

PART B – Data collection and tools

Research Design – The team is proposing a mixed methods strategy that will combine quantitative surveys with qualitative focus groups to address each of the specific objectives of the research. While there are several ways to collect quantitative data (including online questionnaires and telephone interviews), our experience indicates that face-to-face random probability surveys provide the best way of addressing the sensitive topics covered in a target audience analysis.

The face to face rapport that interviewers can maintain with respondents, as well as the unrivalled sample coverage provided by randomly selecting from all eligible households makes face to face the only viable option for data collection of this type. However, the TAA will be bolstered with online sentiment analysis in each country that will address the evolving digital media habits of the younger target audience.

The table below demonstrates a selection of measures that we would recommend be incorporated into the questionnaire to address each of the research objectives. However, this is by no means an exhaustive list of the questions that we would expect to include in the study, and specific indicators can be discussed prior to the beginning of the fieldwork. We would expect the questionnaire development process to be a collaborative exercise, with all suggested changes and amendments signed off by the FCO prior to the launch of the study.

Table 1. Research Objectives	Indicator(s), data
Identity of audience including attitudes and perceptions	<ul style="list-style-type: none"> • Top 3 of current life motivations and desires • Top 3 key interest/hobbies, disaggregated by age and gender • Level of reported life satisfaction, % satisfied vs dissatisfied • Top 3-5 concerns/needs/challenges • Attribution of responsibility to address their concerns (% of respondents attributing the responsibility to government, business, or individual citizens) • % of favourability rating for the neighbouring countries and 'the West' • Attribution of responsibility for recent world events
Preferred vision of the future (future at attitudes/perceptions)	<ul style="list-style-type: none"> • Top 3 hopes/dreams/aspirations for the future for themselves and their families • % who would emigrate if they had a chance • % of who have tried or seriously considered immigration in the last 3 years • % who supports closer relations with UK/NATO/EU. • Top 3 cited benefits and disadvantages to closer relations with UK/NATO/EU. • Top 3 cited benefits and disadvantages to closer relations with Russia/Russian government. • 3 commonly cited risks to the future • How future risks can be overcome
Impact of, and level of support for the Russian Administration Reasons for support of Russian Administration	<ul style="list-style-type: none"> • % confident in current government ability to solve current problems, including offering stability and security and offer a vision of the future • % believe that Russian government would be better able to solve current problems, including offering stability and security and offer a vision of the future • % approval of the current government, general and in relation to specific events • % approval of Russian government, general and in relation to specific events • Top 3 cited reasons for approval of Russian government, general and in relation to specific events. • % who believe Russia and Russian administration are a force for good in the world • Measure of influence of EU/Russia/US/UK/Nordic etc. on Ukrainian affairs and % support for this influence among population • Top 3 cited reasons for support for EU/US/UK/Nordic influence etc.

Russian govt. comms methods & messages/ narratives communicated	<ul style="list-style-type: none"> • Russian government messaging: frequency, types of media • % of people who trust Russian government-sponsored media • % of people who trust different parts of the government: local/national/political parties
UK Government and international community	<ul style="list-style-type: none"> • % of respondents who are favourable towards the UK Government • % of respondents who think UK/NATO is a positive influence in [country] • % who believes UK/EU is a force for good
Media Consumption	<ul style="list-style-type: none"> • 3 most trusted news outlets • Top 3 media used to get information about the world/Russia • Online media usage – type of content • How credibility of news source is defined • Why certain outlets are seen as more/less credible

Piloting – Following the questionnaire development process, all survey questions are piloted with our local team as part of their training session. Questions are first read out to the group, to check that the meaning is clear and all appropriate answer options are included; secondly, interviewers conduct mock interviews in pairs, going through the entire questionnaire instrument; thirdly, a pilot is held on the final day of training, where interviewers each conduct at least two interviews with members of the public in a selected pilot area (these interviews do not form part of the final sample. At each step of this process feedback and comments on questionnaire wording or translations are collated by an ORB executive and any suggested amendments are fed back to the client for review and sign-off. The client may also review the pilot dataset prior to launching fieldwork if this is desired.

