

National Opinion Poll on **SUPPORT AND OPPOSITION FOR REMOTE (ONLINE) EDUCATION**

20th April 2020





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Disclaimer: Gallup Pakistan has conducted this poll according to the ESOMAR Code of Ethics and internationally recognized principles of scientific polling. The results in this Report do not represent views held by the authors or Gallup Pakistan. The results only represent public opinion, computed on the basis of views expressed by anonymous respondents selected through the procedure outlined in the Methodology section of this Report.

Gallup Pakistan has provided this data in the public interest and gratis. It cannot be held liable, contractually or otherwise, to the users of this data



INTRODUCTION



INTRODUCTION

The COVID-19 outbreak has dramatically changed the landscape of education across the world. From face to face lectures in a classroom setting, to virtual, video-based lectures – it has been a radical shift.

Gallup Pakistan aims to understand the potential for virtual classrooms in Pakistan and learn how prospective students across Pakistan are dealing with the current crisis.

We wish to gain insights from experiences of all relevant stakeholders and hope to help mitigate the challenges faced.

Gallup Pakistan's survey on Remote (Online) survey has been filled by **407 students** from **11 cities** and **55 universities** across Pakistan. It is one of the most representative survey of around 2.4 million students in higher education.

The initiative is part of Gallup Pakistan activity to create better understanding of Future of Higher Education in Pakistan among various stakeholders.

The activity was not externally funded.

Gallup Pakistan wish to run similar surveys in a regular fashion so as to see how student's perception and opinion changes as they adapt to technology and the infrastructure available to them evolves.

We are looking to build consortium of universities to continue the dialogue and are open to ideas.

Special thanks to participating Universities including IBA and Habib University who facilitated the survey in major way.



List of Universities

1	Abasyn University, Peshawar	31	Lahore School of Economics, Lahore
2	AES School for Girls, Karachi	32	LUMS, Lahore
3	Allama Iqbal Open University, Islamabad	33	Mohammad Ali Jinnah University, Karachi
4	Army Medical College, Rawalpindi	34	National College of Arts, Rawalpindi
5	Bahauddin Zakariya University, Multan	35	National Defence University, Islamabad
6	Bahria University, Islamabad	36	National University of Modern Languages, Islamabad
7	Bahria University, Karachi	37	National University of Sciences and Technology (NUST), Islamabad
8	Beaconhouse National University, Lahore	38	Pakistan Navy Engineering College (PNEC), Karachi
9	Bilquis Education College For Women, Rawalpindi	39	Pir Mehr Ali Shah Arid Agriculture University, Rawalpindi
10	Dadabhoy Institute of Higher Education, Karachi	40	Preston University, Karachi
11	DHACSS CREEK CAMPUS, Karachi	41	Professionals' Academy of Commerce, Lahore
12	FAST NUCES, Islamabad	42	Punjab Group of Colleges, Lahore
13	FAST NUCES, Lahore	43	Punjab University College of Information Technology, Lahore
14	Fatima Jinnah Women University, Rawalpindi	44	Rehman Medical College, Islamabad
15	Federal Urdu University of Arts, Sciences & Technology, Islamabad	45	RIPHAH International University, Islamabad/Rawalpindi
16	Foundation University Campus, Islamabad	46	Sahara Medical College, Narowal
17	Foundation University Campus, Rawalpindi	47	University College, Lahore
18	Greenwich University, Karachi	48	University of Central Punjab, Lahore
19	Habib University, Karachi	49	University of Engineering & Technology (UET), Lahore
20	Institute of Business Administration (IBA), Karachi	50	University of Management & Technology (UMT), Lahore
21	Institute of Business Management, Karachi	51	University of Okara, Okara
22	Institute of Management Sciences (IMSciences), Peshawar	52	University of the Punjab, Lahore
23	International Islamic University, Islamabad	53	University of Wah, Wah
24	Iqra University, Karachi	54	Virtual University of Pakistan, Islamabad
25	Islamabad Medical & Dental College - IMDC, Islamabad	55	Wah Engineering College (WEC), Wah
26	Islamic International Medical College, Rawalpindi		
27	Jinnah Sindh Medical University, Karachi		
28	Karachi Institute of Economics & Technology, Karachi		
29	Karachi School of Business & Leadership, Karachi		
30	Lahore Medical & Dental College, Lahore		



Cities:

Cities	%
Islamabad	39%
Rawalpindi	6%
Lahore	16%
Karachi	25%
Peshawar	1%
Multan	0.2%
Mirpur Khas	0.2%
Narowal	0.2%
Okara	5%
Wah	7%
Not mentioned by respondent	1%

Regions:

	%
Punjab North	39.8%
Punjab West	3.7%
Punjab Central	20.0%
Punjab South	2.4%
Karachi Region	21.0%
Interior Sindh	3.4%
KP North	0.7%
KP South	0.7%
Peshawar Valley	2.4%
Hazara	2.2%
Quetta Region	0.5%
Kalat and Makran Region	0.0%
Azad Jammu & Kashmir	1.5%
Gilgit-Baltistan	1.7%



Zones:

	%
Zone-1 (North) Rawalpindi Division	39.8%
Zone-2 (West -1) Sargodha Division	2.0%
Zone-3 (West -2) Faisalabad Division	1.7%
Zone-4 (Central -1) Gujranwala Division	3.4%
Zone-5 (Central -2) Lahore Division	16.6%
Zone-6 (South -2) Multan Division	2.0%
Zone-7 (South -2) Dera Ghazi Khan Division	0.2%
Zone-8 (South -3) Bahawalpur Division	0.2%
Zone-1 (West) Karachi Division	21.0%
Zone-2 (East) Mirpur Khas Division	1.0%
Zone-3 (South) Hyderabad Division	1.0%
Zone-4 (North-1) Sukkur Division	1.2%
Zone-5 (North-2) Larkana Division	0.2%
Zone-new (Fata Tribal Area)	0.0%
Zone-1 (North) Malakand Division	0.7%
Zone-2 (South) Bannu, DIKhan, Kohat Divisions	0.7%
Zone-3 (Peshawar Valley) Peshawar & Mardan Divisions	2.4%
Zone-4 (Hazara) Hazara Divison	2.2%
Zone-1 (Quetta) Quetta, Zhob Divisions	0.5%
Zone-2 Kalat, Nasirabad,Sibi Divisions	0.0%
Zone-3 Makran Division	0.0%
Zone-1 Gilgit-Baltistan	1.5%
Zone-1 Azad Jammu & Kashmir	1.7%



Executive Summary

Section I: Support and Opposition for Online Education during Coronavirus Lockdown

84% of the students did not like attending the online class much, or at all.

Nearly equal proportions of males (82%) and females (85%) did not like attending a class online.

Respondents from Balochistan and GB expressed the most dislike for online classes.

Overall, less than 1 in 5 liked attending the online class.

4 in 5 students felt that they would have learnt more had attended the same class in their college/university.

78% males and 85% females said they would have learnt more.

Overall, only 9% said that they would have learnt less.

Over 7 in 10 respondents do not support the continuation of online education. Net support for online education is -42%.

Highest support for online education is among students in KP, where 36% say they support it.

Only 29% overall say they support online education.

74% students found the online education class difficult.

Nearly equal proportion of males (73%) and females (75%) found the online class difficult.

Students of graduate/post graduate studies were more likely to find online classes easy.

Overall, less than 3 in 10 students said they found the class easy.



75% of the respondents say that if colleges and universities are reopened normally after the Coronavirus, all classes should be taught at the university/college campuses

Male students (74%) and female students (77%) are nearly equally supportive of all classes being taught at university/college campuses.

Respondents from KP (55%) were least supportive of all classes being taught at campuses.

Only 5% respondents overall say all classes should be taught online.

Section II: Connectivity Conditions during Remote Education

Over 1 in 2 (51%) students say they use their mobile/smartphone to attend online classes.

46% say they use their laptop to attend online classes.

Half of the total respondents (50%) claim using a fixed broadband device to attend their remote classes

Over 1 in 3 (35%) students report using mobile phone data to attend their remote classes.

Nearly 1 in 5 (17%) students cite non-availability of electricity as a serious challenge faced during online classes

A high 80% of students claim that internet connectivity is an issue for them during online classes

1 in 5 students say that internet connectivity is not a problem for them at all

82% students claim that the quality of internet is (somewhat/very serious) problem while using their phones/computers for online classes

Only 16% students claim that quality of internet is not a problem for them

Section III: Space Conditions during Remote Education

A high 87% of respondents claim that they attend their online classes from a room as opposed to being in an open space

Little over 1 in 10 (13%) students claim to be in an open space while taking their classes remotely



2 in 5 (41%) students report being with other people while they attend online classes at home

While 59% report being alone, out of the 41% that claim to be with other people, a high 48% say they are with 2 to 3 more people and 32% say they are with more than 3 people when attending classes

Nearly half (48%) students report being involved in other tasks while attending online classes

Another 52% students claim that they do not get to perform other tasks while attending the e-class

Almost 1 in 2 (48%) students that responded say they sat through the entire lecture during the last e-lecture

18% each claimed to have only attended half the lecture or attended more than half the lecture.

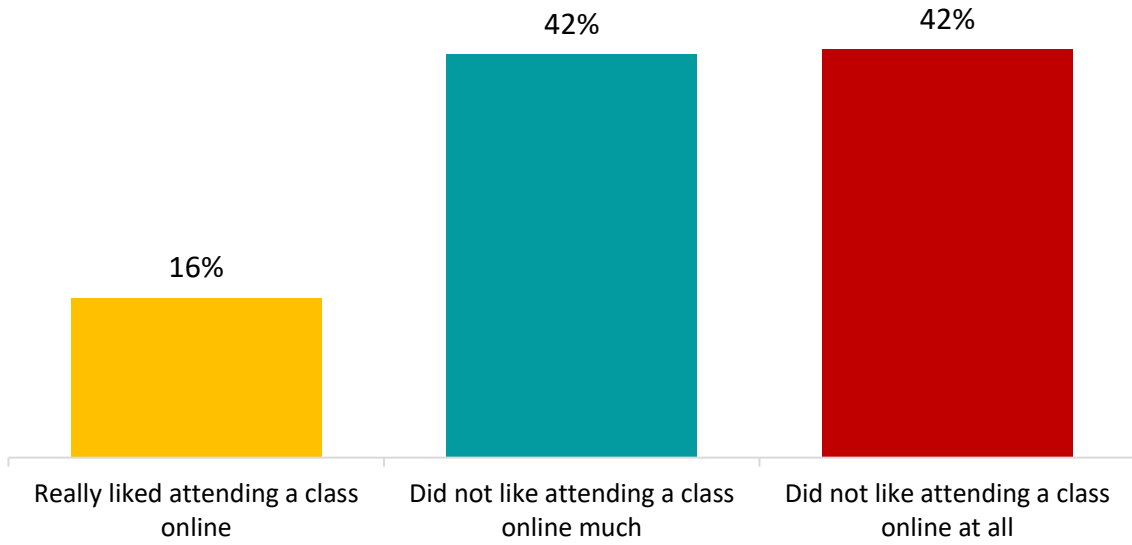
Section I: Support and Opposition for Online Education during Coronavirus Lockdown





Item 1.1: Key Finding

Question: I _____?



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q میں نے اس طرح کلاس اٹنڈ کرنے کو ؟

1

بہت پسند کیا

2

کچھ خاص پسند نہیں کیا

3

ہر گز پسند نہیں کیا

**Item 1.1: Statistical Analysis**

Question: I....?

		Really liked attending a class online	Did not like attending a class online much	Did not like attending a class online at all
All Pakistan		16%	42%	42%
Gender				
	Male	18%	40%	42%
	Female	15%	43%	42%
Respondent Age				
	Under 30	15%	42%	43%
	30 – 50	43%	32%	25%
	50+		100%	
Current Education Level				
	FA/ FSc/ ICOM	21%	26%	53%
	BA/ BSc/ B.Ed./ BCS	15%	41%	44%
	MA/ MSc/ M.Ed./ MCS	12%	44%	44%
	M.Phil./PhD	33%	52%	15%
	Other	15%	40%	46%
Province				
	Punjab	16%	37%	48%
	KP	15%	33%	52%
	Sindh	21%	57%	23%
	Balochistan			100%
	Gilgit Baltistan		43%	57%
	AJK	14%	43%	43%

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

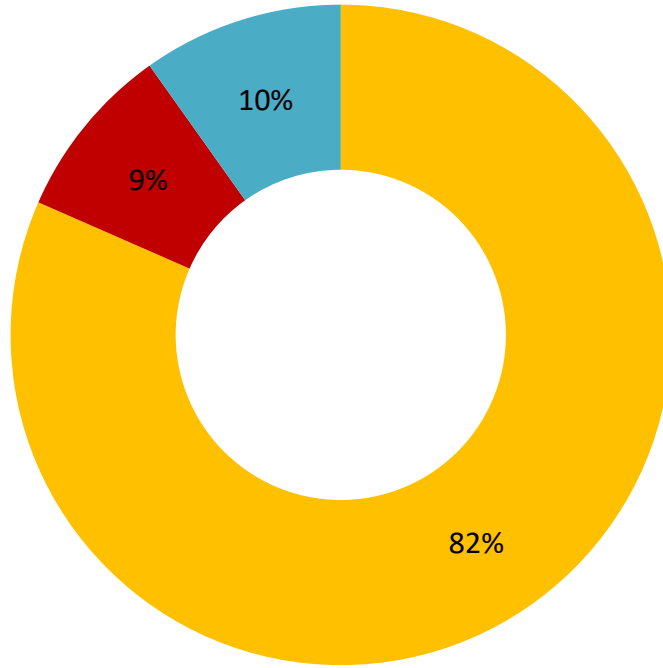
Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020



Item 1.2: Key Finding

Question: I feel that if I had attended this class in my college/university, I would have _____ ?

