

In summary

Research and data collection methods

**About Oxford
Policy Management's
In summary series**

Our *In summary* publications aim to give an introduction to a key area of our expertise and the capabilities we offer in supporting governments, funders, practitioners, and partners in achieving lasting, positive change through policy reform.

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Research and data collection methods

Collecting high quality, relevant, and timely data to inform policy development and programme management is a core strength of OPM. Our Research and Data Collection Methods (RDCM) team works with clients and other OPM teams to develop appropriate study designs and gather high quality data across a range of policy areas.

We have strong expertise in quantitative, qualitative, and mixed research methods. Our approach to data collection is guided by ethical principles, active engagement with stakeholders, robust research and evaluation designs, our commitment to strong data quality assurance, and our insights into cost-effective practical implementation.

We work in collaboration with our colleagues from different teams across a wide range of social, economic, and governance sectors, to ensure the policy relevance of our work.

Over the past 30 years, we have carried out over 100 large scale surveys and qualitative or mixed-methods research in more than 50 countries.



What we offer

We provide analytical and practical support across all stages of a project involving research, evaluation, or primary data collection, working together with staff in our international offices and local partners. Our work is underpinned by systematic quality assurance processes.

Qualitative research

We provide guidance and support on designing and implementing research and evaluation studies, including case studies, participatory approaches, and theory-based designs, such as contribution analysis, realist evaluation, and process tracing.

We have developed methodological guidelines and best-practice field guides to promote high-quality research design and analysis – such as in sampling and mixed methods designs.



Quantitative research

We lead the development of survey and questionnaire design, fieldwork preparation and implementation, and data quality assurance in collaboration with technical sector experts.

We are dedicated to ensuring that the data we collect are of the highest quality, even for the most complex surveys. To that end, we have developed strong in-house capacity to design Computer-Assisted Personal Interviewing (CAPI) questionnaires, which have considerable advantages over traditional paper-based data collection. The majority of our surveys are implemented using CAPI even in challenging contexts with non-existent or poor infrastructure.

We have built solid data quality assurance systems and developed innovative methods in that area, including designing a visual dashboard to monitor fieldwork. The dashboard provides a great deal of information on data collection progress and interviewer performance, and can be updated daily, allowing managers to provide comments to field teams the day after they conduct interviews.



Below:

Example dashboard indicating how field managers monitor and track ongoing fieldwork.

Main progress indicators

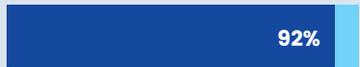
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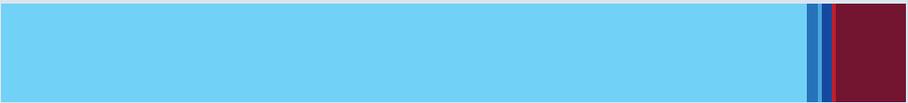
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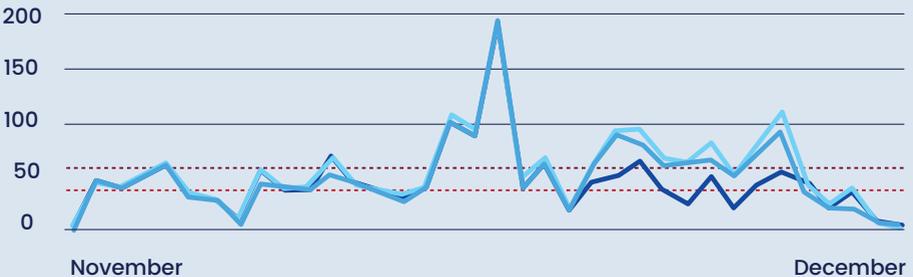


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- Listing error
- Permission refused
- Partially completed
- Long term unavailable

