



# How to Use Premise for Enumerator Interviews

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At Premise, we believe anyone should be able to provide insights and information about the communities in which they live. To make that a reality, we've established a method for Contributors to survey other community members - including at the household level and specific sites. Our platform and policies enable us to replicate the best practices in training, sampling, and ethics from traditional data collection but without the significant overhead requirements encountered when using professional enumerators to conduct interviews. This methodology has been used and trusted by international development partners such as iMMAP and Gavi, the Vaccine Alliance. In this guide we'll cover in detail how to use Premise for enumerator interviews.

Please note that Premise also provides interview data collection as part of a Mixed-Mode approach—a combination of opt-in panel surveys and interviews. The use of such interviews, which are often inter-generational, are covered in Premise's [Guide to Mixed-Mode Surveys](#) and not addressed here.

## What are enumerator interviews?

An enumerator interview is when a Premise Contributor<sup>1</sup> interviews another person—typically a member of his or her community who is not a Premise Contributor—to complete a survey. This methodology is similar to traditional data collection methods that rely on contracted enumerators to conduct surveys via face-to-face interviews with specified individuals. The key difference is that through Premise, partners can easily deploy a Contributor already living in the community, so there are no logistics associated with contracting the enumerator or coordinating travel.

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**Enumerator interviews with Premise means no logistics associated with contracting enumerators or coordinating travel.**

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## When should I use enumerator interviews?

Enumerator interviews in low- and middle-income countries are useful in several scenarios:

1. **National baseline household surveys** – Most baseline or endline national surveys seek to make statistical inferences between highly granular geographic units. This includes activities like immunization coverage surveys, humanitarian multi-sectoral needs assessments, and baseline surveys for USAID Mission Performance Management Plans.
2. **When you need to target specific geographies** – If your program has a very narrow geographic focus—e.g. only has interventions in 15 villages—then enumerator interviews are the best option.
3. **When you need to target specific populations** – If your program has a defined set of participants or beneficiaries, enumerator interviews are the best option.
4. **Site surveys** – Surveys that must take place at a specific site or time— e.g. patient, caregiver, project beneficiary, or teacher interviews—can only be conducted using the enumerator interview method.

## How are Contributors trained to conduct enumerator interviews?

*Only trained and trusted Contributors conduct enumerator interviews.*

Through the platform, Premise is able to identify its most trusted users based on how many tasks a Contributor has successfully completed, meaning they have passed Premise's robust quality control checks. We invite Contributors with the highest rankings to participate in the enumerator training and subsequent interview tasks.

*Standardized Premise training.*

Contributors participate in a virtual training to understand the basic practices related to conducting enumerator interviews using Premise. It includes two videos and covers topics like safety procedures and professionalism. Contributors must answer comprehension questions correctly to move onto the next training.



### *Customized, instrument-specific training and vetting.*

Premise partners generally design a training that is specific to their survey instrument and specific instructions related to finding the population of interest. The training usually involves topics such as how to perform a random walk within the context of the country in question, training on how to appropriately use local languages, and donor-specific compliance topics such as prevention of security exploitation and abuse. Instrument-specific training may be all in-app or could include a virtual Zoom training, but all training requires demonstrated comprehension to become eligible to complete interviews.

At this stage, partners have the ability to screen for specific needs from their enumerators—such as fluency in a local dialect—to ensure they are able to accurately collect the necessary data.

### *Real-time training and guidance.*

Premise deploys user-centered design in its tasks to make it as easy as possible for Contributors to conduct interviews correctly. Premise embeds hints, instructions, and in-app quality control features to provide guidance and feedback to Contributors as they are conducting the interviews.

## **What if more advanced training is required?**

Premise's goal is to use the software to ensure the quality of the data, thereby reducing the reliance on the subjectivity of human observation. This reduces potential for human error, increases the pool of people who can be used to collect data, and eliminates the need for long, expensive, in-person enumerator training.

