

CASE STUDY

FIELD EMPIRICS, RESEARCH VERTICAL

CSBC is conducting an experimental research study in Odisha to understand how compliance to COVID-19 protective behaviours (specifically mask-wearing & handwashing) are influenced by different types of message scripts using behavioural principles. The Centre is looking at testing two messages

- Fear based messaging - highlighting risks of non-compliance (increased infection, risks to family members)
- Altruistic messaging - highlighting the importance of the role we all need to play to support each other in the fight against Corona

The audio scripts for both have been developed and are ready to test and the Centre has partnered with the state to get access to the contact details of all electoral voters in 3 districts.

Your assignment is to outline the study design to use to understand which of the two messages the Centre should recommend for scale up to the State Government of Odisha.

Provide a short note, outlining the experiment design, highlighting the following ;

- What is the experiment methodology you would use and why ?
- Who would your sample be for the study and why ? How would you execute the design ? (in brief)
- What are the specific outcome variables you would use to assess the effectiveness of the two messages? Can limit to the top 3-5 most important variables
- How would you measure these variables?
- What are some of the challenges you predict in the study design/execution and how would you address them? (in brief)