Control Measures for Non Sampling Errors
Sampling Errors

Due to:

- Sampling Design
- Sampling Fraction
Non Sampling Errors

- Conceptual Error:
  - Lack of qualified and suitable enumerators
  - Lack of proper training of field staff to make them thorough with the concepts and definitions involved

- Errors of Recording/Transcription: Due to carelessness and negligence of the data collector

- Errors of Inaccurate Measurement: Due to erroneous figure of measurement given by the informant
Contd....

- **Errors in Totaling:**
  - When there are so many items to be totaled up
  - Totaling of subtotals may quite often lead to such errors

- **Errors of Omission:**
  - When primary field worker fails to ask certain questions in the block
  - Due to non availability of required information
Contd………..

- Errors due to personal bias of the Interviewer:
  - Due to inadequate training or partial understanding of instructions
  - Putting a question in a specific way or telling suggestive answers

- Errors of Inconsistency: When data are inconsistent with the similar information collected in some other block of the schedule
Contd………..

- **Response Error:**
  - Due to wrong notion present in the mind of respondent
  - Due to some kind of fear
  - Due to wrong understanding of questions on account of language problem
  - Due to Illiteracy
  - Due to lack of clarity in questions
  - Due to deliberate poor response.

- **Error due to Prestige/ Self interest:** Due to prestige, pride or self interest, informant may introduce bias by upgrading education, occupation, expenditure and downgrading age, income, etc.
Errors due to recall lapse: If the recall period is longer, answers to the interviewer's questions may be based on guess or averages

Error due to absence of proper informant

Error due to incorrect identification of FSU/SSU:
  - Boundaries not correctly identified due to lack of adequate effort or due to misguidance by some person

Errors due to longer reference period:
  - Inclusion of information pertaining to period out of reference period
  - Exclusion of information pertaining to the period within the reference period.
Methods of Controlling Non Sampling Errors

- Recruitment of proper primary field worker who has got:
  - Aptitude for field work
  - Good knowledge of the survey area
  - Proper academic qualification
  - Tactfulness and resourcefulness

- Training: Required for facilitating and understanding the sampling design, various concepts & definitions, schedules of enquiry and procedure of data collection
The training is imparted through:
- All India Training of Trainers (AITOT)
- Regional Training Camps (RTC)
- Review Regional Training Camps (RRTC)

Purpose of these training workshops is to bring uniformity in concepts and procedures during the field work.

Active participation by primary field workers and supervisors.
Contd.....

- **Inspection/ Supervision:**
  - On the spot verification
  - Concurrent and Non-concurrent
  - Instant feedback to the investigating staff
  - Inspection norms

- **Probing:**
  - Probing questions should be simple
  - Should not create any sort of bitterness

- **Cross checking**
Contd.....

- Scrutiny and Super Scrutiny of Schedules
- Monthly Meetings in all ROs/ SROs
- Quarterly Feedback Reports
- Role of experienced field staff in improvement of quality

- Amendments in the Schedules and Clarifications:
  - Pilot Survey