Humanitarian
Experts Network

Data Analysis

October 2020
The Humanitarian Experts Network (HEN) was an innovative approach to provide rapid data to decision makers on how COVID-19 was impacting on humanitarian outcomes (ACAPS COVID-19 Analysis Framework).

HEN II aimed to close the loop between humanitarian workers in the field and decision-makers in a quick and cost-effective way.

Funded by H2H, HEN II was an innovative partnership with Leadoo’s chatbot (a marketing tool), and the Key, the agency behind the UK’s Caronahelp data collection campaign. ACAPS provided technical oversight and data analysis. We also promoted HEN extensively through our website, mailing list and social media.

The HEN II pilot ran for three months from 7 July 2020. The pilot failed. We aimed to get 5,000 responses a week by October but averaged only 50. ACAPS closed the HEN II project on 8 October 2020.
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HEN II – What did we learn?

HEN II failed. The moment has now passed to try to influence the global COVID-19 response.

However, ACAPS learnt valuable lessons for future efforts to develop innovative solutions to close the feedback loop between field operations and global analysis.

The technology is a viable way to rapidly collect and display data. People want to engage. 1,000s of people signed up to the network. We were able to use this network to connect with key experts and ground truth our analysis.

For future initiatives, ACAPS will focus on:

1) **Understanding the value proposition** – making sure that members get value out of engaging with the network and that the technology is used to solve problems for the users (not to collect data to meet our own needs), and

2) **Engagement** – finding pathways and platforms for deeper engagement and cross collaboration within and among members in the network.
## Background: What happened

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<tr>
<th>HEN PHASE I</th>
<th>HEN PHASE II</th>
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<tr>
<td><strong>HEN PHASE I</strong></td>
<td><strong>HEN PHASE II</strong></td>
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<tr>
<td>HEN Phase I was established by ACAPS on 6 April. Each week ACAPS invited humanitarian workers around the world to participate in a perceptions survey. The objective was to gather a range of voices from the field to enrich ACAPS’ understanding of the COVID-19 crisis.</td>
<td>HEN Phase II was launched on 8 July 2020 funded by H2H. Drawing on lessons from HEN I, ACAPS developed innovative partnerships with the private sector organisation The Key. ACAPS issued a Leadoo chatbot on our website. ACAPS promoted the survey on a weekly basis through Mailchimp campaigns, social media and LinkedIn messaging.</td>
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<td>In HEN Phase I, nine surveys were issued through SurveyMonkey seeking to gain the perspectives of humanitarians on each of the areas outlined in ACAPS analysis framework. On average, 100 survey responses were received each week. The platform struggled with technical problems.</td>
<td>HEN Phase II generated strong interest. Many people signed up to the network, but few actually filled out the Bot.</td>
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<td>HEN I was delivered with in house resources from ACAPS.</td>
<td>We aimed to get 5,000 survey responses a week by 8 October 2020. We got more like 50 a week. ACAPS shut down HEN Phase II on 8 October 2020.</td>
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**What worked**

- **Positive initial engagement:** The idea of the HEN and being part of a global network is received positively with people signing up in large numbers (over 1,000 members) to the network and continuously contributing to the survey.

- **Broader narrative on COVID-19:** HEN members told ACAPS that they value the opportunity to contribute field level knowledge to the broader narrative on COVID-19.

- **New technologies:** COVID-19 allowed ACAPS to experiment with other ways of technology to reach humanitarians in the field. The Leadoo chatbot was a great tool to collect data.

**What didn’t work**

- **Failed to retain engagement:** While the level of engagement was high in the first months of the HEN, it failed to keep this engagement up in the later stages.

- **Lack of survey results:** People did not take the time to complete the survey and give us the data. This was partly due to survey fatigue among humanitarians. However, ACAPS also did not get the value proposition for engagement right.

- **Not enough data to share:** ACAPS didn’t share any data with members in return as the data not extensive enough. This led to a ‘chicken and egg’ situation. The value proposition was ‘give us your data, we will give it back to you in a useful form’. We were not able to get enough data to share it back with the users. This made it hard to encourage users to keep filling out the survey.
Background: what did we learn

How to build a global network
ACAPS understands how to use tools to build a network with a global reach. Further understanding is required on how to keep the network engaged and to retain people.

Humanitarians want to engage
Humanitarians in the field willing are willing to contribute and share real-time data because they value the opportunity to contribute to the broader debate about COVID-19.

Technology
COVID-19 has allowed ACAPS to become more creative with technology such as the Leadoo chatbot to quickly get information from the field and display it in real time.

The right value-proposition?
Humanitarians want to contribute. However, ACAPS needs to fully identify the value-proposition where network members get value out of being part of the network and continue to contribute.
Although HEN Phase 2 did not collect enough consistent data to be able to draw conclusive results on how COVID-19 has impacted humanitarian programmes, the use of new technology highlights opportunities for the humanitarian sector to adopt alternative surveying methods. It also highlights opportunities for the adoption of technologies that are usually used outside of the humanitarian sector, specifically chatbots within the private sector.

The ability to quickly visualise and filter both survey results and contact information from the chatbot presents an opportunity for rapid, timely and accurate analysis. For a survey with high engagement it will be possible to develop more data focused analysis for decision makers.

Additionally, the ability to quickly and easily embed the bot on the ACAPS website meant it was easier to reach potential responders as opposed to a traditional Survey Monkey survey.

