Starting shortly

Please wait!

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From Theory of Change to Database Design for evidence-based decision making: Measurement Methods

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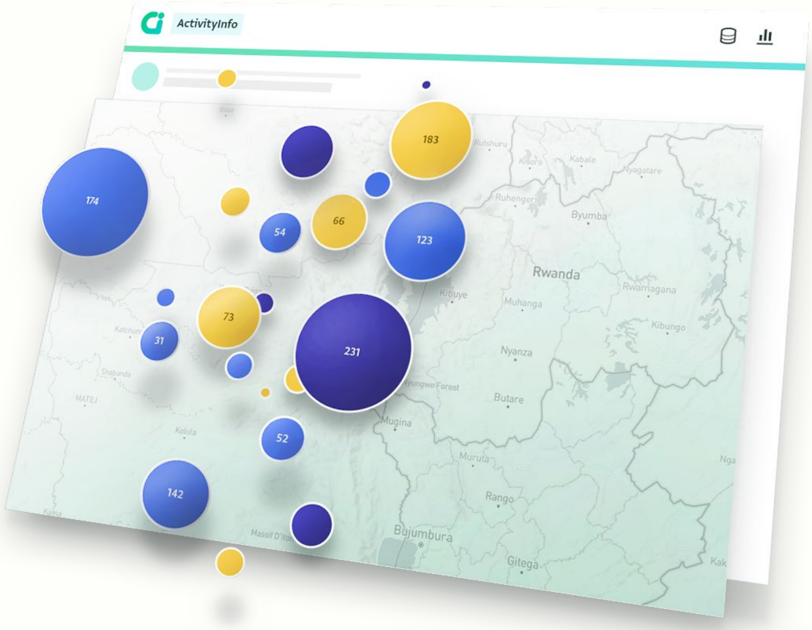
Presented by the ActivityInfo Team

Software for Monitoring & Evaluation

- Track activities, outcomes
- Beneficiary management
- Surveys
- Work offline/online



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Webinar series structure

26/1	2/02	9/02	16/02	23/02
Theory of Change	**Results Framework and logFrame**	**Indicators**	**Measurement Methods**	**How to develop a MEAL plan**

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Today’s session outline

- Recap
  - Why do we focus on indicators and measurement methods?
  - Indicators: what do we need to remember?
- Measurement methods
  - Understand how measurement methods are defined
  - Understand how measurement methods associate with the indicators: qualitative and quantitative
- How we use ICT4D to enable the implementation of measurement methods?
  - Examples using ActivityInfo
  - ActivityInfo case study
- QandAs

What did we mention in the previous webinar?

The importance of indicators and measurement methods

Indicators *ensure evidence - based decision making, support adaptive management, learning and accountability*
Measurement methods *enable the data collection process for the indicators*

Strongly associated with the purpose of the MEAL system design which enables project success

How?

Via the following:

- The continual and systematic collection of data to provide information about project progress (**Monitoring**)
- The systematic assessment of the design, implementation and results of an ongoing or completed project (**Evaluation**)
- The response to the needs of relevant stakeholders (**Accountability**)
- Intentional reflection on project results to enable efficient decisions (**Learning**)

