



Measuring the Impact of Information Campaigns on Irregular Migration:

Lessons from West Africa

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The need for Rigorous Evaluation of Information Campaigns

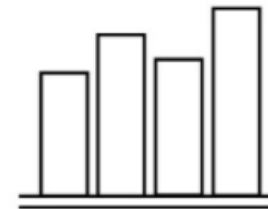
**Growing
Investment**



**Growing #
Actors/Organizations**



**Limited Empirical
Evidence**

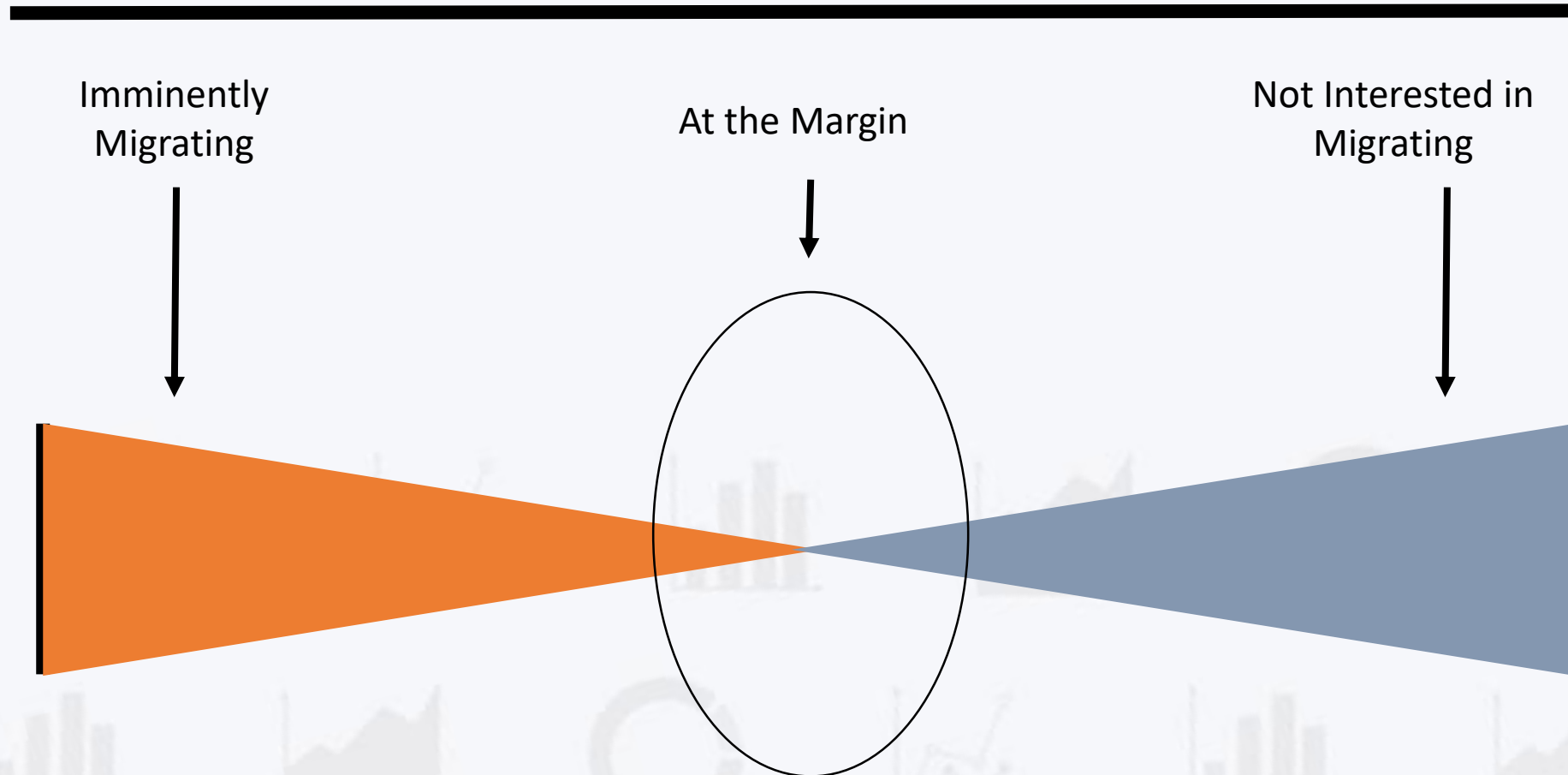




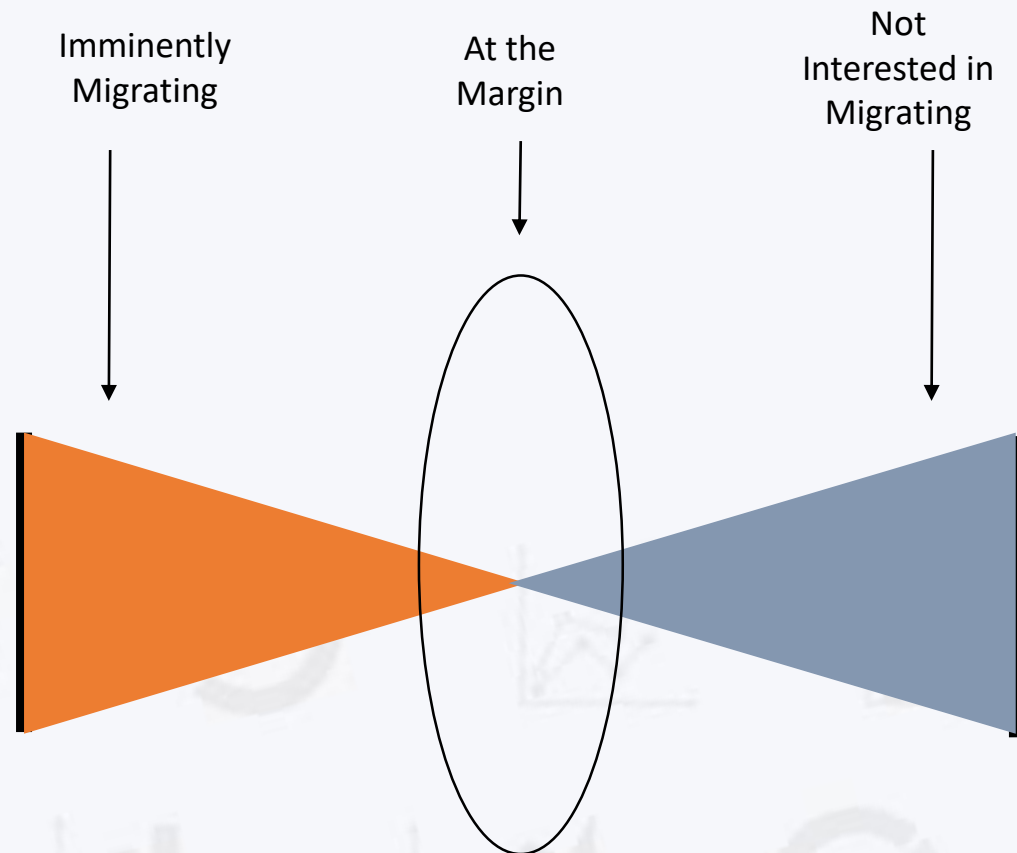
How Information Campaigns Work

Who is the target of the campaigns?

Migration Decision Spectrum



Migration Decision Spectrum



Evidence Gaps

- ✓ What interventions work?
- ✓ Who benefits the most from the interventions?
- ✓ Does the impact vary in different contexts?

What we know so far..

