

KEEPING UP WITH A CHANGING WORLD

A demonstration of BetterEvaluation.org



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30 August 2012 Adelaide, Australia

- Single subject research

OPPORTUNITIES

Lots of existing material on evaluation methods (some not maintained)



Many people willing to share their experience and expertise

Workshop

How BetterEvaluation can help us
to choose and use evaluation methods well

Scenario (A & B) (live resources & site resources)

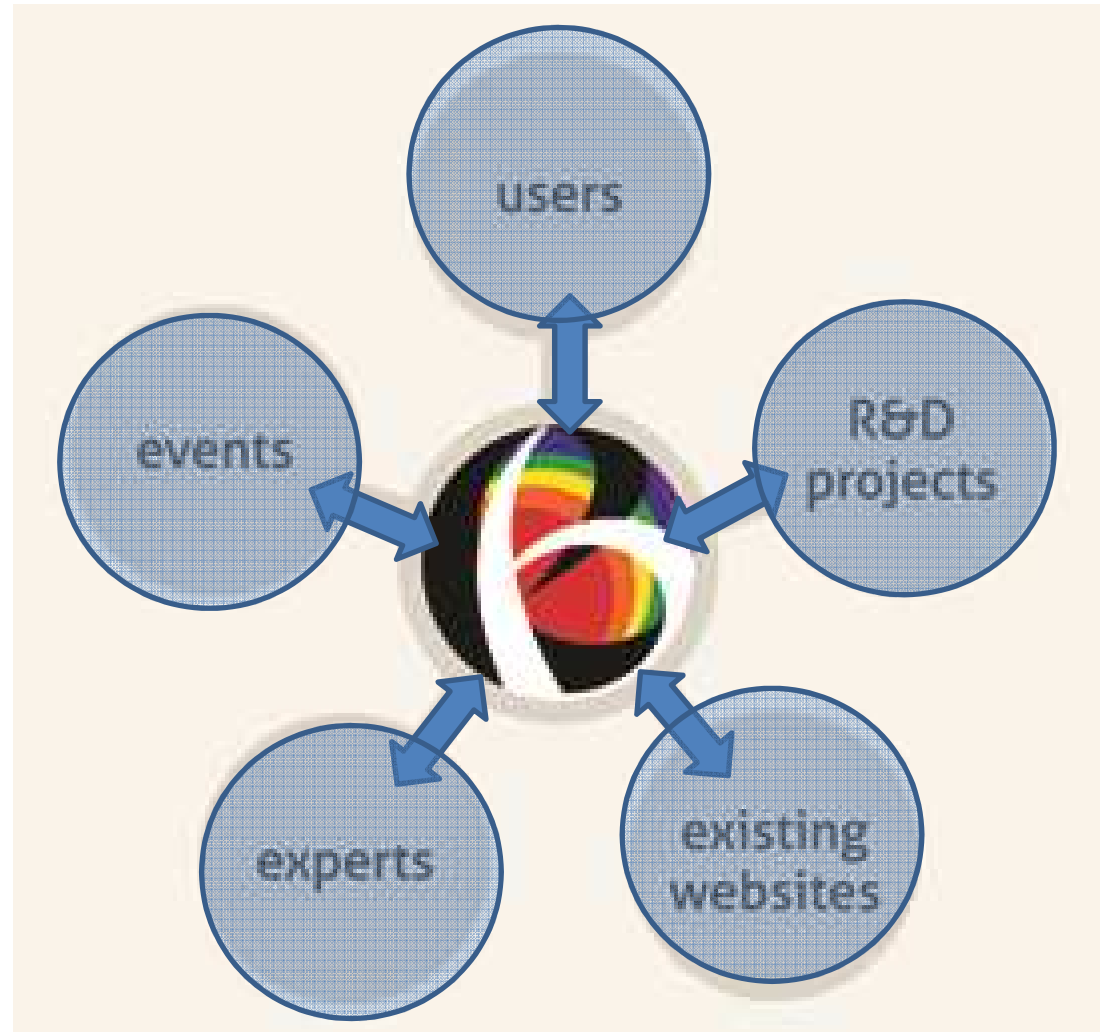
What methods might be suitable?

How could they be applied well?

