2012 International Open Government Data Conference

The "Listening to..." Model: An mSurvey approach to high-frequency data collection

Amparo Ballivian and Will Durbin, World Bank

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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
23	24	25	26	27	28	29

FEBRUARY 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FR
		1	2	3	
6	7	8	9	10	
13	14	15	16	17	
20	21	22	23	24	25

26

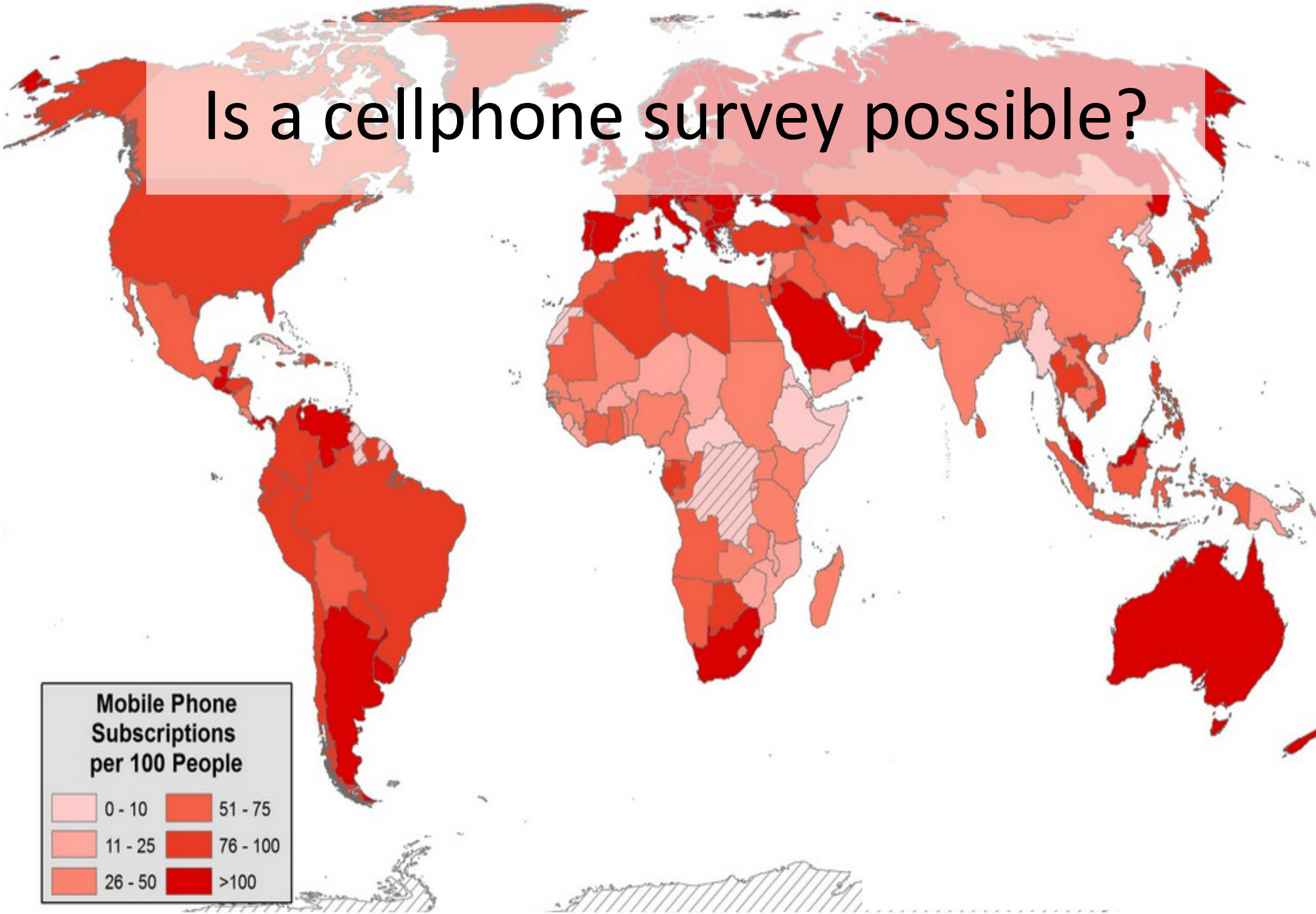
…at low cost (free to respondents).

