SMS Girl Impact Evaluation

Data Collection and Data Quality Monitoring

March 17th, 2021

1. Data Collection

The baseline survey activity was coordinated by a team of researchers based in Washington DC, while a research firm (RCons) in Lahore, Punjab was contracted to implement the survey. The coordinators of the survey firm had previously been involved in the SABER Service Delivery (SD) survey and were familiar with the details of the survey and had also worked in close coordination with the School Education Department Punjab. The survey firm developed the software for data collection and carried out the enumerator trainings.

RCons (Lahore) carried out the baseline survey activity from 21st August 2020 to 27th October 2020. Data was collected in phases and the second round of the baseline data collection was delayed due to operational issues. The phone-based survey data were collected from a total of 5,898 families, including 5,362 girls' families and 536 boys' families. The data was collected across six districts in Punjab, including Attock, Faisalabad, Lahore, Muzaffargarh, Rahimyar, and Sargodha. A team composed of 30 enumerators, 5 quality checkers, and 3 supervisors, collected the phone-based data at 2 calling stations. One team worked exclusively from Faisalabad, and the other team was deployed to Bahawalpur.

Data were collected electronically using a custom-made survey software on android tablets, enabling RCons and the World Bank team to monitor data on a rolling basis. Multiple teams within the World Bank who have worked or are working on Computer-Assisted Telephone Interviewing (CATI) were consulted to develop the baseline survey tool. The questionnaire focused on re-enrolment decisions, child roster, time use of children in the house, parental knowledge about distance learning programs, and other programs that support re-enrollment, household ownership of assets, parental expectations, shocks experienced during COVID, and text literacy of the primary respondent.

2. Monitoring Data Quality

A field-coordinator was also contracted by the World Bank team in Lahore to act as a liaison between the survey firm and the research team. The field-coordinator was part of enumerator trainings, provided guidance in translation of the survey instruments, and ironed out any issues during the pilot and data collection.

A pilot was conducted from 12th August 2020 to 13th August 2020 before data collection to ensure there were no technical problems with the survey questions or the software. Pilot data were collected from 1,307 respondents. The start- and end-time of each phone survey was automatically recorded by the tablet. During data collection, the World Bank team regularly provided feedback to the survey firm on data quality issues.

3. Survey Modules

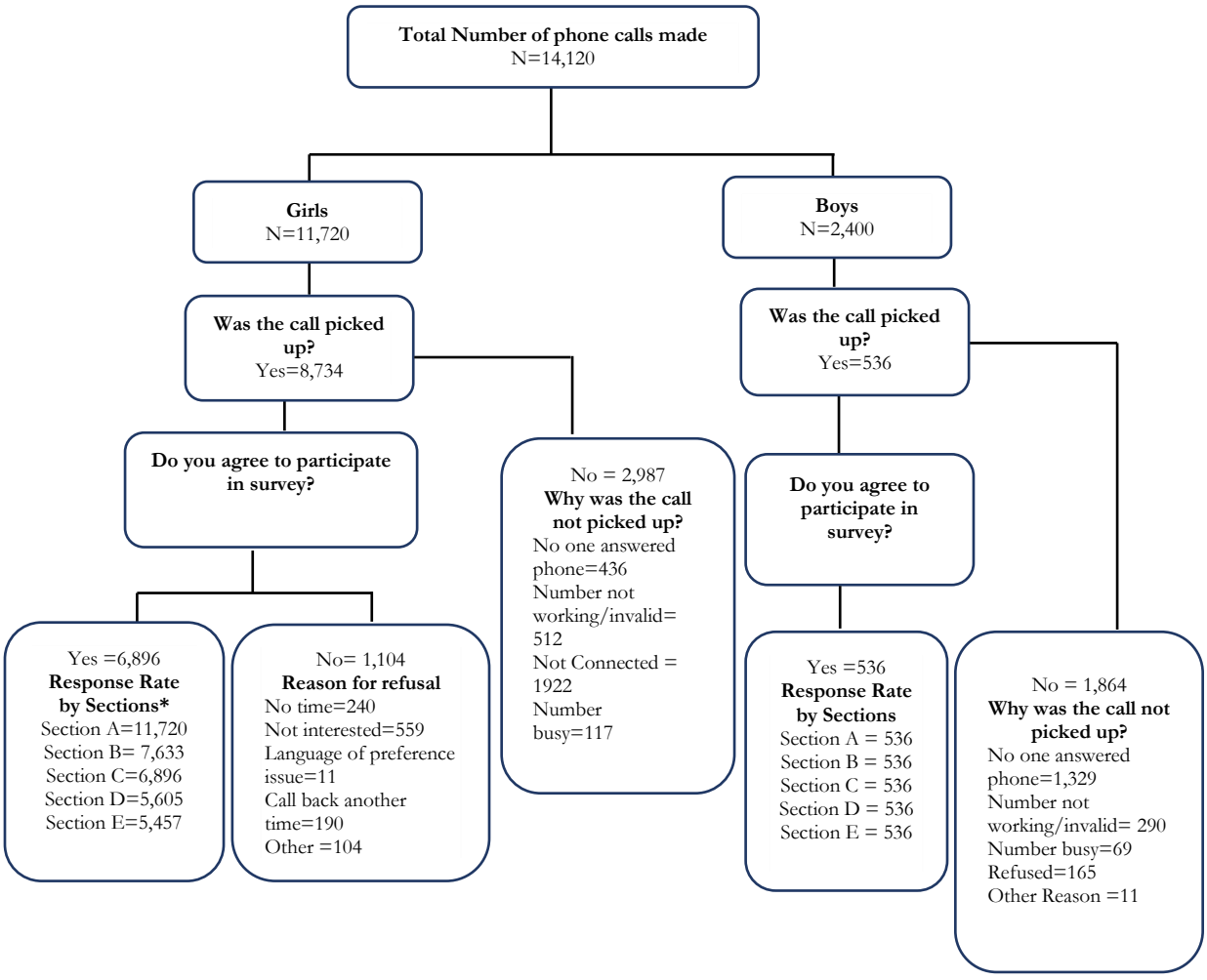
The baseline survey is divided into 5 sections. Section A focuses on questions about phone call pickups, refusals, and respondents' consent to participate in the survey. Section B includes questions

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on re-enrollment decisions, concerns about school-reopening, and knowledge and uptake of distance learning programs. Section C includes a roster of all children below the age of 18 in the household. Section D focuses on other programs that support re-enrollment, private tutors, parental expectations for the highest grade their child will complete, and shocks experienced during COVID. Section E focuses on ownership of assets by the household and whether the primary respondent can read a text message delivered to their phone

4. Response Rate

Figure 2: Response Rate



* Captures the maximum number of responses to any question in the section. Respondents may have dropped off call due to technical reasons or intentionally.

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