Using ICT and Social Media to Accelerate Survey Methods

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GFEMS OVERVIEW

PREVALENCE ESTIMATION

USING TECHNOLOGY IN THE FIGHT AGAINST SLAVERY
Challenges in the anti-slavery field

Implementers
- LIMITED FUNDING
- SHORT TIMELINES TO DELIVER RESULTS
- EXCESSIVE EXPECTATIONS
- MISSION CREEP
- LIMITED RESEARCH BUDGET

Donors
- UNCLEAR ROI
- WANT TO SEE FAST RESULTS
- SUSTAINABILITY
- COMPETING THEORIES OF WHAT WORKS
- LIMITED DATA & EVIDENCE
GFEMS key activities to address challenges faced by implementers and donors

INCREASE RESOURCES
Ensure implementers have what they need to carry out and document their work effectively.

ENSURE ROBUST ASSESSMENT OF IMPACT
Understand what is effective to reduce prevalence and identify drivers of trafficking.

FUND TRANSFORMATIVE PROGRAMS
Coordinate individual grants into sector-wide programs to provide a holistic anti-trafficking response.

ENGAGE THE PRIVATE SECTOR
Chart a pathway to sustainability through private sector investment in key activities.

ENGAGE GOVERNMENTS
Align with national priorities to secure government buy-in for strategies that are co-owned and co-funded.
GFEMS coordinates across three strategic activity streams

**Impact**
Measurable, sustainable reduction in prevalence of modern slavery

**Strategic Streams for Funding**
(simultaneous coordination across all 3 areas is key)

I. Effective Rule of Law
Cost of slavery raised by ending impunity (via effective criminalization & judicial punishment) for all forms of trafficking and slavery

II. Business Investment
Private sector creates value by eliminating forced labor from supply chains and investing in market-based solutions

III. Sustained Freedom
Survivor freedom is sustained through recovery, reintegration, and economic opportunity

**Framework for Action**

1. Increasing Resources
Scale funding and global commitment commensurate with size of the challenge

2. Engaging Governments
Facilitate host government ownership of anti-slavery strategies and co-funded budgeted action plans

3. Engaging the Private Sector
Identify and promote creation of market-based solutions

4. Funding Transformative Programs
Fund efforts with potential for clear and substantial impact on prevalence

5. Ensuring Robust Assessment of Impact
Develop and deploy cost effective measurement of community and industry prevalence reduction and ROI

**Engaging Civil Society**
Collaborate with civil society to ensure effective design and implementation of interventions to end modern slavery

To ensure sustainability, activities should have a pathway to be co-owned and co-funded through government and private sector engagement
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GFEMS has made significant progress on prevalence estimation

Established clear and ambitious strategic objective to produce statistically robust prevalence estimates at a significant reduction of status quo time/cost required

Interviewed 70+ experts and identified 4 high-potential methodologies:
- Network Scale-Up Method (NSUM)
- Longitudinal Migration Tracking (LMT)
- Mobile / Web Respondent driven sampling
- Predictive modelling / triangulation methods

A commitment to tech innovation allows us to collect data on large scale sample sizes rapidly and at low cost
## Prevalence Estimation Studies

### Methods

- **Network Scale Up Method (NSUM)**
- **Longitudinal Migration Tracking (LMT)**
- **Tech-Enabled Respondent Driven Sampling (RDS)**
- **Predictive Modeling**

### Studies Underway

**Leveraging technology for rapid data collection**

<table>
<thead>
<tr>
<th>Country</th>
<th>Focus</th>
<th>Details</th>
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<tbody>
<tr>
<td>Vietnam Apparel</td>
<td>NSUM to understand scale of forced labor and child work in Tier 2/3 suppliers. Local Partner: NEU &amp; NUS.</td>
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<tr>
<td>India LMT</td>
<td>Tracking 100,000 migrant laborers via call centers and IVR.</td>
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<td>Philippines OFWs</td>
<td>Redesigning LMT for a social media platform Emphasis on domestic workers.</td>
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<td>Maharashtra, India - CSEC</td>
<td>NSUM to understand scale of buyers who engage in CSEC.</td>
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<tr>
<td>Vietnamese Migration</td>
<td>NSUM within Vietnam to understand the experiences of migrant laborers in high volume corridors</td>
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<tr>
<td>Northern Vietnam</td>
<td>NSUM with ethnic minority group (Hmong) via social media + HH surveys.</td>
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Measuring prevalence: Testing NSUM vs RDS

