



Measuring Corruption Perception: Using Split-Questionnaire Survey

Alia Ahmed, Suleman A. Lodhi, Munir Ahmad

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Corruption, a crime and a very complex multi-faceted phenomenon, is commonly defined as a misuse of entrusted power for private gain has numerous forms. The flurry of studies and researches is still unable to fully comprehend the multifarious aspects that it exhibits in its numerous forms, diverse causes and adverse impact. It is also difficult to measure or quantify corruption, and consequently more complicated to curtail it. Practically, even defining corruption has proven to be an unattainable task, and there is still no single, comprehensive and a universally agreed upon definition. However, one common point is unanimously settled that corruption is a crime, which devastates the very thread of the society. This study takes an overview of corruption in general as expounded by various studies as also some aspects of corruption in Pakistan. We have measured perception of corruption using a Split-Questionnaire Survey (SQS) design and have ranked various government departments in Pakistan according to their level of corruption. The theoretical basis of the SQS Design is explained for its applicability to large sociological and marketing surveys.

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