■ Learnt more ■ Learnt less ■ No difference in learning



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q میں نے محسوس کیا کہ اگر میں یہی کلاس اپنی یونیورسٹی/ کالج وغیرہ کے اندر لے رہا ہوتا تو؟

1

زیادہ سیکھتا

2

کم سیکھتا

3

کوئی فرق نہ ہوتا

**Item 1.2: Statistical Analysis**

Question: **I feel that if I had attended this class in my college/university, I would have ____?**

		Learnt more	Learnt less	There would have been no difference in my learning
All Pakistan		82%	9%	10%
Gender				
	Male	78%	11%	11%
	Female	85%	6%	9%
Respondent Age				
	Under 30	83%	8%	9%
	30 – 50	64%	14%	21%
	50+		100%	
Current Education Level				
	FA/ FSc/ ICOM	68%	26%	5%
	BA/ BSc/ B.Ed./ BCS	83%	8%	9%
	MA/ MSc/ M.Ed./ MCS	77%	12%	11%
	M.Phil./PhD	79%	9%	12%
	Other	85%	2%	13%
Province				
	Punjab	82%	8%	10%
	KP	81%	4%	15%
	Sindh	79%	12%	9%
	Balochistan	100%		
	Gilgit Baltistan	86%		14%
	AJK	71%	14%	14%

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

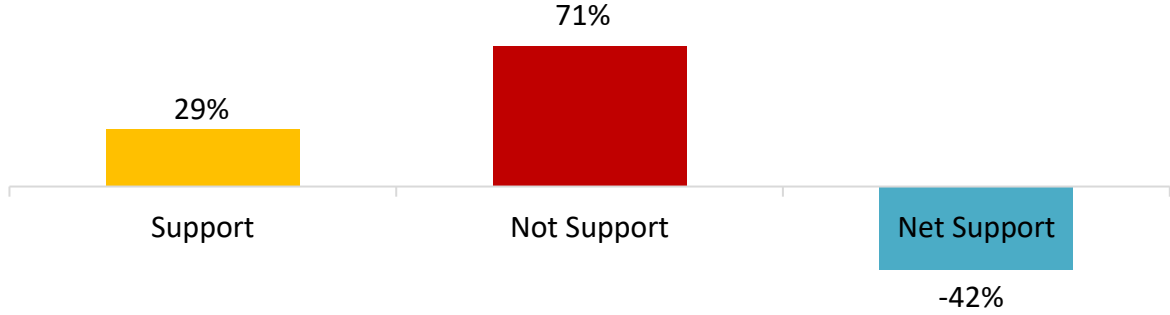
Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020



Support and Opposition for Online Education during Coronavirus Lockdown

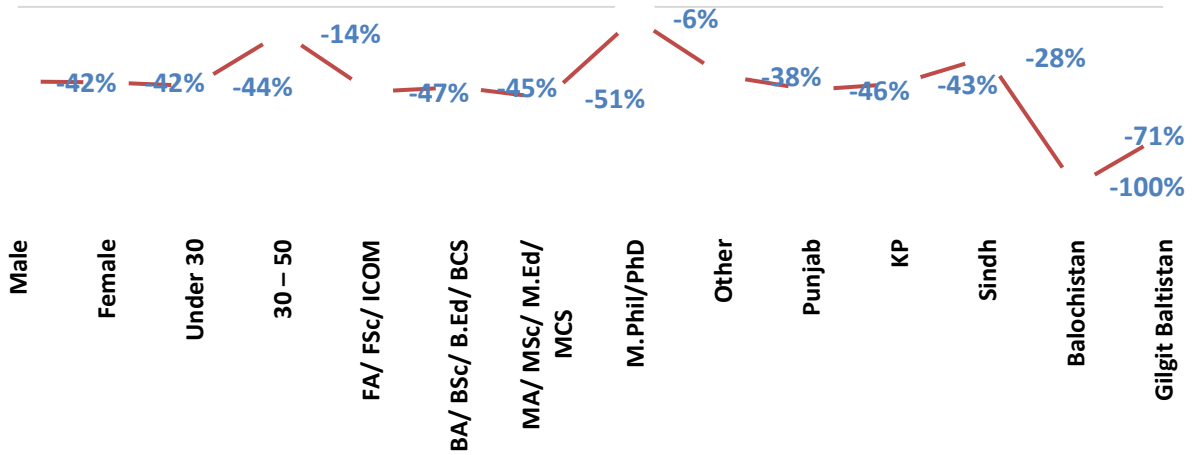
Item 1.3: Key Finding

Question: If your advice was sought, would you support continuing online education or not support it?



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Net Support (support – would not support)



-Q اگر آپ سے مشورہ مانگا جائے تو کیا آپ ان لائن ایجوکیشن کی حمایت کریں گے یا مخالفت کریں گے؟

1

2

حمایت کریں گے
مخالفت کریں گے

**Support and Opposition for Online Education during Coronavirus Lockdown****Item 1.3: Statistical Analysis**

Question: **If your advice was sought, would you support continuing online education or not support it?**

		Support	Not support	Net Support
All Pakistan		29%	71%	-42%
Gender				
	Male	29%	71%	-42%
	Female	29%	71%	-42%
Respondent Age				
	Under 30	28%	72%	-44%
	30 – 50	43%	57%	-14%
	50+			
Current Education Level				
	FA/ FSc/ ICOM	26%	74%	-47%
	BA/ BSc/ B.Ed./ BCS	28%	72%	-45%
	MA/ MSc/ M.Ed./ MCS	25%	75%	-51%
	M.Phil./PhD	47%	53%	-6%
	Other	31%	69%	-38%
Province				
	Punjab	27%	73%	-46%
	KP	29%	71%	-43%
	Sindh	36%	64%	-28%
	Balochistan		100%	-100%
	Gilgit Baltistan	14%	86%	-71%
	AJK	29%	71%	-43%

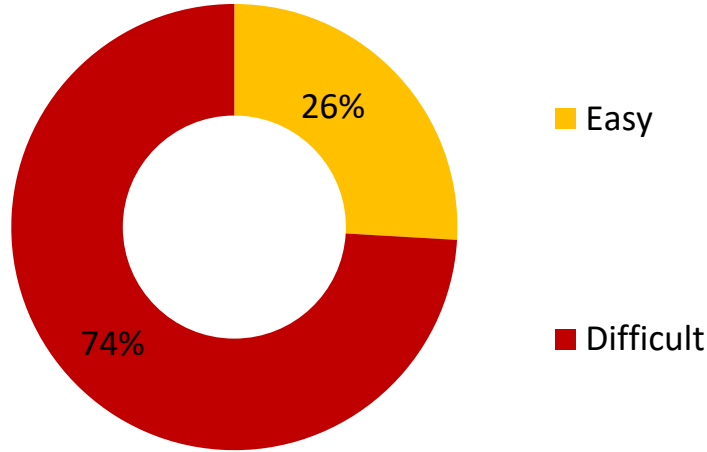
Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020



Item 1.4: Key Finding

Question: How did you find online education classes: Easy or Difficult?



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q بتائیں کہ آپ نے آن لائن ایجوکیشن یا کلاسز کیسا پایا ہے؟ آسان یا مشکل؟

- 1
- 2

آسان
مشکل

**Item 1.4: Statistical Analysis**Question: **How did you find online education classes: Easy or Difficult?**

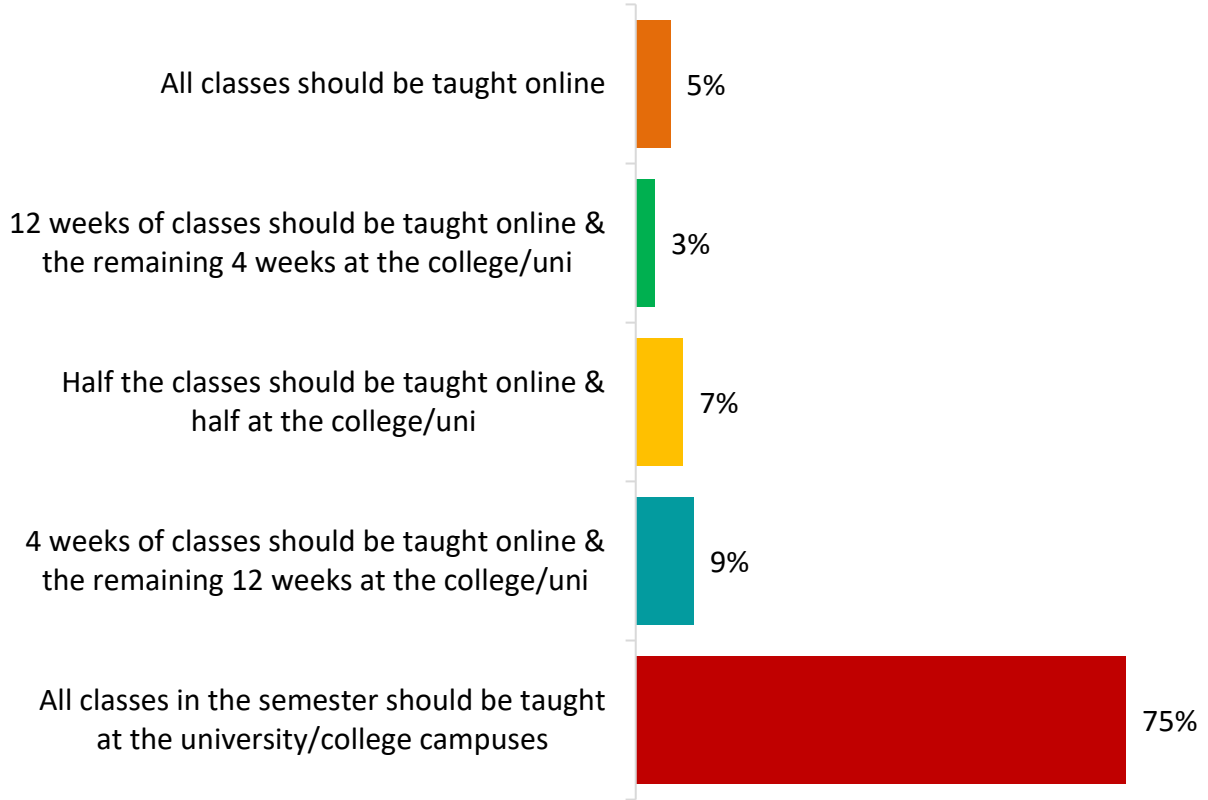
		Easy	Difficult
All Pakistan		26%	74%
Gender			
	Male	27%	73%
	Female	25%	75%
Respondent Age			
	Under 30	24%	76%
	30 – 50	46%	54%
	50+		
Current Education Level			
	FA/ FSc/ ICOM	21%	79%
	BA/ BSc/ B.Ed./ BCS	23%	77%
	MA/ MSc/ M.Ed./ MCS	32%	68%
	M.Phil./PhD	50%	50%
	Other	31%	69%
Province			
	Punjab	21%	79%
	KP	8%	92%
	Sindh	41%	59%
	Balochistan		100%
	Gilgit Baltistan		100%
	AJK	33%	67%

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Item 1.5: Key Finding

Question: **Suppose if all colleges and universities are reopened normally after the Coronavirus, what would be your advice on the teaching process?**



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q بتائیں کہ کرونا وائرس کے بعد اگر تمام کالج یا یونیورسٹیاں معمول کے مطابق کھل جائیں تو تدریس کے عمل کے حوالے سے آپ کا مشورہ کیا ہو گا ؟

- 1 ایک سمیسٹر کی تمام کلاسز براہ راست کالج یا یونیورسٹی میں ہونی چاہیں
- 2 ایک سمیسٹر کے چار ہفتے کلاسز آن لائن اور بارہ ہفتے براہ راست کالج یا یونیورسٹی میں
- 3 ایک سمیسٹر کے آٹھ ہفتے کلاسز آن لائن اور آٹھ ہفتے براہ راست کالج یا یونیورسٹی میں
- 4 ایک سمیسٹر کے آٹھ ہفتے کلاسز آن لائن اور چار ہفتے براہ راست کالج یا یونیورسٹی میں
- 5 ایک سمیسٹر کی تمام کلاسز (سولہ ہفتے) آن لائن ہونی چاہیں



Item 1.5: Statistical Analysis

Question: **Suppose if all colleges and universities are reopened normally after the Coronavirus, what would be your advice on the teaching process?**

		All classes should be taught at the university/college campuses for the next semester	In a semester, 4 weeks of classes should be taught online and the remaining 12 weeks should be taught at the college/univ	Classes of Half semester should be taught online and Classes of other Half semester should be taught at the college/univ	In a semester, 12 weeks of classes should be taught online and the remaining 4 weeks should be taught at the college/univ	All classes should be taught online in the next semester
All Pakistan		75%	9%	7%	3%	5%
Gender						
	Male	74%	10%	8%	2%	6%
	Female	77%	8%	7%	4%	5%
Respondent Age						
	Under 30	77%	8%	7%	3%	5%
	30 – 50	63%	21%	13%		4%
Current Education Level						
	FA/ FSc/ ICOM	71%	7%	14%		7%
	BA/ BSc/ B.Ed./ BCS	77%	10%	5%	3%	5%
	MA/ MSc/ M.Ed./ MCS	76%	11%	8%		5%
	M.Phil./PhD	75%	13%	13%		
	Other	69%	3%	14%	6%	9%
Province						
	Punjab	82%	6%	6%	4%	2%
	KP	92%				8%
	Sindh	55%	18%	11%	2%	13%
	Balochistan	100%				
	Gilgit Baltistan	100%				
	AJK	100%				

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: ± 3 -5% at 95% confidence level.

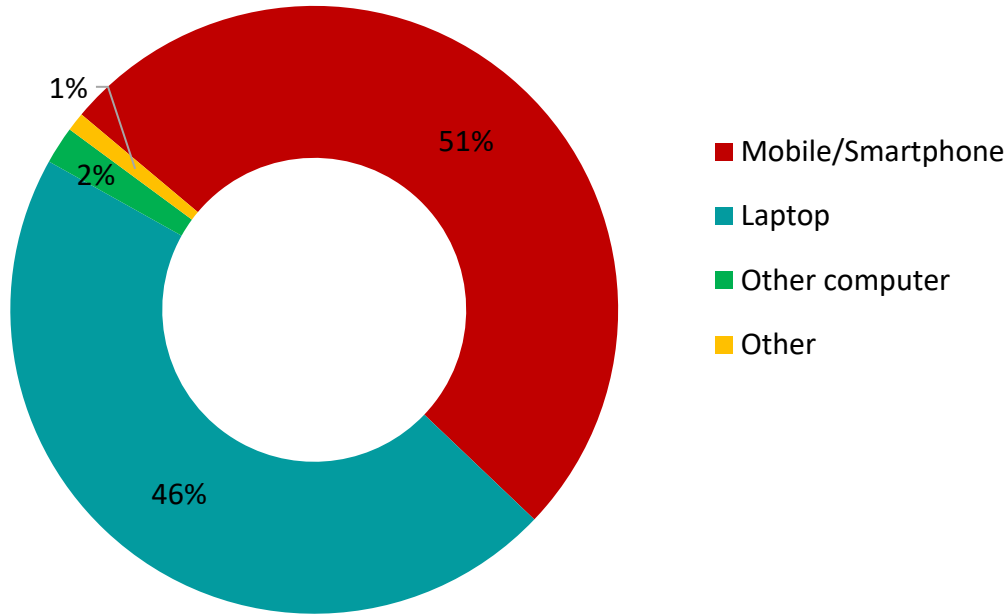
Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Section II: Connectivity Conditions during Remote Education



Item 2.1: Key Finding

Question: Last time I attended an online class, I used a _____?



Source: Gallup Pakistan Survey on Digital Learning & Online Education during COVID-19, April 2020

-Q آخری مرتبہ، میں نے کلاس اٹنڈ کرتے ہوئے _____ کا استعمال کیا؟

- 1 موبائل فون/ سمارٹ فون
 - 2 لیپ ٹاپ
 - 3 دیگر کمپیوٹر
- _____ کوئی اور ذریعہ (درج کریں)



Item 2.1: Statistical Analysis

Question: Last time I attended an online class, I used a _____?