1) Network Scale Up Method (NSUM)

- Used previously in HIV/AIDS research, NSUM surveys the mainstream population (less time consuming and less costly to access) and asks respondents about their knowledge of people in slavery in their networks.

- Applying Bayesian statistics to responses regarding knowledge of a reference population as well as the hidden population, responses are used to estimate prevalence of slavery in a specific community. **GFEMS will test whether this method yields similar robustness to previous studies within a 3-month time frame.**

2) Respondent Driven Sampling (RDS) leveraging a mobile platform

- Many previous studies use RDS face to face with paper surveys directly with the hidden population which makes data collection time consuming and tedious.

- Through leveraging mobile data platforms with a technology partner, **GFEMS will determine if we can shorten the length of a RDS study to 3 months and at reduced cost using a mobile channel.**
Early pilots represent a 5x cost reduction and 3.5x time reduction from status quo

- Commenced two pilots to test these methods in Vietnam, with a third starting soon in India along with additional prevalence studies across our program areas

- Pilot in Vietnam is first ever use of NSUM in modern slavery field and first use of social media for large-scale (2500) surveys
Field Testing Remote Engagement vs. Face to Face Surveys

- Both survey methods showed demographic biases
- Remote sample better fit a linear scale up factor
- Our F2F pilot gave significantly more zero responses on sensitive questions
Longitudinal Migration Tracking in India

Status Quo using Bundelkhand-Delhi/NCR figures

~2m laborers migrate from Bundelkhand to Delhi/NCR each year

Networks of brokers: Some good, some bad often migrate with laborers

In Delhi/NCR est’d 7.5% - 10% of laborers fall into forced labor

Laborers then change sites every ~45 days, Additional slavery risk with each rotation

Currently, the only intervention is rescue: Reactive + low coverage rate: <0.01%?

At end of season laborers return home

Our interventions will create alternative pathways

1. Ensure laborers receive entitlements
2. Set up network of licensed recruiters
3. Train unskilled workers to become semi-skilled
4. Train workers to become skilled through micro-contractor apprenticeships

Est’d 7.5% - 10% forced labor through current pathways

Un-/semi-skilled

Skilled

We estimate we can halve the prevalence rate to 4-5% among those who use these pathways (to be tested through LMT)

We estimate we can reduce the prevalence rate to 1% if workers become skilled and stay in construction as a career

Currently, the only intervention is rescue: Reactive + low coverage rate: <0.01%?

NB: Diagram not to scale
Longitudinal Migration Tracking in India

Accomplishments to Date

• Registration Survey and Follow-Up Survey instruments finalized
• U.S. (WIRD) and local (Ashoka University) IRB approval for the survey design and methodology
• Pilot testing of registration and follow up engagements
• Development of Contact Management System Software specific to LMT requirements
• Call Center onboarding and training
• Phase 1 Registration kick-off (Jan 15th - 28th)
• Call Center led Follow-Up engagement kick-off (Jan 24th)
• Preliminary analysis of Registration data

Enrollments to Date

• Initial registration: 20,000+ workers
• Follow-up surveys to date (continuous process): 2,500
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Wherever possible, we are leveraging technology to escalate progress and impact of anti-slavery interventions

GFEMS is using technology to…

- Create more cost-effective approaches to **prevalence measurement**
- Detect forced labor in **apparel supply chains**, using predictive modeling
- Help companies **assess risk** of forced labor in their supply chains
- Use **artificial intelligence** to reduce demand for online sex trafficking
- **Further AML efforts**, in partnerships with FIUs and law enforcement
- **Protect migrant workers** who choose to go abroad
- Develop a comprehensive **ESG screening tool**
Discussion