MIT GOV/LAB
Conjoint Analysis: Uganda

Blair Read
April 2016
Timeline

- January – February: Piloting and Research Design
- Early March: Training
- Late March – early April: Fieldwork
- April – September: Data Analysis and Submission of Deliverables

With the help of a team of 36 enumerators and three MIT GOV/LAB researchers, fieldwork for conjoint analysis was conducted from March 20 – April 8th.
Survey Sample

• 16 Districts + Kampala
• Randomly selected from all Northern and Central districts
  • Excluding Karamoja sub-region and districts within 50 kilometers of the borders with the DRC or South Sudan
• In each district:
  • 5-6 unique sub-counties (depending on total number of sub-counties)
  • 1 village in each sub-county

• Target: 10 public respondents in each village
• Target: 7-10 private respondents in each village
Research Questions: Conjoint Analysis

- Which candidate attributes are salient to Ugandan voters when selecting members of Parliament in a national election?
- Are Ugandan citizens’ political preferences influenced by public discourse and/or the presence of an elected local official or a community leader like a teacher?
- How does social pressure incentivize Ugandan citizens to participate in costly elections?
Methodology: Conjoint Analysis

• What is conjoint analysis?
  • Survey “choice task” — Pick A or B

• Why do conjoint analysis?
  • More honest answers
  • Makes respondents more comfortable

• Each respondent selects one out of two candidates, based on their profiles

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<thead>
<tr>
<th></th>
<th>Level A</th>
<th>Level B</th>
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<tbody>
<tr>
<td>ETHNICITY</td>
<td>Co-ethnic</td>
<td>Non co-ethnic</td>
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<tr>
<td>RELIGION</td>
<td>Christian</td>
<td>Muslim</td>
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<tr>
<td>PARTY</td>
<td>NRM</td>
<td>Opposition</td>
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<tr>
<td>HELPED THE COMMUNITY</td>
<td>Did not help community</td>
<td>Helped the community</td>
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<tr>
<td>HELPED THE INDIVIDUAL</td>
<td>Helped an individual</td>
<td>Did not help an individual</td>
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<tr>
<td>CAMPAIGN PROMISES</td>
<td>Promises without a plan</td>
<td>Promises with a plan</td>
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Conjoint Analysis Treatments

- All respondents played six rounds of the conjoint game.
- Some respondents played the game in public, in a discussion group with 4 other members of their community. Others played the conjoint game in private, where their voting behavior was secret.
- Treatment 1: Public versus private respondents
  - Do respondents behave differently when they play the conjoint game in public or in private? Are their preferences different? Are their voting rates different?
- Treatment 2: Teacher versus LC1 public groups
  - Do respondents playing the game publically behave differently when they play the game in public with an LC1 from their community, or with a teacher from their community?
Research Questions: Survey Experiments

• We used the baseline and endline surveys to run several survey experiments.
• These experiments will help us understand citizen behavior and attitudes toward government accountability.

• What political events are seen as risky?
• How do Ugandan citizens form beliefs about the existence of election fraud?
• How do Ugandan citizens assign credit or blame to local officials for service provision?
• How do Ugandan citizens think about inequality in their own communities?
STAY TUNED FOR RESULTS!