

# 2L Listening to LAC

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...

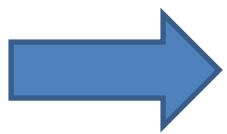
- Design better interventions for poverty & crisis alleviation





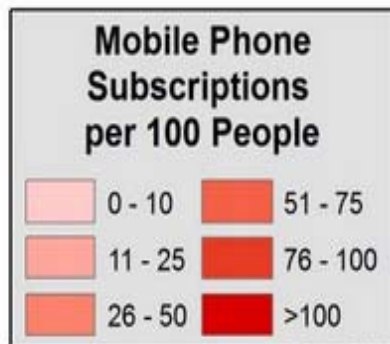
With quick data, we can...

- 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 Crowdsourcing

Pressing Policy Question:

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

## - Crowdsourcing:

- 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.

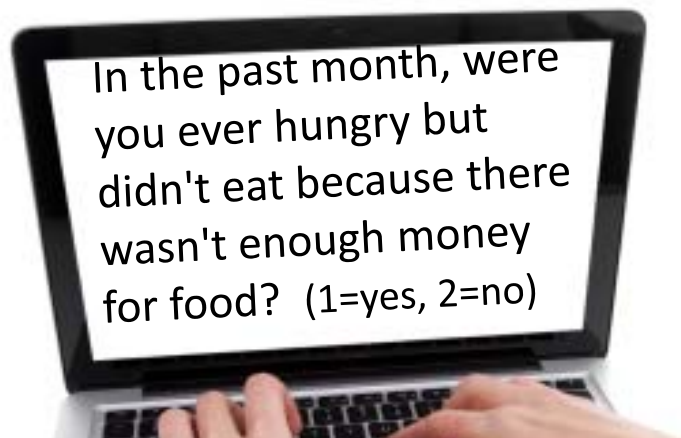
**Conclusion:** Both Crowd Sourcing and the “Listening to” model are great tools for certain purposes but not all.