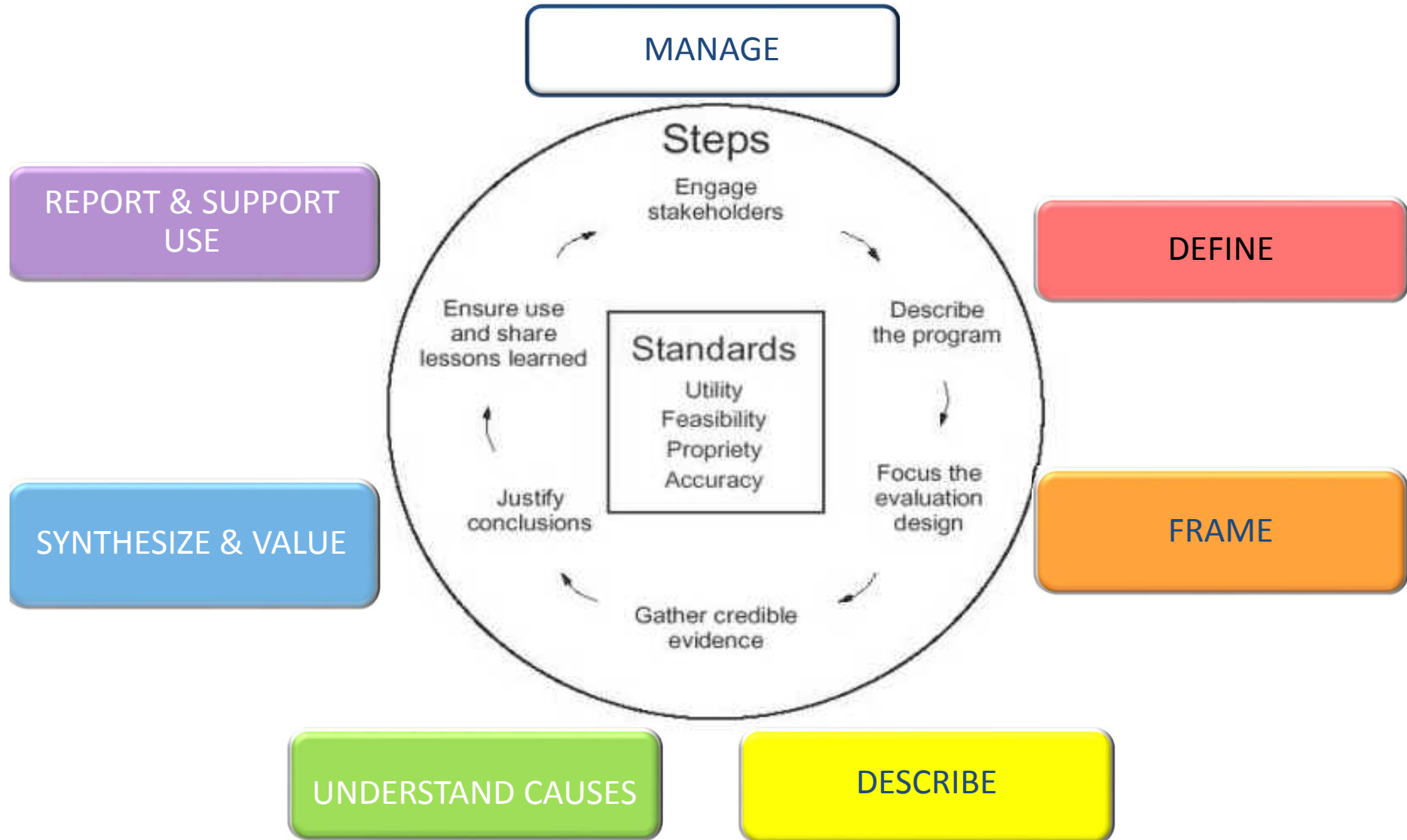
How can BetterEvaluation support us
to keep up in a changing world of evaluation?



Where does the content come from?



