

Measurement and Survey Design

Surveys are a widely used and incredibly versatile tool for collecting information in order to design policy and conduct research. Many factors contribute to ensuring that the recorded information is reliable and accurate. J-PAL South Asia offers a three-day course for researchers and evaluation specialists from different disciplines and anyone else who would like to learn how to strengthen their survey instruments to collect more accurate and meaningful data.

In this course, participants will learn what information is needed to answer their policy or research questions, how to design good survey instruments, how to pilot and refine a survey, and how to develop field protocols. Topics covered are:

- Developing a theory of change to map the causal pathway of a program
- Using a theory of change to inform the selection of indicators
- Creating accurate and precise measurements, particularly for hard-to-measure concepts or sensitive information
- Strategies to mitigate measurement error
- Designing a digital survey questionnaire
- Piloting and refining the survey instrument
- Designing an effective field survey plan

Upcoming Dates

May 8–10, 2019 | New Delhi, India

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Testimonial

Video of Measurement and Survey Design - Participant Testimonial

Sample Agenda

Click to expand the sample course agenda or [download the full sample agenda](#).

DAY 1	
Session 1	Measuring impact well: The importance of good data This session introduces participants to the fundamental concepts of measuring impact through randomised evaluations. The session will explore the motivations for using randomised evaluations, as well as the basic methodology. It will also highlight the importance of using high quality data to measure impact.
Session 2	Theory of Change This session dives into the Theory of Change framework. It covers the basic steps of creating a Theory of Change and walks participants through the use of the framework to inform indicator selection for development programmes.
Session 3	Measuring better: What to measure and how? This session introduces participants to the theoretical underpinnings of precise and accurate measurement. During this session, participants will learn about creating accurate and precise measurements (SMART indicators), particularly for concepts that are 'hard to measure'. Additionally, the session will also touch upon selecting the right indicators based on the questions the evaluation is seeking to answer.
Session 4	Measurement context: Commonly used indicators in specific sectors This session introduces participants to indicators commonly used for measuring outcomes related to specific sectors and the intuition behind the use of these indicators. Previous courses have focused on sectors such as social welfare, health, gender, and education. This session will also touch upon innovative strategies that can be used for measuring sensitive topics in the highlighted sectors (TBD for 2018).

Fee structure

Organisation Type	Course Fee (service tax extra, as applicable)
Developed Country For-Profit/ Foundation/Academic/Research Institutions/Government Multilateral, Bilateral and International Organisations	INR 60000
Developed Country NGO	
Developing Country For- Profit/Private Sector/ Foundation	INR 40000
Developing Country Academic/ Research Institution/Government and Developing Country NGO	INR 30000

Fee includes the 3-day training with lunch, tea, and coffee as well as all course materials.

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