Sampling Approach: Design and Procedures – The latest population statistics as published by the Estonian, Latvian and Lithuanian census will be used as the sample frame for each respective country. We will initially select a nationally representative sample, followed by further selection of sampling points across areas that are known to have large Russian-speaking populations. We utilise probability sampling in which every eligible individual in the country has a known and non-zero chance of being selected for interview. This methodology is widely considered within the industry to be the purest and when followed exactly will deliver a sample which is nationally representative, and will require significantly fewer ‘weighting adjustments’.

A stratified (two strata: macro regions and type of locality) sample with Probability Proportionate to Size (PPS) selection of PSUs (urban settlements and rural districts), SSUs (municipal districts in large cities) and random routes of selecting households and the most recent birthday method of selecting respondents within households will be utilized. The number of PSUs selected in each stratum is proportionate to its population size. The sample is designed using the following six stages:

Stage 1: Stratification of sample by regions

Stage 2: Stratification of sample by urban /rural population within each region

Stage 3a: Selection of Primary Sampling Units using PPS method within each region. PSUs are settlements (cities/ towns/ villages). All settlements in a stratum are listed from largest to smaller and selected with PPS.

Stage 3b: Selection of Secondary Sampling Units. Each PSU is divided into equal blocks of about 1000 adult residences. Blocks are randomly selected within each PSU with equal probability of selection.

Stage 4: Selection of random routes (SPs) within PSUs/SSUs

Stage 5: Selection of Households

Stage 6: Selection of Respondents within Households

In each household only one male or female aged 18 or above respondent will be interviewed. No substitution of respondents within a household will be allowed; therefore, if the randomly selected individual refuses to participate in the survey, the interviewer will record this, and then move to the next

household to randomly select a replacement. The survey will be conducted both on weekdays and weekends.

To maximize response rates, interviewers will conduct a minimum of two call backs and work evening and weekends when respondents are more likely to be at home. This also ensures that a truly random sample can be gathered, as participation in the survey is not dependant on being at home at the time of the initial call. The team will also collect non-contact information about any household refusals, or unoccupied dwellings etc. along with the number of call backs required for each interview. This will allow probability of selection weights to be calculated if this is desired by the client.

Weighting – The team will include weights to ensure that the final achieved sample is nationally representative according to the best available population statistics. We will also calculate weights that take into account the probability that certain segments of the population will be selected. The probability that each Primary Sampling Unit (PSU) is selected within a stratum, that a household is selected within a PSU, and that an individual is selected within a household.

Qualitative Data: Focus Groups - Deep understanding of the audience requires in-depth knowledge, best provided by qualitative data from focus groups and content analysis. The team proposes using interim quantitative data to develop the list of questions and issues that require deeper insights. This will allow to place statistical findings into a broader context, delivering the highest quality audience analysis. We suggest a split between Russian-language focus groups and local-language focus groups for this study, with each being conducted by a native-speaker of the language in question.

The following outlines the team's approach to qualitative research: all focus groups will be moderated by an experienced local moderator, and all participants will be selected using the client-established recruitment profile. Each focus group will include a minimum of eight and a maximum of ten respondents. Once draft materials have been agreed upon, they would be translated into the local languages by our local partners. We will then verify the translation.

Briefing and Training of Moderators - Although we will be working with competent and experienced moderators, our experience tells us that a personal face to face briefing is crucial. A team executive will run a briefing of the moderators on the aims and objectives of the study. Having someone present for the briefing has several benefits – not least, that they fully understand the subject and are able to elaborate on any points that are unclear.

Briefing involves a full walk-through of the guide, question by question, exploring the meaning of each question, the best ways in which to approach this topic, and the objectives behind the pattern of questioning. Team staff will also conduct a refresher session on how best to ensure respondents are assured of their confidentiality and security, how to use a discussion guide to best effect, how to ask open questions, how to probe effectively, how to elicit views that may be more buried and use techniques to minimize 'group speak' or particular participants dominating the discussion. In this briefing, gender sensitivity and our commitment to an inclusive atmosphere will also be emphasized.

