

7EA
394.013
B9524

PN AAR 986

1 Am: 38504

BSSR:324

REPORT ON
ASIAN COUNTRIES

Prepared for
Training Development Staff
International Cooperation Administration

004164
S

BUREAU OF SOCIAL SCIENCE RESEARCH, INC.
2017 Connecticut Avenue, N. W.
Washington 8, D. C.

004163

October 1960

2

TO: Bureau of Social Science Research, Inc.
FROM: Albert D. Biderman

RE: Cambodia
October 1960

Introduction

The traveler's visit to USOM/Cambodia was limited to a 24-hour stop.

Administration of the Study

The newly-assigned Training Officer and two assistants are all concerned with the study. One of the Assistant Training Officers is Cambodian speaker who can conduct interviews.

Contractor or Specialist

A representative of the German Gallup affiliate, EMNID, visited the Mission earlier this year and offered to conduct the pretest gratis and prepared estimates for conducting the entire study. USOM's plan for employing this contractor was upset when EMNID wrenched on the pretest offer and revised upward radically its estimate. The Mission is continuing to explore the possibility of using a contractor and invites recommendations of U.S. or third country consultants who might assemble a Cambodian team. Meanwhile, they are planning to conduct the pretest using USOM Training Officer as an interviewer. The pretest will include thirteen cases.

Host Government

The Ministry of Plan has recently indicated willingness to cooperate with the pretest sample and to contact individual Ministries to obtain necessary permission for the study.

Funding and Cost

Local funds are available.

Timing of the Study

This is contingent upon the availability of a contractor or consultant.

Factual Data and Transfer Sheets

Completion of the FDS and Transfer Sheets is under way. About half of the FDS's were completed, but many participants are believed relocated.

2

Sampling

A complete enumeration will be undertaken.

Translation

It was decided that doing all the interviewing in Cambodian would be simpler than doing some in French for those fluent in the latter language.

Additional Comments

A survey specialist is being sought to work with RCG research personnel to bring them to competence necessary to conduct the survey. Recommendations from BSSR are desired. It is felt that a third country specialist might be better received than a U.S. national.

TO: Bureau of Social Science Research, Inc.
FROM: Albert D. Biderman

RE: Ceylon
October 1960

Administration of the Study

A local, G.H.F. Welikala, was to have run the study under the supervision of the Training Officer. Present plan, however, is to replace him with a professor of the University of Ceylon.

Host Government:

The government is currently supporting the study, and is furnishing interviewing and statistical support through their Department of Census and Statistics. The Mission has asked for coordination with Colombo Plan Bureau.

Funding and Cost

The Training Officer is now trying to get USOM to increase their \$1,200 allocated for the study from local funds to \$10,000 to \$12,000.

Timing of the Study

The study may be organized by November or December, pending the general settling down of the new revised government.

Interviewing

There is a need for interviewers from several classes because of the status consciousness in Ceylonese culture.

Tabulation

The tabulating may be handled by the Department of Census and Statistics, although this is still undertain.

Analysis and Report Writing

A committee composed of representatives of the Planning Ministry, the Department of Census and Statistics, USOM, the University of Ceylon and the Colombo Plan Bureau is planned to provide advice on the analysis and reporting of the study.

4

TO: Bureau of Social Science Research, Inc.

RE: India

FROM: Albert D. Biderman

October 1960

Administration of the Study

The Mission has been awaiting the assignment of an assistant training officer before resuming participant evaluation work.

A local employee, Mr. O. P. Dinghra, trained and experienced in survey research, who participated in the 1957 study of participants, has been retained in the Training Office for the purpose of working with a continuing evaluation. He had been assigned other duties pending arrival of a U.S. specialist. A list of preparatory steps he could undertake to facilitate the resumption of evaluation work was left with the Training Officer by the visiting specialist.

Contractor or Specialist

TCM had planned to conduct the evaluation itself, but after discussion, it was decided it might be more advantageous to contract with a university group.

Host Government

The host government has high interest in evaluation. Indeed, the Ministry of Agriculture had begun preliminary work for a survey of agricultural participants. The Training Officer was to confer with the GOI to determine whether or not this survey could be coordinated with the prospective TCM study.

Factual Data and Transfer Sheets

Mr. Dinghra will begin work on coding data for Transfer Sheets and bringing information on current address and employment up to date.