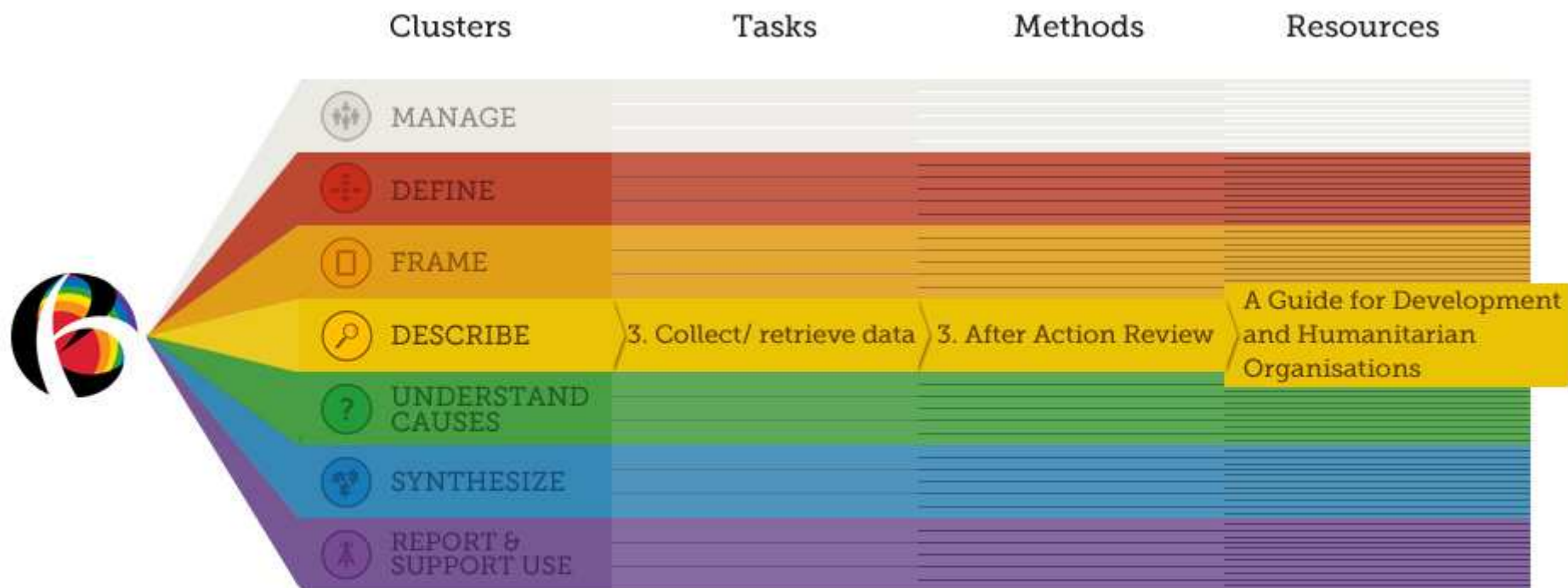
Methods/Options that address all aspects of evaluation



FRAMEWORK

over 200 methods/options
related to 35 specific tasks
in 7 clusters





BetterEvaluation is an international collaboration to **improve evaluation** practice and theory by **sharing information about methods**.

START HERE

to learn more about using BetterEvaluation



Evaluating Policy Influence and Advocacy

Thematic page on Evaluating Policy Influence and Advocacy provides an overview of issues, specific methods and examples for evaluating programs...

[Read more...](#)

The BetterEvaluation Framework organizes 200+ evaluation methods into tasks grouped by 7 components.

Hover over the tabs on the right or visit the framework overview to learn more.

FRAMEWORK OVERVIEW

MANAGE

DEFINE

FRAME

DESCRIBE

UNDERSTAND CAUSES

SYNTHESIZE

REPORT & SUPPORT USE

? UNDERSTAND CAUSES

Analyse what has produced the outcomes and impacts.

Common methods

Beneficiary assessment
Modus operandi
Propensity scores

[Read more...](#)

Get Involved and become a member. Join us to contribute content, share knowledge and experiences, and ask help to get advice.

JOIN US



aeaweb Check it: M @innonet_eval #P:K #eval resource libr.no longer requires a lol
innonet.org/resour/
2 days ago · reply · retweet · favorite

Join the corsation

What do you think of our new front page? What do you think of our new front page? You may have noticed that the front page is... [Read more...](#)

Negotiating the standards for the evaluation. One of the trickiest situations in evaluation is when, after the draft report is... [Read more...](#)

A great tip for logframes. My director often talks about the good old days when the log frame approach was participatory, encouraged... [Read more...](#)

Strategies for Securing Evaluation Resources. You may employ a number of strategies to secure resources to undertake your... [Read more...](#)

Better Evaluation

Home
Tour of the site
Getting Started

The Organization

About Us
Our Members

Support

FAQ
Forums
Evaluations 101

Get In Touch

Contact

CONTENT

Nearly 200 methods pages

Over 500 resource pages

12 approaches (package of methods)

4 thematic pages

Evaluation Method


Bubble Chart

[View](#) [Edit](#) [Revisions](#)

The chart illustrates the relation of a given entity by the position on each of the numeric axes. The third dimension is represented by the size of the bubble representing the entity. It is also possible to add the fourth dimension of time by showing a video of bubble graphs over time. Bubble graphs provide a way to communicate complicated data sets quickly and easily.

