

## **Adapting Blaise and SurveyTrak for the developing world: Case study in Ghana**

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This paper will describe survey and monitoring solutions developed to conduct in-person interviews for large scale community and household panel surveys in Ghana. Survey technologies that have long been used by organizations in the United States and Europe to enhance data quality were successfully adapted to address challenges introduced by a new context and environment. These innovations included a highly flexible parallel block instrument design to allow the collection of household, individual, agricultural, and business level data in an integrated fashion, as well as a case management and data transmission system that allowed researchers rapid access to a rich array of paradata. Project managers were able to make use of timestamps, keystroke data, GPS data, and respondent contact records to track interviewer performance and movement, and map local infrastructure for analyses. Adaptations were also made to address the frequent lack of phone and internet connectivity that is common in rural areas of developing countries. This paper will discuss the challenges introduced by adapting old tools to a new environment, lessons learned while finding solutions to these challenges, and how these solutions enabled a more effective and efficient data collection process.