The main challenge with the adoption of such tools within a Humanitarian Experts Network is less to do with the technology and more to do with how survey responders are engaged. This is something neither HEN Phase 1 or Phase 2 managed to solve. We will work on this for future innovations.
For HEN Phase II, ACAPS utilised chatbot tools from Finnish marketing technologies company, Leadoo. The Leadoo chatbot was selected as the surveying technology as it offered a more user friendly and personal interface to traditional surveys carried out on platforms such as Survey Monkey.

In addition, the technology offered the ability to keep survey results centralised and enabled consistent analysis and presentation of data.

However, as Leadoo is an early stage start-up, there were significant delays in gaining access to the raw data, which delayed the ability to analyse and present results. Such delays likely had an adverse impact on the engagement with the HEN network as it was not possible to analyse results until around week 8 of HEN Phase 2.

The bot survey was developed through the Leadoo interface and embedded within the ACAPS website. Embedding within the website helped to ensure a wide reach to visitors to the ACAPS website. Links to the bot were also sent to users through the email campaigns from HEN Phase 1 contacts and new contacts from HEN Phase 2.

The main HEN survey can be found here.
Three surveys were developed for HEN Phase 2. All survey questions were designed by the expert ACAPS analysis team. These questions were then developed into the Leadoo chatbot tool by the ACAPS Data Science team, supported by an external team with chatbot expertise.

<table>
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<tr>
<th>Survey</th>
<th>Survey Responses</th>
<th>Description</th>
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<tbody>
<tr>
<td>HEN Main Survey</td>
<td>850 (released July 2020)</td>
<td>Understanding the impact of COVID-19 on humanitarian programmes and needs</td>
</tr>
<tr>
<td>HEN Cash Survey</td>
<td>42 (released September 2020)</td>
<td>Understanding the impact of COVID-19 on specific Cash programmes with a focus on the Grand Bargain commitments.</td>
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<tr>
<td>HEN Localisation Survey</td>
<td>Not released</td>
<td>Multi-language (English, French, Arabic) survey focused on understanding the impact of COVID-19 on Grand Bargain commitments for localisation programmes.</td>
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Survey result data was visualised using Microsoft Power BI. This tool enabled users to interact with the platform and to filter data both geographically by continent and country, and temporarily by date of survey taken.

Global coverage of the survey was good with 130 countries represented. The countries with the highest representation in survey responses were the United Kingdom (46), the United States of America (44) and Kenya (37).

Over the 10 weeks of deployment the number of people starting the survey was 850, and the number of people completing the survey was 540. This accounts for a 37% dropout rate from beginning to end which resulted in a significant number of ‘No Response’ answers within the survey. Reasons for this high dropout rate is likely due to questions not being relevant to the responder, resulting in incomplete results.

After visualising and analysing the results, it was not possible to draw useful or conclusive results from the data. In order to gain meaningful results, the survey required significantly more completed responses. However, this represented a ‘chicken or egg’ scenario whereby to encourage users to fill in the survey we required to give them engaging and meaningful results. This consistent and useful engagement with users was something that was missing from both phases of the HEN project. Furthermore, the growing issue of pandemic ‘survey fatigue’ within the sector likely contributed to the limited engagement.
As part of the survey, ACAPS also collected information on responders who signed up for HEN updates. This data is GDPR compliant as the responders had to opt in to give this information.

Information collected as part of this survey included:

- Geographic focus
- Experience
- Sector
- Organisation type
- Name
- Email

From this information it was possible create a Microsoft Power BI dashboard which enabled the user to filter contacts based on their demographic and/or survey answers. Such a tool could be useful in targeted networking for analysis. For instance, if ACAPS wished to locate an expert in Protection within Cameroon who had raised protection concerns, it would be possible to apply filters to the dashboard to extract contact details.

ACAPS have begun to look into ways of using such contact information for future analysis with the aim of being able to identify useful leads.
Data Analysis Results – Geographic

Results dashboard can be found [here](#).
Data Analysis Results – Wellbeing

Results dashboard can be found [here](<link-to-dashboard>)
Data Analysis Results – Food Security and Access

Main factor impacting access to food and food security?

- Can't afford food: 32.12%
- No response: 24.71%
- No significant change accessing food: 23.18%
- Movement restrictions make it challenging to get to markets: 11.41%
- Limited food stock in markets: 5.18%
- Other: 3.41%

Results dashboard can be found here.
Data Analysis Results – Other Needs

Results dashboard can be found here.
Results dashboard can be found [here](#).

**Humanitarian Experts Network Protection Concerns**

- **No. of Countries**: 130
- **Number Surveyed**: 850

**Hen Geographic Coverage**

**What protection issue are you most concerned about now?**

- **No Response**: 33.65%
- **Children excluded from education**: 20.35%
- **Domestic violence**: 20.24%
- **Sexual and Gender Based Violence**: 10.12%
- **Harsh treatment by security forces enforcing lockdown / containment measures**: 7.41%
- **No concerns**: 5.18%
- **Other**: 3.06%
Data Analysis Results – Health

Results dashboard can be found here
Data Analysis Results – Programme

Humanitarian Experts Network
Programme Delivery

HEN Geographic Coverage

Current programme delivery challenges

What degree are your programmes being negatively impacted

Results dashboard can be found here
Results dashboard can be found [here](#).
Data Analysis Results – Community

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Community Concerns

Results dashboard can be found here