Additional Comments

No systematic follow-up of previous study had been conducted within USOM or GOI. It was suggested that comments be solicited and discussions held on earlier study to help plan the continuing survey.

TO: Bureau of Social Science Research, Inc.
FROM: Albert D. Biderman

RE: Indonesia
October 1960

Introduction

Since the previous participant training study exempted this USOM from the need for conducting the initial study, the discussions related to the continuing evaluation study and the repeat studies mentioned in paragraph IX of ICATO A-175. No specific plans had been developed for these studies pending receipt of ICA/W guidance relating to them. The visit of the survey research consultant was welcomed as a means for exploring potential means for carrying out further studies.

Administration of the Study

Various alternatives for providing direction and an organization for carrying out future evaluation studies were discussed. Since decisions regarding these matters will be dependent upon consideration of the USOM Training Office staffing pattern and the nature of the participation received from the host government, no final conclusion was reached. The following possibilities are under consideration, however:

- a. The request for a nomination of an assistant training officer qualified to direct follow-up and evaluation activities. His services would be required for a period of from three to six months.
- b. Contracting with or hire of a short-term specialist to help plan, organize, train and initiate the work required.
- c. The encouragement of the development of a capability within the GOI for carrying out this and related evaluation studies.

The above alternatives are not regarded as necessarily mutually exclusive of one another.

Contractor or Specialist

The problems of conducting survey work in Indonesia are very great. There is a very wide geographical dispersion of returned participants. Conducting field interviews attempting 100 per cent coverage of returned participants can only be accomplished here at high cost and with a requirement for either a large number of trained interviewers or with very great time and cost travel requirements.

There is no known existing organization capable of carrying out survey work here. A number of the interviewers who worked on the initial study here may be available for future studies.

26

Host Government

The GOI counterpart for most participant training matters is to be in Dr. R. H. B. Mochtan. Dr. Mochtan was one of the interviewers who worked in the previous participant evaluation study. This assures an understanding attitude of the objectives and problems of carrying out studies at a crucial point of contact with GOI. I had a brief conversation with Dr. Mochtan in which Dr. Evert Little, Training Officer, and Dr. Gilbert Evans, Program Officer, also participated.

Funding and Cost

It is felt that follow-up should have priority over evaluation, as these terms are defined in the ICATO Circular A-175, in view of the adequacy of the initial survey conducted here. While expressing high interest in evaluation surveys, careful consideration will be given to insuring that the demands for doing this difficult and time-consuming work repeatedly are justified by the results that may be anticipated from it.

Timing of the Study

The Mission is awaiting guidance from ICA/W on continuing and repeat studies.

Factual Data and Transfer Sheets

This USOM has had an active program of follow-up activities. The relationship of follow-up activities to evaluation discussed in paragraph II of ICATO Circular A-175 has been understood clearly and practiced here. I indicated that the excellent follow-up program found here provided an excellent basis for planning and conducting the evaluation work. Thus, follow-up activities result in the USOM having constantly current records on present address and employment of at least 90 per cent of returned participants (perhaps more than 95 per cent of those who have returned since the first survey was completed). Further, interview upon the participant's return, and follow-up mail questionnaires sent out six months and one year after the participant's return provide continuing information about participants' work and problems that will be useful in planning evaluation work in the Mission.

Sampling

The Mission Director feels that the follow-up value of the interviewing is sufficiently important to try to contact all returned participants, rather than sample.

Special consideration was given to the possibilities of sampling in the conduct of future evaluation surveys. A sampling of the types of participants who are in remote localities may be necessary to keep the effort within reasonable bounds in a continuing survey. Area sampling possibilities were discussed, with the possibility of reaching eventually most participants by including those not sampled earlier in samples for later follow-up studies.

Interviewing

Interviewers employed in the previous study would generally be available for further studies.

Additional Comments

Active duty military personnel are assigned here to many non-military economic activities with which USOM is assisting. They are eligible for selection as participants. It is proposed that a deviation from ICA/W Guidelines should be made here to include such persons in the evaluation study.

TO: Bureau of Social Science Research, Inc.
FROM: Albert D. Biderman

RE: Israel
October 1960

Introduction

The Training Officer was at ICA/W during specialist's visit. Mission Director and other personnel appeared interested in the work. The availability of a top-flight contractor and high interest of the host government in the study makes for a relatively small burden for the USOM in accomplishing the work.

