

Introduction

NZA 9911 is designed to build the capacity of ANC activists at national and provincial levels to be able to critically use research (quantitative and qualitative) for strategic purposes.

The purchasing of research and conducting focus groups are all part of allowing participants in the workshop to actually develop strategies for 2000 to present to provinces.

At the moment, this skill is located only in the national office and the programme intends disseminated this knowledge throughout the organisation.

The second democratic local elections is taking place next year. It has been noted by various academics that while second national elections in sub-Saharan Africa have themselves in many instances been flawed, local elections prove that much more difficult.

South Africa has already had to postpone local elections owing to the transitional arrangements of the first elections and a lengthy process of redemarcating the country. Local elections are supposed to occur once every four years and this time will occur after the fifth year.

Internationally, the trend is that local elections draw a much lower participation than national elections. This was certainly the case in South Africa where in 1994, almost 20 million people voted and by 1995/6 local elections only 8.5 million participated. 16.5 million people voted in 1999.

For a new democracy and the importance of the local sphere of governance, political parties and government institutions need to ensure that the vast majority of people actually participate in the local elections and embrace the sphere.

We hope that the training will capacitate provinces to design campaign strategies that will inspire the majority of South Africa's people to involve themselves directly in change.

Prog ress

What has been done:

9 Purchased the Atlas of Results from the IEC. Provinces have copies.

Received the first report from Markinor.

Completed discussion guides for focus groups (see attached).

Identified demographics of respondents (see attached).

Contract with research house signed.

Will begin implementation this week.

Training set for 6 and 7 December and participants have been invited
(programme attached).

)9 Workbook outline complete (workbook to be completed by end of week for
printing)

VVVVVV

(Final report including hnal payments by 13 December 1999)

DISCUSSION GUIDELINE: Focus GROUPS (STRATEGY FOR 2000)

Hi. My name is I work for a research company, and we've been asked to get you together to talk about how things are going in South Africa at the moment, and how you feel about the future. We will be holding groups like this in different parts of the country, to hear how different South Africans are feeling at the moment.

Explain: focus groups, recording, one-way glass, viewing facility (where relevant).

Whatever you say in the groups is confidential and you will not be named in the research. There are no right or wrong answers, and you are free to agree or disagree with whatever I say or anyone else says. It is very important that everyone should participate. You do not have to respond only to questions or comments that I make. You can and should respond to anything that anyone says. The purpose of the tape recorder/microphones is to record points that you make so that I do not forget what was said.

Introductions (10 mins)

. Now it is your turn to introduce yourself. Let us go around the room. Tell us something about yourself. For example you could tell us about the area you come from, your educational background, or about any dependants you may have. You can also tell us about your favourite television programmes.

Mood (10 mins)

. Let us start off talking about what has been happening in South African since the general election earlier this year. If we think about everything that is going on in the country, what are you most concerned about? What is the main issue that you think about, or talk about with your friends or family?

Government (35 mins)

. Thinking now about your local area where you live: what is the main issue that concerns you?

. What has changed for your community since the election? Has it changed for better or worse? (Probe: Why?)

0 Who do you think is responsible for improving your local area? (Don't prompt: see if people distinguish local I provincial/ national government)

. There are three levels of government: national government, provincial government and local government. Thinking about where you live, which one of these governments is doing the most for you? Which is doing the least?

. What has local government done for you in your local area?

. Do you think your local council is doing a good job?

0 Do you know who your local councillors are? What party are they from?

. Have you met your local councillors, or been to a meeting they addressed? What do you think of them?

Voting (35 mins)

We are going to talk about voting and elections.

. My first question is whether or not you voted in the general election in 1999?

(probe why not First, then reasons for those who did vote)

. In less than a year, we will all be able to vote for local government again.

Some people are unsure if they are going to vote or not. Others don't know who to vote for. How about you? How sure are you that you will vote in the local elections?

If planning to vote - why?

. If intending not to vote- why not? tProbe: what will have to happen for you to change your mind, and go and vote?J

o Are you registered to vote? He. did they register to vote in the 1999 general election?1

. fIf not registered1: Will you register to vote before the local elections? (Probe why/why not?1

. Now I would like us to have a debate. You have to imagine that I live next door to you. The local elections are happening soon, and I don't want to vote in the local elections. I want half of you (divide group into equal halves) to persuade me to vote, and the other half must persuade me not to vote. LTRY TO GET EVERYONE TO PARTICIPATE)

. Thinking about the party you voted for in 1999: which party did you vote for? Why did you vote for that party?

. What worries you about that party?

