



Collecting social data: adapting to the COVID-19 pandemic

Using IVR and Virtual Focus Group Discussions



Interactive Voice Response (IVR)

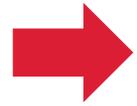
Interactive Voice Response (IVR) allows for engagement in two-way communication with any mobile phone, even the most basic non-smartphone. Such engagements offer a scalable platform to share information and collect rich data through pushing out phone calls.



Tips for running IVR surveys

- ➔ Sending a text message to inform participants ahead of time improves response rates, or chances of answering the phone (IVR)
- ➔ Social media can be used as an alternative to SMS to inform respondents and explain the purpose of the survey before calling
- ➔ IVR surveys can sometimes suffer from low response rates because respondents do not have the opportunity to ask any clarifying questions. When sending out introductory SMS, give potential participants the ability to text or call for clarification. This can be done through a call back service (in Kenya this is *140*mobilenumbers) or through a toll free number
- ➔ Run a duplication on the phone numbers in your sample so that respondents aren't called/SMS'd multiple times – this also reduces costs

Tips for running IVR surveys



Brand your phone number if you can



Does your survey need to be translated?

Every survey must be piloted outside your study sample.

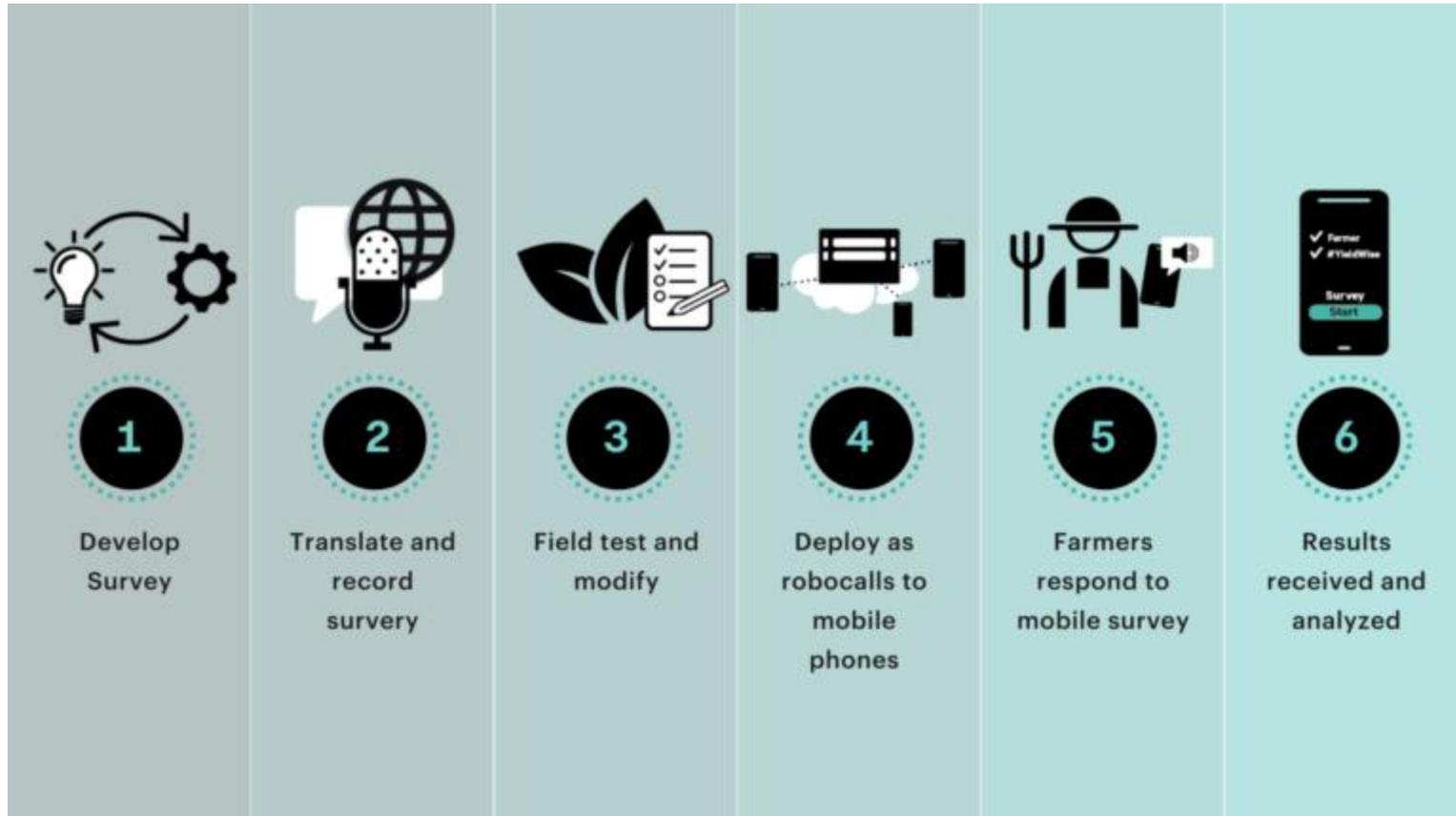


Your pilot should look as close to actual surveying as possible. Ideally, every question that is included in the final survey should be piloted prior to launch. Piloting your survey also allows you to determine whether it elicits the data you need. The findings of the pilot survey should then be used to adapt the survey as necessary. Remember to leave time to make corrections to errors you identified during piloting.



