



## High frequency data collection using mobile phones

July 2012





# Just Imagine...

## Being able to communicate

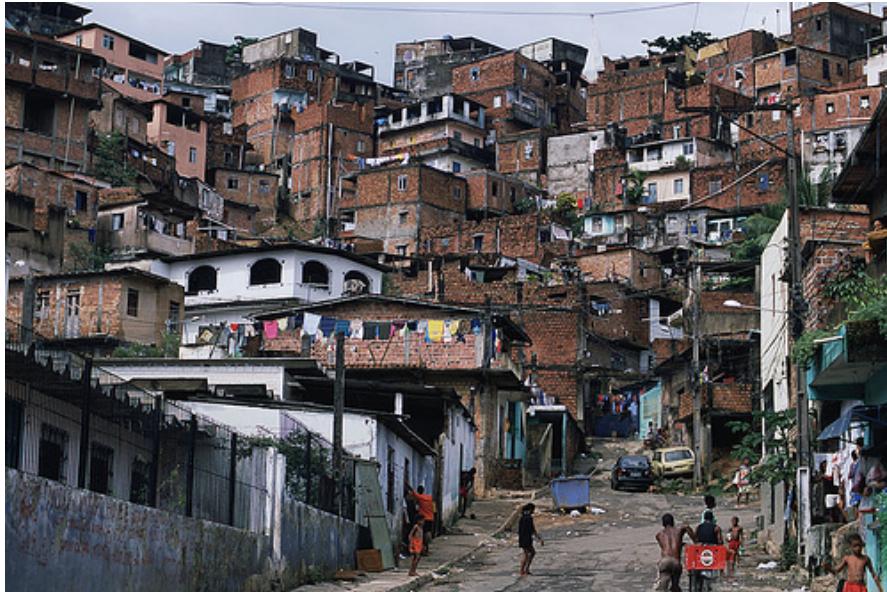


...with just about  
anyone...





...just about anywhere...





...just about  
anytime...





...just as often as you need...





...with the same people over time...

## JANUARY 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
3	4	5	6	7	8	
10	11	12	13	14	15	
17	18	19	20	21	22	



## FEBRUARY 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3		
6	7	8	9	10		
13	14	15	16	17		
20	21	22	23	24		



...at low cost (free to respondents).



## Imagine...

- ...having data *every month* for *thousands of households*
- ...having *comparable* data for every country in LAC
- ...*tracking changes* in welfare and responses to crises
- ...having data to help *decision-making* in *real time*

# Contrast the current reality



# With quick data, we can...

- Design better interventions for poverty & crisis alleviation



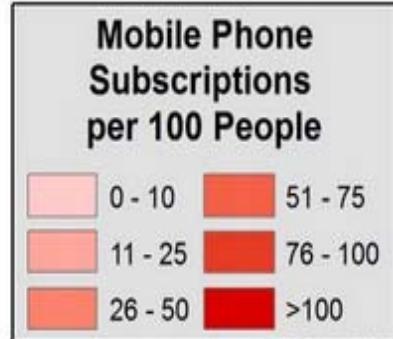
## With quick data, we can...

- Improve transparency
- Improve M&E
- Better serve education, health, infrastructure, environment...



Give us a public policy question and we can tell you how “Listening to” model might help

# Is a cellphone survey possible?





## What is different about “Listening to...” model?

- L2L adds 3 innovations:
  1. Statistical rigor
  2. Panel survey
  3. Pilot is conducting rigorous testing of:
    - Incentives
    - Reliability and attrition rates of different survey modes



# Key Difference with Crowd sourcing

Pressing Policy Question:

“In the past 30 days, what % of people lost their jobs?”

- Crowd sourcing:

- You can say: Out of 5,000 respondents, 500 lost their jobs.
- But you can NOT say that the rate of job loss is 10% in the *population at large*.

- “Listening to...” model:

- You CAN say job loss is X% among urban, Y% among indigenous, Z% among women, etc.