Imagine…

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

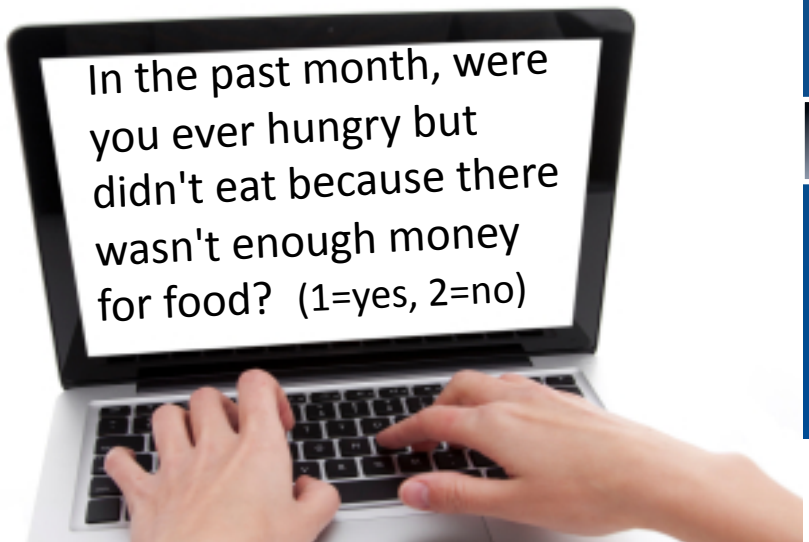
Contrast the current reality

Is a cellphone survey possible?