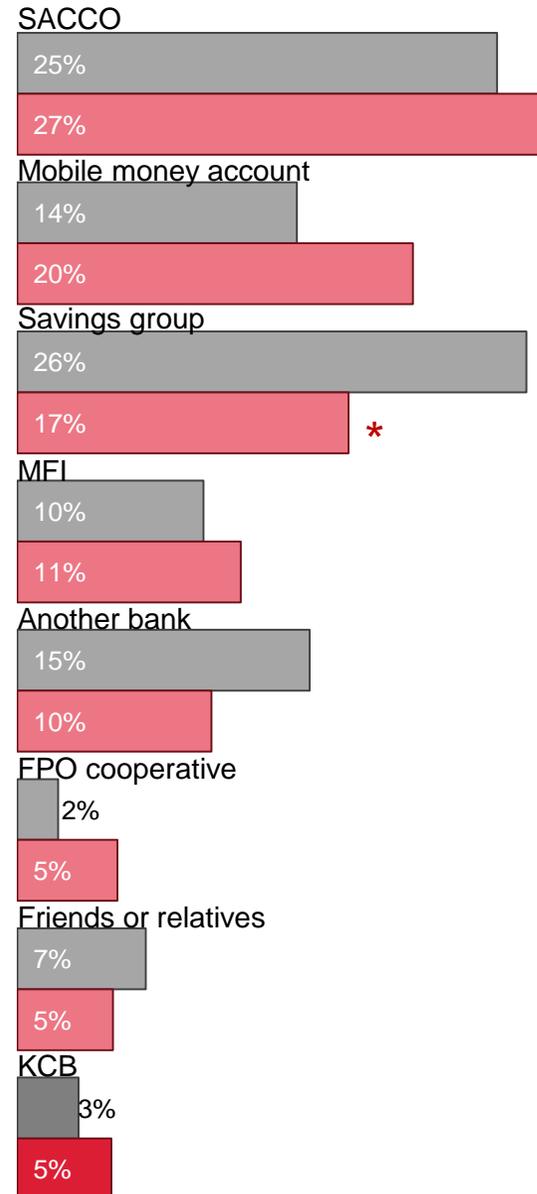
Keep questions short and to the point –20 questions for IVR (Any combination of multiple choice, numeric, and open-ended questions)

A practical example using IVR



A practical example using IVR

SACCOs, followed by mobile money are the primary sources of credit amongst respondents



A practical example using IVR

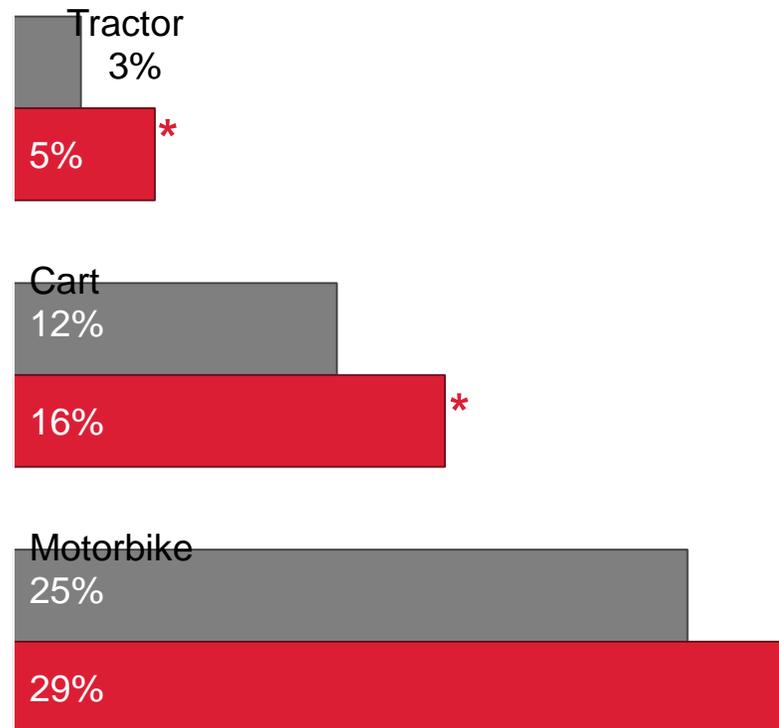
Vaccination practices carried out by farmers by treatment and control farmers

	T	C	Significant (5% level)	Total number of responses (n)
Proportion of farmers vaccinating the cows	63%	50%	Yes	1 199
Proportion of farmers who buy vaccines with cash	90%	98%	Yes	679
Average amount spent on vaccinating each cow	KES 621	KES 585	No	677

A practical example using IVR

Motorbikes are the most common transport assets owned by farmers in both the treatment and control groups.

