Measuring Change in Hard to Reach Areas

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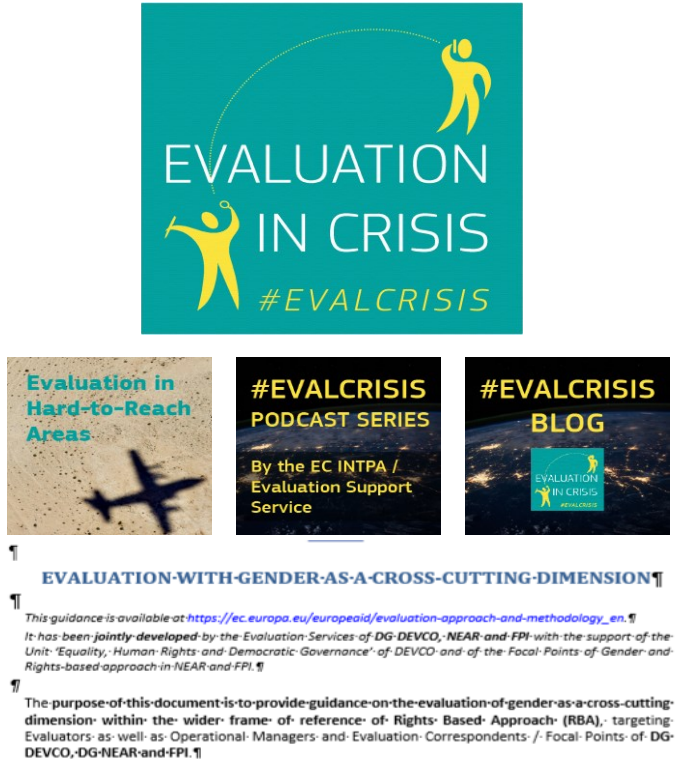
Key discussion themes

1. INTPA/ESS initiatives and guidance
2. Understanding Uncertainty and its challenges
3. Designing an evaluation
4. Evaluation tools and methods
   a) Remote data collection
   b) Participation and local expertise
   c) Validation and dissemination
5. Key take-aways

ESS initiatives, and guidance on emerging topics

- COVID-19: this global crisis teaches us how fragile we are, as individuals and as societies
- It introduced profound changes in our lives; we shall embrace them and adapt our working habits
- This has several impacts also on evaluation
- The global evaluation community is developing references, reflections, tools to help commissioners of evaluation and evaluators
- #EVALCRISIS is an INTPA/ESS initiative, which gathers and shares useful references, and produces original reflections (podcasts, blog posts)
- Follow the initiative on https://europa.eu/capacity4dev/devco-ess

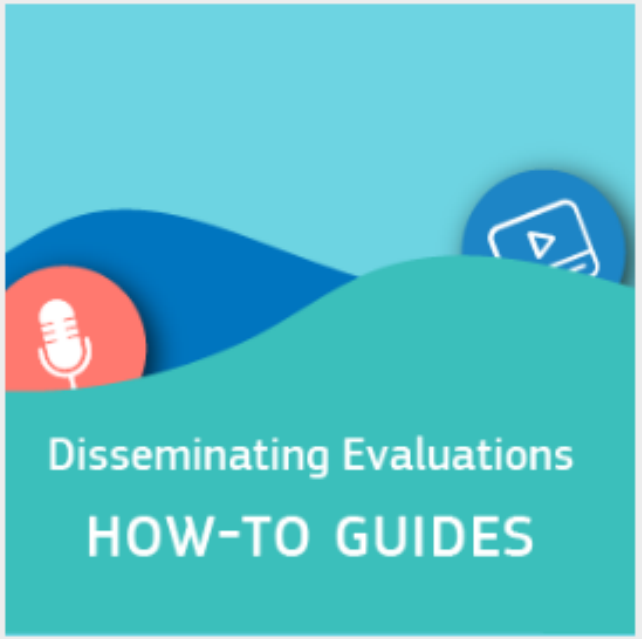


Some lessons learnt collected so far

EvalCrisis Lessons Learnt Paper: Here

EvalCrisis summary video: Here

Evaluation in Hard-to-Reach Areas Lunchtime Conference sessions and Lessons Learnt Paper: Here