Indicators and Measurement methods as part of the Logical Framework

Figure 7.1: The Proframe Matrix

Evaluation and learning

Monitoring and learning

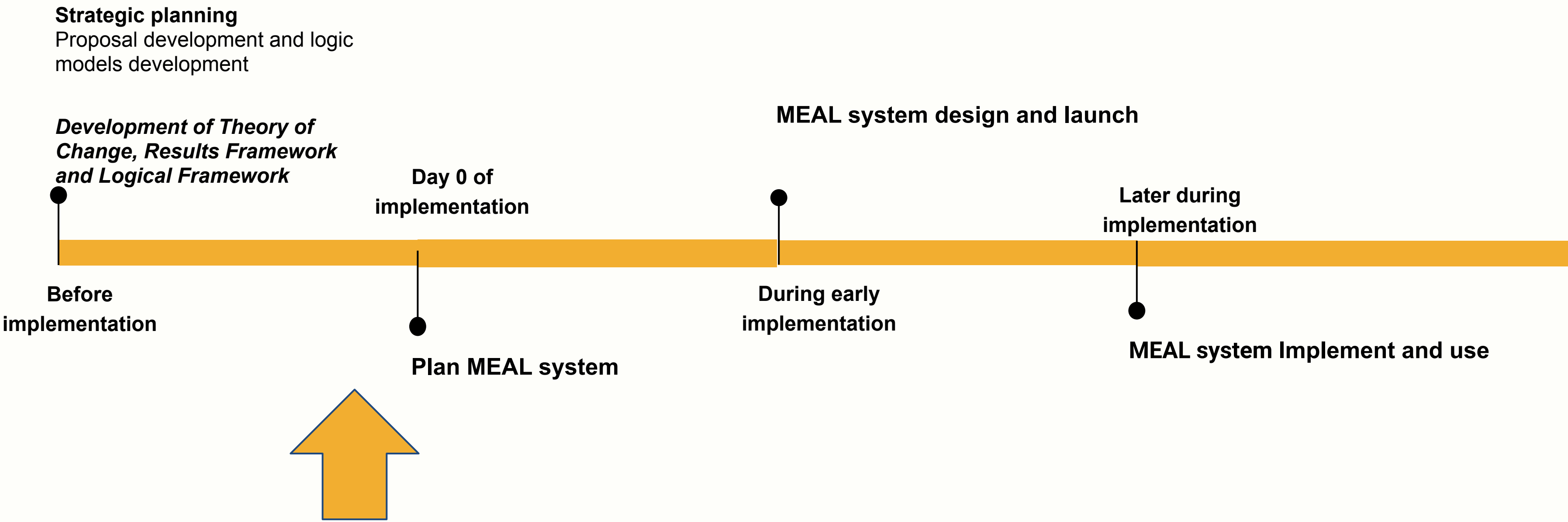
Objective statements	Performance indicator statements	Measurement methods/Data sources	Critical assumptions
Goal			
Strategic objectives			
Intermediate results			
Outputs			
Activities			

The Logical Framework development is one of the crucial steps for the MEAL plan development!!!!!

ProPack I: The CRS Project Package
https://www.crs.org/our-work-overseas/research-publications/propack-i-crs-project-package

Indicators

When do we start the development?



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Indicators

Key messages

- Qualitative or quantitative?
  - **Quantitative indicators** help us understand **how much** of something is happening while we know or hypothesize from TOC what that something is.
  - **Qualitative indicators** help us investigate the “why” and the “how” - for those instances that we are not sure what to expect
  - Few donors require qualitative indicators
- How to determine indicator quality?
  - **SMART**: specific, measurable, attainable, relevant and time-bound
  - Is the indicator sufficiently defined so it is clear what is being measured?
  - Can data be collected and analyzed in a timely manner?
  - Is the nature of the change measured through the indicator achievable, given the duration and resources of the project?
  - Is selected indicator the most appropriate measure of progress toward output, IR and/or SO?
  - Does the indicator include information on when the target change is anticipated to take place?

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Measurement Methods

Measurement Methods

Why and What?

The measurement methods identify how the project will gather the necessary data to track the indicators

***Quantitative methods** collect data that can be counted and subjected to statistical analysis.*

- *quantitative methods measure quantities*
- *enable comparisons*
- *enable clear measurement*

Examples include tracking logs, questionnaires, structured observation, knowledge and achievement tests.

***Qualitative methods** capture participants' experiences using words, pictures and stories. They trigger reflection, ideas and discussion and are analyzed by identifying themes, topics and keywords*

- *track changes in participants' attitudes and perceptions*
- *identify why and how change is happening, and are analyzed by organizing emerging themes*

Examples include semi-structured interviews, focus group discussions, and participant observation

Measurement Methods

What is the difference between qualitative and qualitative approach?

Quantitative

OR

The choice depends on the purpose of the data collection

Qualitative

https://triumphias.com/blog/qualitative-and-quantitative-methods/

Measurement Methods

What is the difference between qualitative and qualitative approach?

