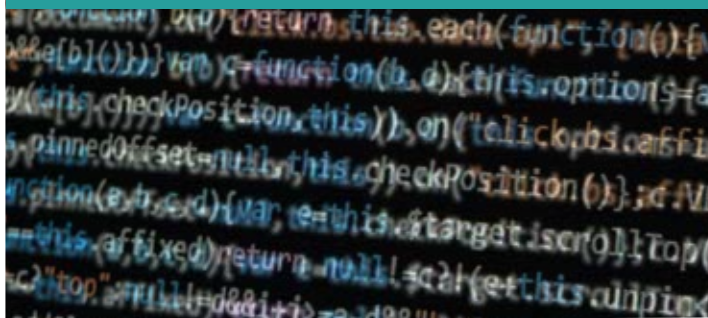


# VALIDATA IN ACTION

## HIGHLIGHTS FROM THE FIELD: USING VALIDATA FOR THE BASELINE STUDY OF ACTIONAID'S POWER PROJECT



International Solutions Group recently utilized Validata to administer a survey as part of the baseline study for ActionAid's Promoting Opportunities for Women Empowerment and Rights (POWER) Project in Bangladesh, Ghana, and Rwanda. The POWER Project's goal is to improve women's livelihoods by reducing and redistributing their unpaid care work burden. Reducing unpaid care work will free up time that women may use to learn and practice climate resilient sustainable agriculture (CRSA). CRSA is a practice that ActionAid has developed to increase poor peoples' incomes and food security, while addressing new climate challenges. A key premise of the project is that women will only have the time to bring CRSA into practice if the burden of unpaid care work is recognized, reduced, and/or redistributed; and they have the means to insist on and enforce their own civil rights.

The purpose of the baseline study was to collect, analyze, and report information related to unpaid care work and the introduction of CRSA techniques into the work practices of rural women in Bangladesh, Ghana, and Rwanda. The data collection effort focused on women's and men's attitudes, knowledge, and behaviors related to women's empowerment; women's and men's access to assets; women's unpaid care work burden; and agricultural practices in general.

As part of the data collection, ISG conducted the survey electronically using Validata installed on handheld tablet computers. Validata increased the efficiency of and quality of data collected through this complex and nuanced survey by ensuring that surveyors were correctly asking questions and accurately entering data, reducing the time required to complete each survey, and cleaning data in real-time.



### Highlight 1

Validata captures GPS data for each survey. This allowed survey managers to verify the location of each interview.



### Highlight 2

In one country, several surveyors were inputting incorrect IDs into the household field. Mismatched IDs could have ruined data collection because the survey relied on matching the responses of men and women who live in the same household. Validata flagged this error and the survey manager worked with the surveyors to quickly solve this issue. If this error had not been caught, it would have had major implications during data analysis as the IDs of male and female respondents in the same households would not have been matched.



### Highlight 3

In one country, Validata flagged one surveyor who its analysis identified as asking questions differently from other surveyors. Flagging the surveyor early in the process allowed the survey manager to retrain the surveyor while data collection was still in process, ensuring that the remainder of the data was collected correctly. After the training, Validata's results showed that the surveyor asked questions the same way as the other surveyors on the study.



### Highlight 4

In most cases, surveyors spent sufficient time on each survey. However, in one survey country, Validata was able to pinpoint surveyors who were not diligent enough through metadata which measured how long each surveyor spent on each survey (i.e. some surveys were conducted in five or seven minutes versus the average of 28 minutes). After the survey manager approached these surveyors and discussed how to better administer the survey, the surveyors positively shifted their approach so that they were correctly administering each survey question.



### Highlight 5

After completion of the survey, Validata delivered a dataset, in multiple formats, ready for analysis and that required little to no data cleaning.