INTRODUCTORY COURSE ON MEASUREMENT AND SURVEY DESIGN

J-PAL/CLEAR South Asia at IFMR
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).

DAY 2	
Session 5	**Designing a Questionnaire** During this session, participants are introduced to a step-by-step guide to planning and designing a quantitative survey instrument. Participants will be introduced to the building blocks of survey design, including question types, useful instructions, and more. Best practices for avoiding measurement error in quantitative surveys will also be covered.
Session 6	**Introduction to Data Collection – Paper vs Digital** This session provides a comparison of the advantages and disadvantages of digital and paper based data collection. The discussion will also include ways to ensure data quality in both the data collection techniques and the contexts in which each technique is most applicable.

DAY 3	
Session 7	**Piloting Best Practices** This session will explore best practices for piloting survey instruments. The session will provide practical guidelines which will help participants in setting up a pilot and refining a questionnaire.
Session 8	**Establishing Field Management and Protocols** This session will discuss the critical considerations when designing field protocols to ensure survey quality and team productivity, including structuring and training a field team.

Note: Each module comprises a lecture and case-study based group exercise.