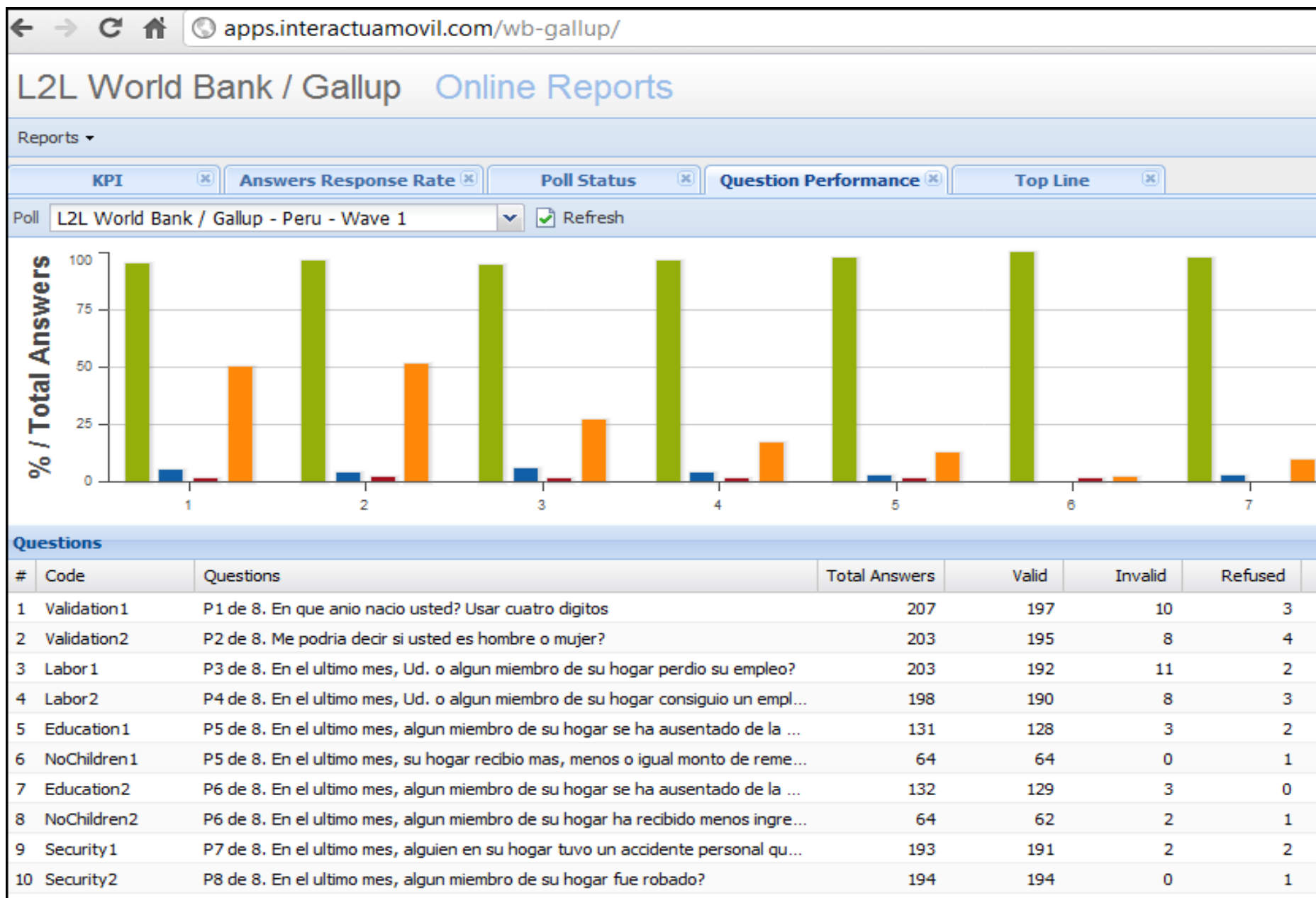
# L2L details



- 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





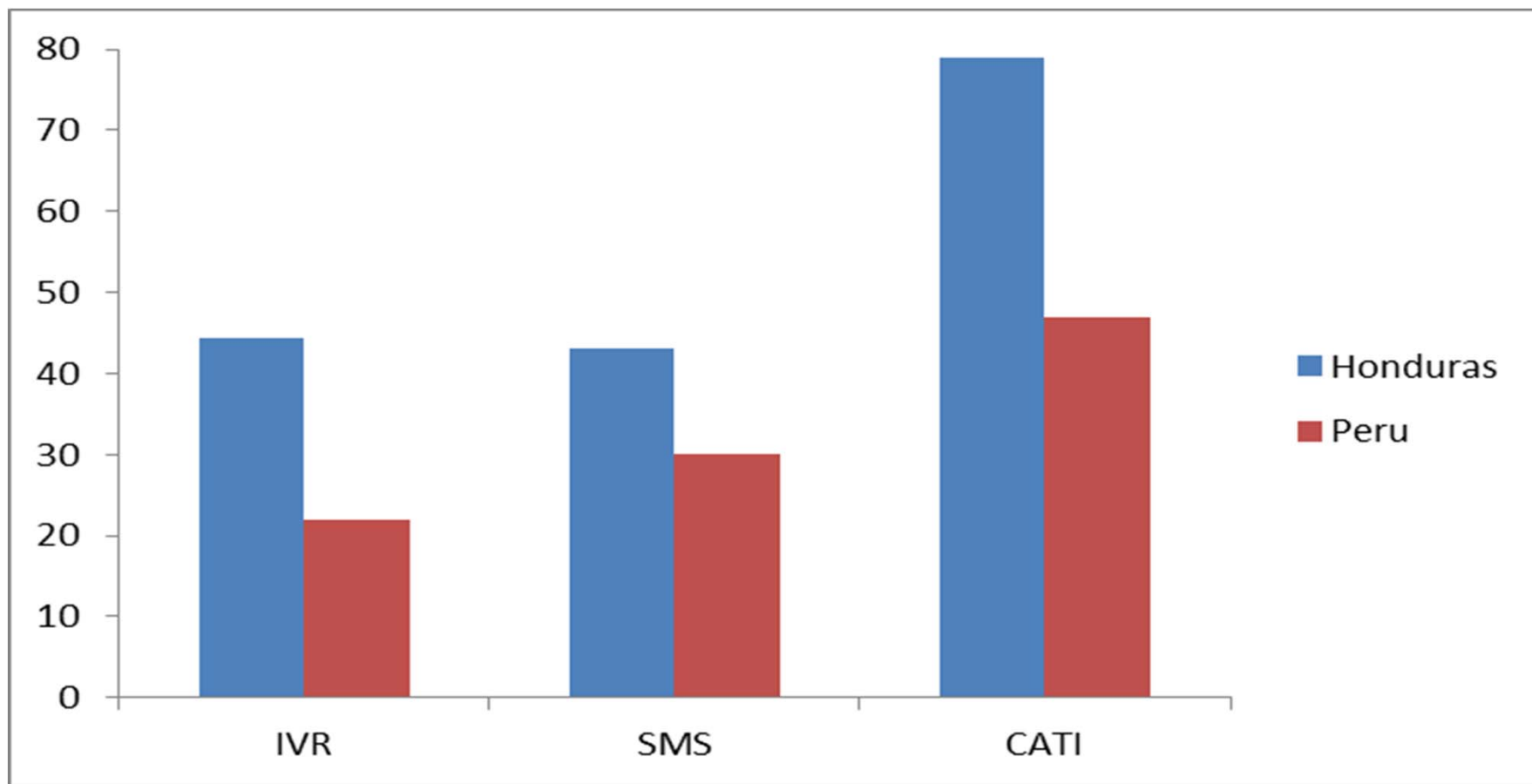
# Does the Model Work?