Brief example:

The Gapminder World Map2010 shows the relationship between health (represented by expected years of life at birth) and wealth (represented by GDP per person) in each country in the world. The size of the bubbles in the graph represents the population of each country.



[Click this zoom link](#)

Source: Gapminder. (2012)

This method requires some understanding of statistics to draw manually. For example, the area of a circle in bubble charts is proportional to the square of the radius. To get a properly weighted scale, take the square root of the third metric rather than the metric itself. Alternatively there is specialist software that will draw them for you automatically.

Advice

Advice for CHOOSING this method (tips and traps)

- This method is particularly useful for conveying a large amount of numeric information quickly. Ensure that your audience is visually literate.
- Make sure you have three sets of variables that you want to investigate.
- Ensure the data collectors are all collecting data in prescribed formats and in software that allows for upload to common bubble chart creation sites.

Advice for USING this method (tips and traps)

- Collect data in prescribed formats and in software that allows for upload to common bubble chart creation sites.
- This tool is useful for showing situations but not for answering questions on 'why?' and 'how?'. This method will need to be supplemented with others if the evaluation is investigating the reasons behind problems or potential solutions.

Resources

[+ Contribute Content](#)

[Share](#) [FB](#) [TW](#) [F](#) [G+](#)

[RSS](#) [Print version](#) [Add comment](#)

Manage Evaluation

Details

Frame

Describe

Understand Causes

Synthesize

Report And Support Use

Resources

[Bubble Chart Guide](#)

[Gapminder](#)

[How to Make Bubble Charts](#)

[Suggest a Resource](#)

Ask a Question

[Ask the Forum](#)

Find evaluation methods

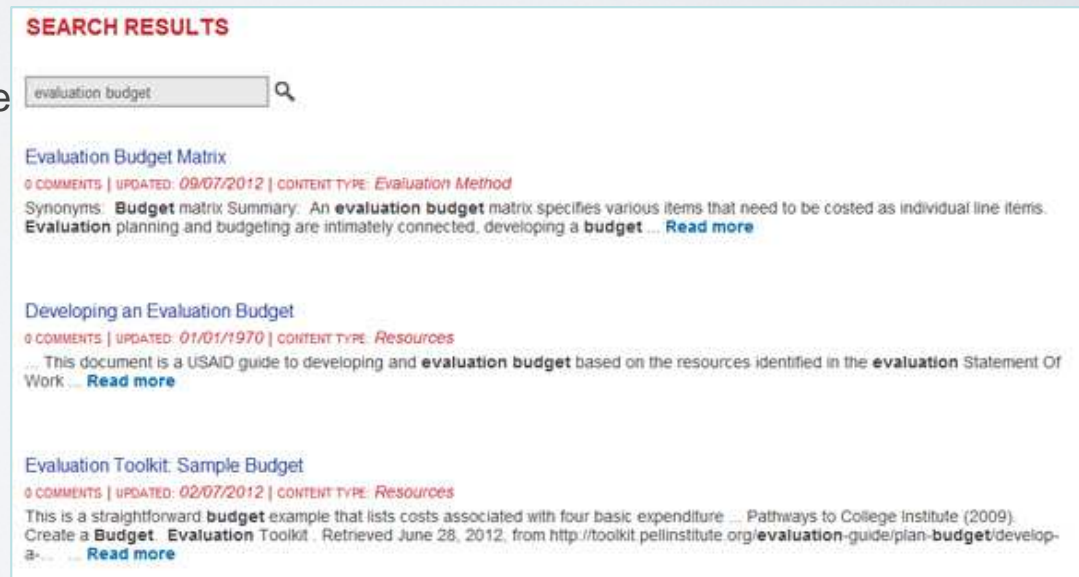


Users can find methods by exploring a particular evaluation task

Find evaluation methods

- Users can find information about particular evaluation methods by using the search tool
- Keywords used in the search will retrieve relevant content from:

- Tasks
- Methods
- Resources
- Approaches
- Themes
- Blogs
- Forum discussions



SEARCH RESULTS

evaluation budget 🔍

Evaluation Budget Matrix
0 COMMENTS | UPDATED: 09/07/2012 | CONTENT TYPE: Evaluation Method
Synonyms: **Budget** matrix Summary: An **evaluation budget** matrix specifies various items that need to be costed as individual line items. **Evaluation** planning and budgeting are intimately connected, developing a **budget** ... [Read more](#)