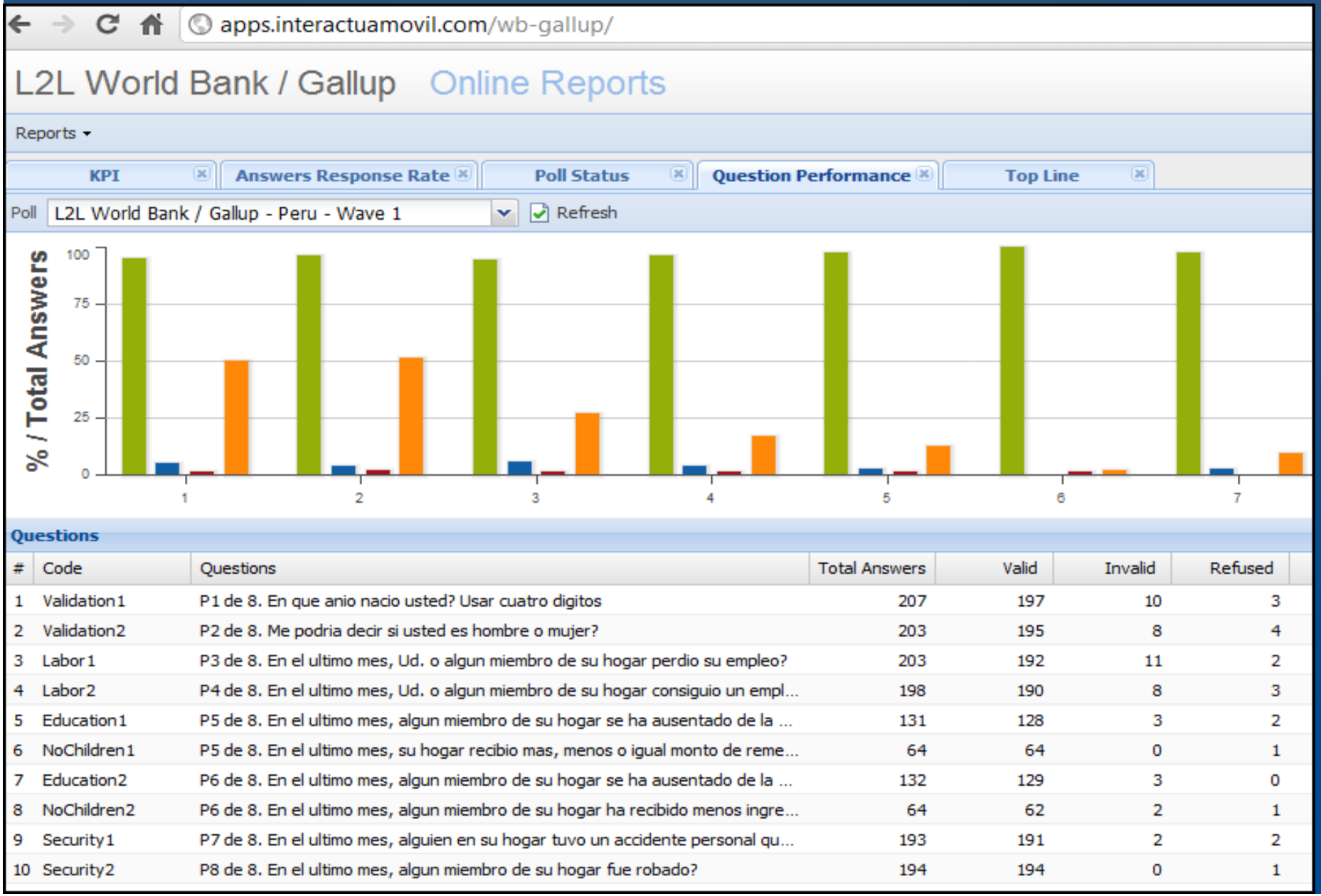


L2L details

- 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



Questions

#	Code	Questions	Total Answers	Valid	Invalid	Refused
1	Validation1	P1 de 8. En que anio 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 consiguio un empl...	198	190	8	3
5	Education1	P5 de 8. En el ultimo mes, algun miembro de su hogar se ha ausentado de la ...	131	128	3	2
6	NoChildren1	P5 de 8. En el ultimo mes, su hogar recibio mas, menos o igual monto de reme...	64	64	0	1
7	Education2	P6 de 8. En el ultimo mes, algun miembro de su hogar se ha ausentado de la ...	132	129	3	0
8	NoChildren2	P6 de 8. En el ultimo mes, algun miembro de su hogar ha recibido menos ingre...	64	62	2	1
9	Security1	P7 de 8. En el ultimo mes, alguien en su hogar tuvo un accidente personal qu...	193	191	2	2
10	Security2	P8 de 8. En el ultimo mes, algun miembro de su hogar fue robado?	194	194	0	1

What is different about the "Listening to…" model?

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

Key Difference with Crowd-sourcing

Example: Say there is a pressing policy question, like:
"In the past 30 days, what % of people lost their jobs?"