Administration of the Study

The Training Officer will be the responsible officer in the USOM for the study after his return. Mr. Phillip Bergfield, an economics affairs officer, was temporarily coordinating the evaluation.

Contractor or Specialist

The Israel Institute of Applied Social Science is the contractor for the study with Dr. Uriel Foa acting as the study director. They have a clear understanding of the needs for the study, and high capability for executing it.

Host Government

The Israel government was contracted with the Israel Institute. The USOM's counterpart, Mrs. Goodman, is monitoring the contract. She and other GOI ministry officials have high interest in the prospective results and will examine the ICA/W analysis guidelines, as well as the questionnaires, to insure that questions of importance to the GOI will be answered by the study.

Funding

Funds were available to provide an advance to the contractor from Israel-American Joint Funds. A firm estimate of total cost could not be made, pending completion of the Transfer Sheet data, but no difficulty in arranging the funding was anticipated.

Timing of the Study

The contractor should be able to begin the interviewing phase of the study promptly after receipt of the final materials from ICA/W.

Factual Data and Transfer Sheets

Work on these was in process at the time of my visit.

Sampling

A total enumeration of approximately 450 returnees will be used.

Translation

The questionnaires will be translated into Hebrew. Contractor found prior to pretest that successful passing of English language test--a prerequisite for participants-- was not an index of ability to handle an interview in English. Regular staff interviewers will be used.

Physical Arrangements

It has not been decided definitely, but the central offices of the contractor will probably be used. They are located in Jerusalem, Haifa, and Tel Aviv. On-site interviews will be used for persons not located in these centers.

Interviewing

The contractor's regular staff of interviewers will be used.

Coding

The contractor is experienced in this phase; will supplement ICA/W codes for local study.

Tabulation

The contractor will do the tabulations, using Power-Sames equipment; and will record if necessary for IBM to accommodate ICA/W's needs.

Analysis and Report Writing

USOM, GOI and contractor were not aware, until specialist's visit, that a country report would have to be prepared locally.

Additional Comments

Mrs. Goodman will attempt to list questions of particular interest to GOI that should be covered in final report.

TO: Bureau of Social Science Research, Inc.
FROM: Albert D. Biderman

RE: Japan
October 1960

Introduction

I visited USOM/J on September 10, 14-22, for discussion of the application of ICA/W participant evaluation questionnaires and procedures to the study being carried out in Japan. A large part of our discussion centered around how to adapt the ICA/W instruments and procedures to the highly atypical returned participant population in Japan.

Contractor or Specialist

A letter of intent has been given to the Institute of Management and Labor Studies of Keio University. This Harvard-trained group, under Professor Yoneyama, is highly qualified.

Host Government

A non-governmental organization, the Japan Productivity Council, administers the program in Japan.

Because the Japan program is in the phase-out stage, there is a particular need here for gaining the cooperation and interest of Japanese counterparts if the study is to make any contribution to the utilization of training. I conferred with Mr. Tamarushima, Chief of the International Operations Department of the Japan Productivity Center, on this and other points. A committee composed of Professor Yoneyama, Keio University, Mr. Day, USOM Training Officer, and Mr. Tamarushima, JPC, will review the final ICA/W questionnaire when it is received to determine what supplementary information will be useful in Japan.

It is difficult, however, to plan for the utilization of the study locally when there is no prospective party that will definitely have responsibility for follow-up activities after the phase-out of the Mission or that will be conducting a similar program. The question was also raised in the Mission regarding the utility of Japanese data in a world-wide survey since, it was felt, there is no parallel to the productivity program in a highly-developed country among any of the other countries in which programs are active. Consequently, USOM tends to regard the value of the study almost entirely as that of providing one historical record of the program.

Funding and Cost

Final cost estimates are contingent upon review of the Transfer Sheets and the final questionnaire forms by the contractor.

is this data?

12

Timing of the Study

Work will begin on translation, training interviewers, followed by interviewing, as soon as ICA/W questionnaire revisions and guidelines are received.