Quantitative

OR

The choice depends on the purpose of the data collection

Qualitative

- **Scalable:** Processing results from a larger number of subjects
- **Generalizable :** Using data gathered from a sample, assumptions can be made about patterns in the general population
- **Objective:** There is less personal bias in the collection and analysis of data
- **Standardized Data:** collectors use standard approaches whose results can be compared to other data
- **More ICT4D tools** available for quantitative data collection and analysis

HOWEVER

- Results from quantitative methods sometimes miss the depth and complexity of an issue
- Not suitable for identifying and exploring unanticipated or unexpected factors

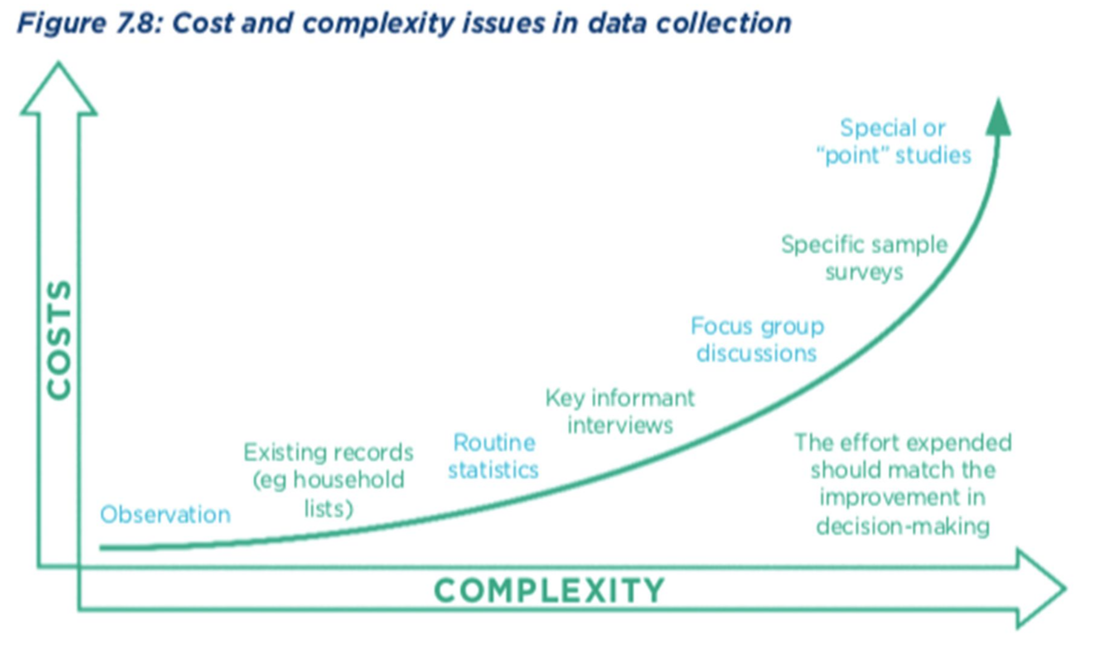
- **Provide depth**: detailed descriptions of situation
- **Create openness:** Encourage people to expand on their responses
- **Simulate people's individual experiences:** Provide a detailed picture of why people act in certain ways and the feelings behind these actions
- **Identify the unexpected:** Helpful for identifying and exploring unanticipated or unexpected factors

HOWEVER

- Results from qualitative methods are harder to generalize to a larger population
- Data are relatively difficult to collect and analyze
- Data are susceptible to the hidden bias of collectors and participants
- More difficult to transcribe data directly to digital devices

Measurement Methods

Balancing out complexity and cost



- Which is the added value of information collected?
- Do we have the time?
- Do we have the people?
- Do we have the budget?
- Are the alternative methods that can lead to the same result?

e.g % of refugees employed at least once during project implementation
Representative sample? or do I have a less time consuming alternative?

ProPack I: The CRS Project Package
https://www.crs.org/sites/default/files/tools-research/propack_2019_april_16_low_res_for_web.pdf

Measurement Methods

What is the difference between qualitative and qualitative approach?

Quantitative

OR

The choice depends on the purpose of the data collection

Qualitative

- **The Use of mixed methods:** Using both quantitative and qualitative measurement methods offers the potential to answer very different questions about the same indicator.
- The use of mixed methods enables triangulation by collecting data using a mix of methods. This allows teams to crosscheck and reinforce results
- Opportunity of identify sources of secondary data: come from information that is already available through other published or unpublished sources.
    - Primary data sources provide the most reliable and appropriate data for measuring the progress of your project.
    - If you choose to use secondary data, be clear about the criteria you use to confirm that the data are valid, reliable and directly represent your area of interest.
    - The advantage of collecting data from secondary sources is that it is more cost effective and it reduces the risk of duplicating effort.