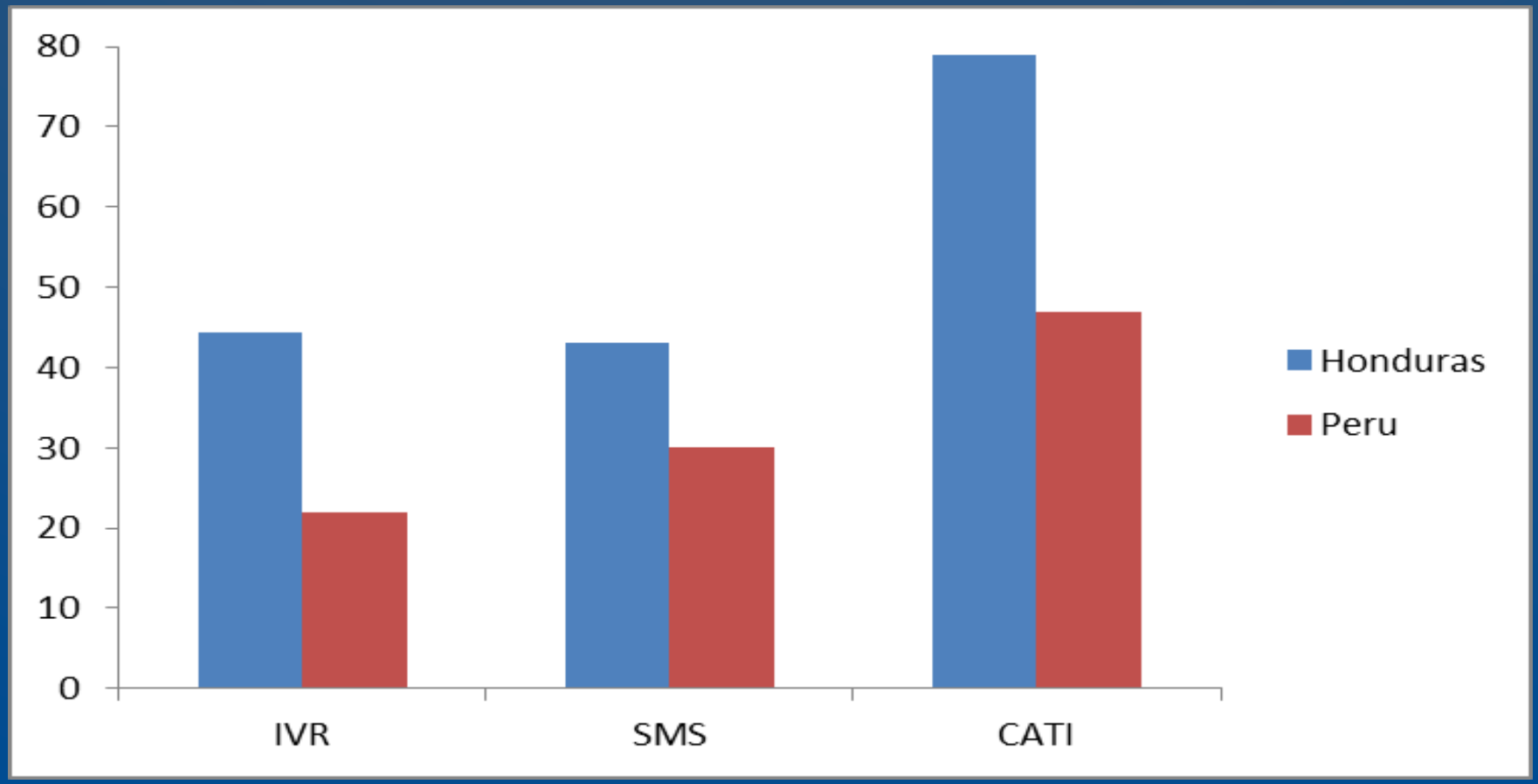
- Crowd-sourcing:
  - You can say: Out of 5,000 respondents, 500 lost their jobs.
  - But you CAN NOT say that the rate of job loss is 10% in the *population at large*.
- "Listening to…" model:
  - You CAN say job loss is X% of the total population. Further, you CAN say it is Y% among urban, Z% among indigenous, T% among women, etc.