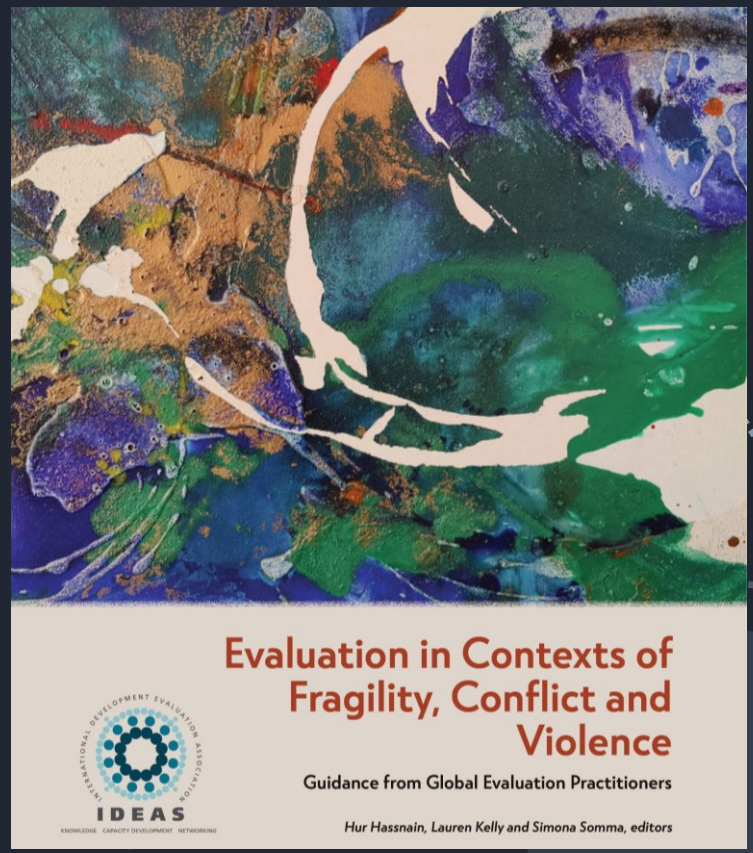


Have you seen the Evaluation Dissemination webpage on C4D yet? If not, visit:

https://europa.eu/capacity4dev/evaluation_guidelines/wiki/disseminating-evaluations

- Available to download at:
- www.ideas-global.org

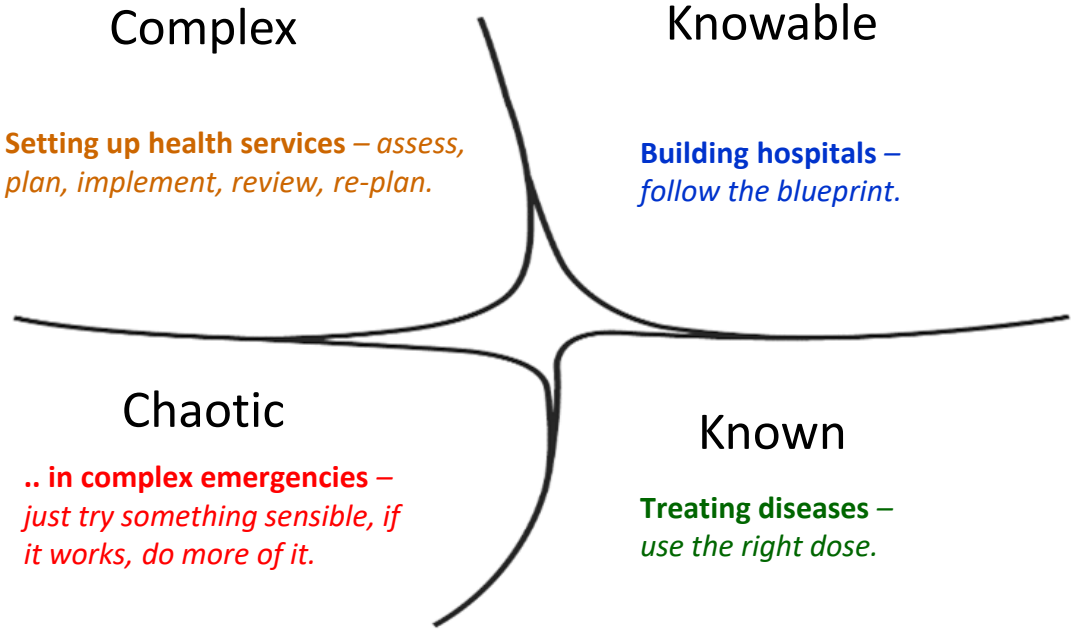
- Printed copies could be ordered from Amazon at: https://linktr.ee/EvaluationFCV