Factual Data and Transfer Sheets

The Factual Data Sheets are completed and work has begun on the Transfer Sheets. Information on current address and employment of former participants has been secured by post-card questionnaires. The mailings have been highly successful--all but 50 of 2,600 participants who have been back over six months have returned cards, and more replies are being received. A 99 per cent return is anticipated.

The USOM has maintained cumulative historical statistics of the participant training program since its inception. The program staff have prepared tables and cross-tabulations from participant bio-data that can provide the contractor with valuable background information on the nature of the returned participant population. IBM has offered to prepare an estimate, however, of the costs of making a machine analysis of the data entered on the Transfer Sheets that would go beyond these compilations. The Factual Data Sheets of participants have already been arranged by field, date of return, and project, so that pulling every fourth sheet will result in a sample stratified in accordance with the instructions in the ICA/W guidelines.

Translation

The USOM and JPC will pay particularly close attention to insuring that high quality translations of the revised questionnaires are made. Independent back translations and conference discussions of the questions will be employed.

Physical Arrangements

It is planned, insofar as possible, to interview participants in a central location in each of the major population centers.

Tabulation

The Tokyo IBM Data Processing Center has recently acquired an IBM 101 and has personnel who appeared to me to be familiar with handling the kind of work that will be involved in the analysis of the survey findings. I discussed with IBM representatives the general requirements of the work.

13

TO: Bureau of Social Science Research, Inc.
FROM: Albert D. Biderman

RE: Korea
October 1960

Introduction

The USOM is awaiting the arrival of the new Assistant Training Officer, Miss Helen Crossley, before proceeding with the evaluation survey. I was apprised of recent developments which have affected previous plans for the conduct of the evaluation study in Korea. Important among these are changes in personnel of the Korean National Research Council, prospective contractor for the study, and the uncertain status of this organization, as well as change in counterpart positions that may require re-negotiation of agreements with ROK regarding joint support of the study.

Contractor or Specialist

Several possible local resources for carrying out the survey or portions of the work were explored during my visit. Among these possible resources in addition to the National Research Council are:

- a. The Bureau of Statistics of the Ministry of Home Affairs. The Bureau has several personnel trained in the U.S. and is in the process of training a corps of interviewers for the census of population and various special studies. Dr. Stuart Rice is acting as its advisor and has organized a Statistical Society that may provide valuable help to the evaluation study.
- b. A number of social scientists are associated with universities in Korea. Mr. Jack James, Asia Foundation representative, indicated that he had found it possible for some projects he had sponsored to pool the efforts of several of these men through ad hoc informal committees. This mechanism may prove useful for recruiting a staff of high level interviewers for the evaluation project.
- c. Mr. James also suggested the Asiatic Research Center of Seoul National University as a possible contractor for the survey.

Funding and Cost

A ROK representative indicated that arrangements will be made to carry over the total of 7,000,000 Hwan that is in the present budget for financing the evaluation study.

Timing of the Study

USOM/Korea has been unable to adhere to the schedule outlined by ICATO Circular XA-721. Since the first steps will be taken only

after Miss Crossley's arrival, it is doubtful that the study could be launched early enough to be in phase with the other countries listed in the airgram mentioned. It would probably be unwise in any event to undertake the interviewing phase of the study in the near future because of the effect of current political changes on the situation and outlook of many former participants. While ICA/W has not indicated what schedule is proposed for the entire study of those countries that were to begin immediately, it is probably one to which this USOM cannot adhere. A postponement of the interviewing stage of the study until the Spring of 1961 will probably be necessary.

Factual Data and Transfer Sheets

The work load of the Training Office at the present time precludes the assignment of personnel to the execution and supervision of this work: A directory has just been completed bringing up to date as of June 1960 key items of information on all participants. FY 1955-1959. For each field of training, this directory includes the following up-to-date information on each participant:

- a. PIO/P number and title
- b. Name and address of participant
- c. Period of training
- d. Position held at time of departure
- e. Present position
- f. Relationship of present position to project activities and comments on use or utilization of training.

I indicated that this directory would markedly simplify the completion of the Factual Data and Transfer Sheets required for the evaluation study. I recommended, however, that the tasks necessary for the conduct of the study be considered in relation to other clerical work of the Technical Training Division of the USOM to avoid unnecessary duplication of effort.