Using ICT4D

How to implement efficiently the measurement methods?

Our example

Country: Homeland

Context: Homeland received suddenly an influx of refugees from a neighbouring country. There were thousands of refugees crossing the borders each day for the first two years. Currently, we are on the third year of this humanitarian crisis. The priorities have changed. Incoming refugees wish to build in their future in Homeland and NGOs in collaboration with the Government need to identify the **pathways** that lead to integration and through appropriate **interventions** to facilitate this pathway.

What: We are working as part of the MEAL team for the following month, we will support the MEAL system design to facilitate the programming teams operating on the ground.

Timing: The programming team is currently developing the proposal. **However**, our donor announced this week that wishes to start implementation next month. We need actively to think our measurement methods to facilitate the programming team!!!!!

How to implement efficiently the measurement methods?

Our example

Results Framework level	Statements	Indicators	Measurement methods
Strategic Objective	Refugees engage to legal livelihood opportunities	% of refugees employed at least once during project implementation	Representative sample survey? field team monitoring records?
Intermediate result 1	Vulnerable refugees are enabled to meet their urgent needs	% of refugees who agree or strongly agree with the statement “referrals conducted by field team enabled me to access public medical services”	survey? Do we need to generalize? How often do we need the information? who collects? why they do not agree? FGDs?
Output 1.1	Refugees have access to medical referrals	% of medical referrals conducted within a day of the request	Representative sample survey? field team monitoring records?
Intermediate result 2	Refugees have increased skills and knowledge	% of refugees who agree or strongly agree with the statement “ vocational trainings enabled me to acquire a skill that I can use in my work”	survey? Do we need to generalize? How often do we need the information? who collects? why they do not agree? FGDs?
Output 2.1	Refugees participate in vocational trainings	# of refugees who participate in vocational trainings	Representative sample survey? field team monitoring records?

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How to implement efficiently the measurement methods?

Plenary

Which measurement methods are appropriate for our case?

How to implement efficiently the measurement methods?

Our example

Results Framework level	Statements	Indicators	Measurement methods/MoVs
Strategic Objective	Refugees engage to legal livelihood opportunities	% of refugees employed at least one during project implementation	Project team monitoring records
Intermediate result 1	Vulnerable refugees are enabled to meet their urgent needs	% of refugees who agree or strongly agree with the statement “referrals conducted by field team enabled me to access public medical services”	Non anonymous survey including open ended question
Output 1.1	Refugees have access to medical referrals	% of medical referrals conducted within a day of the request	Project team monitoring records
Intermediate result 2	Refugees have increased skills and knowledge	% of refugees who agree or strongly agree with the statement “ vocational trainings enabled me to acquire a skill that I can use in my work”	anonymous survey Non anonymous survey including open ended question
Output 2.1	Refugees participate in vocational trainings	# of refugees who participate in vocational trainings	Attendance lists