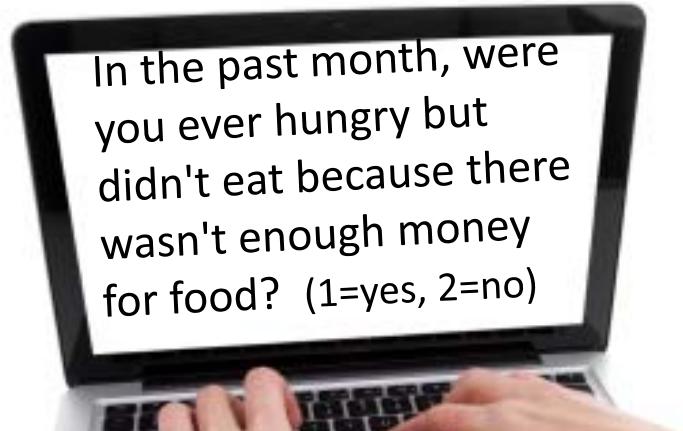
**Conclusion:** Both Crowd Sourcing and the “Listening to” model are great tools for certain purposes but not all.



# L2L details



- 6-month Pilot in Peru and Honduras
- Working with Gallup
- Steps
  1. Construct nationally representative sample
  2. Carry out baseline face-to-face survey
  3. Conduct mobile survey (monthly, weekly)
  4. Provide Incentives





# Step 5&6: Analyze and Publish Data

← → C Home apps.interactuamovil.com/wb-gallup/

## L2L World Bank / Gallup Online Reports

Reports ▾

KPI Answers Response Rate Poll Status Question Performance Top Line

Poll L2L World Bank / Gallup - Peru - Wave 1 Refresh

A bar chart titled '% / Total Answers' showing the percentage of total answers for each question from 1 to 7. The Y-axis ranges from 0 to 100. The X-axis shows the question numbers. For each question, there are two bars: a green bar representing the total answers and an orange bar representing valid answers. The green bars are consistently at 100%, while the orange bars are significantly lower, ranging from approximately 5% to 25%.

