

# Innovations for Poverty Action

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# Outline

- 1) IPA – introduction
- 2) Our experience with data collection firms
- 3) A note about CAPI (Digital Data Collection)



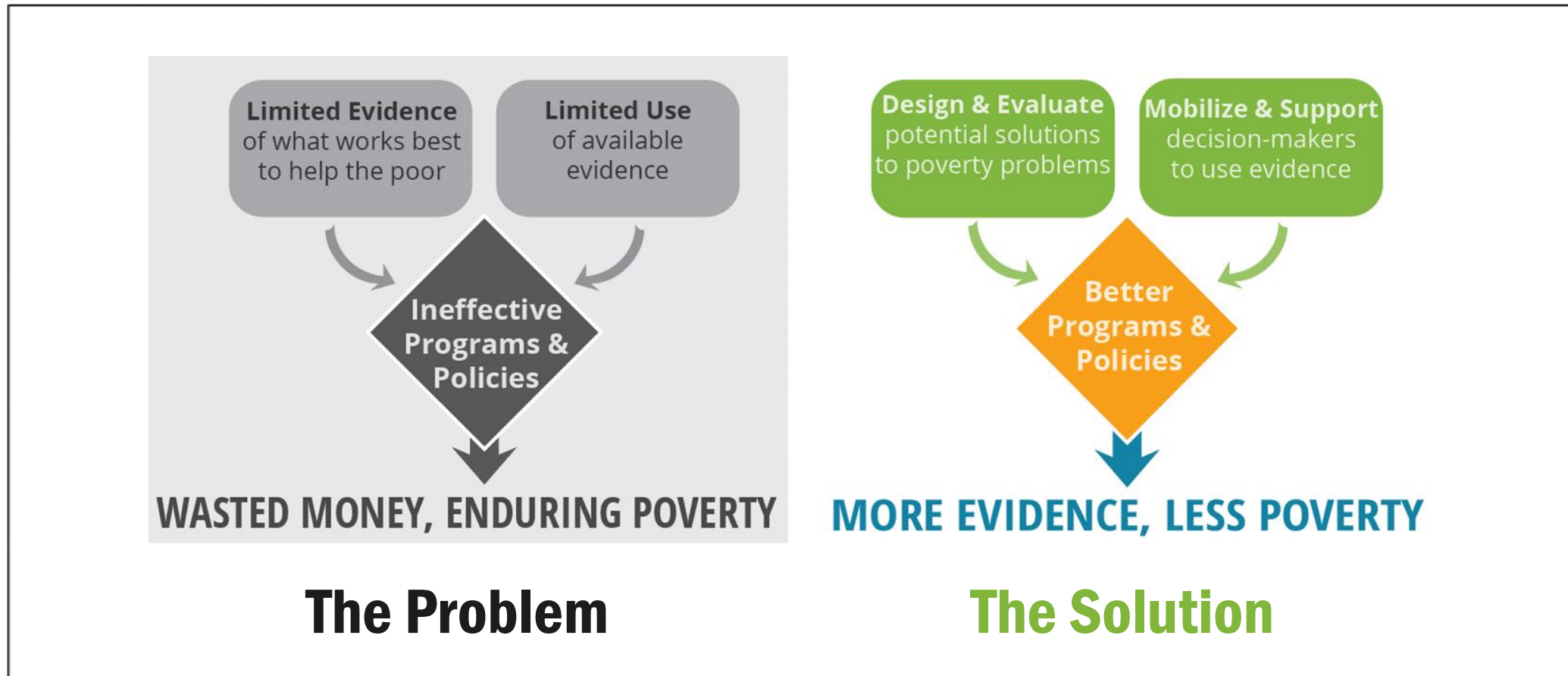