TO: Bureau of Social Science Research, Inc.
FROM: Albert D. Hildsman

RE: Nepal
October 1960

Administration of the Study

The Mission is going to request a consultant TDY for eight months, followed by long term assignment, to work at developing a research unit in the College of Education. Doing the participant study will be the initial work of the unit.

Funding and Cost

Funds are available as soon as this part of Program Book has been approved by ICA/W.

Host Government

The government approves the plan and wants to have unit study participants financed by other countries after completing study of ICA participants; then do other human resources studies in Nepal.

Timing of the Study

Timing is uncertain pending arrival of consultant and a research specialist assigned to Mission.

Factual Data and Transfer Sheets

Awaiting arrival of TDY survey specialist.

Sampling

This is contingent upon size of returned group at starting time.

TO: Bureau of Social Science Research, Inc.
FROM: Albert D. Biderman

RE: Pakistan
October 1960

Introduction

My discussions in the Mission were primarily with Mr. Harry P. Marks, Training Officer. Briefer meetings were with the GOP member of the Guidance Committee for the study: Mr. Rezaur Rahman, Section Officer, Economic Affairs Division, Government of Pakistan, and with the following USOM personnel: Mr. James Killen, Mission Director; Mr. F. H. Bunting, Deputy Director; Mr. Clarence S. Gulick, Assistant Director of Program; and Mr. J. H. McLoughlin, Acting Director for Management.

Mr. Marks apparently feels that the study constitutes an exceedingly burdensome demand on an already overburdened office. He thinks there is a tendency to underestimate the difficulties involved in carrying out such a project in a country such as Pakistan. He welcomed the opportunity of my visit afforded for acquainting ICA/W with these difficulties.

Administration of the Study

The Training Officer, Mr. Harry Marks, was responsible for completing the Participant Evaluation Study in Indonesia. He is due to return to the U.S. on home leave November 2, however, and desires to be assigned to some other post. A hiatus in the Training Officer position jeopardizes the study in Pakistan. This is a one-man training office.

Contractor or Specialist

The University of Punjab, Lahore, is the contractor for the study. Dr. Karl Pfeffer, the Director of the Mission, has submitted a preliminary work plan for the study that has been approved by the USOM.

Various recommendations were received indicating that the Lahore SSRC was capable of conducting the study and that Dr. Pfeffer was highly experienced in survey work and the statistical analysis of survey data. The recommendation of the Lahore group by Dr. Diedrich of the U.S. Bureau of the Census was given particular weight in making the USOM decision.

Host Government

After preliminary discussions in which the GOP counterpart assured himself of the nature and purposes of the study, approval of its being undertaken and a pledge of full cooperation was given

14

formally by letter from Mr. S. A. Sobhan, Joint Secretary, GOP Economic Affairs Division on May 9, 1960.

The USOM proposed the naming of Mr. Reazur Rahman as GOP representative to a three member Advisory Committee, the other members being Mr. Marks and Mr. Straghan, Deputy Director, Lahore, for USOM (Mr. Straghan was selected because of the advantages of having a member at Lahore who could maintain continuing contact with the contractor located there). The GOP agreed to Mr. Rahman serving as its representative, June 29, 1960. In negotiations since, the GOP agreed to assist the study in such ways as preparing introductory letters to participants, etc. GOP ministries have been of great aid in locating addresses of returnees.

The GOP counterpart has expressed high interest in the study; the need for evaluation of the program is recognized in GOP and Mr. Rahman indicated that it was the intention of GOP to establish an evaluation office at such time in the future as there became available qualified personnel to conduct such a function.

(The eventual establishment of such a GOP office might be kept in mind in considering possibilities for continuing follow-up studies of returned participants; a function Mr. Marks indicated would strain the resources of the USOM. There is some hope in GOP that the present study might provide valuable experience and models for future GOP evaluation work.)

Participation of GOP in the present study at present is largely limited to general expressions of interest and approval; steps toward gaining the cooperation of the returned participants; and locating information on present employment and addresses.

Funding and Cost

The USOM has allocated Rs 150,000 (\$30,000) for the work.

Timing of the Study

The work plan submitted by the contractor has a specific breakdown of the timing of various steps of the survey---the entire task to be completed in one year.

Factual Data and Transfer Sheets

The contractor will complete the Factual Data Sheets during the first month of the survey.

Sampling

A sample of 400-500 cases will be drawn from the 1,335 returnees in accordance with the ICA/W Guidelines.

