



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.

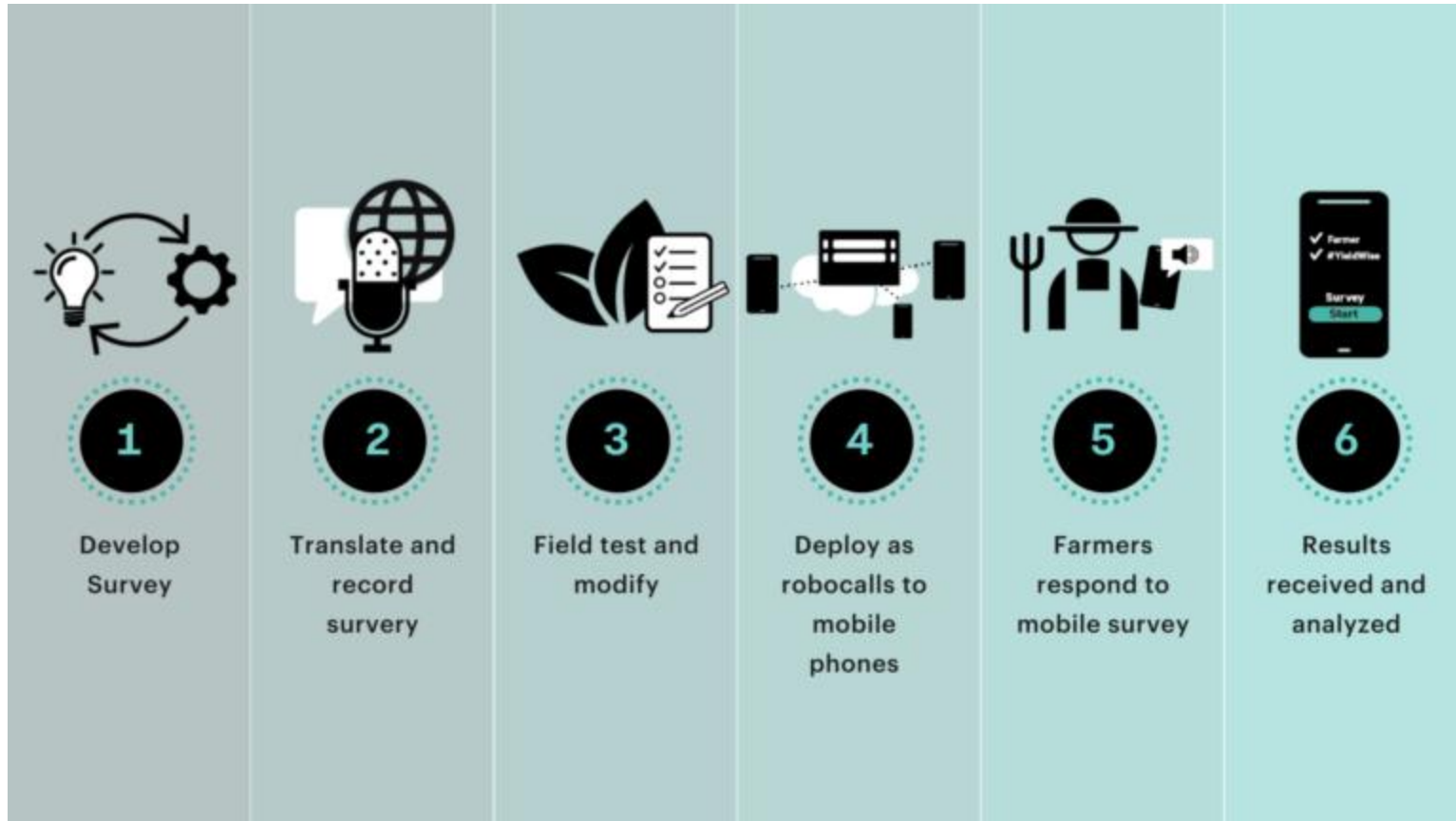


Your pilot should look as close to actual surveying as possible. Ideally, every question that is included in the final survey should be piloted prior to launch. Piloting your survey also allows you to determine whether it elicits the data you need. The findings of the pilot survey should then be used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