Developing an Evaluation Budget
0 COMMENTS | UPDATED: 01/01/1970 | CONTENT TYPE: Resources
... This document is a USAID guide to developing and **evaluation budget** based on the resources identified in the **evaluation** Statement Of Work ... [Read more](#)

Evaluation Toolkit: Sample Budget
0 COMMENTS | UPDATED: 02/07/2012 | CONTENT TYPE: Resources
This is a straightforward **budget** example that lists costs associated with four basic expenditure ... Pathways to College Institute (2009). Create a **Budget**. **Evaluation Toolkit**. Retrieved June 28, 2012, from <http://toolkit.pellinstitute.org/evaluation-guide/plan-budget/develop-> ... [Read more](#)

Choose the right method

Information on methods :

- Description
- Examples
- Advice for choosing the method
- Advice for using the method
- Short list of recommended resources
- A full list of all resources, ordered by user rating

This information helps users determine if the method suits their needs and requirements

Evaluation Method

Bubble Chart

View Edit Revisions

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Resources

Contribute Content

Share via social media icons (Twitter, Facebook, etc.)

Res, Print version, Add comment

Manage Evaluation

- Define
- Frame
- Describe
- Understand Causes
- Systemize
- Report And Support Use

Resources

- Bubble Chart Guide
- Gapminder
- How to Make Bubble Charts

Suggest a Resource

Ask a Question

Ask the Forum

Scenario 1- describing a situation

Community renewal project

Have existing social indicator profile

Want to learn how the residents see their community – what are its strengths and problems?

Intended users of the evaluation – local Council for planning and advocacy

What methods might you use?

Under what circumstances might you use them?



Good Shepherd
Raising the voice



Community Centre
for Media Arts



PHOTOVOICE
HAMILTON

A WOMAN'S JOURNEY

“The bus, my groceries – it’s just me. I have to rely on me”.



Scenario 1- PhotoVoice

Participatory photography method

Particularly useful for giving a voice to marginalized people

Community members :

- Take photos
- Select the most significant photos
- Tell stories about what they mean
- Identify key themes



Scenario 1- methods to collect data

- Which methods were suggested?
- Which methods were not suggested?
- What information would you need to be able to use (or oversee someone using) a different method?
- How can we document people's experiences using these different methods?

Scenario 2- causal inference

Completed health intervention to reduce early childhood obesity

Series of evening information sessions

Ten participating families

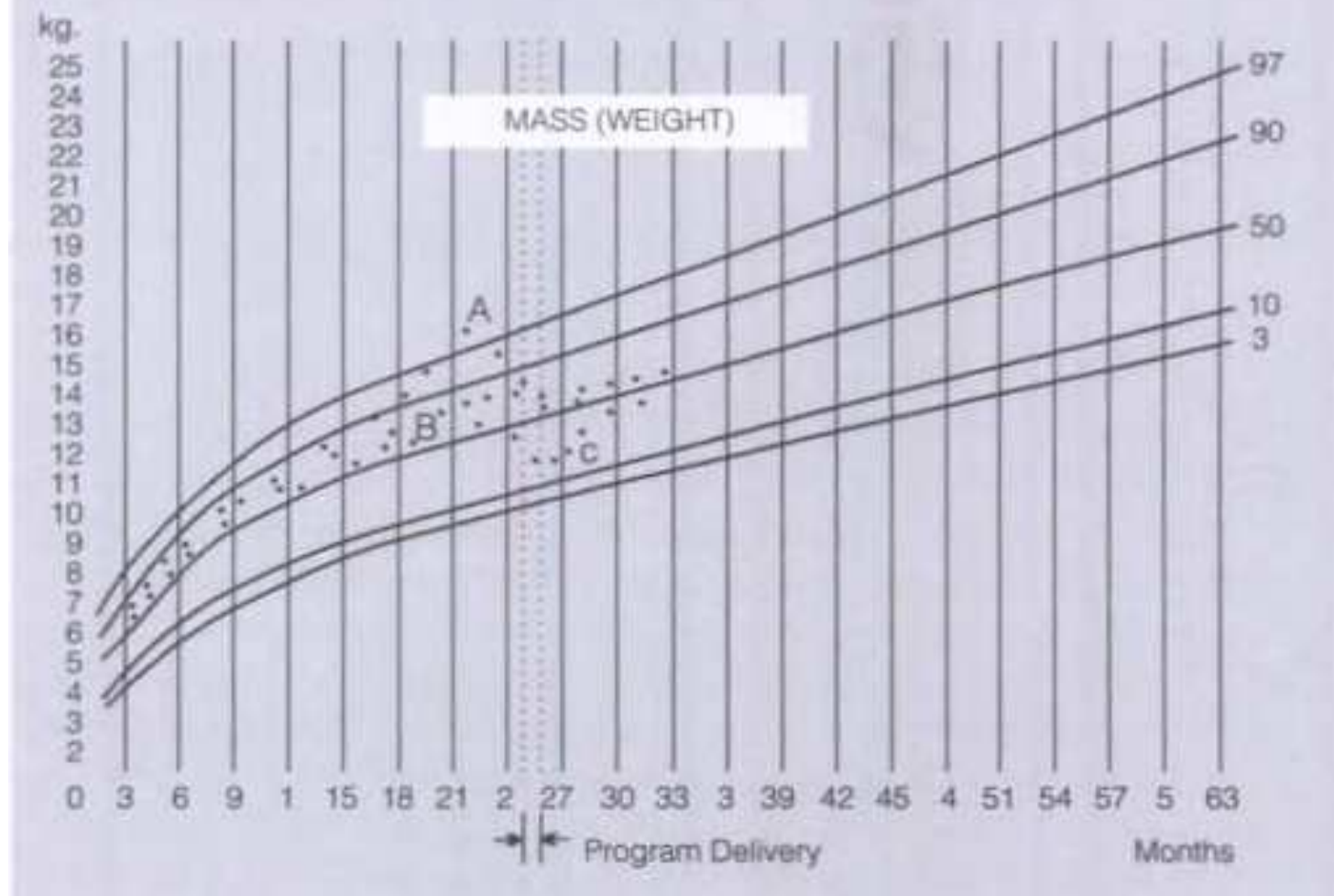
Data (from service records) show children's weight was high at the beginning and lower afterwards