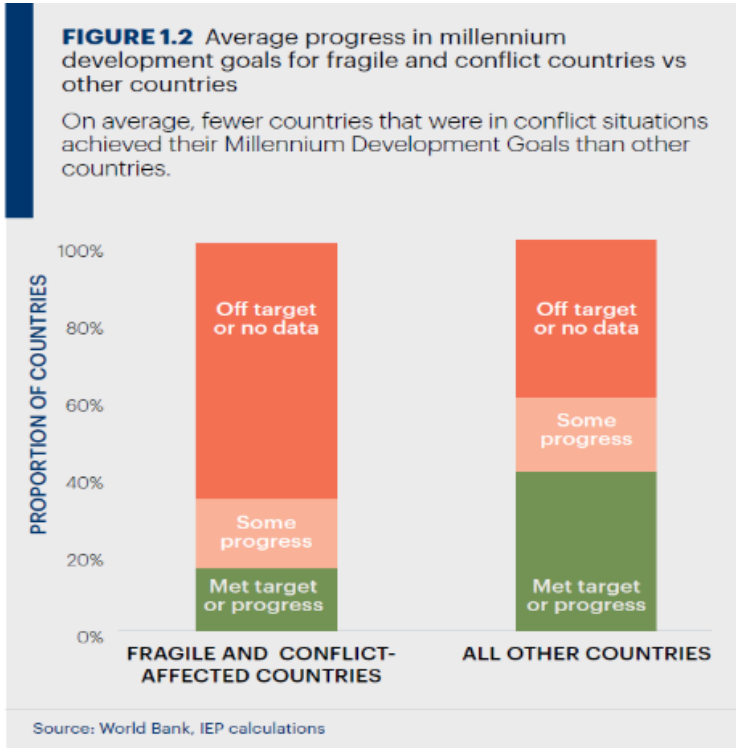
Understanding uncertainties and its challenges

The context

The Cynefin framework



[Source: Dave Snowden - www.cognitive-edge.com/library/more/video/introduction-to-the-cynefin-framework/](www.cognitive-edge.com/library/more/video/introduction-to-the-cynefin-framework/)



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

"Without peace there is no development, and without development there is no peace" *Jan Eliasson, UN Deputy Secretary General 2012–2016*

Challenges of Evaluation in uncertain environments

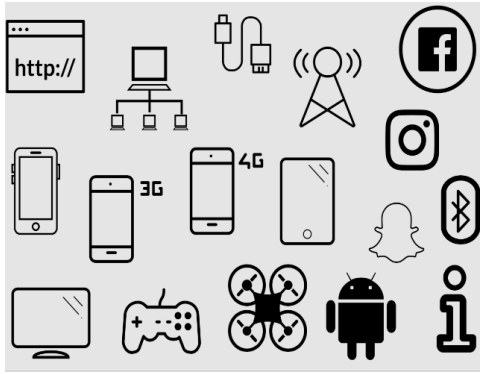
Designing an evaluation

Designing an evaluation

- Safety comes first
- Start from the context – understand conflict triggers, gender and cultural norms, availability of participants and evaluators
- Is the evaluation feasible
- Conflict sensitive Evaluation Framework, Tools, and Questions
- Hiring of evaluators and enumerators – additional competencies
- Secondary data vs primary data
- Engaging local people
- Get in touch with the ESS experts

Evaluation tools and methods in HRA

Remote data collection



- Though ICTs bring huge potential, they also carry new risks.
- Invest time in creating a trusting environment before & during data collection to avoid problems or biased answers.

Phone and SMS based Surveys

Online Interviews and FGDs

- GoToMeeting, Skype, Microsoft Teams, Webex, Zoom.

Online Smartphone based Surveys:

- Kobotoolbox, surveymonkey, Sprockler, SurveyCTO, Mobenzi, Google Forms, etc.

Story gathering/inquiry tools

- https://www.sprockler.com/
- https://sensemaker.cognitive-edge.com/

Participatory Videos

Twitter

sentiment analysis, key phrase extraction and social network analysis of tweets.

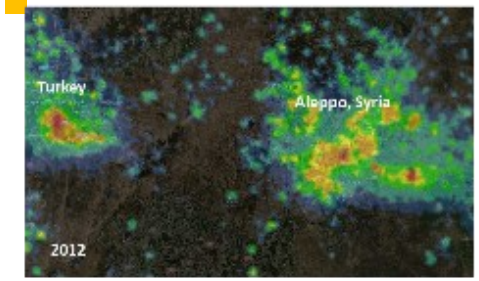
Facebook

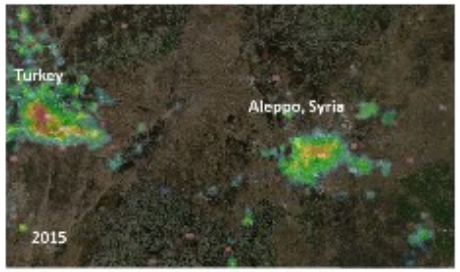
groups, discussions on various topics.

