondents to give a certain answer. Enumerators should also be aware of different types of response bias, such as social desirability bias, whereby respondents feel pressure to share information that they think is expected of them or is appropriate, or benefit bias, whereby respondents give skewed information if they believe that sharing certain information will bring them benefits.

Consistency. Enumerators should aim to be as consistent as possible in preparation, approach, and recording/transcription to ensure comparability and transparency across interviews. This means that enumerators should prepare for and approach each interview, or interview type in the same way and transcribe or record data consistently across interviews. Consistency in preparation and approach ensures that data collection across enumerators is transparent and comparable, and can help enumerators feel comfortable and ready for each interview. Consistent data recording is a crucial component to ensure that detailed, relevant data is uploaded and used in analysis.

The Art of Interviewing

Interviewing respondents is both the most crucial element of data collection and the most difficult to guide/train. No one interview or person or group of persons is the same and, as such, enumerators must be prepared to adjust in the moment, to balance the line of allowing respondents to lead the conversation while also steering it toward relevance and detail without biasing responses.

Qualitative interviews should feel more like conversations than like formal interviews or surveys. Concurrently, interview tools should be viewed more as guidelines than a list of questions that must all be covered during the course of an interview. It is not necessary to follow questions word-for-word, or stick to the order of the tool. Again here, enumerators understanding the *'spirit of the tool'* is crucial as it allows enumerators to feel informed and have the knowledge and confidence to diverge from the tool and add probes where necessary, depending on the responses.

Interviewing requires balancing the four principles of quality data collection, relevance, detail, neutrality, and consistency, in real time. There will be times where these principles are in harmony and times when they are opposed. For example, a respondent may be very forthcoming about a certain detail or question and speak at length about it, which is great for obtaining detail. However, if the respondent only provides great detail about one of the key interview or research questions then the data will have missed key relevant information on the other questions.

General interviewing tips:

- Always be polite, patient, and respectful of respondents' time. Be humble and defer to the respondents' knowledge and experience.
- Encourage responses by appearing interested and engaged - for example, nodding, making eye contact with the respondent (not just looking at your notes or the interview tool), etc.

- Note non-verbal cues like body language and emotional reactions, such as if a respondent appears particularly excited to talk about a topic, uncomfortable, unsure how to answer, or bored.
- Provide transitions between topics - for example, saying something like, “We’ve been talking about (Topic A), and now I’d like to move on to (Topic B)."

Some tips for ensuring **relevant** qualitative data:

- Make sure you are very familiar with the project’s core research questions, and that you understand the aims of the research.
- When conducting an interview, consider the qualitative tool and the purpose of interviewing this respondent as a whole, rather than focusing on individual questions. Don’t expect to rigidly follow the questions and wording of the tool, or that topics will necessarily come up in the order listed on the tool. Be prepared to diverge from the tool if needed.
- Be prepared to politely interrupt and shift the respondent to another interview topic if they begin to diverge significantly from relevant questions or probes.

Some tips for ensuring **detailed** qualitative data:

- Listen carefully to respondents, and follow up on unusual or interesting details or cues.
- Probe to elicit details - use probes if respondents give yes/no answers (for example, “Why do you think that?” or “Can you tell me more?”) or if respondents say they don’t know (for example, “Could you give me a rough estimate?” or “Why is that?”).

Some tips for ensuring **neutral** qualitative data:

- Allow respondents to lead the conversation. While qualitative interviews should feel more like conversations than formal interviews or surveys, the respondent should be speaking the majority of the time of the interview.
- Be aware of potential power dynamics in an interview situation, particularly between enumerators and respondents. As qualitative interviews are ideally similar to conversations, they may be quite informal, but it is important to always respect respondents first and foremost.

Practical Considerations and Preparation

While the interview is the core part of data collection, preparation for, scheduling of, and documentation of the interview are equally important parts of the enumerator's job. Part of the preparation involves reviewing and mastering the interview tool and understanding the principles of quality data collection, but there are other concrete steps that enumerators must do to ensure that the interview takes place and is documented properly to ensure consistency and transparency.

Enumerator preparation should always start and end with the review of the research goals, tools, and questions. However, there are practical preparation practices that can make enumeration easier and help ensure high quality data collection.

