



Collecting High Frequency Panel Data in Africa Using Mobile Phone and Computer Assisted Personal Interviews Study

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The first phase of a mobile phone panel survey is to conduct a traditional field-based baseline survey. This paper outlines the preparations that must be done before carrying out fieldwork of the baseline survey, and then discusses the preparations needed for setting up a call center to conduct the mobile phone interviews. The paper is relevant for both those who will internally implement each step of a mobile phone panel survey (as it provides guidelines on this) and those who are interested in outsourcing the baseline survey (as it provides guidelines to monitoring the quality of the baseline survey). The paper argues that the baseline survey is the foundation upon which the mobile phone panel survey is built. The baseline survey must therefore be conducted with the utmost care and attention. We lay out several reasons why the success or failure of a mobile phone survey is heavily dependent on the successful implementation of the baseline survey. The paper then describes the decisions and steps to be taken in setting up a call center for a mobile phone panel survey, discussing advantages of preparing for the baseline.