Translation

Interviews will be conducted in English.

Physical Arrangements

Interviews in East Pakistan will be conducted by interviewers recruited from the University of Dacca, under the supervision of a Dacca professor. The sites for interviewing were not determined at the time of my visit.

Interviewing

According to the preliminary work plan submitted by the contractor, interviewing would begin in November and would require seven months to complete.

Coding

Coding would proceed during the interviewing phase.

Tabulation

Data processing equipment was being shipped to the University at Lahore at the time of my visit, but its nature was not determined. An IBM representative is in Karachi.

Additional Comments

Sufficient copies of the questionnaire in English, or mats from which they could be reproduced, are requested because of the difficulties of getting accurate reproduction work completed in Pakistan.

Definition of the Population. Mr. Marks had proposed that participants in the American University of Beirut program should not be included in the study. Unlike other participants, they are not trained for specific GOP jobs, they are funded differently, no U.S. technicians are assigned to their programs, and no attempt at following them up has been made by USOM. The USOM felt that including them in the survey would present a biased picture of the

total program. I recommended to Mr. Marks that the AUB returnees be included in the sample because they fit the criteria of ICA-financed former participants, and that they could be broken-out in analysis for the country report to avoid the distortions Mr. Marks feared. A total of 267 of 1,335 returned participants are former AUB participants.

Multiple Training Programs. A local rule precludes any person from having more than one program. There is no need here for the questionnaire forms for participants who have had more than one program.

TO: Bureau of Social Science Research, Inc.
FROM: Albert D. Biderman

RE: Philippines
October 1960

Introduction

USOM/P had been working on a plan to carry out the study using three USOM-hired interviewers, with supervision by the Training Officer and the Assistant Training Officer. It was my judgment that the work-load of the Training Office was such that survey supervision would interfere with the present responsibilities of the Training Officers, while at the same time, they would not be able to train, supervise and coordinate the evaluation work properly.

Contractor or Specialist

An alternative plan was suggested in a meeting held with the Mission Director, Deputy Director, USOM Training Staff, and Philippine Department representatives for contracting to the University of the Philippines Survey Research group. This plan was to be explored after my departure.

Host Government

GOP was dissatisfied by the lack of utility for them of the study carried out by the University of Michigan. They were willing to provide counterpart funds to accommodate ICA/W's interest in doing a world-wide study. After ICA/W philosophy regarding primary emphasis on country study and host government participation and utilization were explained, they agreed to a revised concept involving more active participation on their part.

Funding and Costs

Counterpart funds will be allocated by GOP and USOM as needed.

Factual Data and Transfer Sheets

The Factual Data Sheets have been completed. Local employee has been assigned full-time to this work. The Mission records have not been brought up to date.

Sampling

No information on this.

Translation

English should be feasible.

Physical Arrangements

USOM/P had planned to conduct the interviews in the Mission offices. I recommended against this.

Additional Comments

Major shift in planning from a USOM-conducted survey with the sole purpose of providing data for the ICA/W world-wide study, to one conducted by contract with a report prepared locally and adapted to local needs was made during my visit. This necessitates new planning and scheduling of all aspects.

TO: Bureau of Social Science Research, Inc.

RE: Taiwan

FROM: Albert D. Biderman

October 1960

Introduction

I had extensive discussions of the participant evaluation study with Cameron Bremseth, Training Officer, other USOM staff members, ROC counterparts (CUSA, JCPR), and local social scientists. The pretest indicated problems in contracting for the major study with the organization that conducted the pretest, and a new plan had to be evolved. Further, the USOM did not have a clear understanding of the responsibilities it had for analyzing and reporting data from the survey.

Contractor or Specialist

No one organization in Taiwan is qualified to carry out the study by contract. The USOM will request a one-year contract consultant to work with an ad hoc group of Chinese social scientists and the USOM in carrying out the study. Dr. Hsieh of the Ministry of Agriculture agreed to cooperate in organizing such a group.

Host Government

The ROC counterpart was out of the country during my visit. His deputy, however, confirmed the pledge of cooperation and agreement on funding previously communicated.

Funding and Cost

On the day of my departure, an ICA/W message was received that reduced the flexibility of the USOM in reallocating program funds. This left a question as to how the needed U.S. specialist could be financed. Local currency is available as needed.