Crowd Sourcing and the "Listening to" model serve different purposes

Preliminary Findings

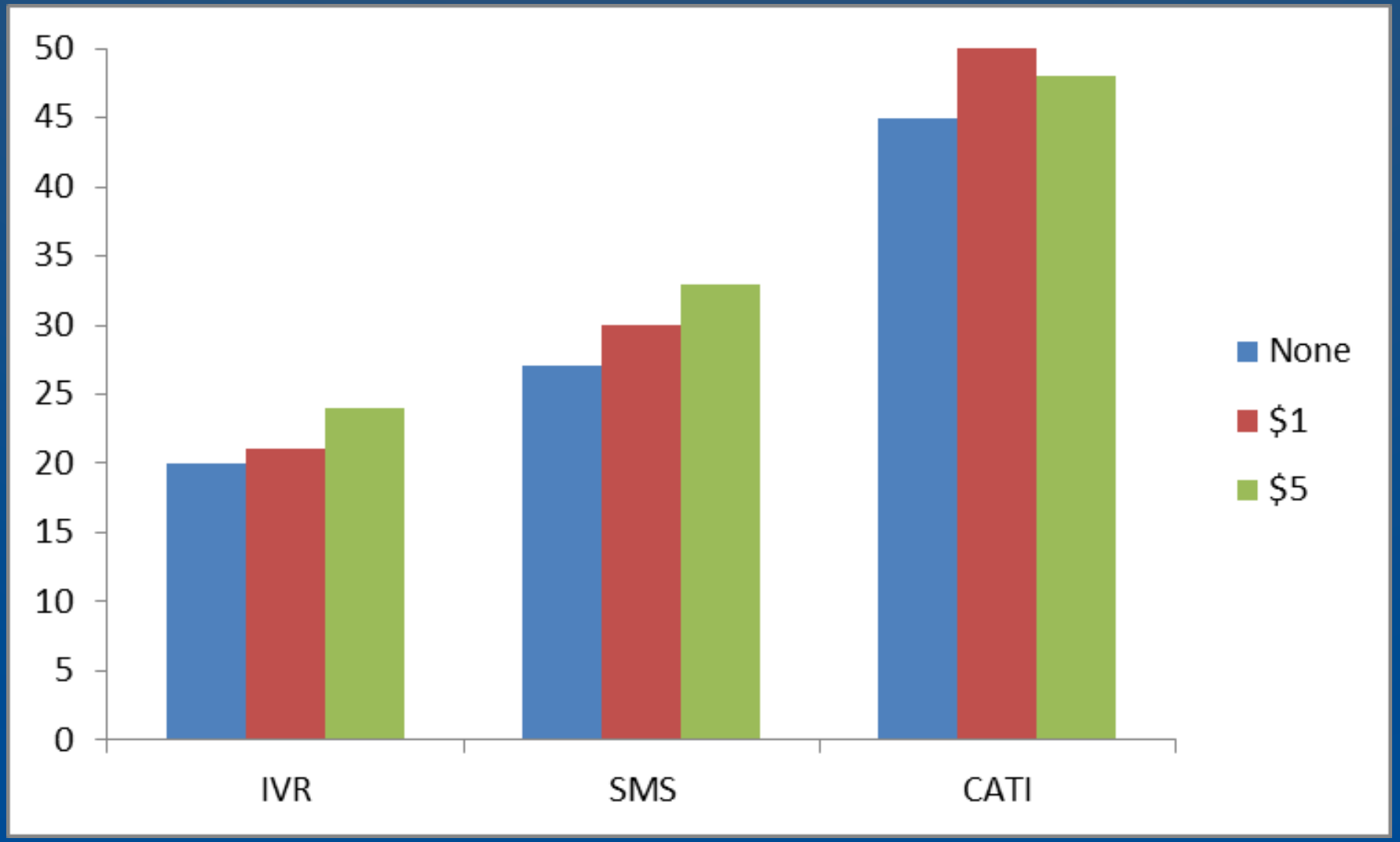
- Response rates vary
  - By country
  - By mode of communication
  - By respondents' level of wealth
- Incentives
  - Little overall effect on response rate
  - Slightly higher response rates of the poor
  - Value ($1 versus $5) does *Not* matter

