

## WHY GENDER IS IMPORTANT IN DATA COLLECTION

Here are a few items to consider about gender and household data collection:

- Women will understand the local context for themselves better than men which is why it is important to include women as not just respondents but also as data collectors.
  - Working with mixed gender teams helps the whole team to understand the survey context better
  - Female respondents might be more willing, due to personal or cultural reasons, to respond to survey questions from female data collectors due to a shared understanding of the context that the women are living in
- Studies that fail to include both men and women as respondents will be subject to bias, that is why it is important to collect data from both male and female respondents.
  - In surveys that only include the head of household, there is often a male bias and thus it would be beneficial to have others living in the household present during the survey.
- Methods should be easy for men and women to understand:
  - Using a questionnaire in an area where the majority of women are illiterate might result in a lack of quality responses. Consider adding visuals or using a translator.
  - Women may not have as much time to answer surveys so consider the length of the survey.
- Timing and location should be taken into account due to the fact that men and women often have different daytime availability:
  - It could skew responses to collect data when women are out collecting firewood or getting water. It helps to determine a time when both parties will be home beforehand.

## WHY CULTURE IS IMPORTANT IN DATA COLLECTION

Here are a few items to consider about culture and household data collection:

- Where and when is it appropriate to send female data collectors by themselves
  - While we want to encourage female data collectors be involved in the collection process, we must consider their safety and security and cultural appropriateness of sending women to households by themselves
- When is it an appropriate time to collect data?
  - Consider local context in terms of national and local holidays, time when men or women will be out working, religious holidays and prayer times, etc.
- Consider context when approaching members of the household -
  - What is the appropriate greeting, dress, and know what to expect from the respondents (in some places it might not be appropriate for the women to be giving responses without a man of the house being present)