

## African Cigarette Prices Round 3

### Fieldworker Information Pack

(November 2016)

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The following information and instructions outline what is required of all fieldworkers for the cigarette price collection project. Please ensure that you have read through the **entire document before commencing data collection**. If you have any queries regarding the information and instructions below please feel free to contact the fieldworker coordinator, at [tobaccocontrolproject@gmail.com](mailto:tobaccocontrolproject@gmail.com).

#### 1) Basic Fieldworker Requirements:

Before beginning participation as a fieldworker it is essential that all participants adhere to the following requirements:

- a) Each fieldworker must be a registered student at the University of Cape Town,
- b) Each fieldworker must possess a South African bank account,
- c) Access to a Smartphone.

If any of these requirements are not met then payment to the fieldworker will be severely compromised. Please contact the coordinator immediately if any of these requirements are unclear or are not met.

#### 2) Payment

Payments to fieldworkers will be as follows:

- R5.00 per price collected from retail outlets,
- R10.00 per price collected from street vendors.
- A R300 bonus will be paid to each fieldworker who collects 500 prices.
- The number of prices collected is limited to 1500 per fieldworker (contact the coordinator if you wish to collect more than this).
- There will be no payment distinction between single cigarettes and boxes.

In most cases the difference between a retail stores and street vendors will be obvious, however, in the event that you are uncertain, the rule is as follows: *If the outlet is covered by a permanent/semi-permanent roof the outlet is defined as a retail store. If the outlet has no roof, or is covered by a roof-type structure that can be disassembled in less than two hours (by assumption), for example an umbrella or tent, the outlet is defined as a street vendor.* Again, you are welcome to contact the coordinator with a photograph of the outlet if you are not certain of a particular case.

### 3) **Fraud**

The Economics of Tobacco Control Project takes the integrity of its data and data collection processes very seriously. **Should any fraud be discovered (i.e. prices being made up or prices being duplicated), the fieldworker forfeits any payment. If fraud is suspected, the fieldworker will be called in to explain him/herself. Photos of cigarette prices will be used to detect such fraud.**

### 4) **Where to Collect Data:**

By this point you have indicated the areas in which you will be spending your vacation, and where you will be collecting data. In some cases the coordinator will have requested data from only specific areas that you are visiting, or only certain types of data (for example, only retail prices). **Please ensure that your data collection does not surpass these areas without contacting the coordinator first.** We are happy to discuss further data collection areas with you (more data is usually better for us), but please be sure to clear it with the coordinator before moving on to areas that have not been approved. In the event that you do collect data from unapproved areas, you risk not being paid for these prices.

**In the event that two or more fieldworkers are located in the same city/town/village, the fieldworkers will be required to coordinate their shop visits so that no duplication of prices occurs.** The coordinator will oversee this process and put the relevant fieldworkers into contact.

### 5) **Safety**

During the course of the data collection exercise fieldworkers will need to make decisions about when and where they should collect their data. During this process, please take every precaution necessary and maintain an attitude of “safety first”. For example, please avoid collecting data at the late hours of the night or the early hours of the morning, or when it is dark, especially in the case of data collection at street vendors. Please avoid collecting data in isolated areas, where you might find yourself alone. Also, please be discreet with your cell phones/cameras, as these are valuable items. Keep these carefully concealed when you are not using them. In general, avoid collecting data in areas where you feel you might be endangered in any way. Besides this, fieldworkers will be required to sign an indemnity form for the data collection exercise. Please sign the indemnity form that will be supplied by the coordinator, and submit this to Sharon de Bruyns by the 2nd of December 2016 in room 3.07 of the School of Economics (or submit it by email by the same date).

### 6) **Instructions:**

- Fieldworkers are required to visit retail outlets and street vendors where cigarettes are sold.
- Fieldworkers will be provided with a letter from the head of the project, Professor Corné van Walbeek, explaining the project and asking for permission to take photographs. **Before** recording any prices or taking any photographs, the fieldworker must approach the store manager/shop-owner with this letter and discuss taking photographs in the shop. If the manager gives consent, the fieldworker should continue with the next steps.

**However, if the manager/shop-owner refuses then the fieldworker must respectfully move on to another outlet.**

- **Zimbabwean fieldworkers** must see point 7.
- In some cases it will be necessary to move behind the counter in order to take clear photographs. This should be communicated to the manager/shop-owner.
- Once permission from the manager/shop-owner has been granted, the fieldworker should record the prices of as many cigarettes (single/boxes) as possible.
- **It is essential that every recorded price has a photograph to verify it.**
- Photographs must be clear enough to identify the price, brand and sub-brand of the cigarette. This may mean taking individual photographs of each product or photos of groups of products, depending on the camera quality (if it is possible to zoom in on the picture and still see the information clearly, then it is perfectly acceptable it include many prices in one photo, this will just involve some experimentation by the fieldworker with his/her camera). It is at this step that the fieldworker might be required to move behind the counter (in order to obtain a clear image).
- **The fieldworker should carry with them a pencil and paper**, so that in the event that prices are not presented in the shop (for example, at street vendors), the fieldworker can **write down the relevant price and include this in the photograph**.
- Besides the photographs of the prices, the fieldworker must also take a **photo of the shop (storefront)** where the price was taken. In this photo the name of the shop must be visible. In the case of street vendors, a clear photo of the entire stall is required.
- **Please note:** there is no requirement or obligation to feature the shop-owner/manager/vendor or any other person in any photographs.
- **If any price/shop is not accompanied by a clearly visible photograph**, that piece of data will be discarded and regarded as invalid.
- The **street address** must also be recorded (another use for the pen and paper).
- Once the prices have been recorded and photographs taken, the fieldworker must record each price (as a separate unit/row) in the Excel spreadsheet that will be provided by the coordinator. **Please ensure that the layout of the spreadsheet remains in the exact form in which it was given** (e.g. don't move columns around).