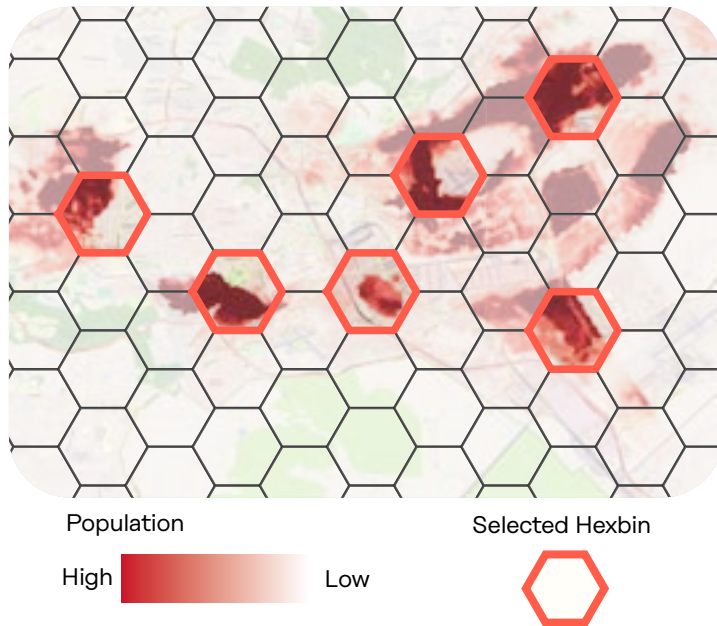
However, there are some types of data that require special training and cannot be collected by a Premise Contributor. This includes anthropometric data (e.g. human measurements) and anything else that requires a medical background and/or special equipment. Customers who seek to collect this type of data should use traditional enumeration methods.

## **How are samples constructed?**

Samples are designed to reflect the partner's population of interest—be it an entire country's population or a specific group of project participants. Premise offers standardized sampling for nationally representative surveys and a variety of custom sampling options appropriate for both household and site surveys.

For nationally representative surveys, we follow three steps:

1. Generation of sampling frames for each of the administrative level one units of a country (the largest subnational administrative unit of a country, e.g. state or department) using their latest census data or modeled census data from [WorldPop](#)
2. Random selection of administrative level two units which are overlaid with population density maps on a grid using an internally-developed process
3. Random selection of hexagonal polygons that are only from populated areas



Our platform then automatically generates enumerator interview tasks for each of the selected polygons and makes those tasks available to Premise Contributors living in or near those areas. Within the polygons, trained Contributors conduct a “random walk” (Premise methodology developed with guidance from [UNICEF](#)) to select households and/or respondents to interview.

Sampling for site surveys (eg. exit interviews with patients or activity participants) or surveys targeting specific towns and villages can be developed in partnership with Premise in-house statisticians. Sampling for site surveys is difficult to standardize because each customer’s objectives tend to be unique.

As needed, Premise can weight results by gender, age, and province after collecting the results from the enumerator interviews. We use modeled population data from [WorldPop](#) when there is no reliable census data from the country of interest. Premise has already built an algorithm to automatically apply these weights to any data collected through Premise.

## Potential sources of error and bias

Sources of error and bias will depend on the sampling methodology selected by the partner. The random walk methodology for respondent selection can lead to some bias because, even when houses are skipped, the use of roughly contiguous households adds some sample homogeneity and means that this is not a strict probability sample. However, the random walk saves an immense amount of time because routes and points do not have to be generated for every randomly selected grid and it is easy for non-experts to execute. As such, [and in line with UNICEF](#) recommendations, Premise still believes the random walk is the best method of respondent selection.

The other potential source of error is the use of modeled census data for post collection weighting. However, modeled census data is used when there is no accurate census data and thus no other viable option.

## How long are interviews?

Interviews using Premise are limited to 75 effective questions (allowing some flexibility for conditional logic). This is based on best practices for enumerator and interviewee attention and fatigue as well as out of respect for the interviewees' time.

## What about translation?

The Premise app is available in 38 languages, and interview translation and localization will be conducted by a Premise global operations consultant. Premise Contributors select their preferred language in the app settings. In the event that the interview needs to be conducted in another language (for example, a local language) in which the app is not available, Premise will ensure that only Contributors who speak that language are eligible to conduct the interviews. The partner will decide if the Contributors should do the translation in real-time or if a written translation of the questions will be embedded into the app.

## How is data quality control ensured?

Premise combines automated and manual quality control checks to every interview task submission. Contributors who fail one of these checks are not paid for the survey and their responses never show up in your dataset.

- **GPS** – Even if a Contributor goes offline, the Premise app uses satellite data to monitor their location while the task is being completed to ensure they are in the correct location and do not leave that location before completing the task. The app automatically checks to ensure that the Contributor is not using any mock GPS app on their phone. For Contributors following a “random walk” sampling methodology, the platform uses an algorithm to detect if two houses are too close to each other and rejects the task if they are.