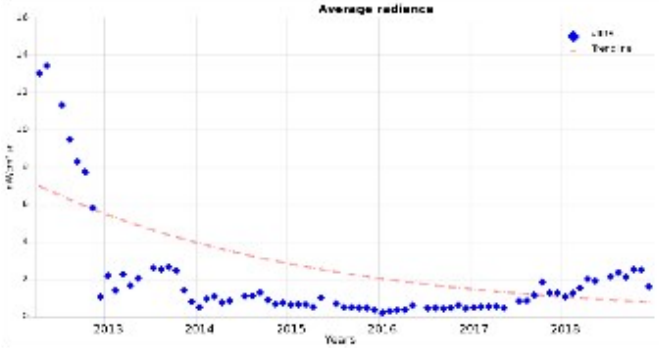
Whatsapp

Geospatial Technology

Remote sensing data such as nighttime light can help with evaluation in conflict and fragile situations. They help in evaluation design and planning by providing hard to come contextual information. They are also useful in assessing economic and environmental outcomes.







Analysis based on NASA VIIRS nighttime data

Aleppo has been an active battle zone since 2011. The nighttime data shows a sudden drop in brightness value around 2012. The brightness level has been low since then. Home to two million people before the war, the city average radiance dropped by 85 percent between the three years. During the same time period, the towns in neighboring Turkey remain relatively unaffected.

Under the current circumstances, some readily available user-friendly platforms can be explored - the Global Resource Watch, the Water Explorer, the UN Biodiversity Lab, and the Sentinel Hub, etc. For more enthusiastic evaluators the current situation could be an opportunity to expand geospatial skills through some popular massive open online courses (MOOCs).

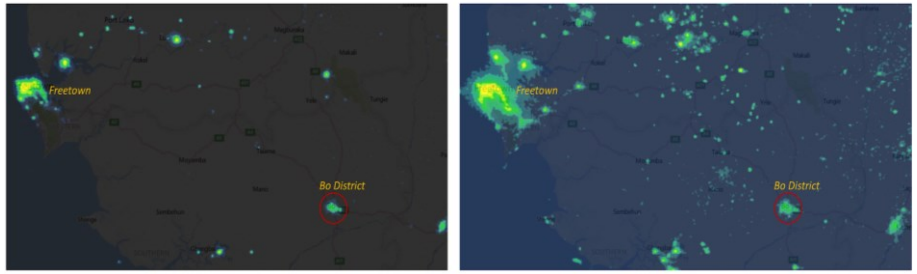


Figure a: Night-time lights data for Sierra Leone, 2012(Left), and 2019(Right). Freetown can be seen in the upper-left corner, and the Bo district is in the lower right part of the images. Data Source(NASA VIIRS)