# What IPA Does

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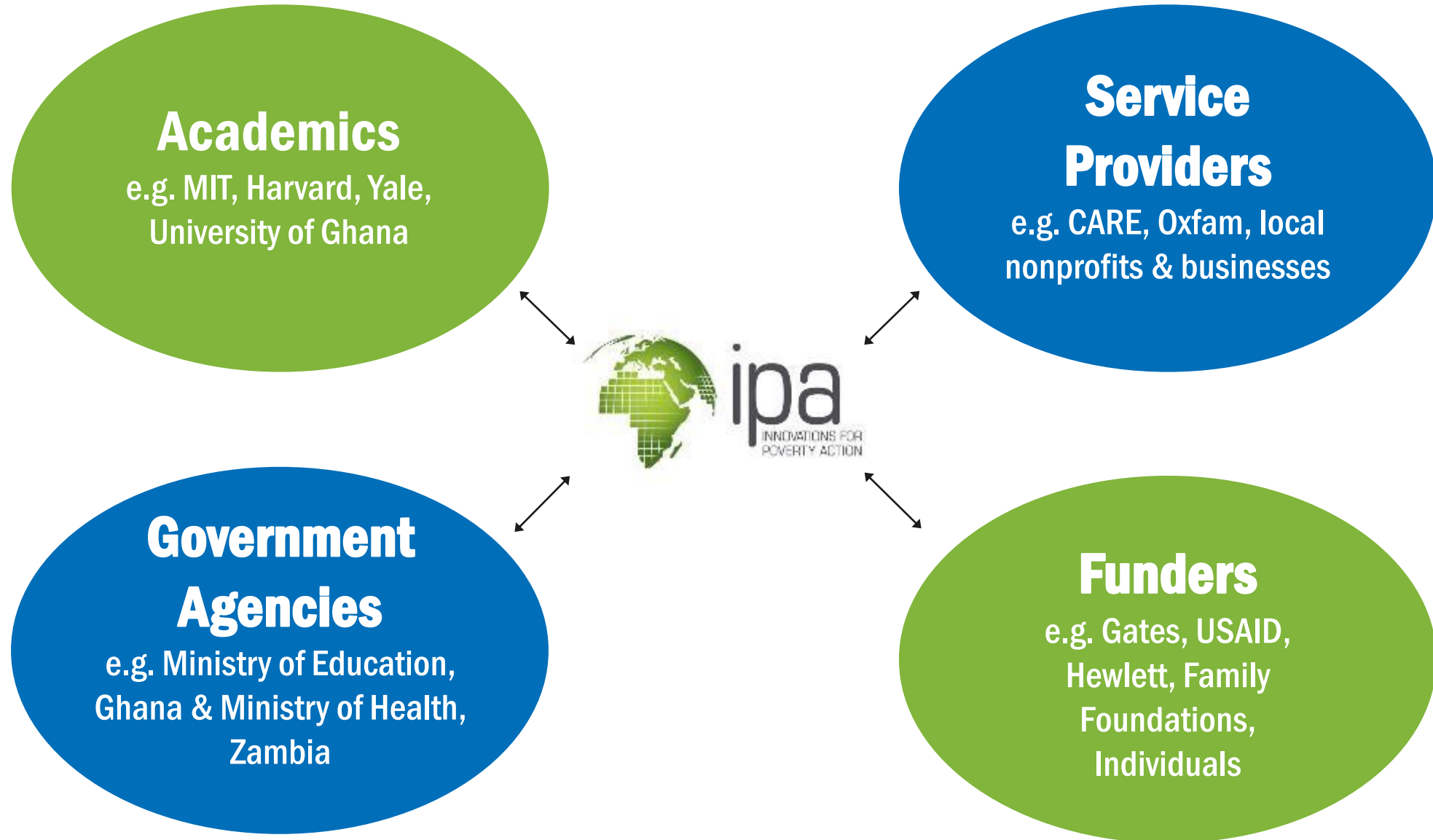


**Innovations for Poverty Action (IPA)** is a research and policy non-profit that discovers and promotes effective solutions to global poverty problems. IPA brings together researchers and decision-makers to:

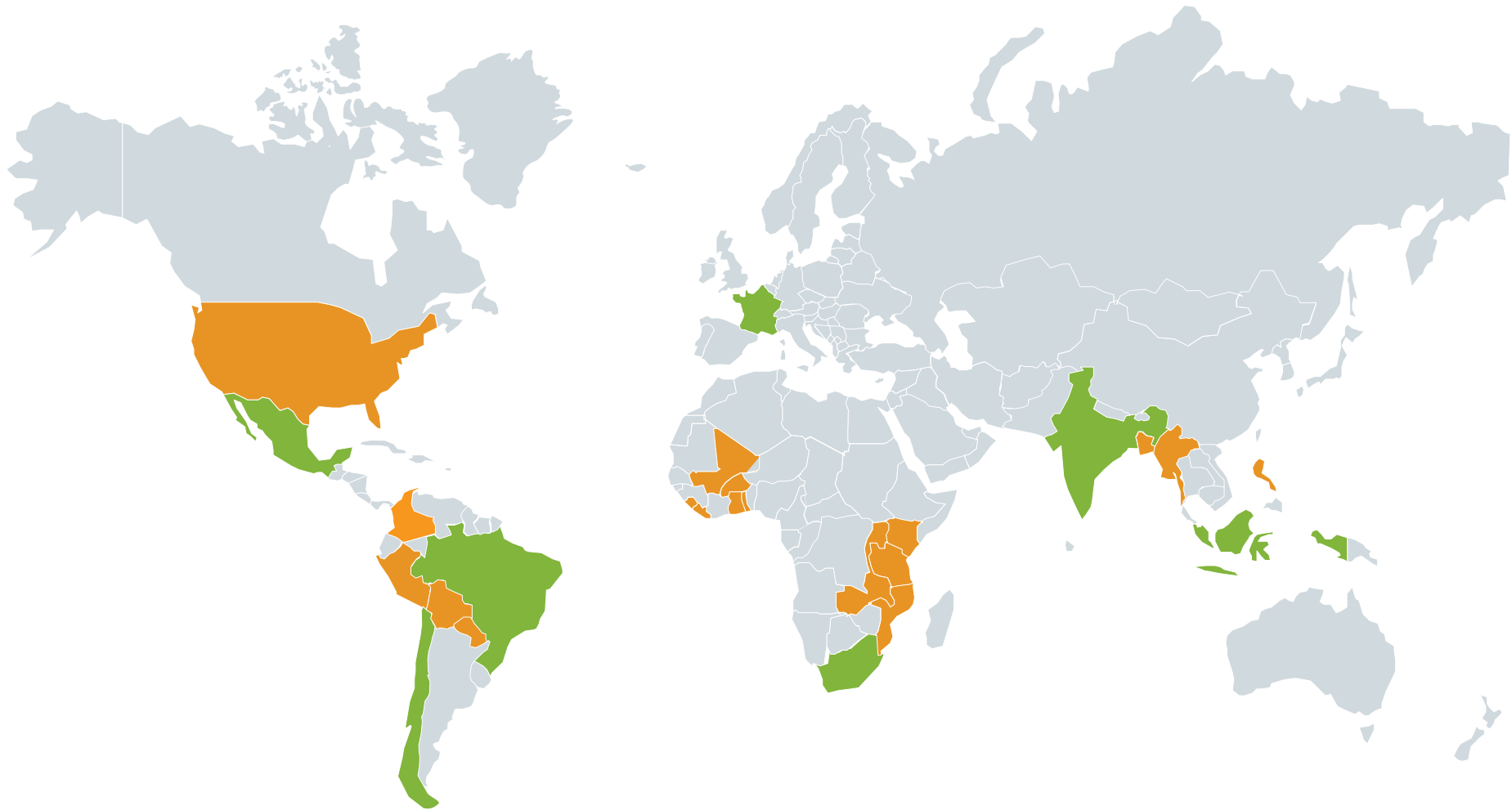
1. Create high quality evidence.
2. Help turn that evidence into better programs and policies for the poor.



# Who do we work with?



# Where do we work?



# Stages of an Evaluation

1. Project development –  
Conceptualizing and Fund raising
2. Executing the experiment
3. Data collection
4. Analysis, paper writing, publishing
5. Policy impact

**Research  
Management**



Before a project starts, IPA obtains all:

# Approvals

- Ethical approval
- Institutional Review Board (IRB)
- Human Subjects Training (from National Institutes of Health (NIH))
- Trial Registry
- Pre-Analysis Plans





After all approvals are locked down, IPA manages all:

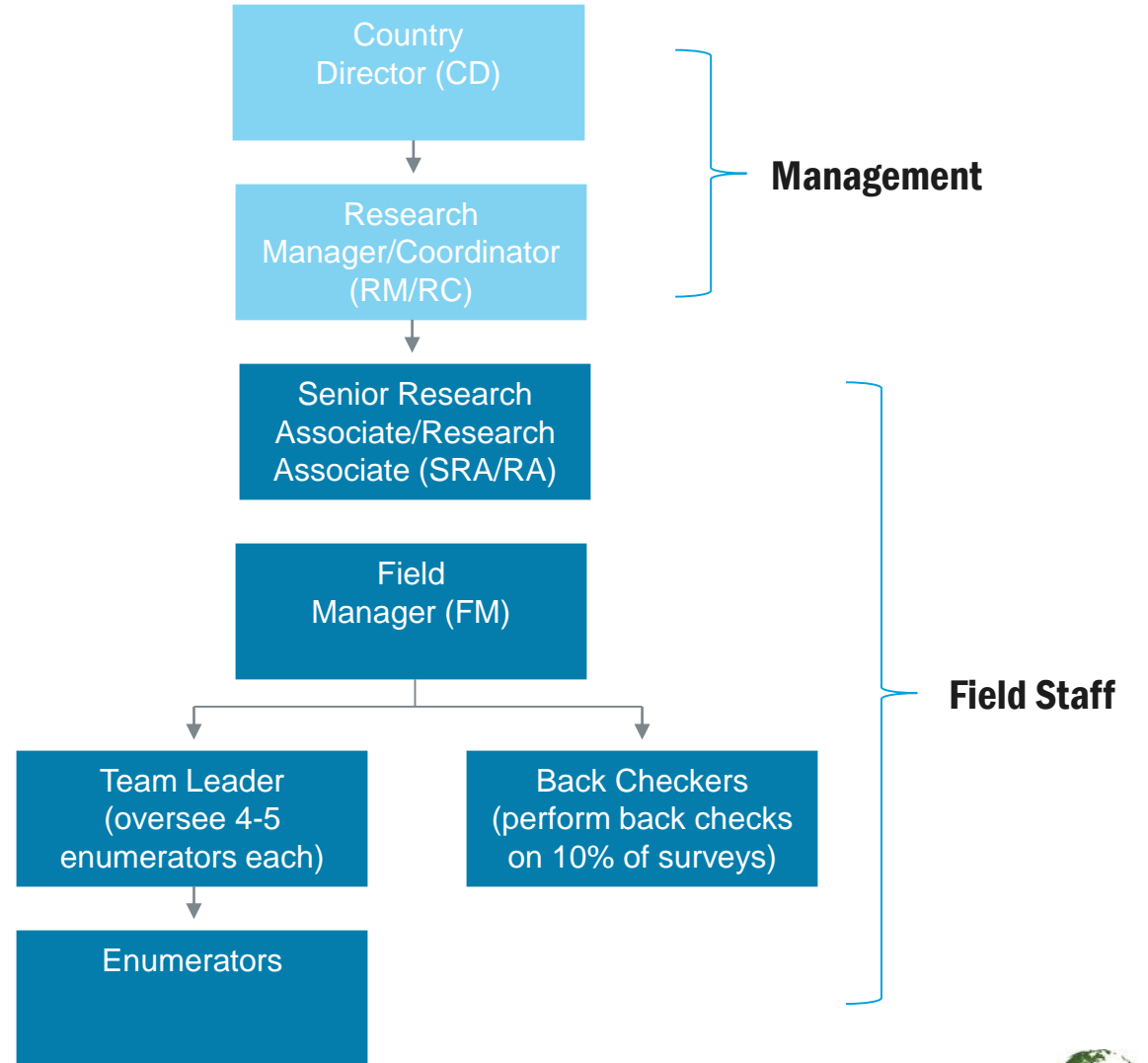
## **Research Logistics**

- **Hiring**
- **Training**
- **Evaluation Design**
- **Monitoring/Quality Assurance (Back-checks, Accompaniments, Data monitoring)**
- **Analysis**



# Hiring

- Can make or break a project
- IPA hires and trains CDs, RMs, RCs, RAs, and FMs
- RAs hire Team Leaders, Back Checkers, and Enumerators
  - IPA maintains a very large database of enumerators we have worked with before



# Data collection firms

What do we want to know about the product?

- 1) Do we care about the story behind the product?
- 2) Do we have means/indicators to assess the quality of the product?
- 3) Can you do that assessment in real time before the entire production is complete?



# Data Collection firms - culture

- 1) Surveyors - Their perception of a firm conveys a lot
- 2) Remember the sales team is not the survey team. Fancy offices do not account for much
- 3) Market research and academic research have different standards for the final product. It is not clear that data collection firms think of them as different (likely not, unless they worked extensively with someone else before)
- 4) If we expect to be in touch with the data collection firm – only at the start and the end of the contract – you should be prepared to accept their usual product – the quality of which is unknown



# Working with data collection firms

- 1) New IPA offices or isolated projects almost always work alongside a data collection firm. The modus operandi is to oversee the firm's data collection (variable amount of involvement).
- 2) Frictions are minimized with open and upfront conversations about expectations – during the ToR and contract phase.
- 3) Unlearning can sometimes be very difficult



# CAPI (Digital data collection)

- **CAPI: IPA uses digital tablets to collect almost all data. This enables us to conduct large-scale surveys characterized by:**
  - quick turnaround times
  - the elimination of data entry errors
  - automated data security.
- **After a questionnaire is finalized, we program the questionnaire into the digital platform equipped with ODK/SurveyCTO.**
- **A central Research Methods and Knowledge Management team provides resources and technical support to our field staff throughout the programming, testing, data collection, and analysis processes.**





**Questions?**

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# Why IPA?

- **Vertical Integration**
- **Extensive experience managing, collecting, analyzing data:**
  - almost 300 evaluations completed, with another 250 in the works
- **Stringent ethical and academic standards**
- **Expert staff who are familiar with IPA methods/context, without extensive cost**
  - IPA salary ranges are centred around the 25th percentile of the market for similar organizations internationally, but organization attracts top talent (MIT, Yale, etc.)
- **Researchers motivated by publications, rather than profit**
- **Customizable experience based on project needs**
- **Evaluation development, analysis, and results dissemination support**
- **Established, permanent presence in offices across the world**
- **Established relationships with local governments, NGOs, private sector actors**
- **Partnership with sister organization, J-PAL**