Information campaigns increase risk perceptions by 25% in Senegal and 10% in Guinea (Tjaden & Dunsch, 2020; Bia-Zafinikamia & Tjaden, 2019)

The campaigns reduce intentions to migrate irregularly by 20% (Tjaden & Dunsch, 2020)

Other studies in Nigeria, Mali (e.g., Mesplé-Somps & Nilsson, 2021) The Gambia (e.g., Bah & Batista, 2018)



Current Studies



Study '1': The Impact of Information Campaigns

Project: Migrants as Messengers (MaM)

The approach: Peer-to-peer communication—returned migrants share stories of their migration experiences

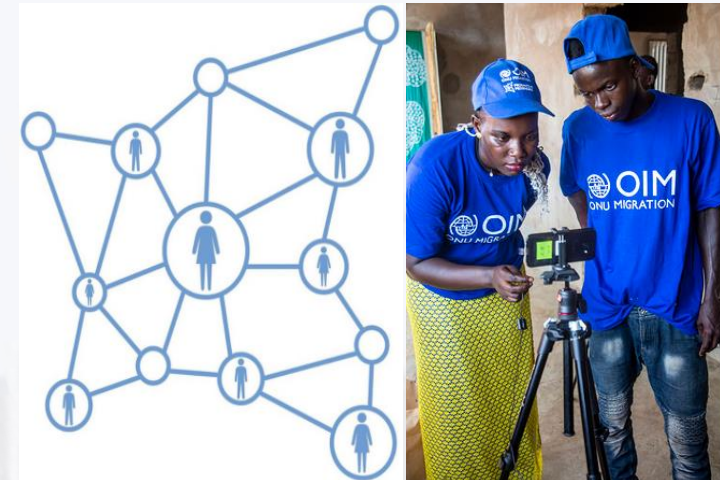
Activities: Caravans + town-hall discussions + social media posts + on-air discussions; etc.

Where: 7 countries (Côte d'Ivoire, **Guinea**, Liberia, **Nigeria**, **Senegal**, Sierra Leone, and **The Gambia**)