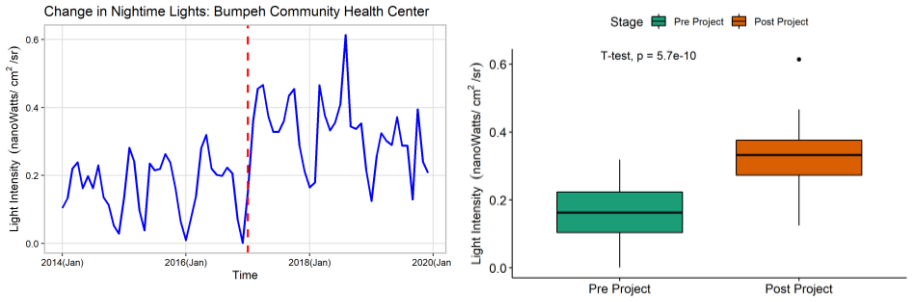
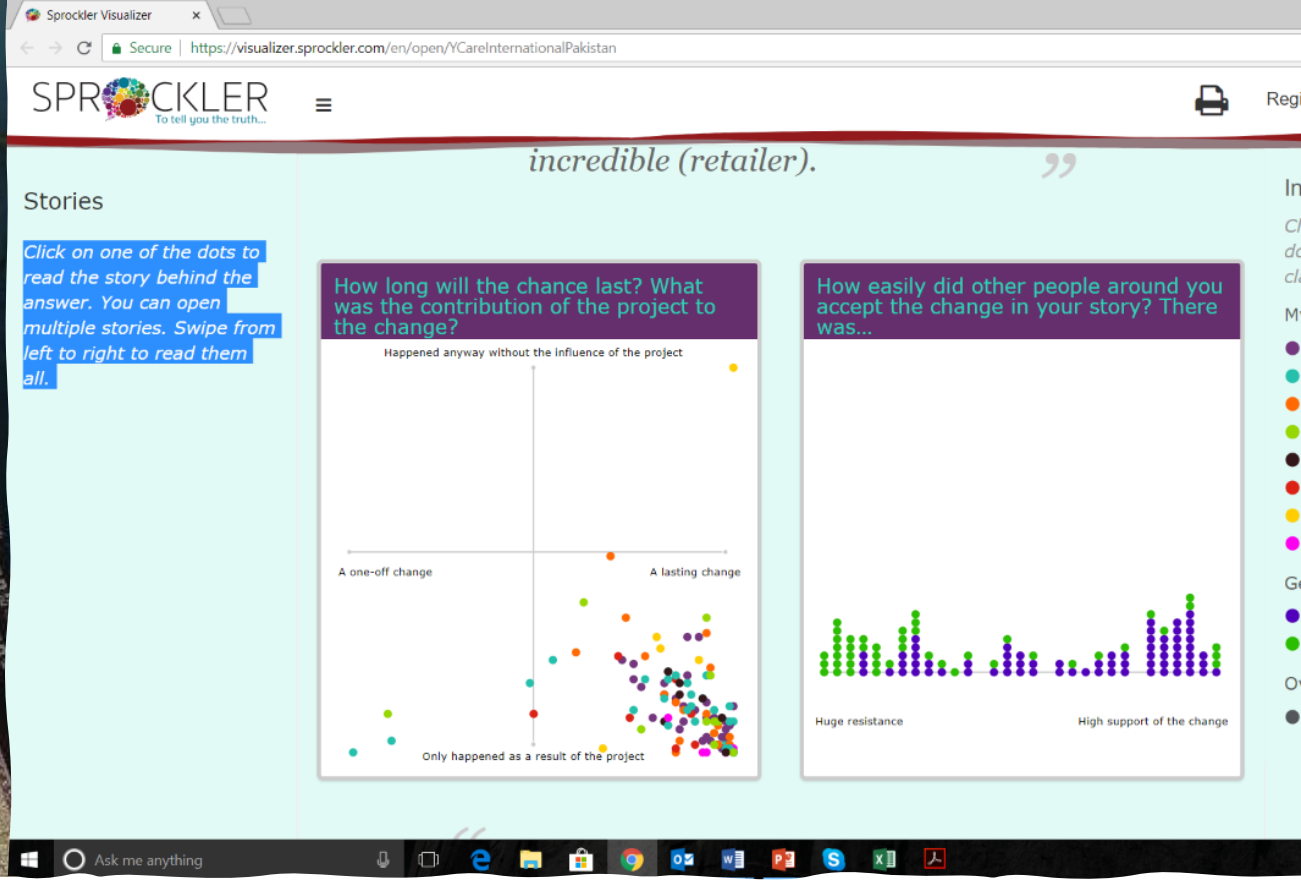


Figure b: The times series of light intensity at the project site. The red line shows the time of implementation of solar-based electrification.

Build on local expertise: Participation and feedback



Close the evaluation learning loop and learn from it?

- *'This validation workshop was special, since it was the first time after a survey that the evaluation team shared the results with us'.*

12 Key Take Aways

1. **Safety and Security** – Though evaluation bring potential, they also carry several risks.
   - Are there any **side-effects**? Conduct a **risk assessment** and think about unintended consequences. Are we creating risk for anyone? Is the potential benefit worth it?
   - Study the **privacy** policies of the service providers, government data collection and storage regulations. While speaking to respondents always take consents.
2. **Understand the context –** conduct or attain latest and relevant conflict analysis
3. **Embed conflict-sensitivity throughout the evaluation cycle**
4. **Ensure confidentiality and anonymity**
5. **Build on local capacities** – Train the enumerators on how to engage with the evaluation, deal with the language issues and seek assistance when required.
6. **Invest in building acceptance** – Invest time in creating a trusting environment before & during data collection to avoid problems or biased answers.
7. **Use Mixed Methods and Triangulate** – To avoid selection and other bias, use participatory and mixed methods and triangulate information
8. **Validation** and dissemination – Wherever possible get back to respondents and try to make sense of the data with them. Identify innovative ways of validating and disseminating the information
9. **Engage enumerators and stakeholders** – Get feedback from enumerators and partners after the data collection and involve them in the analysis of the data.
10. **Logistics** – Beware of additional infrastructure and logistical support
11. **Coordinate and collaborate with others** – Where possible use data from other sources (e.g., National Statistical Offices, other agencies, donors, academia, the UN)
12. **Backup plan** – e.g., What if ICT doesn't function

Thank you!

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