

# Decoding Discourse for Social Impact

Changing the way we understand vulnerable populations

With COVID, we took on the challenge of adapting technologies to do research remotely – but we found so much more

**Traditional methods**  
such as surveys, focus groups and individual interviews



EVOLVE AND IMPROVE

**Tech-led methods enhance**

- Revelatory insights
- Scalability
- Action-orientation
- Affordability
- Respondent experience

## Who we have worked with



## Tech-led data collection methods

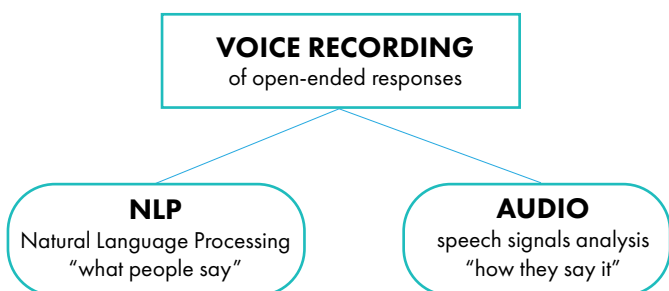
We leverage remote tools that vulnerable respondents already use, such as WhatsApp and feature phone calls. We also borrow technology from call centers - Interactive Voice Recording (IVR) to do complex surveys.

### Innovative tools for Data Collection



- No complex downloads
- Participants need only to use keypad and speak into phone
- Customize interviewer in any voice and any language

## Tech-led data analysis methods



### Natural Language Processing

After transcribing voice recordings, NLP allows us to identify keywords and group similar responses under categories that help visualize and interpret the data.

### Speech signal analysis

Speech cues contain plenty of information, like pitch and modulation in the sound of our voice. Sociolinguistic studies link these speech signals with emotions.