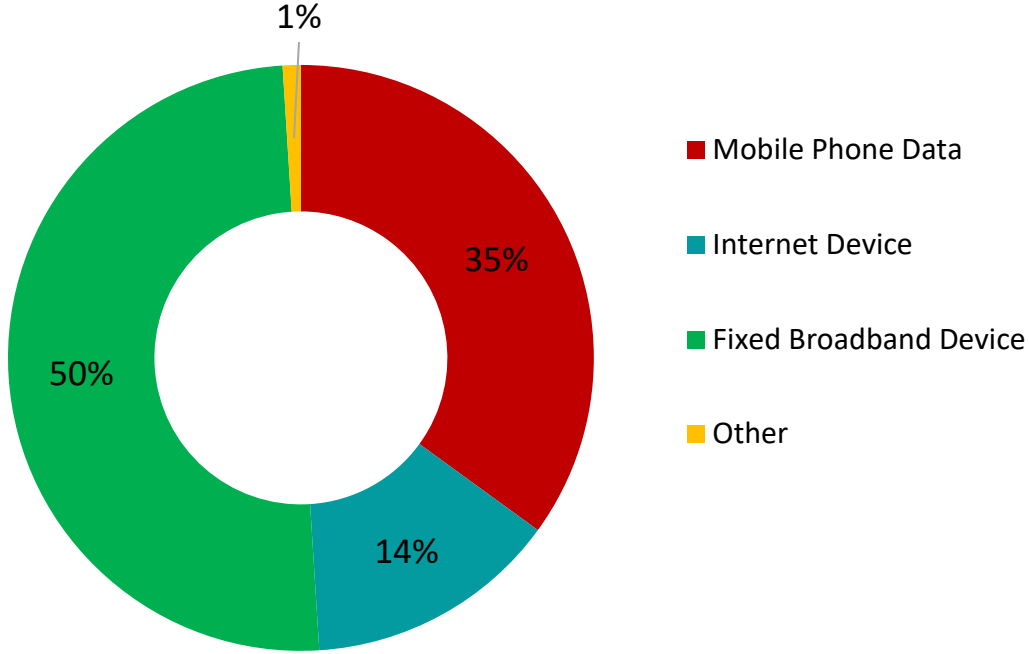
		Mobile/Smart phone	Laptop	Some other computer	Used another way to attend online class
All Pakistan		51%	46%	2%	1%
Gender					
	Male	44%	51%	5%	1%
	Female	57%	41%	0%	1%
Respondent Age					
	Under 30	53%	44%	2%	1%
	30 – 50	25%	71%	4%	
Current Education Level					
	FA/ FSc/ ICOM	47%	47%	5%	
	BA/ BSc/ B.Ed./ BCS	51%	47%	2%	0%
	MA/ MSc/ M.Ed./ MCS	46%	46%	7%	2%
	M.Phil./PhD	48%	45%	3%	3%
	Other	63%	38%		
Province					
	Punjab	59%	38%	2%	0%
	KP	59%	33%	4%	4%
	Sindh	26%	71%	2%	1%
	Balochistan	50%	50%		
	Gilgit Baltistan	71%	29%		
	AJK	57%	29%	14%	

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Item 2.2: Key Finding

Question: The type of internet I used to attend the online class was ____?



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Q- آخری مرتبہ میں نے کلاس اٹنڈ کرتے ہوئے _____ قسم انٹرنیٹ کا استعمال کیا ؟

موبائل برائڈ بینڈ کنکشن (موبائل فون نیٹ ورک جیسے G/3G/4G2 وغیرہ)

1

انٹرنیٹ ڈیوائس جیسے کہ Dongle/EVO/Charji Device وغیرہ

2

کسڈ برائڈ بینڈ کنکشن (fixed broadband) مثال کے طور پر ڈی ایس ایل (DSL) یا آپٹیکل فائبر (Optic fiber)

3

وغیرہ

کوئی اور ذریعہ (درج کریں) _____



Item 2.2: Statistical Analysis

Question: **The type of internet I used to attend the online class was ____?**

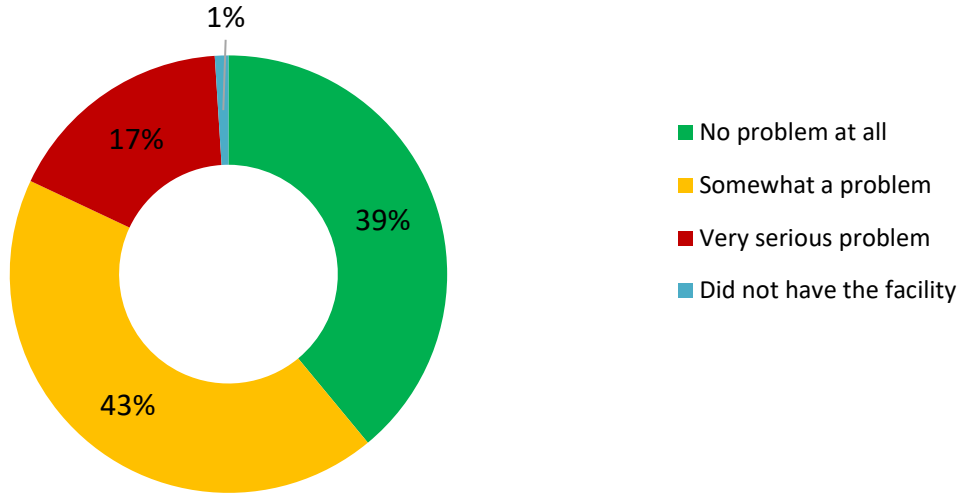
		Mobile data connection (mobile phone network like 2G, 3G, 4G etc.)	Internet device (Dongle/EVO/Charji device)	Fixed broadband connection like DSL or Optic Fiber	Other (please specify):
All Pakistan		35%	14%	50%	1%
Gender					
	Male	37%	10%	52%	2%
	Female	33%	17%	49%	1%
Respondent Age					
	Under 30	36%	12%	50%	1%
	30 – 50	18%	29%	54%	
Current Education Level					
	FA/ FSc/ ICOM	32%	16%	53%	
	BA/ BSc/ B.Ed./ BCS	32%	12%	54%	2%
	MA/ MSc/ M.Ed./ MCS	40%	19%	39%	2%
	M.Phil./PhD	39%	12%	48%	
	Other	42%	13%	46%	
Province					
	Punjab	39%	13%	47%	2%
	KP	63%	15%	22%	
	Sindh	16%	15%	69%	1%
	Balochistan	100%			
	Gilgit Baltistan	57%		43%	
	AJK	14%	43%	43%	

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

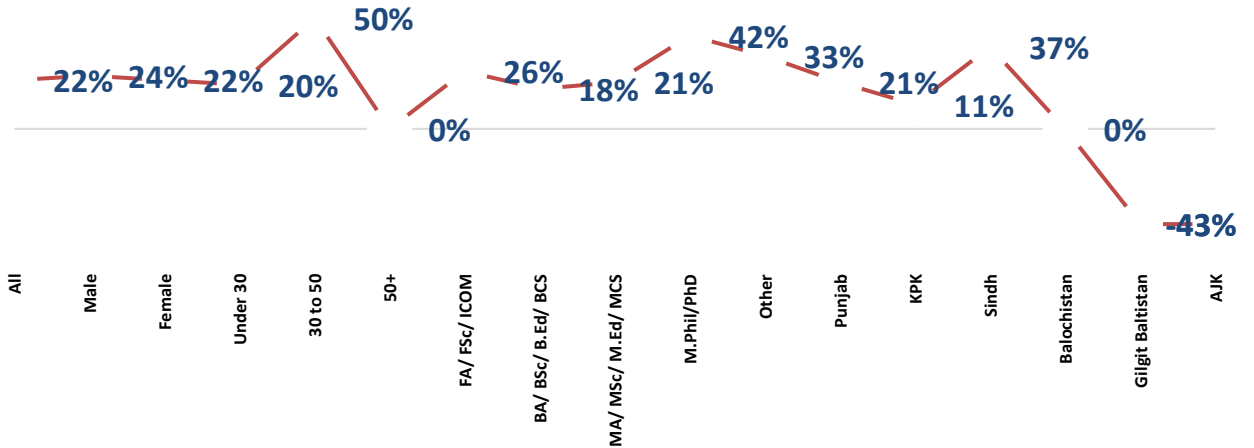
Item 2.3: Key Finding

Question: To what extent was availability of electricity a problem while using your laptop/computer or smartphone for the online class?



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Net value: AVAILABILITY OF ELECTRICITY (No problem minus very serious problem)



Q- مجھے اپنا موبائل/ سمارٹ فون یا لیپ ٹاپ استعمال کرنے میں بجلی کے ہونے یا نہ ہونے کا کوئی مسئلہ تھا؟

- 1
- 2
- 3
- 4

بالکل نہیں تھا
تھوڑا بہت تھا
کافی سخت مسئلہ تھا
سہولت موجود ہی نہیں



Item 2.3: Statistical Analysis

Question: **To what extent was availability of electricity a problem while using your laptop/computer or smartphone for the online class?**

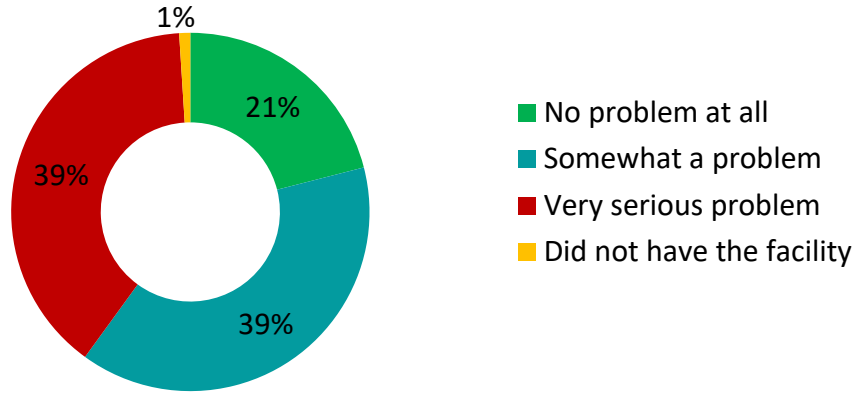
		No problem at all	Somewhat a problem	Very serious problem	Did not have electricity
All Pakistan		39%	43%	17%	1%
Gender					
	Male	40%	42%	16%	3%
	Female	39%	43%	17%	0%
Respondent Age					
	Under 30	38%	43%	18%	1%
	30 – 50	54%	39%	4%	4%
Current Education Level					
	FA/ FSc/ ICOM	37%	53%	11%	
	BA/ BSc/ B.Ed./ BCS	36%	44%	18%	2%
	MA/ MSc/ M.Ed./ MCS	40%	35%	21%	4%
	M.Phil./PhD	48%	45%	6%	
	Other	48%	38%	15%	
Province					
	Punjab	39%	42%	18%	1%
	KP	30%	52%	19%	
	Sindh	46%	44%	9%	1%
	Balochistan		50%		50%
	Gilgit Baltistan	14%		57%	29%
	AJK	14%	29%	57%	

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

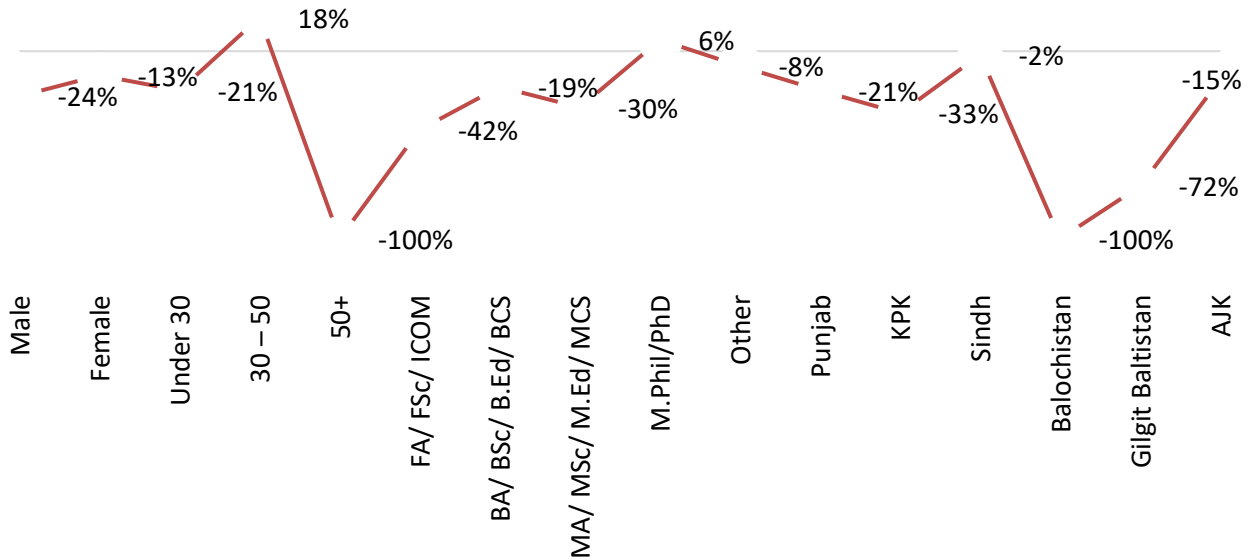
Item 2.4: Key Finding

Question: To what extent was internet connectivity a problem while using your laptop/computer or smartphone for the online class?



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Net value: internet connectivity (No problem minus very serious problem)



-Q انٹرنیٹ کے ہونے نہ ہونے کا کوئی مسئلہ تھا مجھے اپنا موبائل/ سمارٹ فون یا لیپ ٹاپ استعمال کرنے میں؟

- 1
- 2
- 3
- 4

بالکل نہیں تھا
تھوڑا بہت تھا
کافی سخت مسئلہ تھا
سہولت موجود ہی نہیں



Item 2.4: Statistical Analysis

Question: To what extent was internet connectivity a problem while using your laptop/computer or smartphone for the online class?

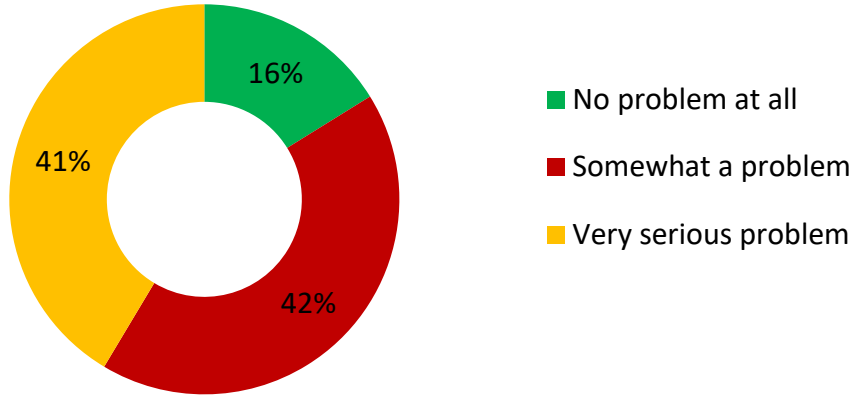
		No problem at all	Somewhat a problem	Very serious problem	Did not have internet connectivity
All Pakistan		21%	39%	39%	1%
Gender					
	Male	20%	35%	44%	1%
	Female	21%	43%	34%	1%
Respondent Age					
	Under 30	19%	39%	40%	1%
	30 – 50	39%	39%	21%	
Current Education Level					
	FA/ FSc/ ICOM	11%	37%	53%	
	BA/ BSc/ B.Ed./ BCS	19%	42%	38%	1%
	MA/ MSc/ M.Ed./ MCS	19%	28%	49%	4%
	M.Phil./PhD	33%	39%	27%	
	Other	25%	42%	33%	
Province					
	Punjab	22%	34%	43%	2%
	KP	15%	33%	48%	4%
	Sindh	21%	57%	23%	
	Balochistan			100%	
	Gilgit Baltistan	14%		86%	
	AJK	14%	57%	29%	

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

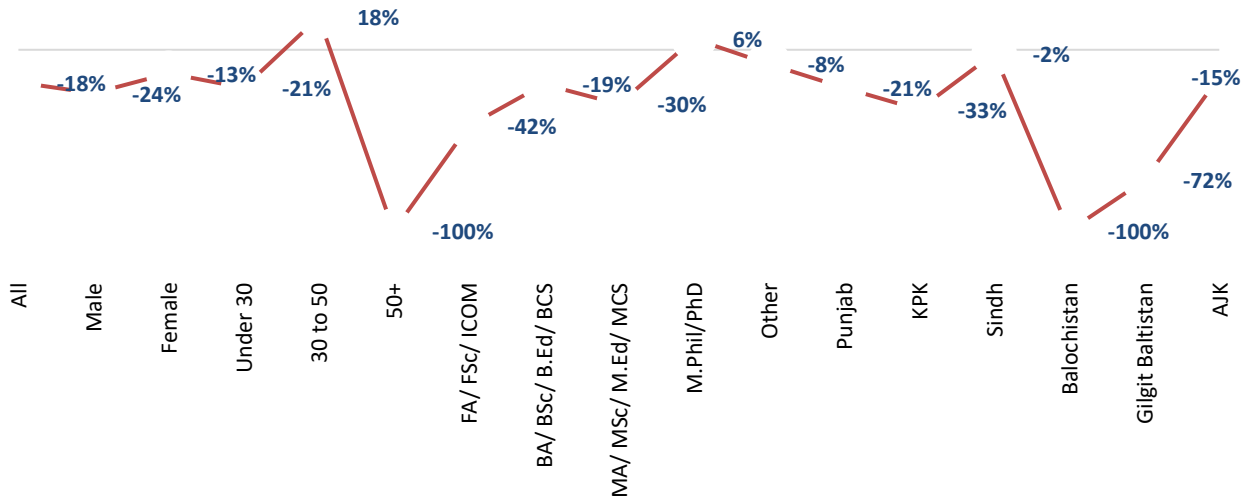
Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Item 2.5: Key Finding

Question: To what extent was quality of internet a problem while using your laptop/computer or smartphone for the online class?