___7

. What could make you vote for a different party? Which party? Why would you vote for it? .

. Some people vote for one party for national government but a different party in their local area. How do you feel about this?

Future (15 mins)

- Many people worried that South Africa would not do well after Mandela stopped being President. How do you feel President Mbeki is doing? What are his strong points? tGo roundj What are his weak points? fGo roundl

- Some people say the ANC is the natural government of South Africa. Others say it is important to have strong opposition parties. How do you feel?

- If money was no option, and you could live anywhere you want, where would you live? Why?

Thank and close.

Focus group demography

Gauteng 26-34 I African l Male East Rand TLukewarm ANC

I I formal I

African Female Soweto formal I Lukewarm ANC

_I4__I

I African I Male West Rand I Lukewarm ANC

informal _I

I Mixed I Johannesburg I First time ANC voters I

I l formal I I

I Male _I Rural I ANC voters _I

Rural _I_ANC voters _I

Rural ANC voters

Rural _I_ANC voters

Male I Durban l Moved awa_y from ANC I

4 Female Durban Moved away from ANC

North West 35-49 African I Male Mafikeng I Moved away from ANC -I

North West I 18-2 I African I FemaEI Mafikeng I Moved away from AN(;_I

I Kimberley 35-49 I Voted ANC mt time 19997

KimberlexL 25-34 I Voted ANC first time 1999

Umtata I Moved away from ANC I

African I MaIe I Umtata Moved awa from ANC

African Egale Umtata Moved away from ANC

l E Cape I African I Female I Umtata 35-49 Moved away from ANC

I W Cape Coloured Male I Metro Cape Town 18-24 Voted ANC First time l&I

W Cape Coloured FemaIe . Metro Cgpe Town 35-49 . Voted ANC first time 1999

African ' Format Ca e Town 50-9 Lukewarm ANC

Coloured Maie I Rurai I 35-49 I Abstained. Former NP

Femaie

I

I 7 7 I v 77 _ I Ivoter_ _ _ I

I W Cape I Coloured I Female I Rural I 35-49 I Abstained. Former NP I

voter

I W Cape White I Mixed Formal Cape Town I 31-40 Voted ANC First time 1999I

ANC research training workshop

Goal: sensitise ANC members to understanding research results, interrogating research findings and responding to research reports.

Day 1: inputs, theory and practice

08h00 - 08h30

08h30 - 09h00

09h00 - 10h30

10h30 - 11h00

11h00 - 12h30

LUNCH

13h30 - 15h30

15h30 - 16h00

16h00 - 17h00

registration

Welcome, goals of workshop, etc. (Melissa)

What is qualitative research?

What is quantitative research?

The 10 questions you should ask about research

(Dave)

TEA

What is sampling?

What is weighting?

(Ross)

Deconstructing research results: watching focus

groups and atlas demo. (Melissa)

Practical exercises in groups (media releases from

1999)

TEA

Report to plenary

Day 2: practical application

(Participants work in provincial groups)

08h30 - 09h00

09h00 - 10h30

10h30 - 11h00

Introduction, goals of the days work

(David)

Analysing 1999 survey data

TEA

11h00 - 13h00 Developing a provincial strategy based on research findings

Developing a research agenda for your province

13h00 - 13h30 LUNCH

13h30 - 15h00 Present strategies to plenary

15h00 - 15h30 TEA

15h30 - 16h30 A national strategy? A national research agenda?

Wrap up and close.

Outline of workbook

6 part workbook

. The 10 things you need to know about research... (very easy & accessible)

Babble on design

Hammersley on the politics of research

Media research section

Miller on design

Inputs from the day

ST'WFPUNH

Each part has different levels of difficulty to accommodate the needs of all participants. Each participant will also receive copies of media releases from during the election on polling results as well as provincial breakdowns of surveys and focus groups (where available).

Research and Capacity Building Project

, October - December 1999

Produced by the Research Unit

ANC Secretary General's 0/7766

Introduction

In the last three years, the ANC has considerably increased its capacity to develop and understand public opinion research. This capacity has enabled the organisation to respond positively to the perceptions of the population and ensure that the public is dynamically engaged in the processes of democratisation in the country, led by the ANC.

The NZA has made much of this possible with training sponsored for local research to be conducted by activists as well as sponsoring research programmes and specialist workshops for interpretation and strategy development.

This capacity building needs to be consolidated at the level of full-time functionaries of the organisation since there is still an over-reliance on the national office for directing and interpreting research.

