

1. BACKGROUND

In February 1988, the End Conscription Campaign (ECC) decided to embark on a national campaign entitled "*Action for Alternative National Service*".

The "*Alternative National Service*" which the ECC intends to campaign for is the option of community service as an alternative to military service. The community service will be of an equivalent length of time to military service and will not only be in state organisations but also in other organisations such as independent communities, welfare and religious organisations. It would be open to all people who, for bona fide, moral or religious reasons, do not wish to render service to the SADF.

The ECC wishes to establish South African's reaction to this campaign as well as reaction to the ECC in general.

This document presents a proposal for a research study designed to give the ECC the required information.



2. RESEARCH OBJECTIVES

The overall objective of this research can be defined as being to establish:

- South African's reaction to the ECC's Alternative Service Campaign

In greater detail, the objectives can be defined as being to establish:

- Reaction to the Alternative Service proposal
- Awareness of the ECC
- Overall reaction to the ECC
- Reaction to the system of conscription



3. RESEARCH RATIONALE

This research problem can be solved using two approaches; namely a syndicated study and an ad hoc study. We feel that a syndicated study should be used to obtain representative answers to a few relevant questions and the ad hoc study to obtain more in-depth answers in general about conscription and the ECC. Both approaches are discussed in detail.

4. SYNDICATED APPROACH

A syndicated study enables each client to address questions relevant to their information needs to a large sample representative of the population. The results of the sharing of the study by several clients is a lower cost per interview than a custom designed ad hoc study.

Our syndicated study, Omnichek, has a number of advantages over standard ad hoc studies. These advantages include:

- cost effectiveness
- sample size
- flexibility
- frequency
- quick turnaround time
- reliable data for tracking purposes

A list of recommended questions is appended to this proposal.



4.1 SAMPLE DESIGN

We recommend that the relevant questions be included on our White male Omnichek and White Teenchek. Our White male Omnichek includes males aged 18+ years, while our Teenchek includes males aged 13 to 19 years. In addition, consideration should be given to including questions on our White female Omnichek - this incorporates females aged 18+ years.

Each Omnichek is conducted in all major metropolitan areas of South Africa and is representative of that particular population. The sample is drawn using random suburb sampling.

The different sample sizes used for our Omnichek studies are:

- 500 White males
- 200 White teenage males
- 800 White females



4.2 TIMING

The following timing schedule applies:

WHITE MALES

Finalise questions	30 March (next Omni 23 June)
Fieldwork starts	7 April (next Omni 30 June)
Computer tables	2 June (next Omni 25 August)

TEENCHEK

Finalise questions	7 April (next Omni 21 Sept.)
Fieldwork starts	14 April (next Omni 28 Sept.)
Computer tables	9 June (next Omni 23 Nov.)

WHITE FEMALES

Finalise questions	7 April (next Omni 10 May)
Fieldwork starts	12 April (next Omni 17 May)
Computer tables	7 June (next Omni 12 July)



4.3 DATA COLLECTION

All data is collected by fully trained interviewers working under the supervision of their supervisors. Respondents are interviewed face-to-face in their home language by interviewers of the same racial group as the respondent.

Each interviewer's work is subject to a minimum 10% checkback with a 20% checkback being conducted on the total sample.

4.4 DATA ANALYSIS

Data is analysed using appropriate computer cross-tabulations.

The data will be cross-tabulated by:

- age
- sex (where applicable)
- language
- area
- household income
- army status



4.5 COST

The cost of including the recommended questions on each survey will be:

White male	R3 650
Teenchek	R1 900
White female	R5 150

60% of this cost is payable on commissioning of the survey and 40% on presentation of the final results.

The costs are calculated as follows:

White male:

R 675 per closed question
R 950 per open-ended question

Teenchek - White male:

R 350 per closed question
R 500 per open-ended question

White female:

R 950 per closed question
R1350 per open-ended question

The above costs do not include a management/interpretive report which will be supplied free of charge.



4.6 LIST OF QUESTIONS

The following list of questions is preliminary and intended for further discussion with Client.



QUESTIONS

-
1. Please tell me which of the following statements describes your situation with regard to military service? READ OUT

AM PRESENTLY IN THE ARMY

HAVE COMPLETED MY BASIC SERVICE BUT STILL TO DO/DOING CAMPS

HAVE COMPLETED MY BASIC SERVICE AND COMPLETED CAMPS

DON'T QUALIFY FOR THE ARMY

STILL TO BE CALLED UP (I.E. AT VARSITY/SCHOOL)

-
2. I'm going to read you a proposed alternative to military service:

(TO BE SUPPLIED BY CLIENT)

- 2.a Overall, how do you feel about this idea?

VERY POSITIVE

POSITIVE

NEUTRAL

NEGATIVE

VERY NEGATIVE

- 2.b Why do you say that? PROBE FULLY

-
3. Have you ever heard of the End Conscription Campaign (the ECC)?

YES

NO

-
- 4.a How you feel about the ECC?

VERY POSITIVE

POSITIVE

NEUTRAL

NEGATIVE

VERY NEGATIVE

- 4.b Why do you say that? PROBE FULLY
-



5. AD HOC APPROACH

Using an ad hoc approach, a custom designed study can be conducted where further in-depth probing can be elicited.

We do not recommend that group discussions be used because the implications of masculinity and "serving ones country" are emotional subjects and due to group pressure, the truth will not always be spoken.

5.1 SAMPLE DESIGN

We recommend that 400 interviews be conducted with White males aged 16 to 35 years.

Interviewing will be conducted in all major metropolitan areas of South Africa.

The sample will be stratified to ensure half are English-speaking and half Afrikaans-speaking.

A spread of ages and household incomes will be obtained.

Random suburb sampling will be used to ensure a representative sample.



5.2 TIMING

The approximate timing schedule of the study will be as follows:

Finalisation of questionnaire	1 week
Fieldwork	2 weeks
Coding and computing	2 weeks

Total	5 weeks
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5.3 DATA COLLECTION

Data will be collected by fully-trained interviewers working under the supervision of their Field Managers. All interviews will be conducted on a face-to-face basis.

All the interviews will be conducted in the home language of respondents by an interviewer of the same race.

A semi-structured questionnaire will be used to gather the data. A list of suggested questions is appended to this proposal and is intended for further discussion.

To ensure honesty and reliability, a minimum 10% checkback will be done on the work of each interviewer and an overall checkback of 20% on the total sample.



5.4. DATA ANALYSIS

The data will be analysed using cross-tabulation routines on Research Surveys in-house computer.

5.4.1 CROSS ANALYSIS

The following demographic splits will be used in the analysis of the data:

- age
- area
- household income
- language
- army status

5.5 COST

The cost of conducting the study will be R12500. 60% is payable on commissioning of the study and the remainder on presentation of the results.

This cost is valid for 30 days from the date of this proposal.

The above cost does not include a management report which will be supplied free of charge.



5.6 DRAFT QUESTIONNAIRE

What follows is a list of topics we suggest for inclusion in the study. This list is preliminary and is intended for further discussion with Client.



PROPOSED LIST OF TOPICS TO BE INCLUDED IN THE QUESTIONNAIRE

- Army status
- Feeling about being called up
- Attitudes to being conscripted
- Attitudes to military service
- Attitudes to national security
- Attitudes to use of troops in townships
- Awareness on ECC
- Attitudes to the ECC (what they stand for)
- Attitudes to the ECC (the organisation itself)
- Reaction to alternative service.



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