Timing of the Study

This will be dependent upon arrival of TDY specialist.

Factual Data and Transfer Sheets

Factual Data Sheets were completed and Transfer Sheets were almost completed at the time of my departure.

Sampling

A stratified sample can be drawn from IBM cards of the Transfer Sheets that could be punched locally.

Translation

More intensive effort will be devoted to translation and back-translation than in the pretest. Discussion with a representative of a commercial translating service and examination of their product indicated high capability for this work, provided suitable technical supervision on survey requirements is provided.

Tabulation

IBM facilities and trained operators are available in Taiwan.

Additional Comments

Social Science Center Plans. There has been some consideration given in the Mission, particularly by the Education Division, to recent recommendations of the Committee on the Social Sciences of the Academia Sinica regarding the strengthening of the social sciences in Taiwan. The establishment of a Social Science Center in Taiwan is contemplated in these recommendations. After completion of the initial participant study, or as a part-time effort during some of its later phases, a social scientist recruited for the evaluation might be interested in remaining in Taiwan to assist in the establishment of such a Center, and in the development of other research capabilities recommended by the Academia Sinica Committee. Such a possibility might serve as an inducement in recruiting a top level social scientist to come to Taiwan. The Mission feels that the immediate needs of completing the initial participant evaluation study has a time priority, however. In recruiting, ICA/W might mention to prospects the interests that exist here in long-term work toward developing Chinese social science. Plans for such work are indefinite, however. The interest of candidates in this development should not be a prerequisite to their being recommended for the participant evaluation consultantship, nor can the Mission make any definite commitment regarding such a broad role at the present time.

To complete its planning of the evaluation, the USOM desires at the earliest possible date information on the availability of social scientists for duty here.

24

TO: Bureau of Social Science Research, Inc.
FROM: Albert D. Biderman

RE: Thailand
October 1960

Introduction

I visited USOM/Thailand during the period August 15-22. I was able to discuss problems of the study in great detail with the Training Officer, M. George Goodrick; officers of the RGOT Thai Technical and Economic Committee most directly concerned with the study; Mr. Chavala Sukumalauandana, Assistant Director, and Mr. Suratin Bunnag, Chief, Training Division, and with the prospective contractor, Dr. Fred Ayer, director of Business Research, Limited. I met with the Director of the Mission, Thomas E. Naughten, and discussed special aspects of the study with individual members of the USOM and in a conference with representatives of each of the divisions.

This USOM was ready to proceed with the study by contract with Business Research, Ltd., of Bangkok, at the time of my visit. Delay in receiving ICA/W questionnaires and guidelines were endangering the plan to use university professors as interviewers during the October university recess.

Administration of the Study

The Training Officer, Mr. George Goodrick, is personally supervising and coordinating the study.

Contractor or Specialist

Considerable negotiation over more than a year has been undertaken with Business Research, Ltd., as well as with other contractors that have been considered for the work. Receipt of further materials from ICA/W is regarded as necessary before a final contract can be signed. It is anticipated that arrangements in accordance with the final questionnaire and other Guidelines can be satisfactorily concluded, and that Business Research, Ltd. will be acceptable as the contractor to the USOM and the host government.

Host Government

The RGOT TTEC continues to be interested and cooperative in the evaluation program. Coordination with the RGOT will be continued to insure that the study will produce information that will be significant to the questions RGOT officers have regarding participant training program. Technical divisions of the USOM have been encouraged to acquaint counterparts with the study and its objectives.

25

Funding and Cost

Local currency is available to cover the estimated cost of \$10,000 from deobligated funds.

Timing of the Study

USOM/Thailand hopes to begin training by September 15, begin interviewing October 1, and complete interviewing by October 15. This plan is contingent upon receipt of material from ICA/W. Delay in receiving instruments will probably require a six months delay until next university recess.

Factual Data and Transfer Sheets

Records of returned participants are being reviewed, and field and occupational codes are being revised where necessary to accord with prescribed coding M.O.'s. Current information on all returned Thai participants will have been entered on the Transfer Sheets before interviewing begins or shortly thereafter. Prior to my arrival, the USOM had felt that all data necessary for planning the study and selecting the sample were available for each participant in directory lists maintained by the USOM and that execution of the Transfer Sheets for all cases would be a superfluous and costly step for the USOM. I clarified the usefulness that undertaking this work might have for the study and for future evaluations and follow-up activities. With the concurrence of the program office, it was decided to carry out this work.