NET VALUE: QUALITY OF INTERNET (NO PROBLEM MINUS VERY SERIOUS PROBLEM)



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q مجھے اپنا موبائل/ سمارٹ فون یا لیپ ٹاپ استعمال کرنے میں انٹرنیٹ کی کوالٹی کے اچھے ہونے نہ ہونے کا مسئلہ تھا؟

1

بالکل نہیں تھا

2

تھوڑا بہت تھا

3

کافی سخت مسئلہ تھا

4

سہولت موجود ہی نہیں



Item 2.5: Statistical Analysis

Question: **To what extent was quality of internet a problem while using your laptop/computer or smartphone for the online class?**

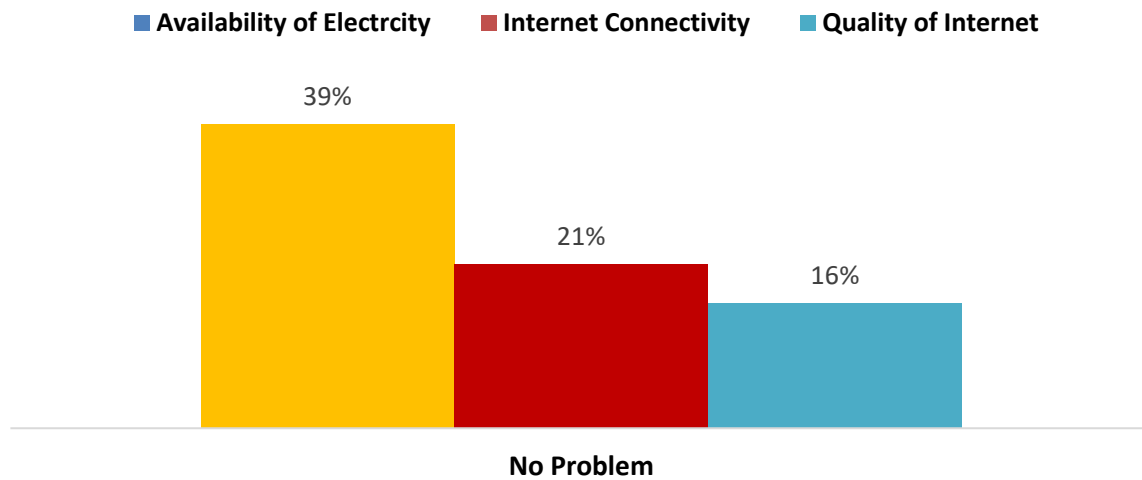
		No problem at all	Somewhat a problem	Very serious problem	Did not have internet connectivity
All Pakistan		16%	42%	41%	0%
Gender					
	Male	16%	38%	46%	
	Female	17%	45%	37%	1%
Respondent Age					
	Under 30	16%	42%	42%	1%
	30 – 50	29%	46%	25%	
Current Education Level					
	FA/ FSc/ ICOM	11%	47%	42%	
	BA/ BSc/ B.Ed./ BCS	16%	43%	40%	0%
	MA/ MSc/ M.Ed./ MCS	11%	38%	51%	
	M.Phil./PhD	30%	27%	42%	
	Other	19%	46%	33%	2%
Province					
	Punjab	19%	38%	42%	0%
	KP	8%	38%	50%	4%
	Sindh	14%	56%	30%	
	Balochistan			100%	
	Gilgit Baltistan	14%		86%	
	AJK		29%	71%	

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

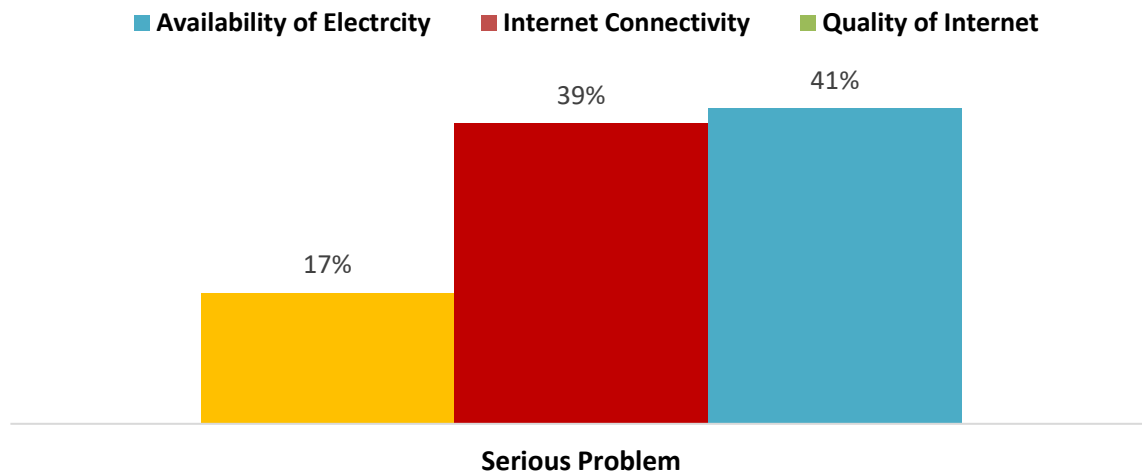
Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020



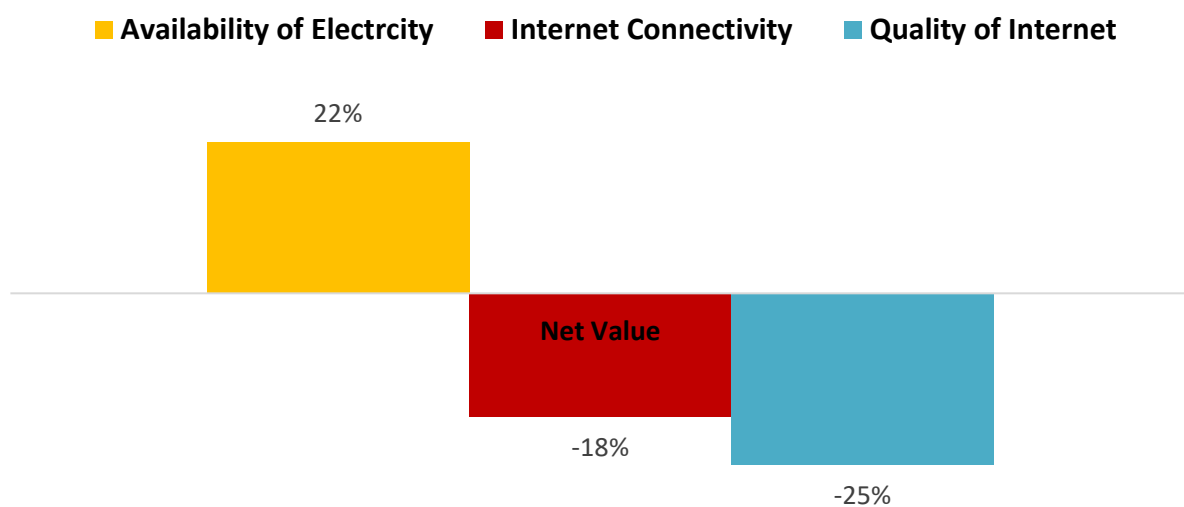
Summary chart: Positive Rating



Summary chart: Negative Rating



Summary chart: Net Value



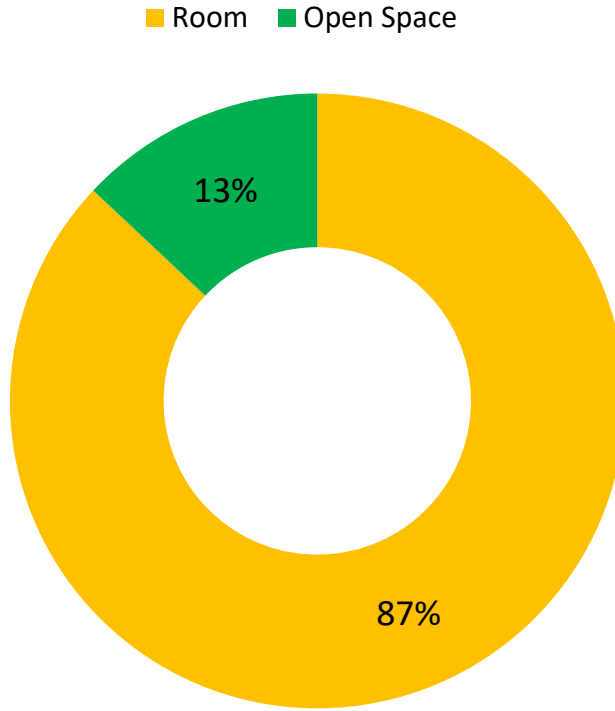
Section III: Space Conditions during Remote Education





Item 3.1: Key Finding

Question: The last time I attended an online class, I was sitting in _____ ?



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Q میں کلاس اٹنڈ کرتے ہوئے جس جگہ بیٹھا ہوا تھا / تھی وہ ؟

1

کمرہ تھا

2

کھلی جگہ (یعنی صحن/برآمدہ/ لان وغیرہ)



Item 3.1: Statistical Analysis

Question: **The last time I attended an online class, I was sitting _____ ?**

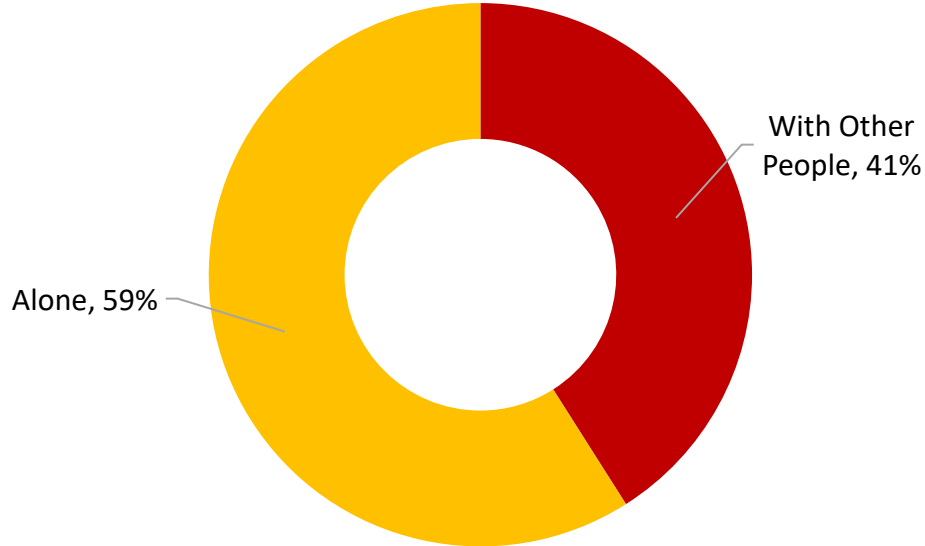
		In a room	In an open space (Veranda, Lawn etc.)
All Pakistan		87%	13%
Gender			
	Male	84%	16%
	Female	90%	10%
Respondent Age			
	Under 30	86%	14%
	30 – 50	100%	
Current Education Level			
	FA/ FSc/ ICOM	89%	11%
	BA/ BSc/ B.Ed./ BCS	89%	11%
	MA/ MSc/ M.Ed./ MCS	82%	18%
	M.Phil./PhD	88%	12%
	Other	81%	19%
Province			
	Punjab	85%	15%
	KP	85%	15%
	Sindh	95%	5%
	Balochistan	50%	50%
	Gilgit Baltistan	71%	29%
	AJK	71%	29%

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: ± 3 -5% at 95% confidence level.

Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Item 3.2: Key Finding

Question: While attending an online class at home, I was _____?



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q اپنے گھر میں کلاس اٹینڈ کرنے کے وقت میں؟

1

اکيلا تھا

2

ديگر افراد بهي موجود تھے



Item 3.2: Statistical Analysis

Question: **While attending an online class at home, I was _____?**

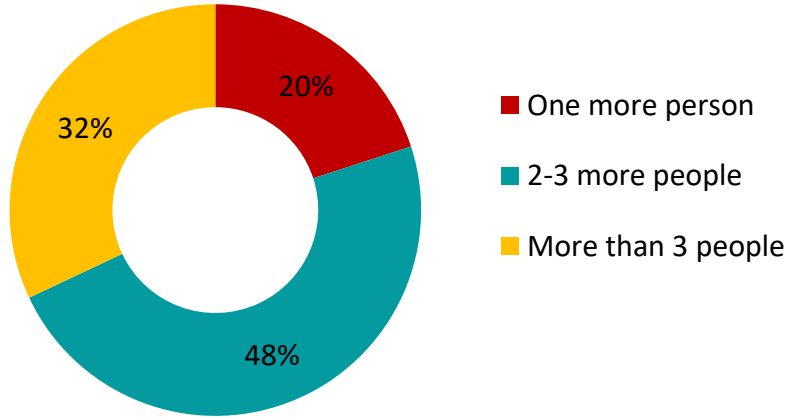
		Alone	With other people
All Pakistan		59%	41%
Gender			
	Male	63%	37%
	Female	55%	45%
Respondent Age			
	Under 30	57%	43%
	30 – 50	79%	21%
Current Education Level			
	FA/ FSc/ ICOM	58%	42%
	BA/ BSc/ B.Ed./ BCS	56%	44%
	MA/ MSc/ M.Ed./ MCS	61%	39%
	M.Phil./PhD	73%	27%
	Other	60%	40%
Province			
	Punjab	58%	42%
	KP	63%	37%
	Sindh	64%	36%
	Balochistan	50%	50%
	Gilgit Baltistan	29%	71%
	AJK	43%	57%

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Item 3.3: Key Finding

Question: (Only asked from who said they were with other people) While attending an online class at home, I was with _____?