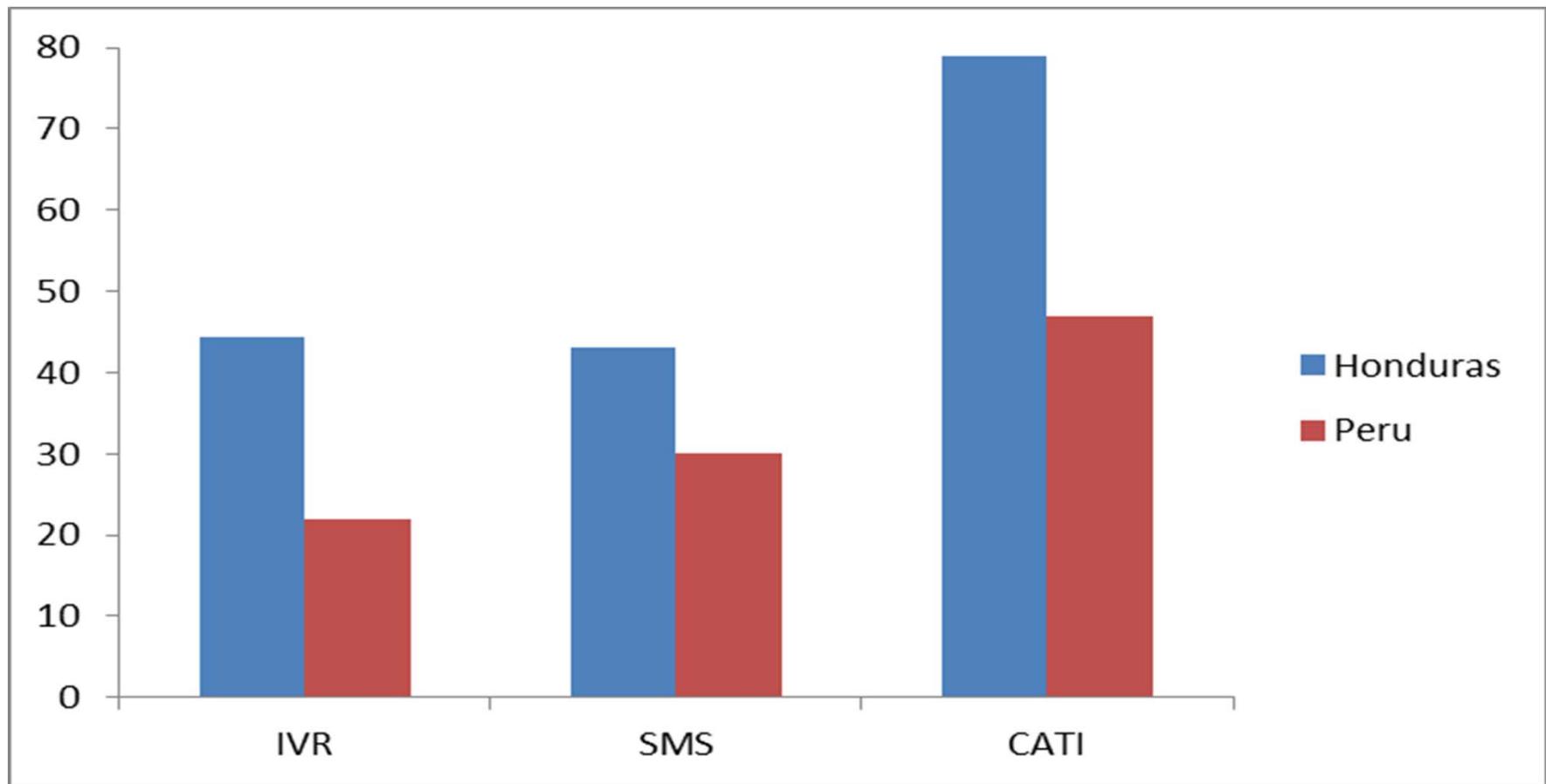
#	Code	Questions	Total Answers	Valid	Invalid	Refused
1	Validation1	P1 de 8. En que año nacio usted? Usar cuatro digitos	207	197	10	3
2	Validation2	P2 de 8. Me podria decir si usted es hombre o mujer?	203	195	8	4
3	Labor1	P3 de 8. En el ultimo mes, Ud. o algun miembro de su hogar perdio su empleo?	203	192	11	2
4	Labor2	P4 de 8. En el ultimo mes, Ud. o algun miembro de su hogar consiguió un empleo?	198	190	8	3
5	Education1	P5 de 8. En el ultimo mes, algun miembro de su hogar se ha ausentado de la escuela?	131	128	3	2
6	NoChildren1	P5 de 8. En el ultimo mes, su hogar recibio mas, menos o igual monto de remesas?	64	64	0	1
7	Education2	P6 de 8. En el ultimo mes, algun miembro de su hogar se ha ausentado de la escuela?	132	129	3	0
8	NoChildren2	P6 de 8. En el ultimo mes, algun miembro de su hogar ha recibido menos ingresos?	64	62	2	1
9	Security1	P7 de 8. En el ultimo mes, alguien en su hogar tuvo un accidente personal que lo llevó al hospital?	193	191	2	2
10	Security2	P8 de 8. En el ultimo mes, algun miembro de su hogar fue robado?	194	194	0	1

