



INVITATION

*You are cordially invited to the next monthly seminar hosted by the SA Branch of the **Australasian Evaluation Society***

Qualitative Approaches to Evaluation of Communications for Development Projects: A Case Study from Nepal

Abstract:

Media and communications initiatives are an increasingly popular target for funding by international development organisations and governments, but present unique challenges when it comes to the measurement of their effectiveness and impact. In particular, quantitative and positivist research methodologies have problems evaluating causality in relation to development messaging and behaviour or attitudinal change amongst audience members.

Qualitative research methodologies offer considerable scope to rectify these inadequacies, but may also be questioned due to perceived problems of representativeness and validity. Implementing qualitative research strategies for evaluation of communication for development initiatives also has considerable cost implications, presents capacity building challenges for development organisations, and may prove difficult to incorporate into existing institutional arrangements for impact assessment required by donors. This presentation reports on an on-going ARC Linkage funded project involving collaboration between researchers based at the University of Adelaide and Queensland University of Technology in partnership with Equal Access, an NGO producing development communication media in Nepal.

Presenter: *Dr Michael Wilmore is a social anthropologist and senior lecturer at the University of Adelaide*

Time: 4:30 (for a 4.45 pm start) - 6:30pm

Date: Tuesday 13 April 2010 (note, the 2nd Tuesday of April)

Venue: URS Corporation (Boardroom), Level 4, 70 Light Square, Adelaide

Drinks and light refreshments will be served.

Please **RSVP by 5 pm Monday 12 April** for catering purposes

To register for this event email John Goslino, <mailto:john@audiencedialogue.net>