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q اندازاً میرے علاوہ؟

1

ایک فرد موجود تھا

2

3/2 افراد موجود تھے

3

3 سے زیادہ افراد موجود تھے



Item 3.3: Statistical Analysis

Question: (Asked from who said they were with other people) While attending an online class at home, I was with _____?

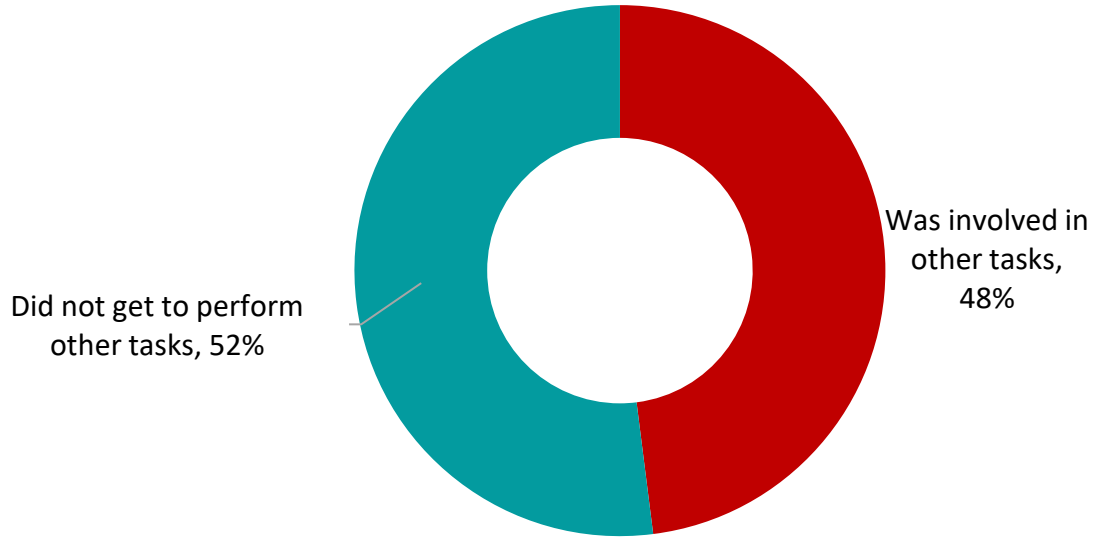
		One more person around me	Two to three people around me	More than three people around me
All Pakistan		20%	48%	32%
Gender				
	Male	17%	54%	30%
	Female	22%	44%	34%
Respondent Age				
	Under 30	19%	49%	32%
	30 – 50	33%	17%	50%
Current Education Level				
	FA/ FSc/ ICOM	25%	38%	38%
	BA/ BSc/ B.Ed./ BCS	20%	46%	34%
	MA/ MSc/ M.Ed./ MCS	18%	50%	32%
	M.Phil./PhD	11%	56%	33%
	Other	21%	58%	21%
Province				
	Punjab	18%	48%	34%
	KP	10%	50%	40%
	Sindh	30%	43%	27%
	Balochistan			100%
	Gilgit Baltistan	20%	60%	20%
	AJK		75%	25%

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: ± 3 -5% at 95% confidence level.

Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Item 3.4: Key Finding

Question: While attending the class, I _____ ?



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q میں کلاس آٹنڈ کرتے ہوئے..... ؟

- 1 گھر میں دیگر کام بھی کرتا تھا
- 2 دیگر کام کرنے کا موقع بالکل بھی نہیں ملا



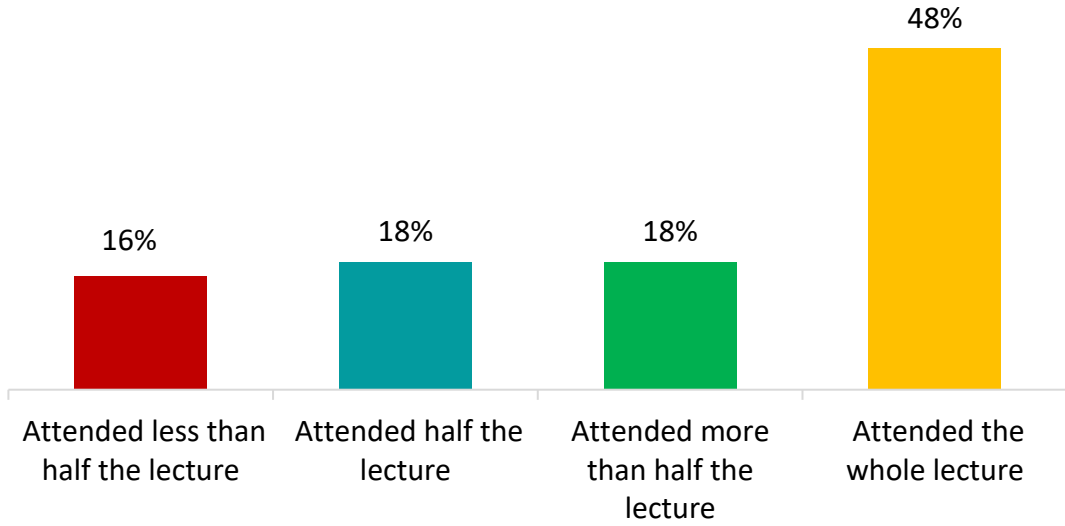
Item 3.4: Statistical Analysis

Question: **While attending the class, _____ ?**

		Was involved in other tasks	Did not get to perform other tasks
All Pakistan		48%	52%
Gender			
	Male	51%	49%
	Female	46%	54%
Respondent Age			
	Under 30	47%	53%
	30 – 50	54%	46%
Current Education Level			
	FA/ FSc/ ICOM	53%	47%
	BA/ BSc/ B.Ed./ BCS	51%	49%
	MA/ MSc/ M.Ed./ MCS	40%	60%
	M.Phil./PhD	33%	67%
	Other	50%	50%
Province			
	Punjab	46%	54%
	KP	52%	48%
	Sindh	55%	45%
	Balochistan	50%	50%
	Gilgit Baltistan	29%	71%
	AJK	29%	71%

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Item 3.5: Key FindingQuestion: **The last time I attended an online class, I _____?****Source:** Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020**-Q** آن لائن کلاسز کے دوران میں نے تقریباً؟

- 1 آدھے سے بھی کم وقت کلاس اٹنڈ کی
- 2 آدھا وقت کلاس اٹنڈ کی
- 3 آدھے سے زیادہ کلاس اٹنڈ کی
- 4 پورے کا پورا وقت کلاس ہی اٹنڈ کرتا رہا



Item 3.5: Statistical Analysis

Question: **The last time I attended an online class, I _____?**

		Attended less than half the lecture	Attended half the lecture	Attended more than half the lecture	Attended the whole lecture	Was involved in other tasks
All Pakistan		16%	18%	18%	48%	0%
Gender						
	Male	21%	17%	15%	46%	1%
	Female	12%	18%	20%	49%	0%
Respondent Age						
	Under 30	17%	18%	17%	47%	1%
	30 – 50	11%	7%	29%	54%	
Current Education Level						
	FA/ FSc/ ICOM	16%	16%	16%	53%	
	BA/ BSc/ B.Ed./ BCS	19%	20%	17%	45%	
	MA/ MSc/ M.Ed./ MCS	14%	16%	21%	46%	4%
	M.Phil./PhD	12%	15%	12%	61%	
	Other	8%	13%	25%	54%	
Province						
	Punjab	17%	17%	17%	48%	1%
	KP	11%	41%	11%	37%	
	Sindh	13%	12%	24%	52%	
	Balochistan		50%		50%	
	Gilgit Baltistan	57%	14%		29%	
	AJK	14%	29%	14%	43%	

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: ± 3 -5% at 95% confidence level.

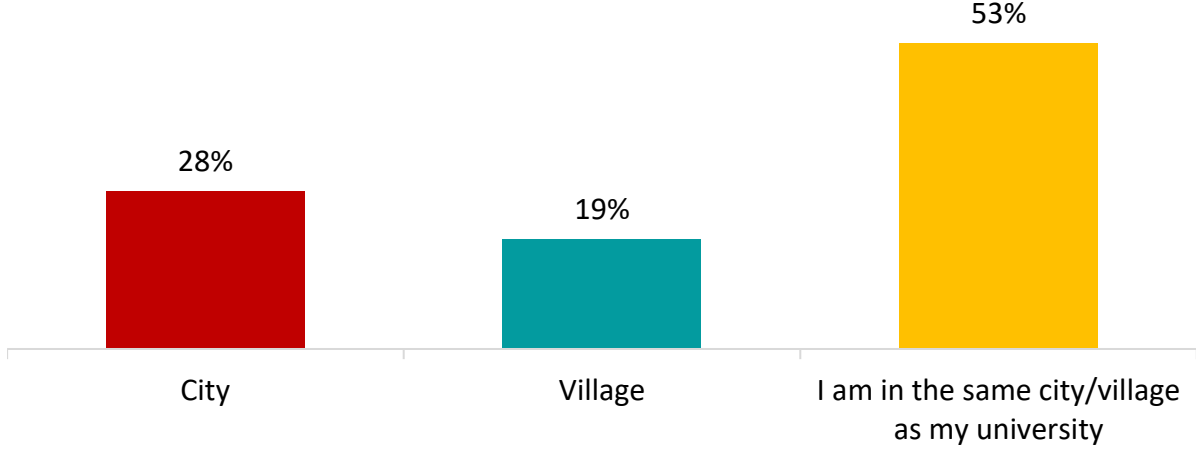
Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Section IV: National Cross-Section of Responding Students



Item 4.1: Key Finding

Question: **At the moment, instead of being at my University or College, I am in the same city/ village as my university?**



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q میں اس وقت اپنی معمول کی یونیورسٹی/ کالج کی بجائے اپنے
میں ہوں؟

1

شہر

2

گاؤں

3

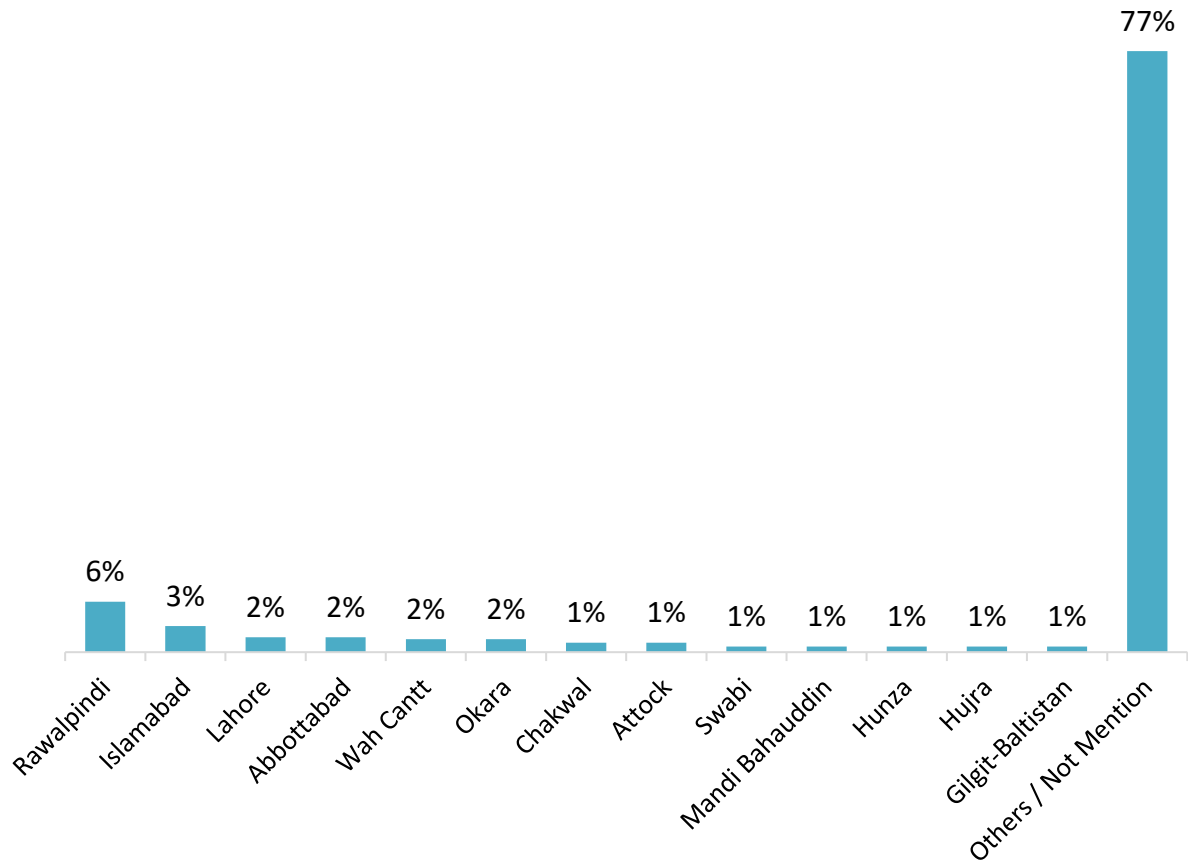
میں اسی شہر / گاؤں میں ہوں جہاں میری یونیورسٹی ہے



Item 4.2: Key Finding

Question: **Name of city or village?**

Top 13 district of Pakistan



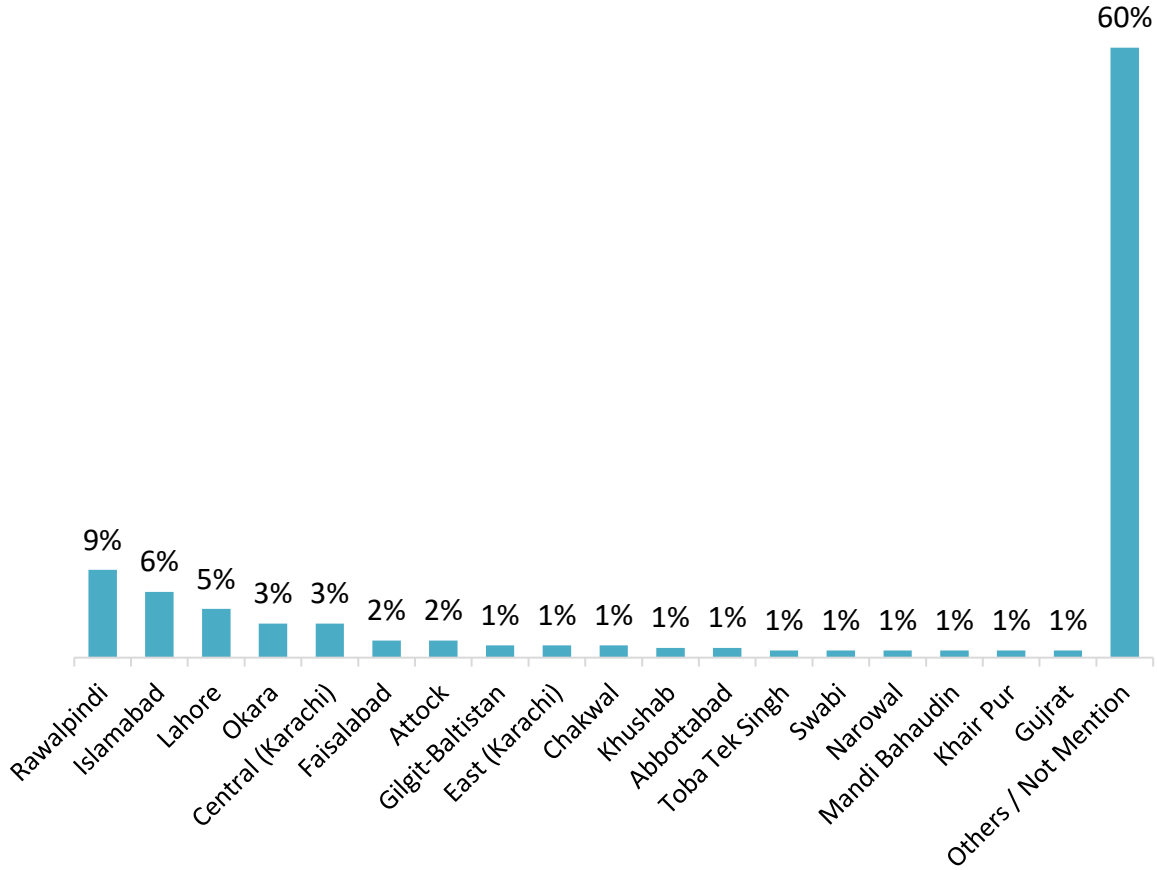
Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q شہر/گاؤں کا نام؟