Accurate and Representative Recruitment - Focus groups are recruited in line with a recruitment questionnaire which will be subject to prior client approval. Recruitment is supervised by a quality control officer to ensure that recruiters adhere to the recruitment specification and any quotas; the local project manager will personally call all respondents prior to the focus group taking place, to ensure that they have been correctly recruited and fit the agreed recruitment specifications. Any respondent who is ineligible will be replaced.

Observation of the Groups - A member of the project team will remain in country throughout fieldwork, overseeing the management of the project and personally observing the groups, which is a vital aspect of quality control. The observer takes detailed notes, which are sent to the client within 24 hours of the discussion being completed, allowing client input on all aspects of the discussion. Team staff would debrief the moderators after each group, discussing the direction of the discussion, the style of

moderating, and any required changes to the discussion guide to elicit the information required by the client.

Recording and High-Quality Transcription - Project executives use their own recording devices to record the discussion group to avoid poor quality sound or inappropriate formats; we know from prior experience that this is the most reliable way to procure high quality audio files. The focus groups will be transcribed by the local partner and checked against audio files to assure high-quality transcription. The transcript is then reviewed by ORB, staff who look for culturally specific verbal styles which indicate a full verbatim transcript of the group rather than a summary. If any problems or omissions are noted, the transcript is returned to the transcriber who is required to listen again to the entire audio file and provide further information. If necessary, we will have our groups transcribed by a different transcriber until we are satisfied with the quality.

Risk Mitigation - In carrying out this study we will conduct a thorough risk assessment in conjunction with our local partners and develop strategies to overcome any challenges presented. Our policy is to only partner with highly proficient and experienced local data collection teams, who have a proven track record with previous projects, and with whom we can establish a strong relationship and set clear expectations. We select our local suppliers based on in-depth discussions of their capabilities and their previous client experience with reputable clients, such as the US Government, PEW foundation, World Bank, UN, USAID/DfID, etc. We also carefully scrutinise their proposed sampling plan and costs to ensure that they are able to meet our expectations. An ORB executive travels to in-country training sessions personally on every project that we conduct, and will be in close contact with the team throughout the data collection period.

Data protection also forms a key part of our risk mitigation strategy. All survey data is stored on Amazon servers, and no personal information is collected from respondents in a digital format. Respondent contact information is stored separately on paper coversheets that are linked to survey data via an anonymous serial number.

In delivering programmes, the consortium recognises the importance of gender sensitivities and cultural norms. Gender risk is therefore an important component in building our strategies and guides our delivery throughout the project. Discriminatory attitudes of any kind are not accepted under any circumstances, both when it comes to our own staff, and that of our partners and external advisors.

Innovation - The team approach incorporates an innovative way of reaching the target audience. Social media presents a dynamic, rich and powerful evidence base for understanding people's attitudes and behaviour. With internet penetration on average at 74% across the Baltics, the opportunity to derive deep and quantifiable insight across the local social media landscape is significant. Social media data, when collected, processed and analysed in the correct way, provides a powerful, unbiased view of target audiences at scale. Whilst innovative, social media analytics as a research lens provides reliable insight into large-scale datasets, considering audiences in a natural, undirected research environment. This approach focuses on data collection from key platforms and channels most relevant to target audiences within each country. To fully assess the digital landscape and ensure data collection reflects the composition of the local population, the team will utilise M&C Saatchi's Human Digital approach to blend of human and machine techniques. Purely machine-led collection and verification tools are not capable of interpreting the full web, thereby only providing a partial view of commentators or behaviour. This methodology enables the team to develop an index of influence across the machine-readable Surface web: Twitter, Wordpress, but also the Deep web: YouTube, Instagram, Facebook, Forums, Password protected Communities, to provide a full view of the target audience landscape of influencers, followers, and fans.

ORB takes an innovative approach to face-to-face data collection and recommends that Android tablets are used on all of our projects, ensuring that the interviews can be remotely monitored by our executives, and that data is uploaded in real-time, eliminating the errors and time-consuming data entry of pencil and paper interviews.