Digital data collection

surveys

What digital data collection tools are enabling

Simone Lombardini – Global Impact Evaluation Adviser Oxfam GB
21^{th} February 2017
EFFECTIVENESS REVIEWS

• Conducted within the Global Performance Framework, the Effectiveness Reviews investigate impact of Oxfam’s projects.

• Random sample of ‘mature’ projects across six thematic areas.

• Projects implemented at individual, household or community level are evaluated (mainly) using quasi-experimental impact evaluation tools.

• First set of reviews was conducted in 2011/12. More than 50 quasi-experimental impact evaluations in 30 different countries.

• Strong investment in measurement approaches for ‘hard to measure’ concepts (Women’s Empowerment and Resilience)
In 2015 we moved from paper-based survey data collection (PAPI) to digital survey data collection (CAPI). This enabled to increase:

i. Data quality

ii. Knowledge on questionnaire design

iii. Participation and accountability
ii. INCREASING KNOWLEDGE ON QUESTIONNAIRE DESIGN

Given the repeated nature of data collection fieldworks for the Effectiveness Reviews, and the simplicity enabled by digital data collection tools in creating and implementing small experiments (A/B testing), we begun experimenting and testing:

• questionnaire modules
• consent form designs
TESTING QUESTIONNAIRE DESIGN: TIME MEASUREMENT

- Two questionnaire modules for time use
- Randomly selected by digital device at interview level
- Compared
  - survey duration
  - estimates produced
  - enumerator’s bias
- Findings in a blog post on Real(Geek)
TESTING QUESTIONNAIRE DESIGN: CONSENT FORM

- Explore how different consent form designs shape respondents’ understanding and behaviour during survey
- Data collected in 7 different countries and fieldwork surveys
- Research project conducted in collaboration with Jonathan Lain (World Bank) and Rachel Cassidy (University of Oxford)
- Ongoing data analysis, results soon (hopefully!)
iii. INCREASING PARTICIPATION AND ACCOUNTABILITY

Collecting data with digital devices allows processing instantly basic summary statistics. This can be used to define instantaneous feedback mechanisms during the data collection process.

Allowing to:

1) share preliminary summary statistics relevant at community level;

2) greater engagement with communities, reducing the feeling of extractive information produced by household surveys;

3) Gather additional understanding for interpreting the results from the quantitative household survey.
This is an informal 'space' where Oxfam GB's technical advisors, researchers and programme colleagues can share our current thinking, ideas, questions, learning and experiences with colleagues inside and outside the organisation.

With an in house technical expertise, we undertake impact evaluations, research and grapple with other measurement challenges in support of Oxfam's projects, working with Oxfam's colleagues around the world to support good practice in evidence-generation and use.

We hope to share and explore technical evaluation tools and research questions that we encounter in our everyday work. This blog is intended for anyone who sees research, evaluation and measurement as essential tools for learning about and improving development work.