Intended users – management of health service to inform decision about future funding

What methods might you use?

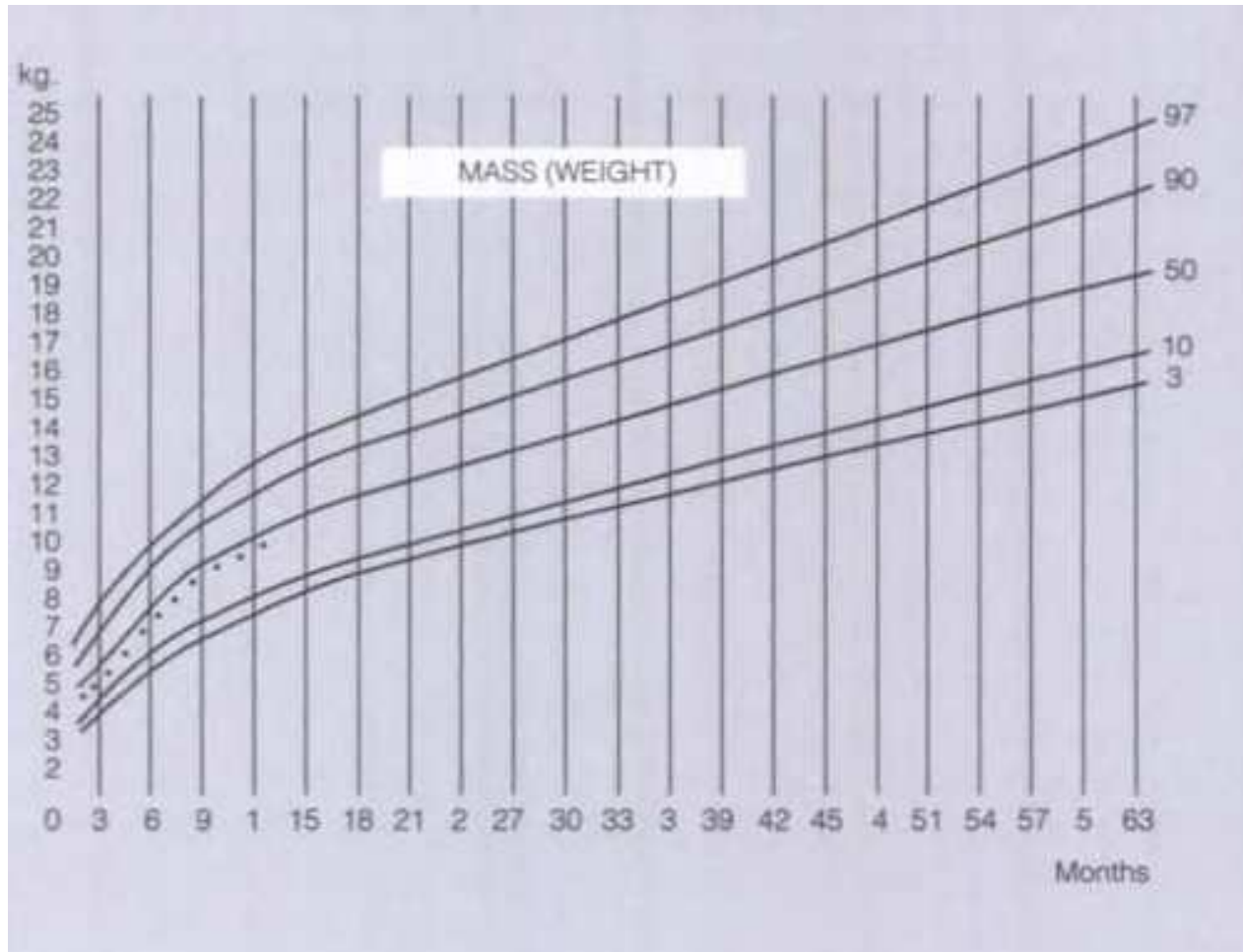
Under what circumstances might you use them?

