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Case Study: Implementing Interventions Using Video Calls

Many projects collecting data had to move to remote survey modes due to COVID-19 health risks for staff and participants. This may make it impossible to exercise control over the data collection environment, which is particularly important to ensure that behavioral studies can accurately estimate the effect of the intervention. Video conference software is a promising alternative to face-to-face surveys in some contexts where the study population has access to computers, tablets, or smartphones.

IPA Colombia trialed protocols to conduct studies using video call software and self-

administered forms. Successful practices include confirming computer operation and connectivity before launching and using breakout rooms and recorded explanations. These recommendations can be applied to any type of video interviewing.

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