- In the event that cigarettes are sold on promotion (for example, “save 30%” or “Buy 2 for 1”), this should be noted in the comment section of the spreadsheet.
- **The fieldworker must name all photographs according to the naming convention illustrated in section 6 of this document.**
- The spreadsheet includes two columns for photo references; please ensure that the name quoted in the excel spreadsheet and the name of the relevant photo is correct and that they are identical! In other words, anyone looking at the spreadsheet should be able to easily identify and find the photograph for each price only using its name.
- **Once the fieldworker has recorded between 50 and 100 prices, this data (and photographs) must be uploaded to the fieldworker’s shared Dropbox folder so that the coordinator can inspect it.** Please inform the coordinator when you’ve done this. The coordinator will then check the work to ensure that the fieldworker is not making any systematic mistakes.
- The fieldworker will then be given feedback on their work and will then be allowed to move on to collect more prices.
- Although we encourage fieldworkers to record prices as far and wide as possible, they should inform the coordinator once they have reached 1500 entries.

## 7) Fieldworkers in Zimbabwe

Following feedback from previous waves of the project, Zimbabwean fieldworkers will be allowed to purchase cool drinks as a bargaining tool for vendors, where the project will reimburse fieldworkers for the purchase of these drinks. These cool drinks should be treated as gifts for vendors who allow you to take photos of their prices. Zimbabwean fieldworkers are required to keep ALL the receipts for cool drinks bought for this purpose to get refunded; **any payments for cool drinks that do not have a receipt cannot be refunded.** We are trusting that fieldworkers will maintain the highest level of integrity and honesty when claiming refunds for this purpose, and will only purchase cool drinks for this specific purpose.

## 8) Photo Naming Convention

Each photo must be named according to the following naming convention, and the name given must be the referenced used in the excel spreadsheet.

### PHOTO NAMING CONVENTION

#### 11 DIGIT CODE

**FIRST 3 DIGITS**

CITY NAME (FIRST THREE LETTERS)

**SECOND 3 DIGITS**

FIELDWORKER CODE (WILL BE SUPPLIED)

<b>THIRD 3 DIGITS</b>	SHOP CODE: BEGIN WITH "R" IF RETAIL STORE, BEGIN WITH "V" IF VENDOR, FOLLOWED BY THE NUMBER OF THE STORE
<b>LAST 2 DIGITS</b>	PHOTO NUMBER WITHIN THAT SHOP; "00" IF STOREFRONT

#### Example One:

I am fieldworker 024. I collect a price from a street vendor in Cape Town. This photo is the 7<sup>th</sup> photo I took at this vendor (this is not the photo of the storefront, but rather of a price), and the vendor is the fourth vendor I've visited overall.

<b>FIRST 3 DIGITS</b>	CAP	For Cape Town
<b>SECOND 3 DIGITS</b>	024	My Fieldworker Code
<b>THIRD 3 DIGITS</b>	V04	Vendor number 4
<b>LAST 2 DIGITS</b>	07	7 <sup>th</sup> photo at vendor 4

The correct photo reference is thus: **CAP024V0407**, and this should be the reference used in the spreadsheet under **"Photo Reference (Name) for Price"**.

#### Example Two:

I am fieldworker 010. I collect a price from a retail store in Lusaka. This photo is the photo of the storefront (not of a cigarette price), and this is the first retail store I've visited overall.

<b>FIRST 3 DIGITS</b>	LUS	For Lusaka
<b>SECOND 3 DIGITS</b>	010	My Fieldworker Code
<b>THIRD 3 DIGITS</b>	R01	Retail store number 1
<b>LAST 2 DIGITS</b>	00	Storefront photo

The correct photo reference is thus: **LUS010R0100**, and this should be the reference used in the spreadsheet under **"Photo Reference (Name) for Storefront"**.

### 9) **Dropbox and Sharing**

Lastly, all data and photos must be shared using the Dropbox platform. You will be requested to sign-up for Dropbox if you have not done so already (this is free, quick and easy). Be sure to sign up with the email address that the coordinator uses to communicate with you. You will then be invited to a shared folder (by the coordinator, under the email address of "Tobacco Control Project"); accept this invitation. Important information will be shared with you using this folder, and **this is where you must upload your excel spreadsheet and folders containing you photos. Importantly, please ZIP your photo folders before uploading them to Dropbox** (right-click the folder, "send to...", "compressed (zipped) folder"). Share only the zipped version.

Final datasets (completed excel spreadsheets and accompanying photographs) will be accepted until Monday the 20<sup>th</sup> of March 2017. Again, please contact the coordinator if anything is unclear.