Item 4.3: Key Finding

Question: **Currently, I am in _____ district of Pakistan?**

Top 18 district of Pakistan



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q فی الوقت میں پاکستان کے _____ ڈسٹرکٹ
میں موجود ہوں؟

ڈسٹرکٹ کا نام:-----

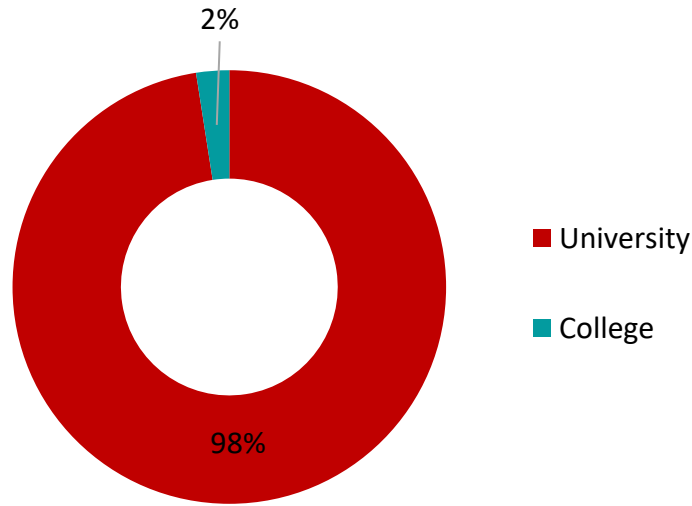
Section V: Location of Responding Students for Conventional Education





Item 5.1: Key Finding

Question: I study in a university/?



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q میں پڑھتا / پڑھتی ہوں؟

1

2

یونیورسٹی

کالج

**Item 5.1: Statistical Analysis**Question: **I study in a university/?**

		University	College
All Pakistan		98%	2%
Gender			
	Male	97%	3%
	Female	98%	2%
Respondent Age			
	Under 30	98%	2%
	30 – 50	89%	11%
	50+	100%	
Current Education Level			
	FA/ FSc/ ICOM	100%	
	BA/ BSc/ B.Ed./ BCS	98%	2%
	MA/ MSc/ M.Ed./ MCS	100%	
	M.Phil./PhD	100%	
	Other	90%	10%
Province			
	Punjab	97%	3%
	KP	100%	
	Sindh	98%	2%
	Balochistan	100%	
	Gilgit Baltistan	100%	
	AJK	100%	

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.

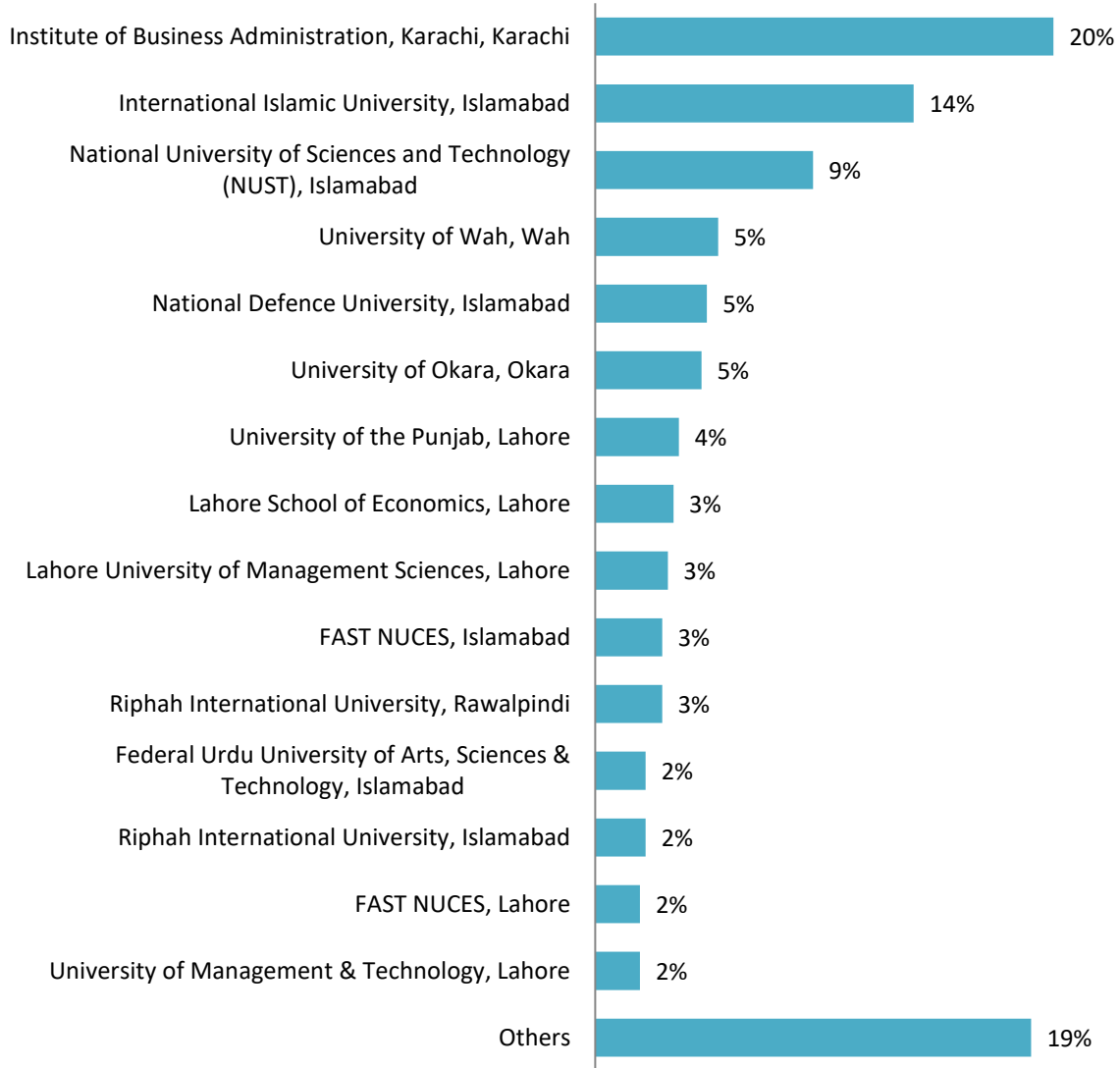
Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020



Item 5.2: Key Finding

Question: **Name of University/College?**

Top 15 University / College

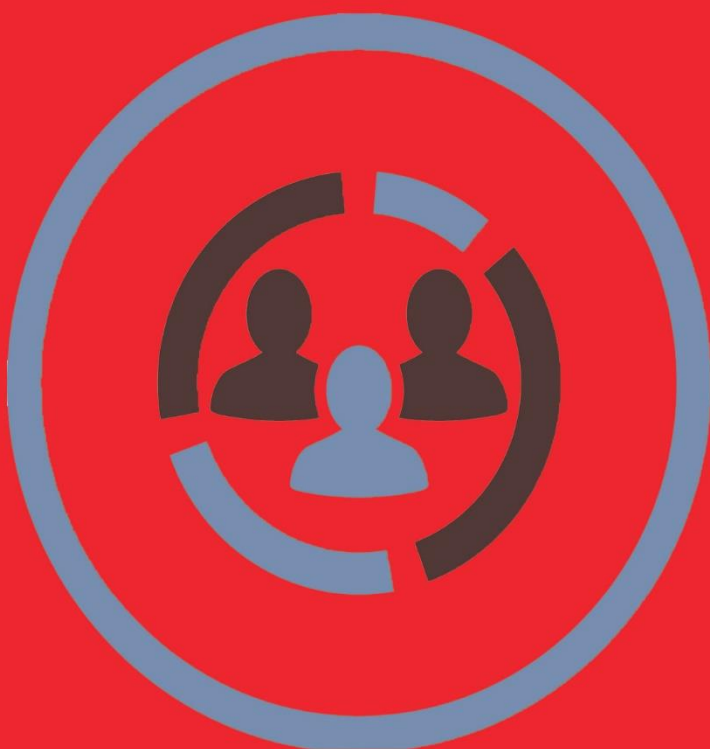


Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

-Q یونیورسٹی/ کالج کا نام؟

یونیورسٹی/ کالج کا نام:-----

Section VI: Demographic Profile of Responding Students





Profile of Responding Students (n=407)

		Col%
BASE: All		100%
Gender		
See classification details below	Male	48%
	Female	52%
Age of the Respondent		
See classification details below	Under 30	93%
	30 – 50	7%
	50+	0.25%
Education Level		
See classification details below	FA/ FSc/ ICOM	5%
	BA/ BSc/ B.Ed./ BCS	61%
	MA/ MSc/ M.Ed./ MCS	14%
	M.Phil./PhD	8%
	Other	12%
Province		
See classification details below	Punjab	64%
	KP	7%
	Sindh	25%
	Balochistan	0.5%
	Gilgit Baltistan	2%
	AJK	2%

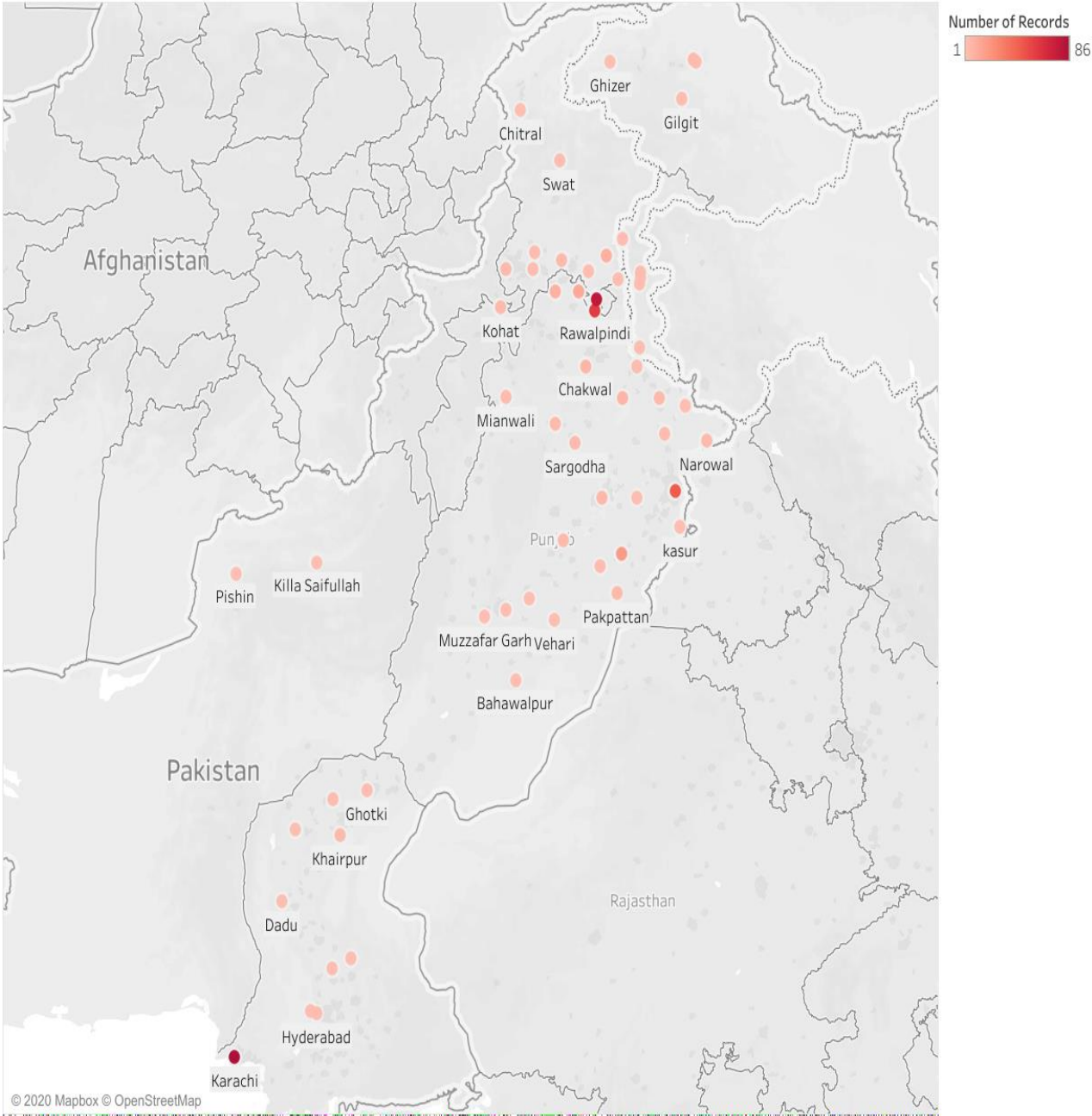
Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: ± 3 -5% at 95% confidence level.