The proposal contains three main components that are all inter-linked and directed at building the capacity of ANC provinces to develop research agendas and analyse and interpret polling and focus group research:

1. Focus group research
 2. Purchasing public opinion surveys
 3. Specialist training workshop
1. Focus group; research

Objective

7 To qualitatively track areas where the ANC made gains in the past elections and areas where support has been lost.

'r To develop organisational strategies to maintain and increase support gained and win back lost support.

; To have up to date information for training purposes

Project Proposal

The 1999 election saw important gains for the ANC in areas in the Western Cape, KwaZulu/Natal, Gauteng and Northern Cape as well as some losses in traditional strongholds of the Eastern Cape and North West Province.

It is proposed that 4 focus groups be conducted in each of the provinces listed above every four months. The First four provinces will include groups who moved to the ANC in the last election and the latter two provinces will include groups that moved away from the ANC.

Following each focus group session, a report and suggested strategy will be developed. Subsequent groups will be used to check whether or not the strategy adopted is successful and what changes in strategy (if any) are required.

The first groups should begin mid-October, with groups following in January and May 2000 at which point an evaluation will need to be conducted with regard to the research programme and strategy for the local election campaign.

The initial focus group results will be used in training and capacity building of provinces. Follow-up groups will be analysed and interpreted by provinces concerned.

2. Purchasing public Opinion Surveys

Objectives

'9 To provide the ANC with relatively cheap public opinion information to be used for organisational development and strategy

Project proposal

Markinor, an independent research organisation, conducts public opinion research where about 3 000 respondents from around South Africa are directly interviewed about their perceptions as to the direction of the country, issues that most closely affect them and governance in general.

The next socio-political trends survey is due for release in November and will form part of the training package for the provincial specialist workshops.

The Independent Electoral Commission (IEC) responsible for running the elections is currently producing a data set that analyses, to the local area, the numbers of people registered and how they voted in the election.

This information will provide the ANC with a graphic analysis of where our strengths and weaknesses reside and which local areas are marginal. In the run-up to the local government elections, scheduled for next November, this information will prove invaluable for organisational work and developing strategies for local areas.

The themes of the atlas (broken down by province) include:

Voting age and population density;

Voting stations;

Voter registration Figures;

Voter turnout;

Leading party by voting district;

Party support by voting district;

Lead or lag by voting district;

Comparison of results - 1994/5/ 6/9

VVVY/VVV'

3. Specialist Training Workshop

Objective

r To build provincial capacity to develop and analyse research;

V2 To build provincial capacity to use research for organisational development.

Project proposal

5 provincial delegates from all nine provinces will gather together for a two day intensive training workshop on quantitative and qualitative research techniques.

Provinces will be asked to send policy co-ordinators, regional representatives, organising secretaries and a member of the Provincial Executive Committee.

The training will include inputs and discussions on what quantitative and qualitative research is and their uses in developing organisational strategy. The second day will include practical training where groups will be given various research outcomes, in tabular and focus group transcript form, and asked to analyse the research and develop organisational strategy in response to such research.

Experts in the research field will be invited to contribute to the workshop. These experts will include university professors, members of government research institutes and members of research companies who have worked with the ANC.

Each participant will receive a workbook with the course content and separate documentation from research conducted by the ANC and public opinion research companies.

A draft programme for the training

Day One

09h00 - 09h10

09h10 - 10h00

10h00 - 13h00

14h00 - 16h00

16h00 - 16h30

16h30 - 17h30

Day two

09h00 - 11h00

11h00 - 13h00

14h00 - 15h00

15h00 - 17h00

17h00 - 17h10

Welcome and introduction

What is research and why do we use it

Quantitative research: developing and analysing research

Qualitative research: developing and analysing research

Dividing into groups and tasks for the following day

Discussions

Interpreting quantitative surveys: group work

Interpreting qualitative research: group work

Group reports

Developing organisational strategy

Closure

Budget

Focus groups

24 focus groups cost on average R10 000 per group including transport, transcriptions and analysis. (The total project price from October to May would be about R720 000).

Sub-Total

Buying research

Markinor

IEC

Sub-Total

Specialist Training Workshop

3 research specialists @ R2 000 per day

Workbook cost

Workbook and research reproduction costs

(55 copies of about 300 pages each)

Venue (including meals, breakaway rooms and main lecture hall)

Accommodation

Transport

Stationery and administration

Sub-Total

TOTAL

R240 000.

R240 000

R 7 000

R 30 000

R 37 000

R 12 000

R 3 000

R 16 500

R 30 000

R 25 000

R 35 000

R 1 000

R122 500

R399 500