## Preliminary Results

from L2L pilot, June 2012



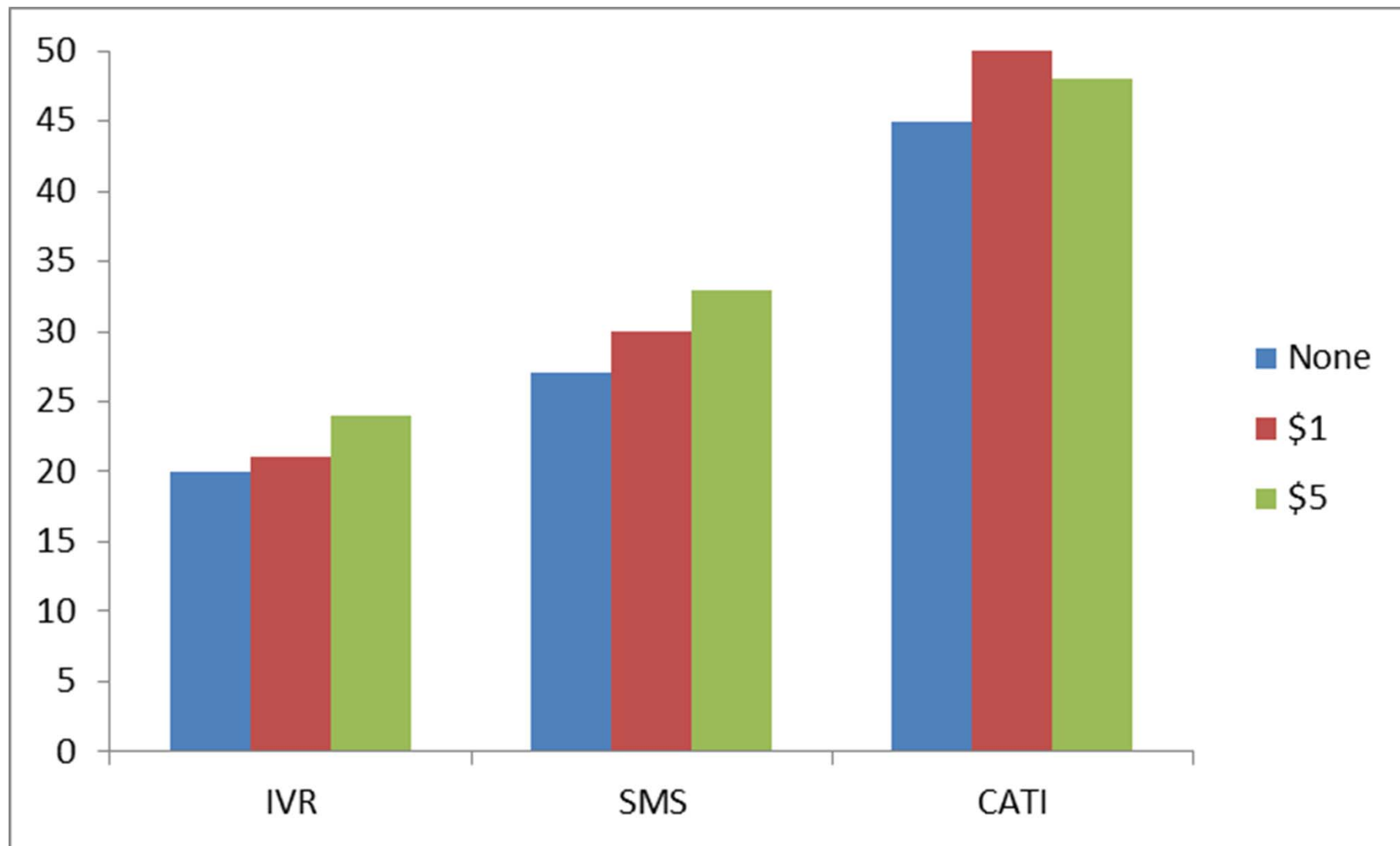
## Response Rates in Honduras & Peru



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

| Methodology  | Cost Per Interview | Cost Per Year |
|--------------|--------------------|---------------|
| 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



Spanish Fund for Latin America and the Caribbean



TFESSD



World Bank  
LAC PREM

# Thank You



Contacts:

- Amparo Ballivian (TTL) [aballivian@worldbank.org](mailto:aballivian@worldbank.org)
- Joao Pedro Azevedo (TTL) [jazevedo@worldbank.org](mailto:jazevedo@worldbank.org)
- Will Durbin (Consultant) [sdurbin@worldbank.org](mailto:sdurbin@worldbank.org)