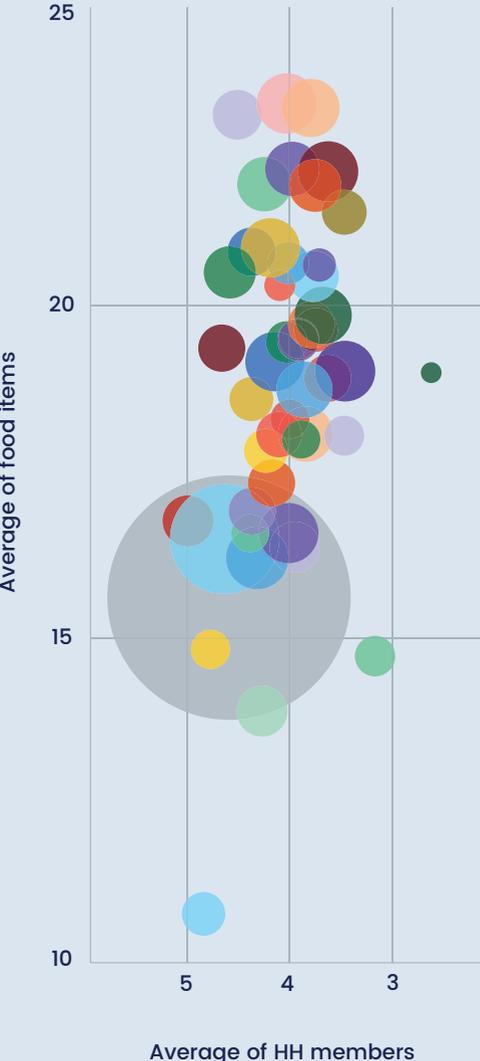
Progress by day



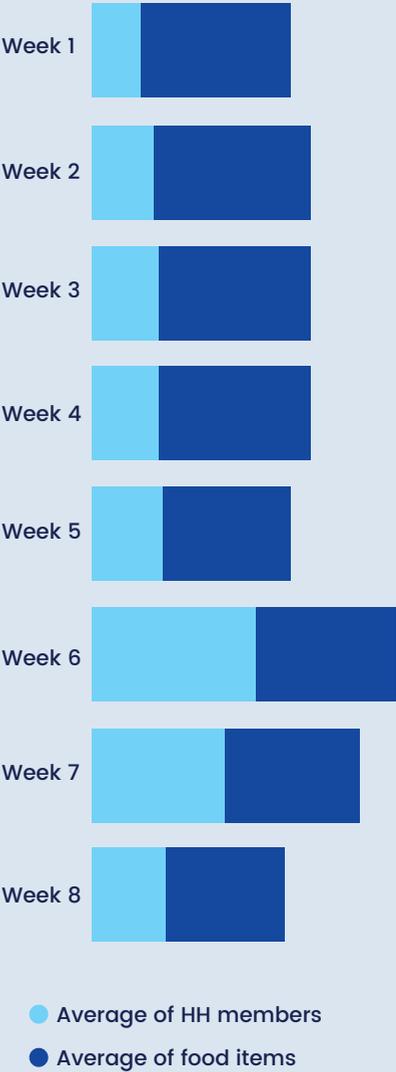
- Attempted
- Completed
- Approved
- Average completed 40
- Expected 60

Average food items and household members

Per interviewer



Per week



A selection of our flagship projects

In **Nigeria** and **Pakistan**, we implemented a household and market survey to assess the coverage of fortified staple foods and their contribution to the micronutrient intakes of women of reproductive age and children under five. We also developed a toolkit to provide a set of resources and standardised tools that can guide other practitioners in carrying out fortification coverage assessments in other countries around the world.

In **Nigeria**, we are leading a multi-year evaluation of the Girls Education Project that seeks to improve school access, retention, and learning outcomes for girls in five northern Nigerian states. The evaluation approach relies on a strong mix of quantitative and qualitative methods. It uses a theory-based approach that draws on the principles of contribution analysis and includes a clustered randomised controlled trial with a panel survey of 240 schools.

In **Kenya**, we conducted a theory-based qualitative evaluation of the impact of savings groups on people's wellbeing through a unique approach to assessing impact in a robust qualitative way. The realist evaluation study design explored the ways in which the impacts happened and sought to examine how strategies for qualitative rigour could be used in this context.

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About Oxford Policy Management

Oxford Policy Management is committed to helping low- and middle-income countries achieve growth and reduce poverty and disadvantage through public policy reform. We seek to bring about lasting positive change using analytical and practical policy expertise. Through our global network of offices, we work in partnership with national decision makers to research, design, implement, and evaluate impactful public policy. We work in all areas of social and economic policy and governance, including health, finance, education, climate change, and public sector management. We draw on our local and international sector experts to provide the very best evidence-based support.

Contact us

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