Research at Scale

digitalGREEN
Microsoft Research

WHERE WE WORK

2006
Non-profit

1,200 villages
60,000 farmers

2008

10x cheaper
7x uptake

2012

3500 villages
350,000 farmers
3300 videos

2014

Health Nutrition

3500 villages
1.5 m farmers

2016

Institutionalize DG approach into NRLM India, MoA Ethiopia

12,000 villages

10x cheaper
7x uptake

Scale

DigitalGREEN
Drivers for Scale

- Flexible, adaptable
- Localized
- Customized to low resource settings
- Integration into existing structures
- Appropriate Technology
Research for Scale

Data Review

Data Capture

DG Process

Analysis

http://www.digitalgreen.org/analytics/overview_module
## COCO data - Quality at Scale

<table>
<thead>
<tr>
<th>Data</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adoption Rate</td>
<td>Uptake of best practices</td>
</tr>
<tr>
<td>Practice dissemination</td>
<td>Seasonal timing</td>
</tr>
<tr>
<td>Adoptions per practice</td>
<td>Content relevance, mediation quality</td>
</tr>
<tr>
<td>Attendance</td>
<td>Farmer profile / gender / interest</td>
</tr>
<tr>
<td>Farmer interaction</td>
<td>Quality of Participation</td>
</tr>
<tr>
<td>Active Villages</td>
<td>Implementation</td>
</tr>
<tr>
<td>Farmer networks</td>
<td>“How” and “Why”</td>
</tr>
</tbody>
</table>
Research: Complementary Technologies

- Digital Videos
- Interactive Voice Response
- Mobile COCO
- Radio
Thank you