Work on the Factual Data and Transfer Sheets is being carried out by a special contract for this purpose with Business Research, Ltd.

Sampling

A partial, completely random sample has been drawn that will be supplemented when the Transfer Sheets are completed, so that the final sample is stratified to accord with known proportions of the total population in (1) each type of program, (2) types of locality, and (3) date returned from training. The preliminary sample has had to be drawn to assure completion of factual data sheets by the time interviewing begins.

Translation

Questionnaires require translation locally into Thai.

Physical Arrangements

All interviews of participants in the Bangkok area will be conducted at a central office. This will probably be physically located at Chulalongkorn University, but in any event will be identified as an office of the study and/or contractor, and not as a USOM or RGOT office. Participants will be requested to report for interviews by a letter from the Office of the Prime Minister, expressing the desire of that office that the person cooperate in the jointly-sponsored study.

For the small percentage of cases not residing in the Bangkok area, the interviewers will use their discretion as to the places of interview.

It may possibly prove necessary to have interviewers meet some high level respondents at a place of the latter's choosing, but even high level officials are expected generally to be willing to come to the study office for the interview.

Interviewing

Interviewing here can be most effectively carried out during the October recess of the University. At that time, excellently qualified professors of the University are available for full-time interviewing work. If the interviewing is not done during this period, it must be stretched over an unacceptably long time, or be deferred again for almost one-half year. It is, therefore, absolutely imperative that ICA/W adhere to its time commitment regarding furnishing the necessary questionnaires and guidelines for beginning the interviewing at that time. The USOM's plan for the study cannot be fulfilled if these materials arrive later than September 15. A sufficient number of interviewers will be employed to permit the completion of the interviewing during the month of October. Preliminary interviewer training will be given in accordance with the ICA/W Guidelines.

Coding

I was generally in accord with Dr. Ayer's suggestion that open-ended items be coded directly from Thai language, using a Thai language code. For those items for which ICA/W formulates world-wide codes in advance of the coding step in the countries, these codes could be translated, and the items coded without translation. For certain items, ICA/Washington would receive a sufficient number of translated responses to permit judgments regarding qualitative patterns in the answers being given. I also felt that sufficient translations should be undertaken to allow the study director to maintain a quality control check on the open-end coding. Members of the USOM should also be provided

with a sampling of the open-end answers translated into English to help formulate decisions on what codes and analyses may be especially pertinent to important local problems. The Training Officer anticipates that the USOM will eventually undertake a complete translation of the interviews (although repetitive and stereotyped answers may be omitted from this step), but that it is desired not to delay the completion of the report by the time it would take to do these complete translations.

Tabulation

The prospective contractor is experienced in tabulation of survey data and has available the necessary IBM equipment on a leased-time basis.

28.

TO: Bureau of Social Science Research, Inc.
FROM: Albert D. Biderman

RE: Viet Nam
October 1960

Introduction

The traveler had time for only a 2-day stop in Viet Nam. The Assistant Training Officer, who had been handling evaluation work, was on military leave during this visit, and the Training Officer had returned from home leave only a few days previously.

Administration of the Study

The Training Office will require outside professional assistance to accomplish the study.

Contractor or Specialist

The German Gallup affiliate, EMNID, conducted the pretest. They failed to complete all the work they had promised and there was dissatisfaction in the USOM with the group. The present plan is to contract with the Bureau of Social Science Research of the Center for Vietnamese Studies for the evaluation study. It will be necessary to recruit a U.S. specialist to work with this group, however, particularly to carry out the analysis and reporting phases of the survey. There is interest in the USOM, its Michigan State Contract and in the local USIS in improving the research capability of the Center.

Timing of the Study

This will probably await recommendation of professional to work with Center for Vietnamese Studies before preparing specific plan.

Factual Data and Transfer Sheet

This information was not available in absence of responsible Assistant Training Officer on status of work and plans.

Additional Comments

BSSR should make recommendation of social scientists who might go to Viet Nam for periods of several months to two years to work as an advisor to the Center for Vietnamese Studies on the Participant Evaluation and other studies.