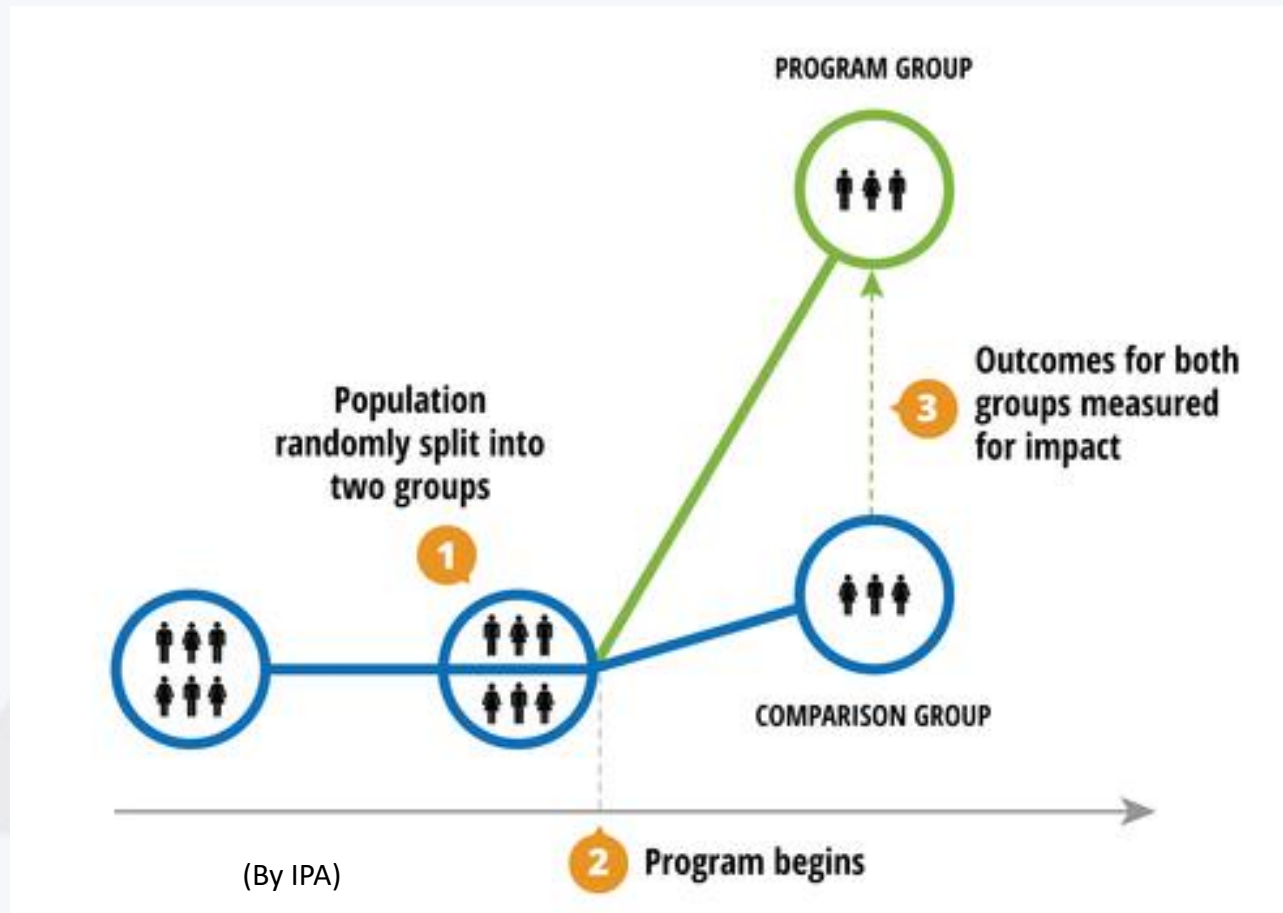
When: 2019-2022

Key outcome variables

- Knowledge about irregular migration
- Perceptions of irregular migration
- Migration intentions
- Migration behavior



Research design: Randomized-controlled Trial (RCT)



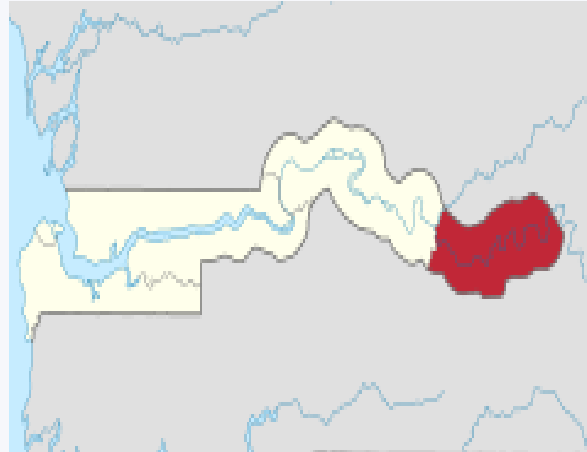
- ✓ 'Gold standard' for measuring program impact
- ✓ Estimated impact is unbiased because of random assignment to treatment & control groups

Research design: Cluster RCT

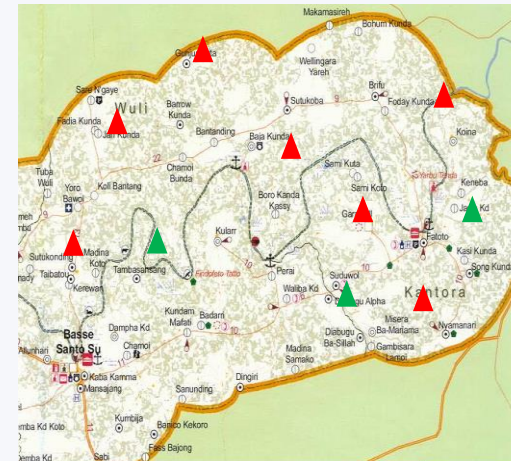
Step 1: Selection of country



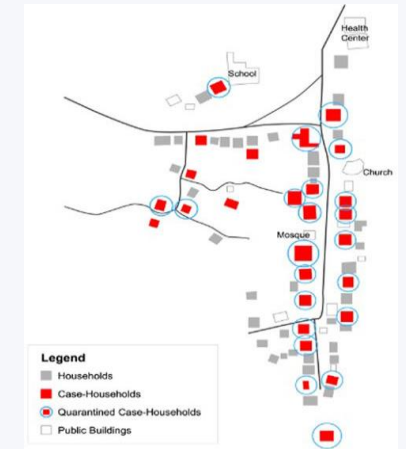
Step 2: Selection of Region



Step 3: Pick 30 intervention & 50-70 control Enumeration Areas (EAs)



