

Goldilocks-Deep-Dive-A-Mobile-in-Every-Pocket.pdf

# A Mobile in Every Pocket: What Does it Mean for M&E?

A mobile phone in every person's pocket will soon be a reality. What does this mean for development organizations? This report reviews the current state of mobile technology for survey and telephonic data collection, activity monitoring, and impact measurement. It also addresses the notion of crowdsourcing, and the various ways it is used to improve organizational decision-making.

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