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COURSE BROCHURE

Data Collection Techniques and Survey Design Training Course

24 – 28 May 2027
Casablanca

Data Collection Techniques and Survey Design Training Course

Ref: 3000_113707 **Date:** 24 – 28 May 2027 **Location:** Casablanca **Fees:** 4900 GBP

Data Collection Techniques and Survey Design is a 1-week training course for researchers, analysts and monitoring officers who gather evidence through questionnaires, interviews, observation and record extraction, and who leave with a validated data collection plan. Decisions on services, budgets and performance are only as sound as the evidence beneath them, and poorly designed instruments quietly distort every later analysis. Jupiter Prime Training delivers this course on data collection techniques and survey design.

Why Data Collection Techniques and Survey Design Matter Now

Three pressures shape how organisations gather evidence today. Respondents face constant survey requests, so response rates fall and careless answers rise unless instruments are short and well worded. Leaders and funders expect indicators they can trace back to a defined population, a stated sampling method and a documented field check. An organisation that designs collection carefully gains evidence it can defend; one that does not spends months cleaning figures nobody trusts. The course rests on separating coverage, sampling, nonresponse and measurement error.

Who Gains Most from Data Collection Techniques and Survey Design

- Staff who draft questionnaires and interview guides for service, customer or staff studies
- Analysts who define indicators and need source data that will support them
- Monitoring officers who run routine field visits, spot checks and site observations
- Coordinators who recruit, brief and supervise enumerators or interviewers
- Researchers who extract variables from case files, registers and administrative records

Research and performance units gain most when instrument designers and field supervisors attend together.

Data Collection Techniques and Survey Design Capabilities

Participants turn a vague information need into instruments, samples and field checks.

- Specify the information need, population and indicators before any instrument is drafted — study sponsors
- Design questionnaires with clear wording, logical flow and suitable response scales — respondents and analysts
- Choose between survey, interview, observation and record extraction for each indicator — study leads
- Calculate a sample size and select a sampling method that fits the population — budget holders
- Build validation rules, skip logic and field quality checks into the capture form — field supervisors
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Communicate a collection plan with timelines, roles and data handling steps — data owners

Key Data Collection Techniques and Survey Design Terms

- Sampling frame — the list or source from which the sample is drawn, ideally covering every member of the target population.
- Stratified sampling — dividing the population into groups and sampling within each so every group is represented.
- Measurement error — the gap between a respondent's recorded answer and the true value, often caused by wording or interviewer effects.
- Nonresponse bias — distortion that arises when people who do not respond differ systematically from those who do.
- Pilot test — a small trial of an instrument with real respondents to find confusing questions before full fieldwork.
- Validation rule — a check in the capture form that rejects or flags impossible, missing or inconsistent entries.

Data Collection Techniques and Survey Design Day by Day

Day 1: From Information Need to Indicators

- Information Need Statement — Agreeing What Decision the Evidence Serves
- Indicator Definitions and Units — Making Every Measure Countable
- Primary Versus Secondary Sources — Avoiding Duplicate Collection Effort
- Error Source Mapping — Locating Where Evidence Can Go Wrong
- Ethics, Consent and Confidentiality — Protecting Respondents From the Start

Day 2: Questionnaire and Interview Guide Design

- Question Wording and Leading Phrases — Reducing Measurement Error
- Response Scales and Answer Options — Choosing Formats Analysts Can Use
- Question Order and Skip Patterns — Keeping Respondents Engaged
- Semi-Structured Interview Guides — Balancing Probing With Comparability
- Cognitive Pretesting and Pilot Runs — Fixing Confusing Items Early

Day 3: Sampling and Respondent Selection

- Sampling Frames and Coverage Gaps — Who Can Be Reached
- Random, Stratified and Cluster Sampling — Matching Method to Population
- Sample Size and Margin of Error — Balancing Precision Against Cost
- Purposive Selection for Interviews — Choosing Informative Cases
- Nonresponse Follow-Up and Weighting — Limiting Bias in Results

Day 4: Observation, Records and Field Quality

- Structured Observation Checklists — Recording Behaviour and Site Conditions
- Record Extraction Templates — Pulling Variables From Files and Registers
- Mobile Capture Forms With Validation Rules — Stopping Errors at Entry
- Enumerator Briefing and Back-Checks — Supervising Fieldwork Consistency
- Field Quality Dashboards — Spotting Outliers and Interviewer Effects Daily

Day 5: Practising the Data Collection Plan

- Indicator Matrix for a Case Study — Applying Day One Definitions
- Instrument Review Against Wording Rules — Applying Day Two Checks
- Sampling Choice and Size Defence — Applying Day Three Methods
- Field Supervision and Data Handling Schedule — Assigning Roles and Timelines
- Data Collection Plan — Final Instruments, Sample and Validation Rules

Applying Data Collection Techniques and Survey Design After the Course

- Run a cognitive pretest of a live questionnaire with five respondents and revise the items they misread.
- Add validation rules and a daily back-check routine to the next field data capture form.

Data Collection Techniques and Survey Design Questions FAQ

What are data collection techniques and survey design, and why do they matter now?

They are the methods for gathering accurate evidence through questionnaires, interviews, observation and records. They matter now because falling response rates and closer scrutiny of indicators punish weak instruments and untested samples.

Which roles gain most from data collection techniques and survey design training?

Researchers, analysts and monitoring officers gain most. You benefit when you draft instruments, define indicators or check the quality of field data.

How does a data collection techniques and survey design course differ from a data analysis course?

It works before analysis begins. An analysis course cleans and models existing data, while this one designs the instruments, samples and field checks that decide whether the data is worth analysing.

What do you bring back from data collection techniques and survey design training?

You bring back a data collection plan, holding indicators, tested instruments, a justified sample and the validation rules your capture form will apply.

Data Collection Techniques and Survey Design: The Way Forward

The data collection plan first informs whether the study sponsor approves fieldwork as designed or asks for a smaller, sharper instrument. Study leads, field supervisors and analysts all work from it. After the first round of collection, revisit the nonresponse pattern and the back-check results to see which questions and sampling choices need changing before the next round.