- **Photos** – Contributors must take photos to validate the interviews. While we often avoid photos of faces, depending on the nature of the interview, we come up with creative instructions of what to photograph—such as part of an ID card or the surrounding location. The software rejects any photos of screens, google images, screenshots, or previously-taken photos.
- **Videos** – Contributors can record a brief video with the interviewee to confirm that the interview was conducted.
- **Audio** – Contributors can record audio of the interviewee providing their consent.
- **Logic checks** – Both manual and automated logic checks can be applied to ensure answers are logical. For example, numerical responses may need to fall within a reasonable range, or questions may be repeated to check the same response.
- **Interview Time Spent** – Premise monitors the time it takes a user to complete an interview task. An interview task completed in a less than reasonably feasible time is flagged and reviewed.

## How does Premise ensure Contributor Safety?

Premise is committed to ensuring the safety of our Contributors as well as the security of the data that Contributors collect for our partners. The Premise app has a help-desk communications tool available 24/7 and direct support provided by our Global Workforce team for more complex tasks. In the context of enumerator interviews, Contributors are generally in direct communication with each other and Premise representatives via a WhatsApp group. Risk mitigation and community safety measures are communicated to all Contributors via the app, and for more complex tasks, through in-person training.

## What about ethics approval or authorization from local authorities?

Depending on the nature of the data collection, some Premise partners seek Institutional Review Board approval at their home institution and/or from local review boards. In these instances, Premise can provide appropriate language for the research protocol to describe our methodology and our relationship with survey participants and Contributors.

In other contexts, it can be useful for Contributors to have authorization from a local authority. This helps establish trust between the interviewees and the Contributor and reduces the anonymity of the interaction. In these cases, Premise partners generally have an existing relationship with a local entity—for example, a Ministry of Health—which is aware of the data collection endeavor. The Ministry can provide a brief letter with its logo and signature which Premise embeds into the app, so that Contributors can easily show it to anyone who inquires.

### **How does Premise handle consent?**

Premise Contributors are instructed to read an informed consent statement to the interviewee before beginning the interview, the audio of which is recorded and reviewed in the quality control process. This is scripted within the task in the app, and cannot be skipped. The consent statement may include information about the partner and the purpose of the data collection, or the partner can remain anonymous.

### **How are Contributors paid?**

The Premise app integrates with preferred local mobile money providers, and all Premise Contributors can link their accounts for easy cashout. Contributors receive a payment for each interview they complete that is accepted by Premise—meaning that it passes all required quality control checks. Premise determines the appropriate price per interview based on the local context and the amount of time and complexity the task requires. Contributors are responsible for their own travel, so if any travel is anticipated, it is accounted for in the price per interview.



## Advantages and Limitations of Enumerator Interviews at Premise

Advantages	Limitations
<ul style="list-style-type: none"><li>▪ <b>Better Statistical Inferences.</b> Premise's opt-in panel alone is often not large enough to support sample frames capable of generating statistical inferences between lower level administrative units (e.g. communes in Mali or municipalities in Colombia) but enumerator interviews make those inferences possible. This makes them an important methodology for large baseline surveys.</li><li>▪ <b>Targeted.</b> You can use Premise to collect survey data from specific geographic areas (e.g. villages or settlements) and activity sites (e.g. health facilities), making interviews with direct beneficiaries possible.</li><li>▪ <b>Global Scale.</b> Traditional field data collection often requires contracting with multiple providers to cover an entire country or region. Using Premise to conduct enumerator interviews allows you to access anywhere and everywhere through the same provider.</li><li>▪ <b>Relative Speed.</b> Since Premise contributors conduct interviews in the areas where they live, there is little travel time or costs required. Our use of virtual training also makes using Premise faster than traditional field data collection.</li></ul>	<ul style="list-style-type: none"><li>▪ <b>Costly.</b> While still less expensive than traditional providers, enumerator interviews incur the most credit usage compared with Premise's other survey options.</li><li>▪ <b>Slower than Opt-in Panel Surveys.</b> Enumerator interviews are not as fast as opt-in panel surveys because most surveys require some custom training program for the Contributor and custom sample frames cannot be generated automatically.</li></ul>



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Premise is a crowdsourced insights company. Our technology mobilizes communities of global smartphone users to source actionable data in real-time, cost-effectively and with the visibility you need. In more than 125 countries and 37 languages, we find Data for Every Decision™.

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