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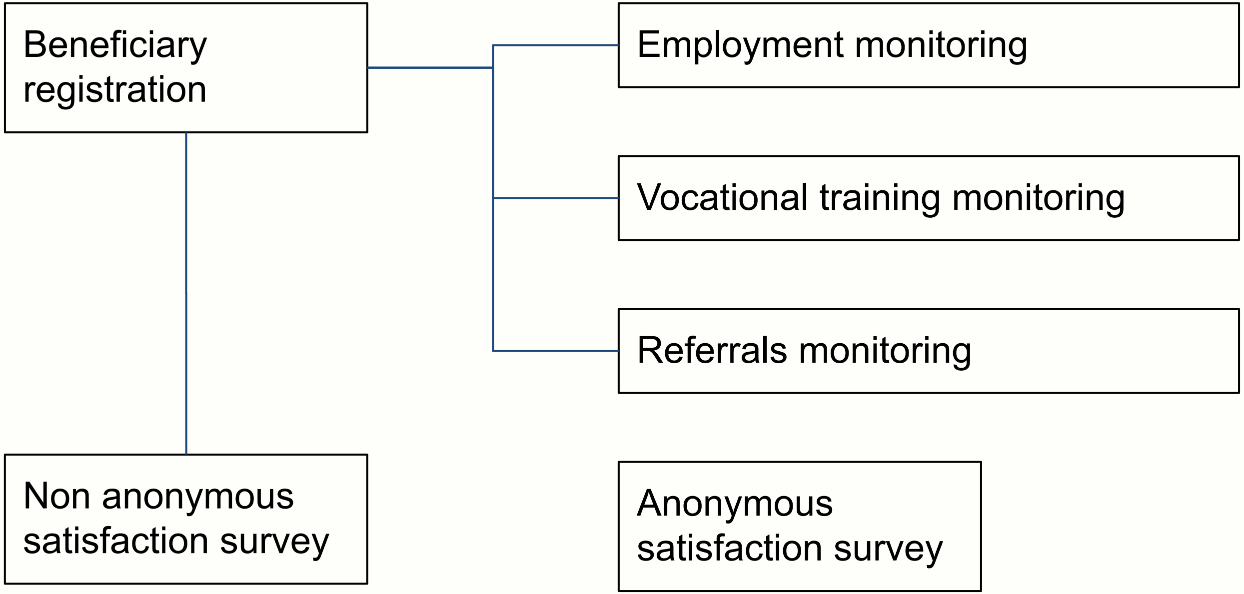
How to implement efficiently the measurement methods?

How can we operationalize within ActivityInfo?



Implementing partners use one integrated data collection system

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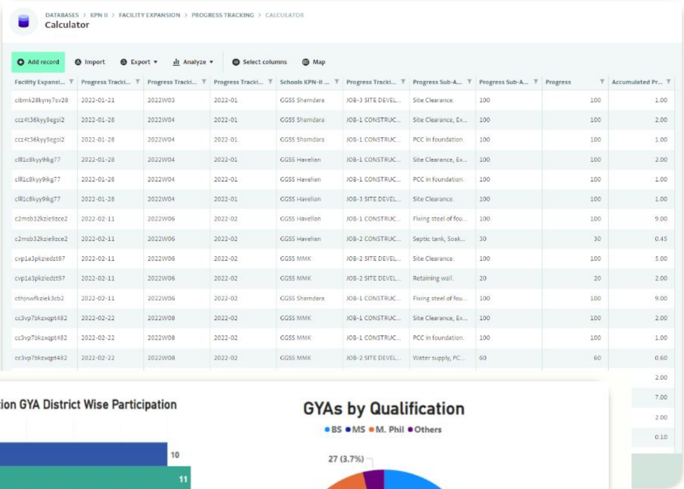
How to implement efficiently the measurement methods?

ActivityInfo Case study

Paper to Mobile Data Collection - KnK in Pakistan improves efficiency and transparency by combining the ActivityInfo mobile app and platform

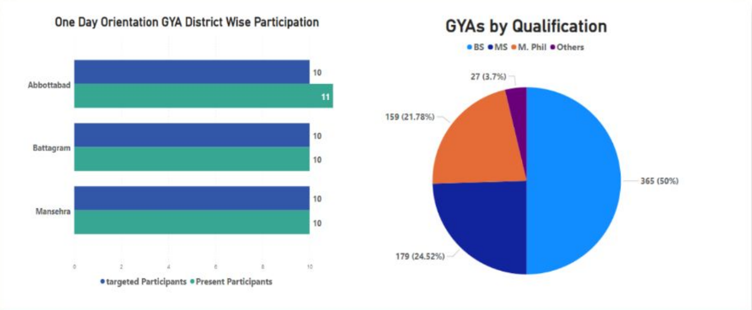
“All in all, mobile data collection with ActivityInfo offers KnK in Pakistan quicker access to a better quality of analyzable data than the traditional paper-based data collection method. Additionally, the flexibility of the ActivityInfo mobile app enables their local partners to gather data in remote areas with slow or no Internet connection, as well as leads to significant savings on the printing costs. Most importantly, real-time data facilitates real-time decision making, allowing the M&E team to spend less time on data collection and focus on what really matters, analysis, decision-making and action regarding their humanitarian operations.”
Ms. Salma Yaqoob, M&E Program Director of KnK in Pakistan