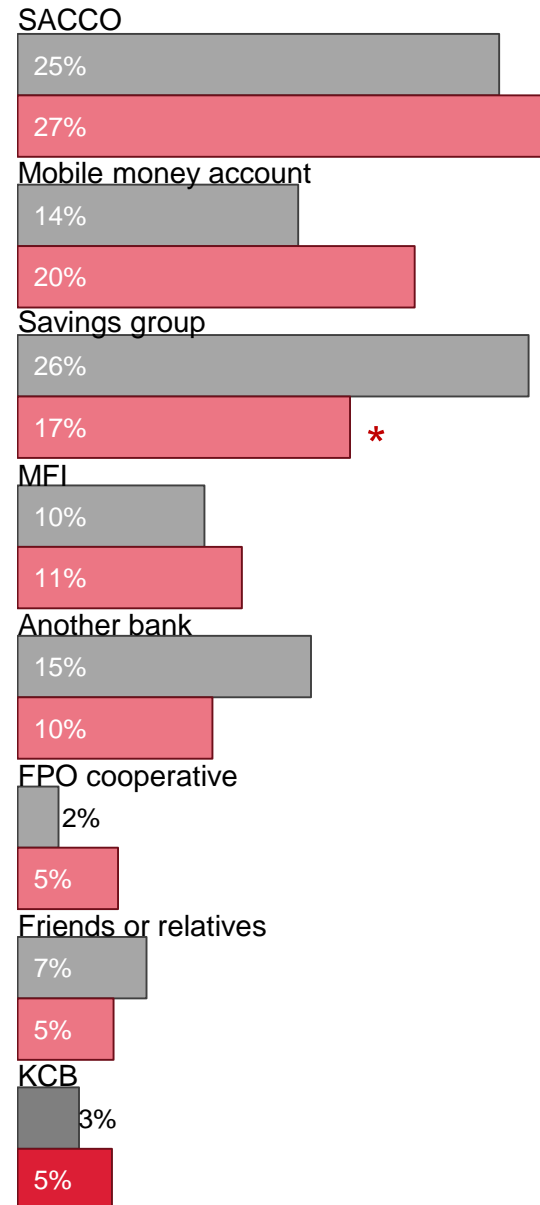
Keep questions short and to the point –20 questions for IVR (Any combination of multiple choice, numeric, and open-ended questions)

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

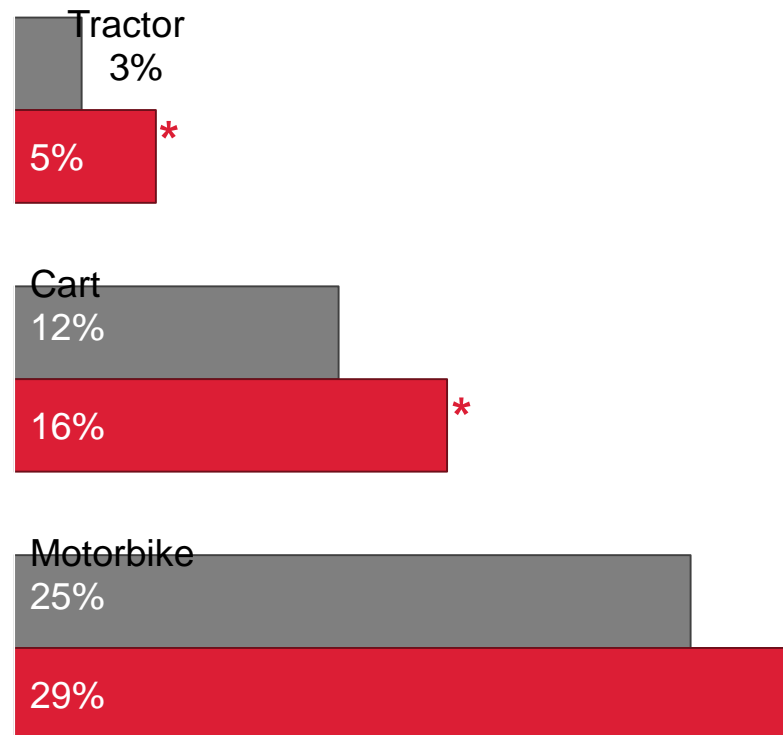
Vaccination practices carried out by farmers by treatment and control farmers

| | 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 ...



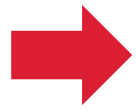
Factors to consider

| | 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

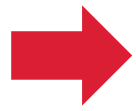
Prep and set-up



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 with a poll launch window open. The background shows a large white text 'Alexan' on a dark background. The poll window is titled 'Polling 1: 3/19 discussion question #1' and contains the following question and options:

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

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

At the bottom of the poll window, a blue button labeled 'Launch Polling' is highlighted with a red rectangle. In the Zoom meeting toolbar at the bottom, the 'Polls' icon (a bar chart) is circled in red.

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

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