

Mobile-based remote data collection for M&E

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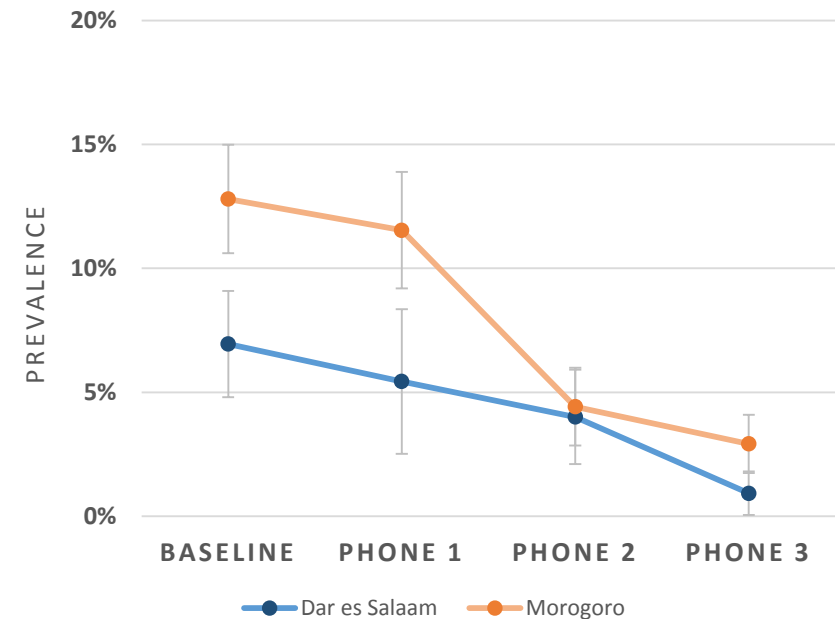


Efficient tracking of fluctuating indicators



- Impact Evaluation of MCC Tanzania Water Sector Project
 - Impact of upgrading of water treatment plants on household economic and health outcomes

DIARRHEAL ILLNESS, CHILDREN <5



	April	May	Jun	Jul	Aug	Sept
Listing: Mini-Survey						
Mini-Survey						
Listing: Full Baseline						
Full Baseline Survey						
Water Quality Tests						
Phone Survey (3 rounds)						
Qualitative Interviews						
Geospatial & secondary data collection						

Efficient tracking of fluctuating indicators

- **USAID Uganda SMS for Better Service Provision**

- RCT to test the combined effect of citizen exposure to civic education and dialogue activities and the SMS system

- Intervention and evaluation incorporate SMS

- **Intervention** sets up SMS system (U-Bridge) that allows citizens and local government officials to submit and respond to service-delivery requests
- **Evaluation** sends weekly survey question to registered users to monitor service provision (e.g. whether student's teacher was in school)

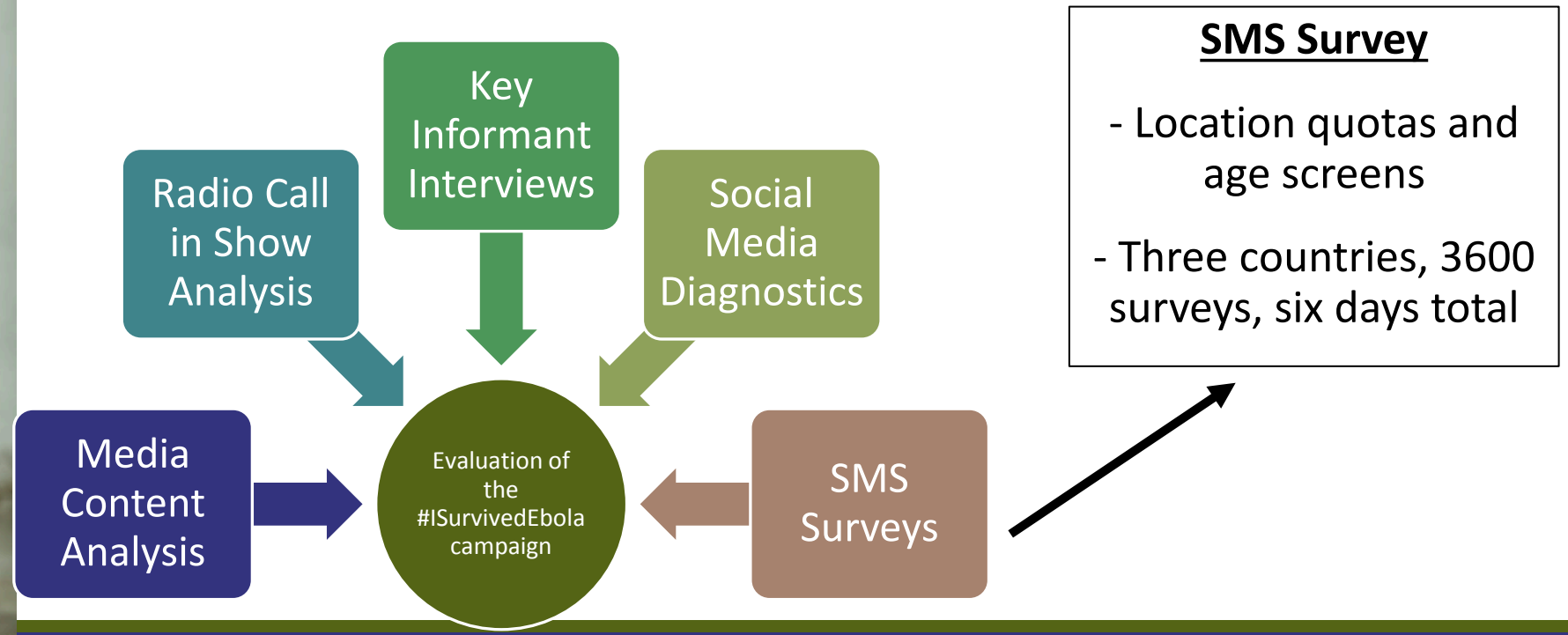


Efficient Boosting of Response Rates in Complex Environments



- Josephine Karwah, Ebola survivor, Liberia

- IE of PCI Media Impact's #ISurvivedEbola Campaign in W Africa
- 3-Country study in difficult to access areas looking at knowledge, attitudes and practices related to Ebola



Efficient Boosting of Response Rates in Complex Environments

- **USAID Mobile phone public opinion survey in Libya**
- Designed to inform future programming around an uncertain democratic transition in Libya
- 2,400 respondents using screens to fill age, location and sex quotas

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- **IE of USAID Sports-based youth vocational training program in urban Central America**
 - Outcomes included measuring risk behavior
 - Incorporated a shortened mobile phone survey for youth unable/uninterested in face to face
 - Increased follow up responses by ~15p.p.



Benefits of Mobile-Based Remote Data Collection

- Can avoid clustered designs which improves power
- Increased safety of data collection staff and respondents
 - Access to some populations or locations which may be inaccessible otherwise
- Often cheaper and faster than face to face surveys
- Easily incorporates quality assurance benefits of electronic data collection

Challenges to Mobile-Based Remote Data Collection

- Low response rates
 - Mitigated by registering respondents or conducting baseline first (as in TZ)
- Sampling and response bias
 - **Sampling bias**: who owns phones
 - **Response bias**: who answers and responds to questions
 - Mitigated by weighting, screens, and quotas
- Limited number and type of questions that can be asked
 - Questions must be short and response options closed and short
 - Difficult to generate trust and rapport
 - Mitigated by combining with other methods