# Does the Model Work? Preliminary Results

from L2L pilot, June 2012



# Response Rates in Honduras & Peru

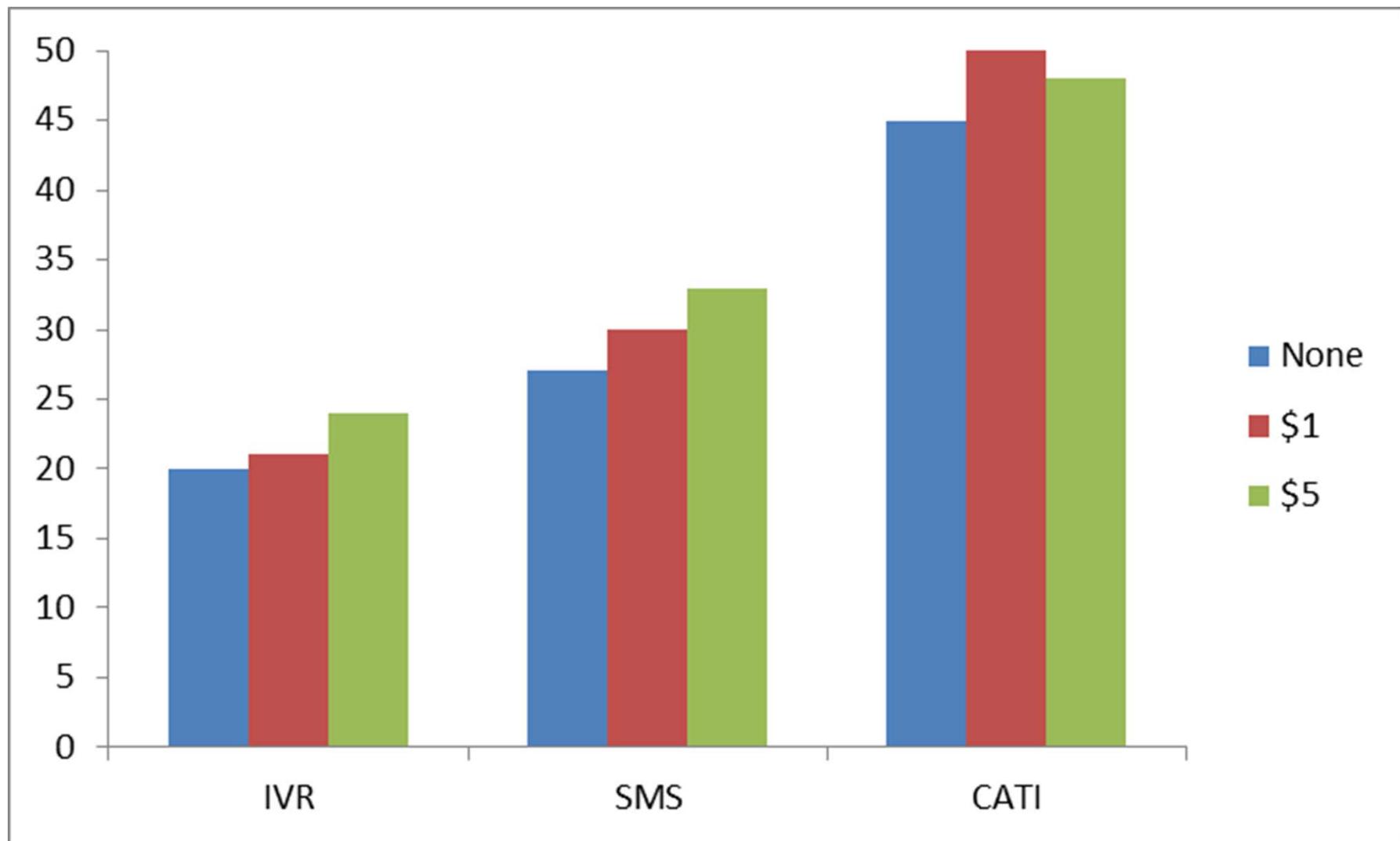


Compare to: F2F response rate: 66%, Mail response rate in US: <5%



# Response Rates by Communication Mode

(Peru, average of months 1-4)



# Cost Estimates

<b>Methodology</b>	<b>Cost Per Interview</b>	<b>Cost Per Year</b>
Face to Face	\$40	\$720,000
CATI	\$25-\$40	\$450k-720k
IVR	\$17	\$306,000
SMS	\$8	\$108,000

Plus, initial Face to Face baseline survey: \$60,000 per country



# Next Steps

## Mainstreaming this tool

- National Statistical Offices
- Sector Ministries (e.g., Department of Health)



# Partners



TFESSD



World Bank  
LAC PREM

# Thank You



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