Some key factors to consider regarding scheduling and logistics of interviews include:

- **Interview privacy.** Interviews should be conducted away from the presence of influencing factors, especially authority figures or others whose presence may prevent respondents speaking openly or honestly. This may include other family members, elders, police, bosses or employers, neighbours, etc.
- **Interview Location.** Interviews should always be held in a location that is safe, neutral, easy to access, and known to respondents. Possible locations can include a respondents' office or workplace, particularly for government or organizational representatives; schools or other communal buildings/areas; or even respondents' homes (although enumerators should be aware if their presence in homes would create a burden for respondents, such as pressure to offer hospitality).
- **Timeliness.** Enumerators should always arrive early for interviews and be cognizant of the length of the interview. It is important that each enumerator plan ahead to ensure (to the best of their ability) that they arrive on location early for any scheduled interview so as not to delay or inconvenience respondents. Further enumerators should know how long the interview should take and be aware and communicative if the interview goes over the expected time.
- **Additional Contextual Considerations.** *Note here any not-yet-mentioned considerations enumerators should be aware of from.* We welcome input from team members during the training to brainstorm any additional context-specific considerations that enumerators should be aware of.

Enumerators (and transcribers) should also be prepared to record respondent data - whether that be voice recording, transcribing, or note-taking. This requires that the enumeration team understand the method of interview documentation and that they bring the correct equipment and test it prior to the interview.

Below are the guidelines for the method of data recording for this project:

Voice Recording. Interviews and FGDs will be recorded, unless any of the respondents express a wish not to be recorded. Where interviews are recorded and a transcriber is present, the transcriber does not need to worry about writing down everything the respondent has said - rather, they should be taking brief notes of the discussion to track which respondent has said what, and focus more on non-verbal observations, such as body language or emotional reactions.

Transcribing. Interviews and FGDs will be transcribed by the designated transcriber. Transcribers should try to record everything respondents say *verbatim*, which means that transcribers should aim to record everything respondents say *word-for-word*. The transcription should, therefore, be in the respondent's voice. That said, in the moment, it can be difficult to write responses word for word - where transcribers are unable to capture responses word-for-word they should take care to ensure that relevant, detailed information is summarized/captured as best they can in the moment.

Note-taking. Interviews will be documented using notes taken by the enumerator. This means that the enumerator must balance conducting the interview and taking notes to ensure that the interview is both conducted and recorded for data entry and analysis purposes. This may mean that the interviewer needs to pause more often to ensure documentation of the interview. Be sure to communicate with the respondent prior to the interview to inform them that you will be pausing/taking notes during the interview.

Data Entry

The last step in ensuring we collect high-quality data is to ensure that all data from the interview is entered into the CD transcript template.

What is data entry? In short, data entry is the process of entering qualitative interview data into standardized word documents so that they can be uploaded and used for analysis. While this process can be straightforward, it requires a lot of time and consistency to ensure that data from interviews are both as useful as possible for analysis and transparently documented.

What is the enumerator's role in data entry? Typically, the interview note-takers are responsible for writing up notes, but moderators can also write up notes, depending on time and field constraints.

Timelines. Interview notes should be written up as soon as possible, ideally within 12 hours of the interview being conducted. This is important to avoid recall bias and ensure data is as accurate as possible. It also helps to speed up the process if data notes are being submitted and reviewed on a rolling basis, rather than all being typed up on return from the field. *Note if time has been budgeted into fieldwork days to allow for transcripts to be typed up in the afternoon/the next day*.

Non-Verbal Cues. Note non-verbal cues, like body language and emotional reactions, in the text in square brackets [ ]. Enumerators are also welcome to document their own thoughts and observations throughout the interview, also in square brackets [ ].

Translation. To ensure the best data quality, enumerators should transcribe notes into their original language first, then translate the written text into English.

Data Quality. Enumerators should use the Data Entry forms developed for this project to transcribe interviews. Transcripts should be written up in dialogue format, reporting the enumerator's questions/probes and respondents' answers. Please see **the data entry examples in Annex 1** of this document for further guidance. Notes should be verbatim transcriptions to the extent possible - this ensures clarity, as respondents' answers can be understood from their context in the interview, and ensures that as many details as possible are captured, as well as capturing the respondents own words.

Most importantly, notes should be as **detailed, coherent and comprehensible** as possible. Remember that the analysts who will be reading, coding, and analyzing the data have not been to the field, so are relying on the written-up data - it is important that they are able to understand what is written, and that the data includes all relevant details. Some tips to ensure data is clear and comprehensible include:

- Write in full sentences
- Make sure it is clear what is being referred to when respondents use words like "it"/"they"
- To ensure clarity, make sure that formatting is consistent throughout

- **Reread your work** - look out for typos, incomplete sentences, inconsistencies, or text that does not make sense

Quality Control. Causal Design team leads or analysts will review data for quality control on a rolling basis. They will highlight any areas that need further clarification, and communicate these queries to the data collection team for confirmation. The analysts' review and feedback will be shared in person *(if analysts are also in the field),* or over email and phone calls *(if the analysts are working remotely).* In rare cases, it may be necessary to make follow-up calls to respondents to answer urgent questions. Data will undergo one or two rounds of quality control before being considered finalised. *This is our ideal quality control process - this section should be modified depending on the project time/personnel constraints.*