DATABASES > KPN II > FACILITY EXPANSION > PROGRESS TRACKING > CALCULATOR

Calculator

Add record · Import · Export · Analyze · Select columns · Map

Facility Expansi...	Progress Tracki...	Progress Tracki...	Progress Tracki...	Schools KPN-II ...	Progress Tracki...	Progress Sub-A...	Progress Sub-A...	Progress	Accumulated Pr...
cibmk28kyny7sv28	2022-01-21	2022W03	2022-01	GGSS Shamdara	JOB-3 SITE DEVEL...	Site Clearance.	100	100	1.00
ccz4t36kyy9egsi2	2022-01-28	2022W04	2022-01	GGSS Shamdara	JOB-1 CONSTRUC...	Site Clearance, Ex...	100	100	2.00
ccz4t36kyy9egsi2	2022-01-28	2022W04	2022-01	GGSS Shamdara	JOB-1 CONSTRUC...	PCC in foundation.	100	100	1.00
clll1c8kyy9ikg77	2022-01-28	2022W04	2022-01	GGSS Havelian	JOB-1 CONSTRUC...	Site Clearance, Ex...	100	100	2.00
clll1c8kyy9ikg77	2022-01-28	2022W04	2022-01	GGSS Havelian	JOB-1 CONSTRUC...	PCC in foundation.	100	100	1.00
clll1c8kyy9ikg77	2022-01-28	2022W04	2022-01	GGSS Havelian	JOB-3 SITE DEVEL...	Site Clearance.	100	100	1.00
c2msb32kzie9zce2	2022-02-11	2022W06	2022-02	GGSS Havelian	JOB-1 CONSTRUC...	Fixing steel of fou...	100	100	9.00
c2msb32kzie9zce2	2022-02-11	2022W06	2022-02	GGSS Havelian	JOB-2 CONSTRUC...	Septic tank, Soak...	30	30	0.45
cvp1a3pkziedzt97	2022-02-11	2022W06	2022-02	GGSS MMK	JOB-2 SITE DEVEL...	Site Clearance.	100	100	5.00
cvp1a3pkziedzt97	2022-02-11	2022W06	2022-02	GGSS MMK	JOB-2 SITE DEVEL...	Retaining wall.	20	20	2.00
cthjnwfkziek3cb2	2022-02-11	2022W06	2022-02	GGSS Shamdara	JOB-1 CONSTRUC...	Fixing steel of fou...	100	100	9.00
cc3vp7bkzxqpt482	2022-02-22	2022W08	2022-02	GGSS MMK	JOB-1 CONSTRUC...	Site Clearance, Ex...	100	100	2.00
cc3vp7bkzxqpt482	2022-02-22	2022W08	2022-02	GGSS MMK	JOB-1 CONSTRUC...	PCC in foundation.	100	100	1.00
cc3vp7bkzxqpt482	2022-02-22	2022W08	2022-02	GGSS MMK	JOB-2 SITE DEVEL...	Water supply, PC...	60	60	0.60
									2.00
									7.00
									2.00
									0.10



Volunteers’ participation report: Excerpt from KnK in Pakistan’s Monthly Progress Report March 2022, based on data collected in ActivityInfo

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Measurement methods

Key messages

- Choose a method that is appropriate for the indicator and the purpose of data collection. Always consider budget and resources!
- Context plays a crucial role the database will be designed
- **ICT4D are powerful tools!** it worths investing at organizational level in those tools!

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Measurement methods

Resources

A guide to the MEAL DPro
https://mealdpro.org/
Practical Guidance on Developing Indicators
https://www.crs.org/our-work-overseas/research-publications/practical-guidance-developing-indicators
IndiKit: Rapid Guide to Designing SMART indicators
https://www.indikit.net/userfiles/files/IndiKit/Rapid%20Guide%20to%20Designing%20SMART%20Indicators%20FINAL.pdf
BHA: Indicator Handbook II
https://www.usaid.gov/document/indicator-handbook-part-ii-monitoring-indicators
Project/programme monitoring and evaluation guide
https://www.ifrc.org/document/projectprogramme-monitoring-and-evaluation-guide
ProPack I: The CRS Project Package
https://www.crs.org/sites/default/files/tools-research/propack_2019_april_16_low_res_for_web.pdf
Case study
https://www.activityinfo.org/about/casestudies/knkpakistan.html

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Time for Q&A!

Thank you!