MP4D

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* Mobile phone based information systems for development.
* **Partnership** between a **large international non-governmental organisation**, its **partner organisations** and an **Australian University (AusUni)**.
* **Research project**, proposed to **run from 2016-2017.**

* **Current, accurate, and trustworthy interactive information** (primarily via mobile tech) for **women** in **agriculture** in rural areas.
* Enable them to act to improve their well-being and livelihoods in one of the **poorest** and **ecologically** fragile parts of the world.
* **High** mobile **phone ownership**, an good **3G network access** available.

* Project intends to innovate **development** of **mobile apps** and other **rural-relevant networked tech**.

**Project Aims**

* Develop and implement an **inexpensive mobile phone information system** and responsive **community** '**hub**' and **skills base** for **two communities** in rural areas.
* Provide **timely and accurate** agricultural (**crops, husbandry, water), weather, ecological, market** and other information as **identified by the community**, in **conjunction** with agricultural and other **experts**.
* Develop an interactive **communications system** that will permit a fast call / response cycle and the investigation of problems and responses and will allow the development of a **database and FAQ of community relevant knowledge** to be developed for **further roll-out by NGOs**.
* **Develop phone apps** and engage villagers in **mass observation of agricultural data** will permit innovation in **information and knowledge transfer**, as well as the **development of skills**.

**Project Design**

* Working with **selected participants** in **two villages**.
* **Baseline** data of **demographics, livelihoods, economic conditions, access to information services and use of technology** will be **collected in both villages before the project starts**.
* **Same data will be collected** in **two other comparable villages** which are **not taking part in the project** to act as a **control group**.

**Data Collection**

* Data collected from 5 identifiable groups.

**Group 1**

* Approx. **200 mobile phone users** in **each village** (sing-women households, married, different occupations, very poor, poor, affluent, etc.).
* **Group meetings** involving **university researchers, NGO staff, villagers**.
  + Role of the phone information in farmers' lives, types of interactions and so on will be recorded.
  + Photos or videos.
  + Villager consent required.
* **Other meetings and training** about the project involving **NGO staff and villagers** (group work).
  + Paper, photo, video.
  + **Translated** and **conveyed** to research team.

**Group 2**

* Non mobile phone users in the range of 15-20 **per village**.
* Group meetings to discuss and map current methods of obtaining agricultural information.

**Groups 3 & 4**

* Base line data gathering (demographic, economic, use of tech info) from all four villages at start of project using stratified sampling.
* End of project survey on the same instrument.
* Baseline survey
  + Standard form collected via NGO staff in local language.
  + Recorded and coded in English.

**Group 5**

* Key informants
  + Village leaders, local government and NGO staff, knowledgeable individuals in the districts.

**Additional Data Collection**

* **Observational diaries** and **audio memos** of how and what purpose people are using their phones, based on regular discussions with villagers -- From NGO staff.
* Various forms of **cell phone related data**
  + **Aggregated** data from mobile phone interaction (number of messages sent out, calls answered, time data, voice and photo data) into **media outreach company**'s **secure database system**.
  + **No** calls or **personal usage data** will be **collected**.
  + Text and voice messages sent (time, content etc), and usage frequency data by villagers (e.g. time of day) will be collected ???
  + **Text and voice messages** received into the database system will be collected.
  + **Uploaded data from apps** (e.g. photos of animals or insects) will be collected.

* **Interviews** will be **transcribed**, and al**l data translated into English** for analysis.
* **IP** and **copyright** in the **collected data** and all **research outputs** will be **owned jointly** by **AusUni** and the **NGO**.

**Privacy and Confidentiality / Ethics**

* No data which can be used to identify individuals will be made publicly available or included in any of the research outputs of this project.
* All data made available for re-use will be made available in de-identified only.

* Ethics statement and consent form, villagers will be informed that participation in the project includes the collection of their SMS and voice responses to messages as their call backs.
* Mobile phone numbers will be stripped from the information provided to researchers in aggregated form.
* Types of data that cannot be made available without the permission of the participants include photos and videos of community activity.

**Data Storage and Security**

* The originals/raw data of baseline survey data and other paper-based materials will be secured stored at the offices of the NGO at least until the conclusion of the project in 2017.