Figure 13.2 Variations in baby weights over time



Source: Hick, P. (1988) An Evaluation of a Nutrition Program for Young Turkish Mothers. Unpublished paper for the Graduate Diploma in Adult and Continuing Education, Melbourne College of Advanced Education. Presented as a case study in Owen, J. (1999) Program Evaluation: Forms and Approaches (2nd edition). Sydney: Allen & Unwin

Weights of subsequent children

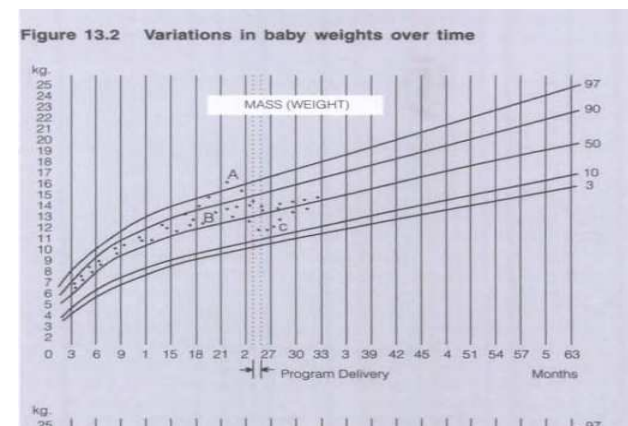


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Scenario 2- Check timing is consistent with program theory

Use time series data to go beyond just 'Before' & 'After'

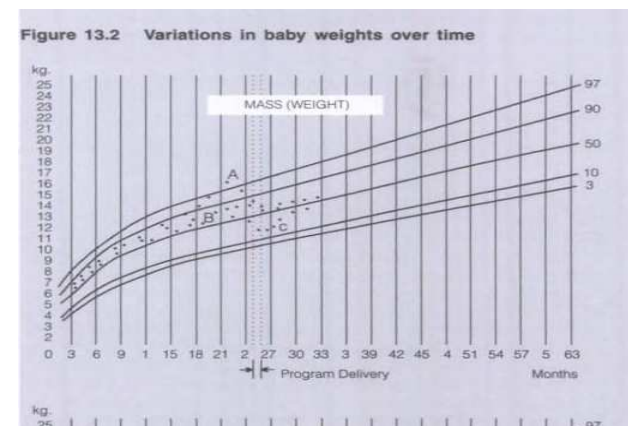
See if the change trajectory is consistent with the theory that the program has caused the observed results



Scenario 2- General Elimination Method

Identify possible alternative explanations

Gather and analyze data to see if these can be ruled out



Scenario 2- methods for causal inference

- Which methods/options were suggested?
- Which methods/options were not suggested?
- What information would you need to be able to use (or oversee someone using) a different method?
- How can we document people's experiences using these different methods/options?

Interactive site (in final testing)

The screenshot displays the 'BetterEvaluation Beta' website. The header includes the logo, a search bar, and a user login area. A navigation menu lists: HOME, START HERE, FIND OPTIONS +, APPROACHES, THEMES, FAQs, ABOUT US, and CONTACT US. Below this is a secondary menu with icons for Forums, Blogs, Members, New Members, and Events.