Visual Map of Respondents

Coverage for Remote Learning Study

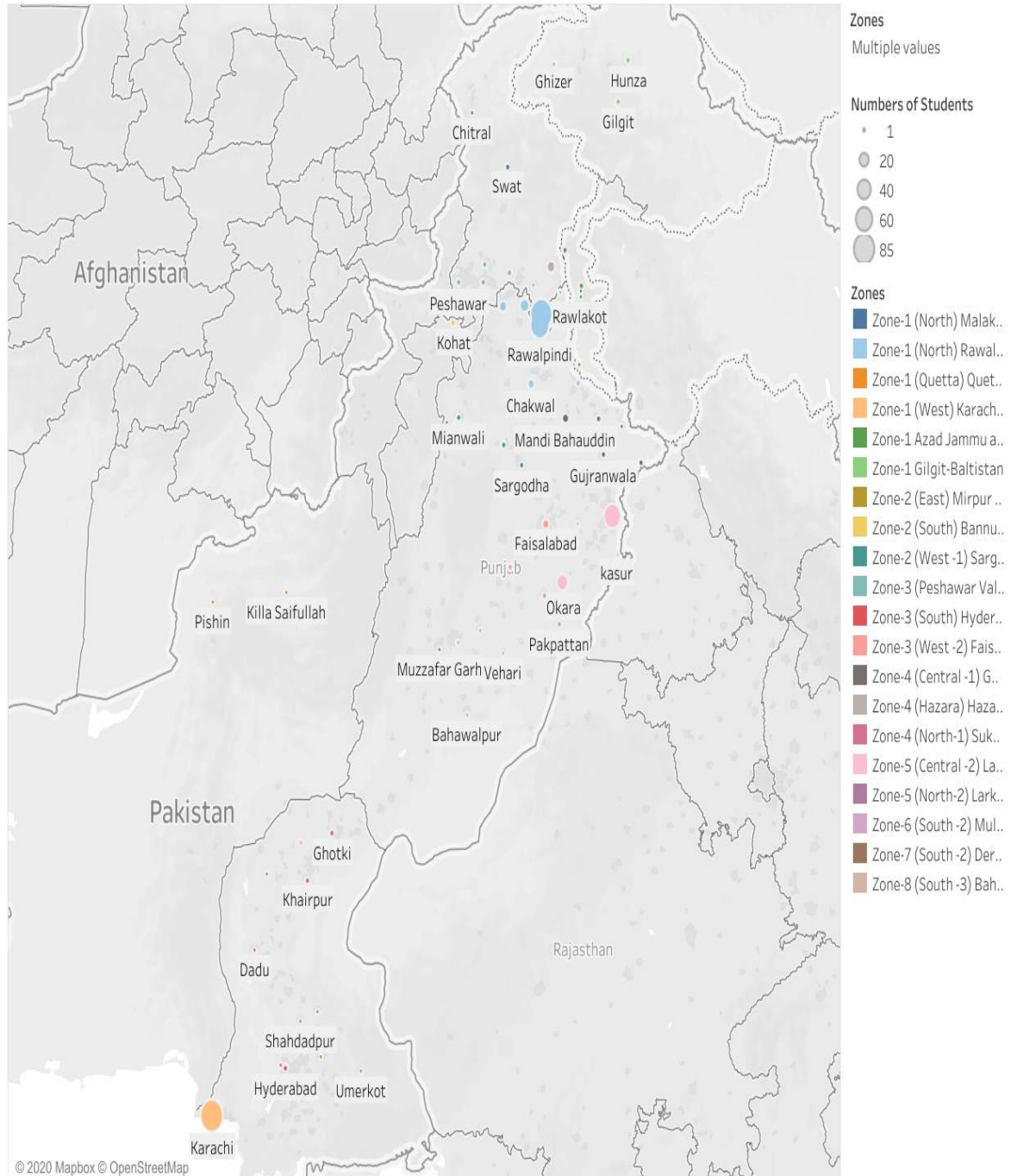
District Wise Coverage	22 Zone Wise Coverage	14 Regions Wise Coverage	University Wise Location Of Student	Actual Coverage of University
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Coverage for Remote Learning Study

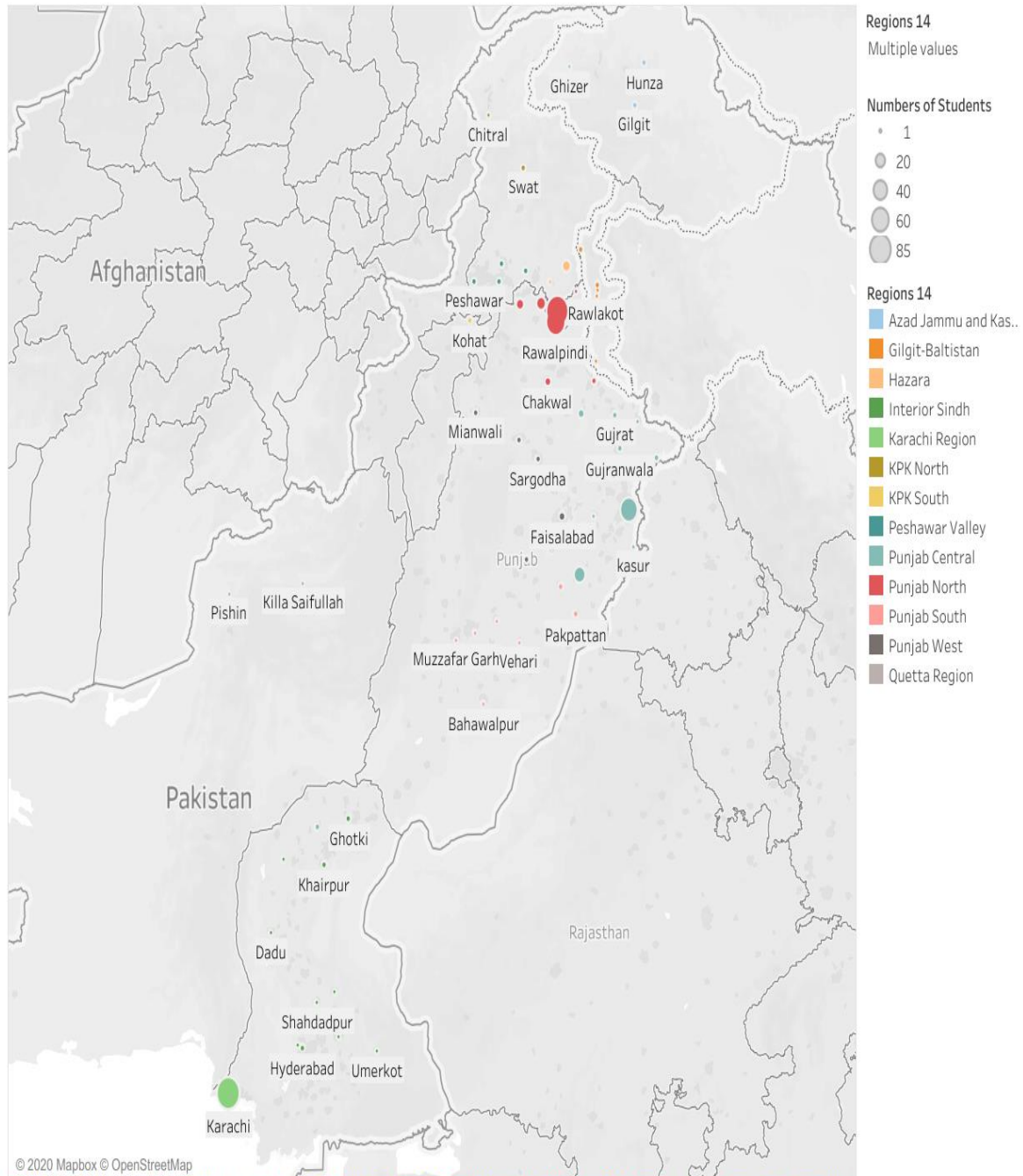
District Wise Coverage	22 Zone Wise Coverage	14 Regions Wise Coverage	University Wise Location Of Student	Actual Coverage of University
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Coverage for Remote Learning Study

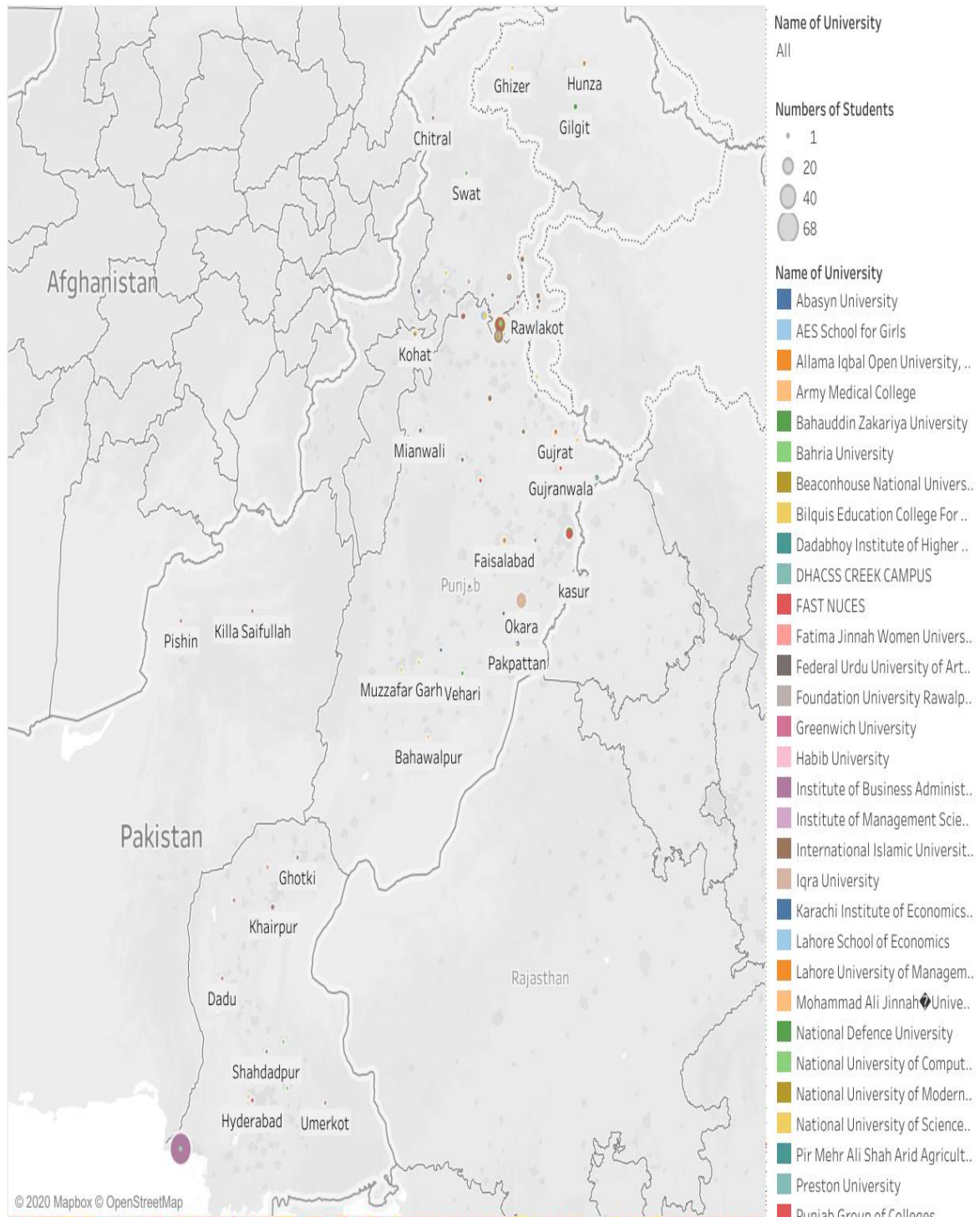
District Wise Coverage	22 Zone Wise Coverage	14 Regions Wise Coverage	University Wise Location Of Student	Actual Coverage of University
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Coverage for Remote Learning Study

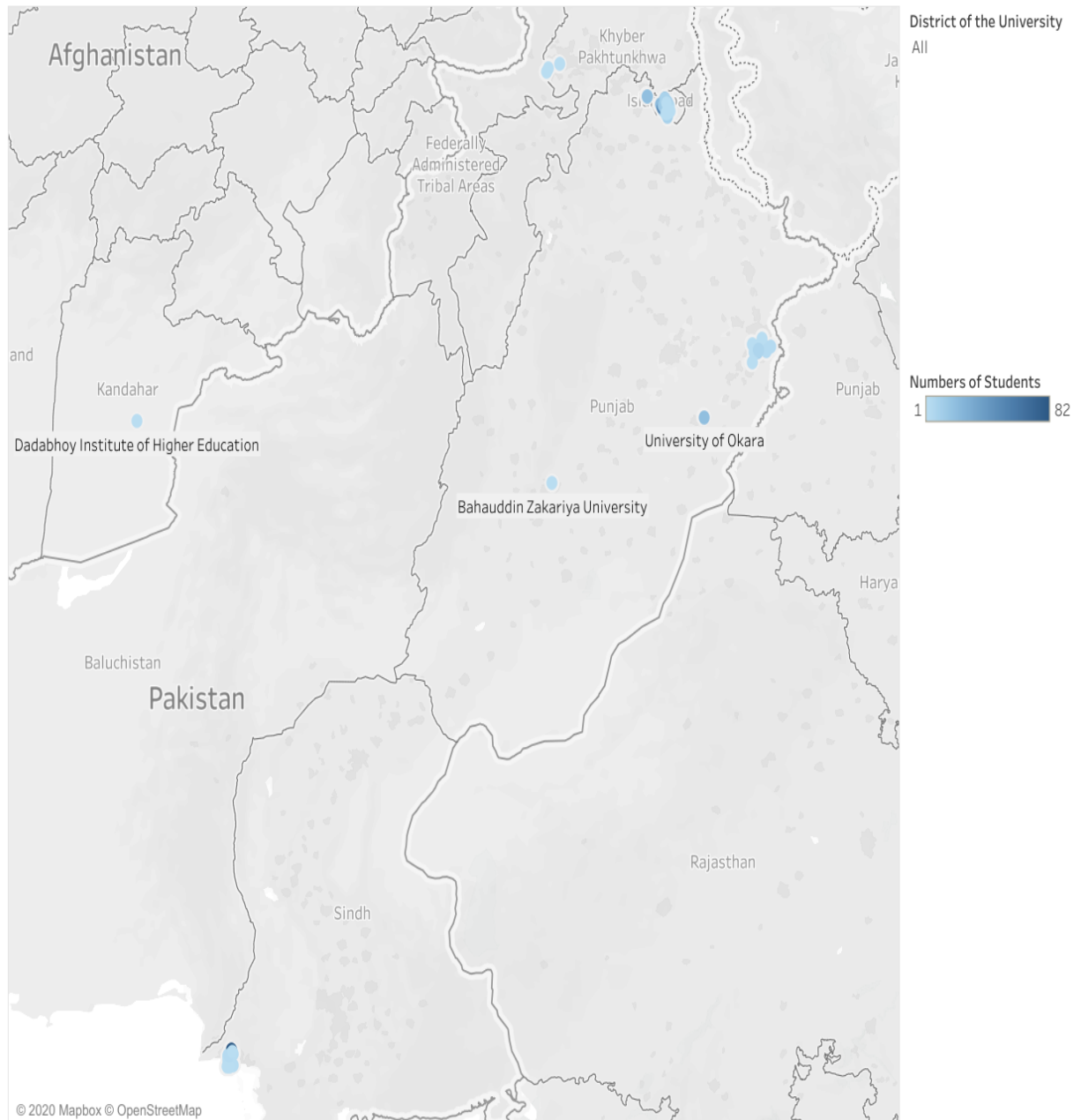
District Wise Coverage	22 Zone Wise Coverage	14 Regions Wise Coverage	University Wise Location Of Student	Actual Coverage of University
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Coverage for Remote Learning Study

District Wise Coverage	22 Zone Wise Coverage	14 Regions Wise Coverage	University Wise Location Of Student	Actual Coverage of University
------------------------	-----------------------	--------------------------	-------------------------------------	-------------------------------



For complete visual map, please visit:

<https://public.tableau.com/profile/tahmina.shoaib.malik#!/vizhome/CoverageforRemoteLearningStudy/CoverageforRemoteLearningStudy>

Section VII: Sentiment Analysis





Introduction:

In the midst of the Coronavirus outbreak, educational institutions all over the world were forced to close down campuses and continue classes online. Universities in Pakistan adopted the online learning system briefly, but due to the unavailability of proper facilities for students as well as institutions, public universities suspended the online classes and decided to resume regular classes once the situation improved. However, many private universities continue to take classes online.