Proportion of farmers owning a ...



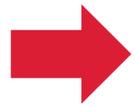
Factors to consider

	Integrated voice response	SMS surveys	Online surveys sent via email	Phone surveys
Requirements for respondents	Access to cell phone	Access to cell phone	Access to smart phone/laptop & to an email address	Access to cell phone
Requirements to send survey	Known/unknown phone numbers	Known/unknown phone numbers	Email address must be known	Known/unknown phone numbers
Length of survey	< 10 questions	< 10 questions	> 10 questions	> 10 questions
Close ended survey questions	✓	✓	✓	✓
Open ended survey questions		✓	✓	
Cost	Medium cost	Low cost	Inexpensive and mass-mail	Low cost
Response rate	Usually receives less responses than IVR/phone surveys	Usually receives more responses than SMS surveys	Low response rates (typically <15% in developed markets)	Usually receives more responses than SMS surveys
Other things to consider	More inclusive of semi-literate and illiterate respondents, but require participants to listen to audio-recorded questions	Participants can answer in almost any situation as they are not required to listen to audio-recorded questions	Potentially less disruptive to customers	Requires high-quality training of survey team

Running virtual FGDs

Factors to consider

Design



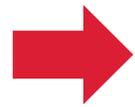
Do participants/program beneficiaries have internet connectivity and hardware?



Does the participant understand and speak the same language as the FGD lead?



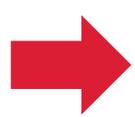
Invite a limited number of participants



Because of the nature of virtual FGDs, limit the topics and questions

Factors to consider

Prep and set-up



Inform participants of how they will be required to connect ahead of the meeting:

[This YouTube Video](#) shows how to join a Zoom meeting should be helpful should one struggle.

Implementation



Switch on your video when making introductions and thanking participants at the end



Assign everyone a number and let them respond to the question in the ordering of their numbers

Available tools



Zoom polling



Zoom breakout rooms

Zoom billing options

	SAVE \$60		
Basic Personal Meeting Free Sign Up, It's Free	Pro Great for Small Teams \$14.99 /mo/host Purchase up to 9 hosts per account Buy Now	Business Small & Med Businesses \$19.99 /mo/host Starting at 10 hosts for \$199.9/mo Buy Now	Enterprise Large Enterprise-Ready \$19.99 /mo/host Starting at 100 hosts for \$1,999/mo Contact Sales
Host up to 100 participants ⓘ	All Basic features +	All Pro features +	All Business features +
Unlimited 1 to 1 meetings	Includes 100 participants Need more participants? ⓘ	Includes 300 participants Need more participants? ⓘ	Enterprise includes 500 participants Enterprise Plus includes 1,000 participants
40 mins limit on group meetings ⓘ	Meeting duration limit is 24 hrs	Dedicated phone support	Unlimited Cloud Storage
Unlimited number of meetings	User management ⓘ	Admin dashboard ⓘ	Dedicated Customer Success Manager
Ticket Support	Admin feature controls ⓘ	Vanity URL ⓘ	Executive Business Reviews ⓘ
+ Video Conferencing Features	Reporting ⓘ	Option for on-premise deployment ⓘ	Bundle discounts on Webinars and Zoom Rooms
+ Web Conferencing Features	Custom Personal Meeting ID	Managed domains ⓘ	
+ Group Collaboration Features	Assign scheduler ⓘ	Single sign-on ⓘ	
+ Security	1GB of MP4 or M4A cloud recording ⓘ	Company branding ⓘ	
	REST API ⓘ	Custom emails ⓘ	
	Skype for Business (Lync) interoperability ⓘ	LTI integration ⓘ	
	+ Optional Add-on Plans	Cloud Recording Transcripts ⓘ	

Zoom polling – Launching a poll

The screenshot displays a Zoom meeting interface. At the top, it shows 'Zoom Participant ID: 30 Meeting ID: 100-878-041'. The main content area is dark with the name 'Alexan' in large white text. A 'Polls' window is open, titled 'Polling 1: 3/19 discussion question #1'. The poll question is '1. Who was the first person to graduate from the University of Washington?'. The options are: John Pike, Clara Antoinette McCarty Wilt, Edmond Meany, and Charles Odegaard. A 'Launch Polling' button is highlighted with a red box. In the bottom toolbar, the 'Polls' icon is circled in red. Other toolbar icons include Join Audio, Start Video, Invite, Manage Participants, Share, Chat, Record, Closed Caption, and More. An 'End Meeting' button is visible in the bottom right corner.

Zoom Participant ID: 30 Meeting ID: 100-878-041

Enter Full Screen

Polling 1: 3/19 discussion question #1 Edit

1. Who was the first person to graduate from the University of Washington?

- John Pike
- Clara Antoinette McCarty Wilt
- Edmond Meany
- Charles Odegaard

Launch Polling

Join Audio Start Video Invite Manage Participants Polls Share Chat Record Closed Caption More End Meeting