Response Rates in Honduras & Peru



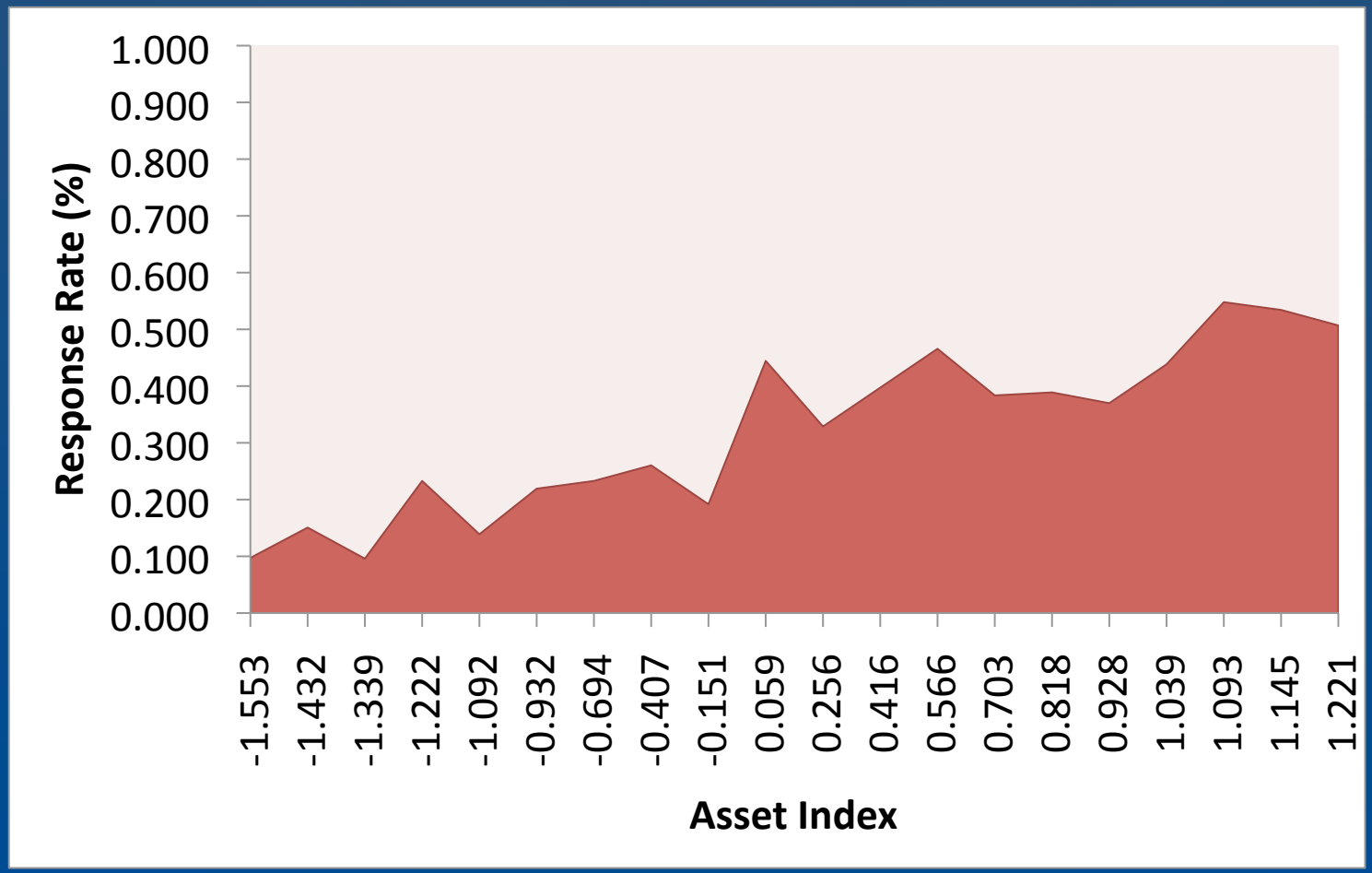
Response Rates by Communication Mode

(Peru, average of months 1-4)



