mVAM DECISION TREE (1)
Can you set up an mVAM project?

START

Do you need frequent data collection (monthly/quarterly)?

YES
NO

Do you need real time information?

YES
NO

Are there physical barriers or safety reasons that prevent face-to-face surveys?

YES
NO

How did you reply to these three questions?

AT LEAST ONE

YES
NO

Information needs: how complex is the data you want to collect?

Simple indicators, short questionnaire (rCSI, prices, community level information through key informants, yes/no questions, less than 10 questions).

Middling complexity indicators (FCS, M&E easy process indicators, short multiple choices, less than 20 questions).

Complex indicators/long questionnaire (income expenditures, FCS-N, questions that require enumerators’ observation/assistance in person, more than 20 questions).

How is the phone network connectivity like in the location you want to collect data?

Very good, no issues.

Not always good, some issues

There is no network connection

Please note that it might take longer to reach your target

What is the phone ownership like among the population in the areas of interest?

Very good, no issues.

Ok—good in urban areas, lower in rural areas / among some population sub-groups (e.g. women/elderly)

Low, under 50%?

Are you in any case ready to accept some sort of bias in your data (gender, age, income)? Note that the mVAM team actively works to understand and minimize bias in mVAM data and guidance is available.

YES
NO

What is the target of your surveys/nature of the data you want to collect?

Key informants—community level information

Households / HHs—level information

Are you ready to devote some funding / time / staff to set up and follow the project?

YES
NO

You can set-up an mVAM system!

Please go through the next two decisions trees to find out which are the best modes for your needs.

You can try mVAM but be ready to accept bias in your results.

If you are not ready to accept any kind of bias in your data, using mVAM is not recommended.

Setting up an mVAM system requires the CO to devote some resources to it. RB and HQ can provide support in the initial set-up stages but if you are not ready to follow the project, mVAM is not recommended.

You don’t need mVAM

You can try mVAM but, if you are collecting HHs data, be ready to design your sample well and accept bias in results.

It is not recommended to collect this information through mVAM

You can’t use mVAM: collecting data via mobile phones requires a mobile network connection.