In these troubling circumstances, students turned to social media to express themselves and verbalize their concerns. Many students started protesting on Twitter by creating different hash tag trends such as #SuspendOnlineClasses, #We_Want_Semester_Break, and #SayNoToOnlineClasses.

Methodology:

Gallup Pakistan carried out an online sentiment analysis on social media by collecting over **500 tweets** related to remote learning by using relevant hash tags and posts related to television programs discussing the issue. These tweets were then organized and analyzed based on demographics of the account users, the content of the tweets and the overall sentiment towards online education; negative or positive. The issues discussed ranged from lack of facilities and reducing fees for online courses to the dissatisfaction with the efforts of the Higher Education Commission.

Below are a few examples of tweets that were classified as Negative or Positive:

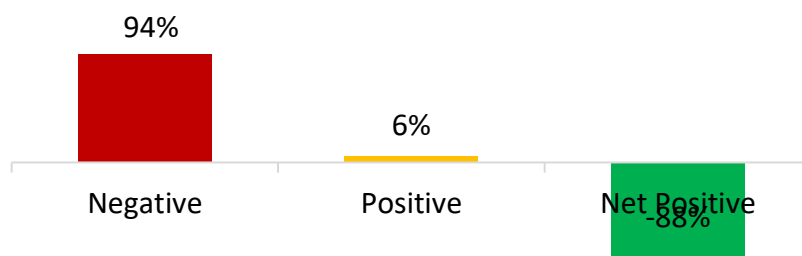


Negative	Positive
Government announced lockdown and universities started online educational system, which is completely flop and fail. It will effect our grades. Online classes had many issues , kindly shift this semester to summer. #We_Want_Semester_Break #BanOnlineClasses @Shafqat_Mahmood	Coronavirus is the trial of mass-online education as #onlineeducation is one of the next big steppingstones of humanity. People also for new-age jobs may now realise that they can be as effective if not more effective working from home.
Though many other universities (UET, NUST etc.) have suspended online classes because of just how ineffective they are, FAST-NUCES continues turning a blind eye over this issue No one is satisfied with online classes, not even instructors. #WeRejectOnlineClasses #BanOnlineClasses	#onlineeducation, where possible, is not a bad idea, as long as there is no other better option. #DefeatCorona. #Schoolfees may be accordingly cut down.
The trend of online classes should be discontinued since they are extremely ineffective, and our parents did not pay huge sums of money for online classes. Please look into this matter. #WeRejectOnlineEdu #BanOnlineClasses	87% of the world's student population is affected by school closures due to #COVID19. @UNESCO has online educational tools & resources to help ensure #LearningNeverStops, despite the #coronavirus crisis. https://on.unesco.org/38Q7oFz
Online classes are not only ineffective but they're also an easy excuse for universities to give out degrees without real learning. Our parents pay tremendous fees for our education. Kindly address this issue	loBM is doing a great job. Our semester is even more productive.We are having regular classes, research based assignments, and are being accomodated by the faculty too. The teachers are trying to cooperate with us. #keeplearningPakistan
We are a third world country with everything under developed .Even Cambridge has decided to promote their students without exams . #BanOnlineClasses @ImranKhanPTI	It's commendable that HEC has not only acknowledged all the problems but they are also trying to ameliorate them. We, as students, should be cooperative rather than whining adamantly about cancellation of online classes. #keepLearningPakistan



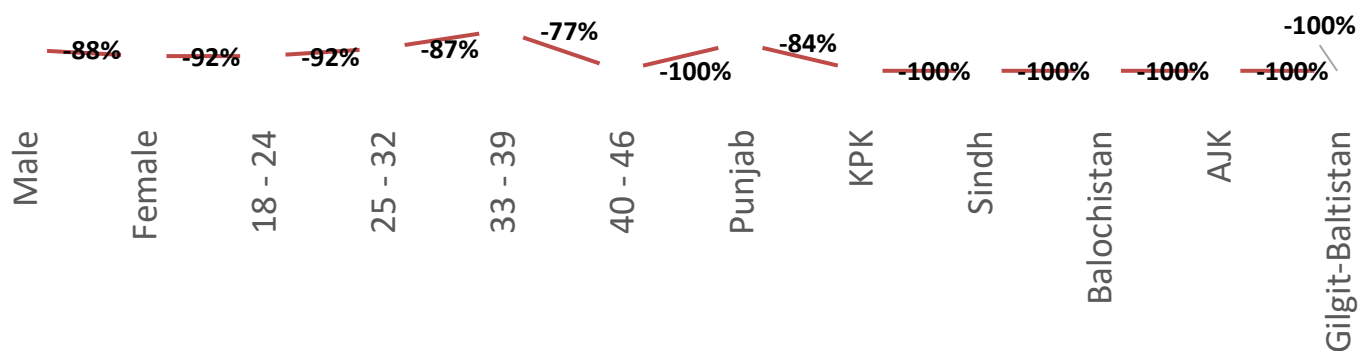
Item 7.1: Key Finding

Overall Sentiment Expressed



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020

Net Positive (Positive - Negative)





Item 7.1: Statistical Analysis

		Positive	Negative	Net Positive
All Pakistan		94%	6%	-88%
Gender				
	Male	96%	4%	-92%
	Female	92%	8%	-84%
Respondent Age				
	18 - 24	96%	4%	-92%
	25 - 32	94%	6%	-87%
	33 - 39	88%	12%	-77%
	40 - 46	100%	0%	-100%
	Not Mentioned	56%	44%	-11%
Province				
	Punjab	92%	8%	-84%
	KP	100%	0%	-100%
	Sindh	100%	0%	-100%
	Balochistan	100%	0%	-100%
	AJK	100%	0%	-100%
	Gilgit-Baltistan	100%	0%	-100%

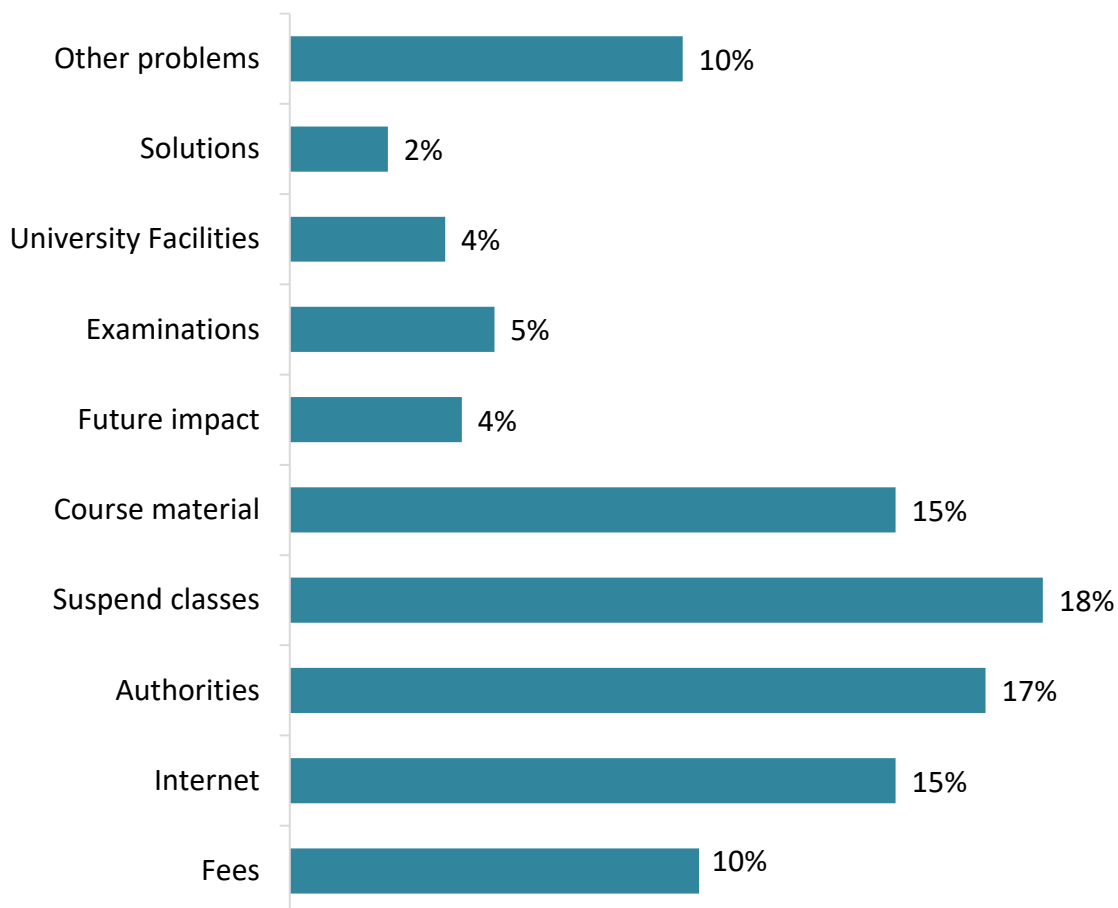
Sample Size: 500

Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020



Item 7.2: Key Finding

Key Issues Regarding Digital Learning Discussed



Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020



Item 7.2: Statistical Analysis

		Fees	Internet	Authorities	Suspend classes	Course material	Future impact	Exams	University Facilities	Solutions	Other
All		10%	15%	17%	18%	15%	4%	5%	4%	2%	10%
Gender											
	Male	11%	16%	17%	17%	16%	5%	3%	4%	2%	9%
	Female	6%	12%	17%	25%	13%	1%	12%	2%	1%	13%
Respondent Age											
	18 - 24	9%	14%	16%	21%	16%	4%	5%	3%	2%	9%
	25 - 32	11%	15%	18%	14%	12%	3%	5%	6%	2%	13%
	33 - 39	12%	27%	31%	4%	12%	12%	4%			
	40 - 46				100%						
	54 +	100%									
	Not Mentioned	11%			22%	11%	11%		11%	33%	
Province											
	Punjab	10%	15%	17%	19%	17%	4%	5%	3%	3%	8%
	Sindh		25%	25%		25%		25%			
	KP	21%	14%	21%	21%	7%	7%		7%		
	Balochistan	22%	22%			11%	11%		22%		11%
	AJK	13%	13%	13%	25%	25%	13%				
	Gilgit-Baltistan		50%		25%	25%					

Sample Size: 500

Source: Gallup Pakistan Survey on Digital Learning & Online Education During COVID-19, April 2020



PART 3: **METHODOLOGY**



Table of Contents

- A- Sample Profile
- B- Sample Selection Procedure
- C- Field Work Procedure
- D- Data Entry and Verification



Note:

This Detailed Methodology is a standard procedure followed in public opinion polls. Specific details of the sample profile may vary from poll to poll. The specific sample profile as well as other variations may be included either in this Note as well as the Summary version or can be obtained upon request.

DETAILED METHODOLOGY

A- Sample Profile

The survey was conducted with more than 400 men and women statistically selected from all four provinces comprising of a cross section of age, and socio-economic classes as given below:

Profile

		Col%
BASE: All		100%
Gender		
See classification details below	Male	48%
	Female	52%
Age of the Respondent		
See classification details below	Under 30	93%
	30 – 50	7%
	50+	0.25%
Education Level		
See classification details below	FA/ FSc/ ICOM	5%
	BA/ BSc/ B.Ed./ BCS	61%
	MA/ MSc/ M.Ed./ MCS	14%
	M.Phil./PhD	8%
	Other	12%
Province		
See classification details below	Punjab	64%
	Sindh	7%
	KP	25%
	Balochistan	0.5%
	Gilgit Baltistan	2%
	AJK	2%

Methodology: Sample Size: 407; Mode: Computer-assisted web interviewing; Survey dates: April 2020. Estimated error margin: $\pm 3\text{-}5\%$ at 95% confidence level.



B- Sample Selection Procedure

This survey uses stratified random sampling. Following steps have been used to achieve this:

Stage 1: Stratification:

Stratification is principally at two levels:

- a. The **First** stratification is by PROVINCE, of which there are 4 in Pakistan.
- b. The **Second** stratification is by size of location. We stratify by 4 types of locations: Large/Metropolitan Cities (*there are 3*); Medium size (*those whom population is over 100,000 persons*); Towns (*those whom population is less than 100,000*) and Villages (*those declared as such in the Census*).

Stage 2: Selection of Communities:

Within each stratum communities are selected through a random process. In some cases, we make replacements by communities of similar profile with a view to logistical and other considerations.

C- Fieldwork Procedure

□ Briefing/Training of interviewers:

The Questionnaire Designed for the survey is briefed to the interviewers at Regional Centers across the Centre. The interviewers are instructed on measures such as:

1. Following Sampling/Quota Instructions Properly
2. Ethical Code of Conduct towards interviewers
3. Following skipping Instructions and other interview instructions on the Questionnaire
4. Maintaining Neutrality in asking Question



❑ Mock Calls:

After the briefing is completed all the field workers do the mock calls under the direct supervision of an executive or a fieldwork supervisor. This ensures that the field workers properly understand the instructions and they can handle various interviewing problems during the interview (*in the field*). After completion of mock calls, a debriefing session is arranged in which the problems faced by the interviewers during the mock interviews are discussed and solutions are suggested.

❑ Initial Checking:

After the training, the interviewers go into the field for actual interviewing. The first ten filled in questionnaires of every interviewer are thoroughly checked by their supervisor to ensure that the interviewer is performing well. In case the work of an interviewer is not acceptable he/she is disengaged from the survey.

❑ Field Editor or Intake Edit:

In normal routine at least 30-40 interviews of each interviewer are visually checked by the supervisor before passing them to Data Coding/Entry department. The problems or missing information identified during field edit are explained to the relevant interviewer and he/she is instructed to rectify them either through telephone and/or revisit the respondent for clarification and re-asking the missing questions.

❑ Supervision & Back Checking:

It is essential that the interviewers are properly supervised on the job and the work done by them is back checked. At least 20% back checking is done on work completed by each interviewer to ensure authenticity of data.

❑ Data Coding/Editing:

About 20% work of each coder is rechecked and verified by the concerned DC Supervisor/In-charge.

D- Data Entry and Verification

GP's Quality Manual contains a detailed checklist on the handling control, entry and other steps involved in the management of data.



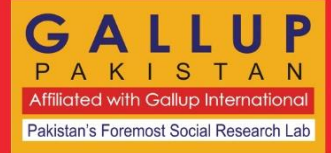
Once the questionnaires are received from the field, they are checked, and the responses of open-ended questions are coded with the help of a code list. A coding scheme/book/guide is prepared on the basis of these questionnaires.

After the coding of open-ended responses, data is entered into computers. GP uses the SPSS data entry program that has flexibility to implement validity checks and skipping rules etc. The SPSS data entry software also has flexibility to verify the entered data by using the double punch options. Gallup normally double punches for 20% of its entered data.

After completion of data entries and double punch, all data is cleaned by using a data-cleaning program written in SPSS which is customized for every project according to the survey/questionnaire needs. Data is thoroughly checked for an omission, displacements and other error resulting in inconsistencies with the coding scheme.

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www.gallup-international.com



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