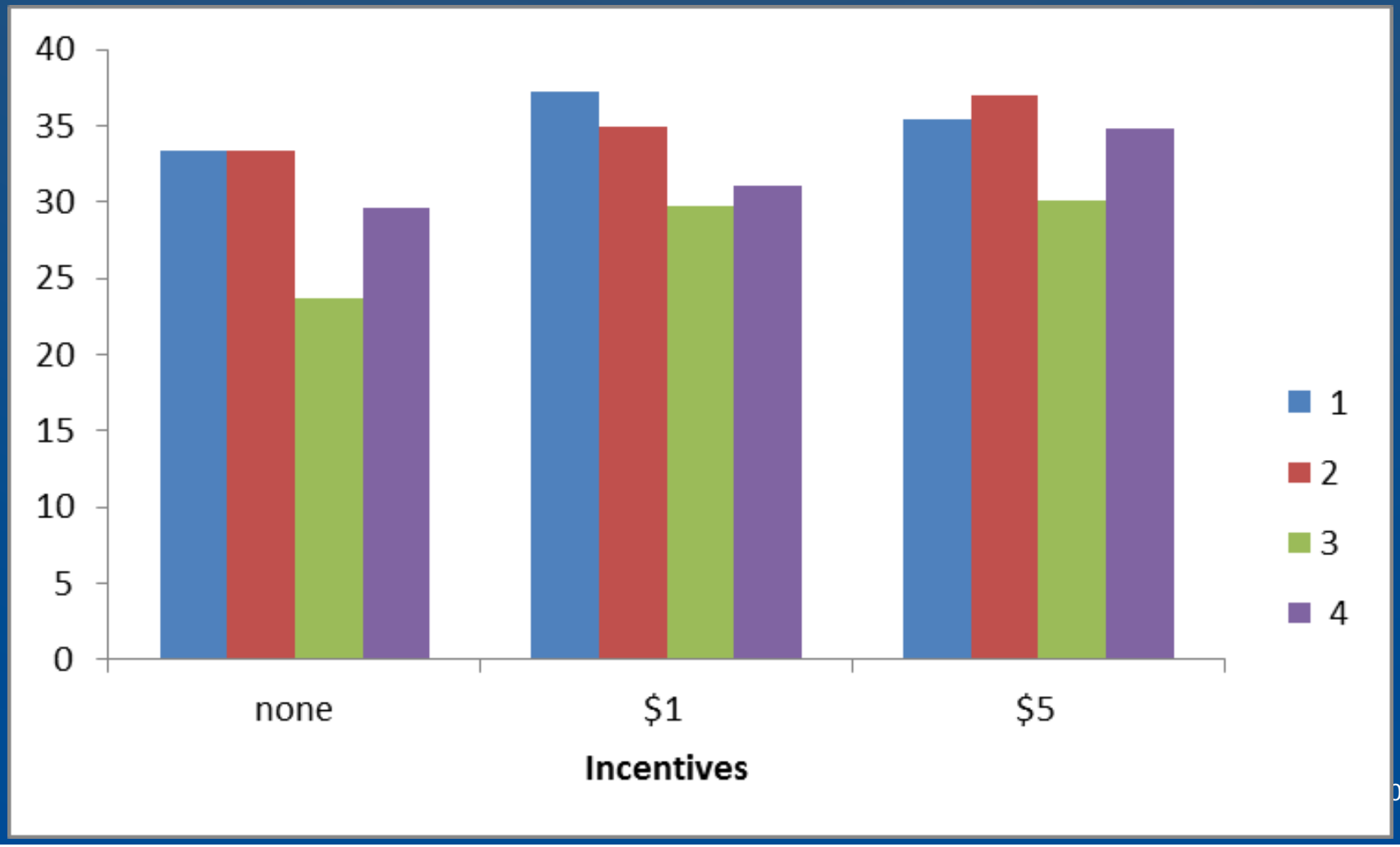
Response Rates by Level of Wealth

(Peru, month 1)



Response Rates by Incentive

(Peru, 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

Next Steps

Mainstreaming this tool

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

With quick data, we can…

Design better interventions for poverty & crisis alleviation

With quick data, we can…

- Improve transparency
- Improve M&E
- Improve interventions in education, health, infrastructure, environment…

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

Partners

GOBIERNO DE ESPAÑA
MINISTERIO DE ECONOMÍA Y HACIENDA
Spanish Fund for Latin America and the Caribbean

INEI INSTITUTO NACIONAL DE ESTADISTICA E INFORMATICA

GALLUP

Brightstar

wau
Your Mobile Business Our Continent

RAPID SOCIAL RESPONSE

TFESSD

World Bank
LAC PREM

Thank You

Contacts:

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