Step 4: Randomly pick households within EA : survey sample



Target (for each study/country):

- 5.000 households (HHs)
- approx. 10.000 interviews (2 per HH)

Study 2: Effectiveness of WhatsApp & IVR in Measuring Migration Behavior

Question: Which phone survey mode is more effective

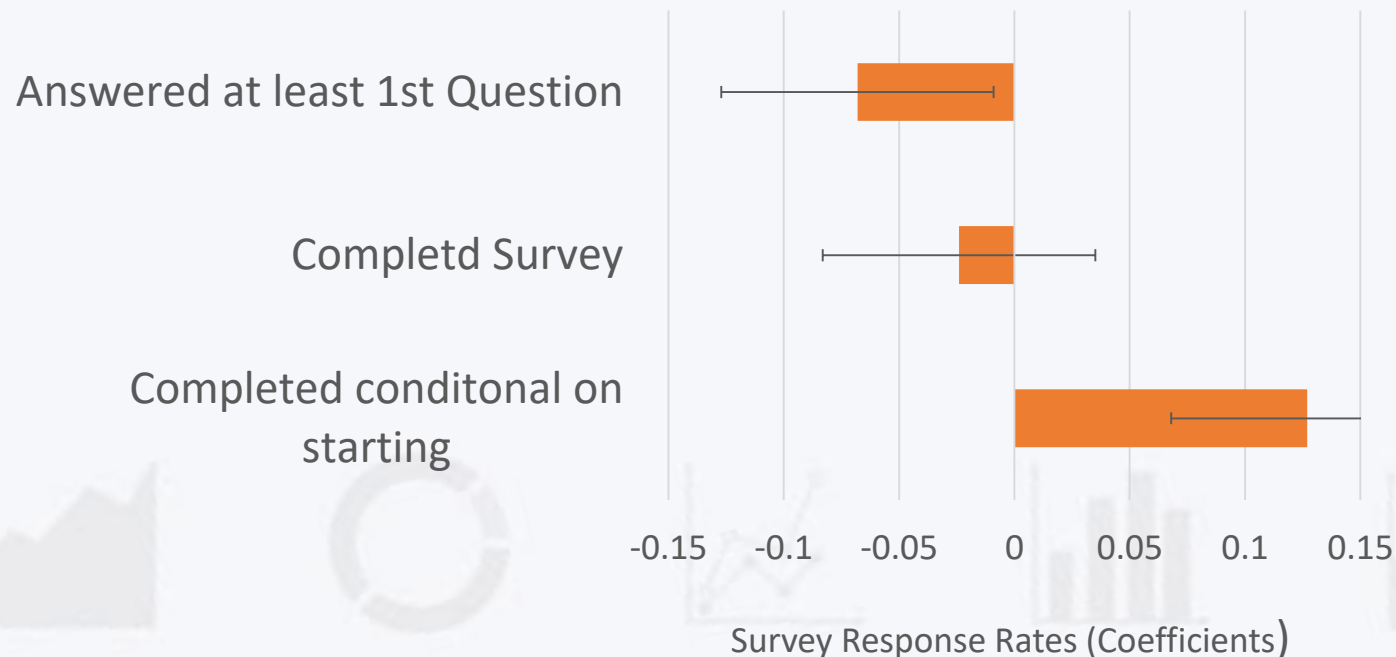
Treatment arms: WhatsApp vs IVR; Incentives vs no-incentives

Sample size: ~13,000 individuals/contacts (Guinea & Senegal)



Study 2: Results

WhatsApp vs IVR Survey Response Rates



- ✓ WhatsApp users are about 27% less likely than IVR users to start survey but about 18% more likely to complete if they start
- ✓ The WhatsApp advantage is larger in Guinea where IVR response rates are very low
- ✓ However, the rate of WhatsApp usage in Guinea (9%) is nearly three times lower than in Senegal

Lessons learned

To conduct effective phone surveys:

- Keep the survey short
- Limit number of answer options (e.g., only two options)
- Test & pilot

Thank you!