The main content area is divided into several sections:

- Left Column:**
 - A blue box with the text: "BetterEvaluation is an international collaboration to improve evaluation practice and theory by sharing information about options." and a "START HERE" button.
 - A section titled "The BetterEvaluation Framework organizes 100+ evaluation options into 7 clusters of evaluation tasks." with a "FRAMEWORK OVERVIEW" button.
 - A "JOIN US" button and a social media-style post from "BetterEvaluation (BetterEval)" mentioning a podcast and reporting on #Eval Reporting.
- Center:** A large graphic of a funnel with seven colored segments, each labeled with a task: DEFINE, FRAME, DESCRIBE, UNDERSTAND CAUSES, SYNTHESIZE, REPORT & SUPPORT USE, and MANAGE.
- Right Column:**
 - A section titled "Using Stories in Evaluation" with an image of a bowl and a "Read more..." button.
 - A "MANAGE" section titled "Manage an evaluation or an evaluation system" with a list of "Evaluation Tasks" (1. Understand and engage stakeholders, 2. Establish decision making processes, 3. Decide who will conduct the evaluation) and a "Read more about MANAGE" button.
 - A list of blog posts with "Read more..." links, including "What to call our taxonomy?", "Negotiating the standards for the evaluation", "A great tip for logframes", and "Strategies for Securing Evaluation Resources".

The footer contains four columns of links:

- Better Evaluation:** Start Here, Framework Overview, What is the Framework?, Contribute Content.
- The Organization:** About Us, Our Members.
- Support:** FAQ, Forums, Evaluations 101.
- Get In Touch:** Contact, Feedback Forum.

Current public site www.betterevaluation.org

HOME ABOUT SUPPORTING ORGANIZATIONS VIRTUAL WRITESHOP CHALLENGES EVALUATION COMPONENTS CONTACT US



BetterEvaluation

BetterEvaluation is an international collaboration to improve evaluation practice and theory by sharing information. While we work behind the scenes developing the fully interactive website, you can find information about the project and examples of resources here. Contact us if you'd like to get involved.

- Home
- About
- Supporting Organizations
- Virtual writeshop
- Challenges
- Evaluation Components
- Contact Us

Seven evaluation methods to add to the toolbox?

In a recent workshop on 'Designs for Performance Evaluation', which Patricia Rogers conducted with program officers from USAID, we looked at seven methods and strategies which might be usefully added to the repertoire for collecting, analyzing or synthesizing data.

Which of these might be useful to add to the methods that you use - or that you encourage evaluators to use in evaluations that you manage?

1. Mobile Phone Data Logging



Mariel Lazcano using FLOW to interview a community member. Photo: Water for People

Mobile phones (cell phones) can be a great method for collecting data – and they don't have to be smart phones. Phones can use SMS, Java or Android to log data. Advantages of using this method include making decentralized data collection easier and providing immediate reporting and analysis.

For an example, check out how **Water for People** is using a mobile phone-based technology called **FLOW – Field Level Operations Watch** – to maintain accountability and allow communities to monitor their own water and sanitation.

NOMAD has developed a useful review of the current state of the art in mobile data collection systems

2. Community mapping of an area's resources and problems

Community mapping can be used to aggregate local citizen reports, community media and other relevant news and information.

The **Map Kibera** project has gathered data about the location of services to produce the first map of Kibera, Nairobi (one of the largest slums in Africa).



Map Kibera <http://mapkibera.org/>

3. Interactive mapping of crowd sourced data



Stop Stockouts map of pharmacies out of stock of first-line malaria drugs

Interactive maps can be built from data contributed by text messages, email, twitter, news and web-forms. Like mobile phone data logging this method allows for decentralized data collection and rapid reporting and analysis.

Ushahidi is a non-profit tech company that specializes in developing free and open source software for **information collection, visualization and interactive mapping**.

Stop Stockouts uses interactive mapping to share information and advocate against stockouts (when a pharmacy has no medicine on the shelf).

4. Photovoice

This method involves community members in taking photos, selecting the most significant photos, telling stories about what they mean, and identifying key themes.

PhotoVoice builds skills within disadvantaged and marginalised communities using participatory photography and digital storytelling methods to represent themselves to achieve positive social change.

How could you contribute to BetterEvaluation?

Suggest
methods

Comment
on content

Improve the
descriptions

Suggest
resources

Rate
resources

Curate a
section

Host an
event

Share
experiences

Spread the
word

Acknowledgements

- **Founding partners:** Institutional Learning and Change initiative of the Consultative Group on International Agriculture, Italy; Overseas Development Institute, UK; Pact (Head office (Washington D.C, USA), South Africa and Thailand offices); RMIT University (Royal Melbourne Institute of Technology, Australia)
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