



SESSION 8

Evaluation tools group discussion

Mixed approaches to evaluation tools

Experience sharing on drafting ToR



Group discussion – Evaluation tools

- 15' free discussion in small groups on
 - what you know or don't know about the different types of evaluation tools
 - what is challenging as an evaluation manager with respect to evaluation tools.
- Come up with the 2 crucial questions on evaluation tools that your group wants to ask the trainers in plenary.

Interviews

Definition & purpose

- One of the **most common** evaluation tools
- To collect qualitative data

How

- Usually **face-to-face**, also **video conferences**, **calls**, **email...**
- Can be individuals or groups
- Can be « **semi-structured** » using a checklist

Advantages

- Collection and analysis of information and points of view **at each stage of the evaluation/first hand. Fluidity** of information flow

Limitations

- Potential **biases** (vested interests)
- Limited numbers (representativity)
- Incorrect selection of interviewees



Surveys

Definition & purpose

- Collect **structured information** from a large group of individuals

How

- **Structure the questionnaire** to be used
- Conduct survey **directly** or using **internet platforms**

Advantages

- Collect **information on viewpoints & practices from a large range of people**
- Can be **analysed statistically** to **quantify opinions**

Limitations

- Challenges of **representativity** and **statistical significance**
- The quality of the results depends **formulation of the questions (lose nuance of face to face)**



Focus Groups

Definition & purpose

- Collect information from a **group of participants**
- Ensure **diversity of propositions** and a **cross-check of information**

How

- **Through collective** analysis, perspectives and suggestions
- **Varied participant profiles** and **timing** according to the data collection/ analysis/ validation purpose

Advantages

- **Debate/discussion** providing insights
- **Qualitative data**; perceptions, feelings, stories..
- **Understanding reasons and coherence** for certain opinions

Limitations

- **Minority opinions pushed aside or over represented**
- **Need skilled facilitator**
- **Considerable time needed to organize/prepare**



Case study

Definition & purpose

- In-depth analysis of component/specific aspect of an action (micro analysis)
- Goals and content can **vary** greatly **depending on the context** and **needs** of the evaluation

How

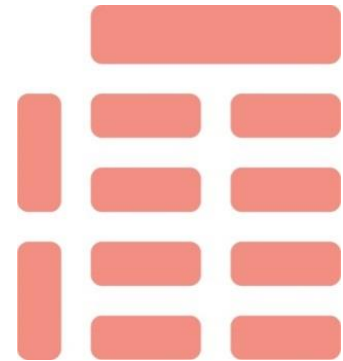
- Findings collected through mix of tools focusing on a specific aspect(s) of a given P/P e.g. a selection of regions; of components, of sub projects etc.

Advantages

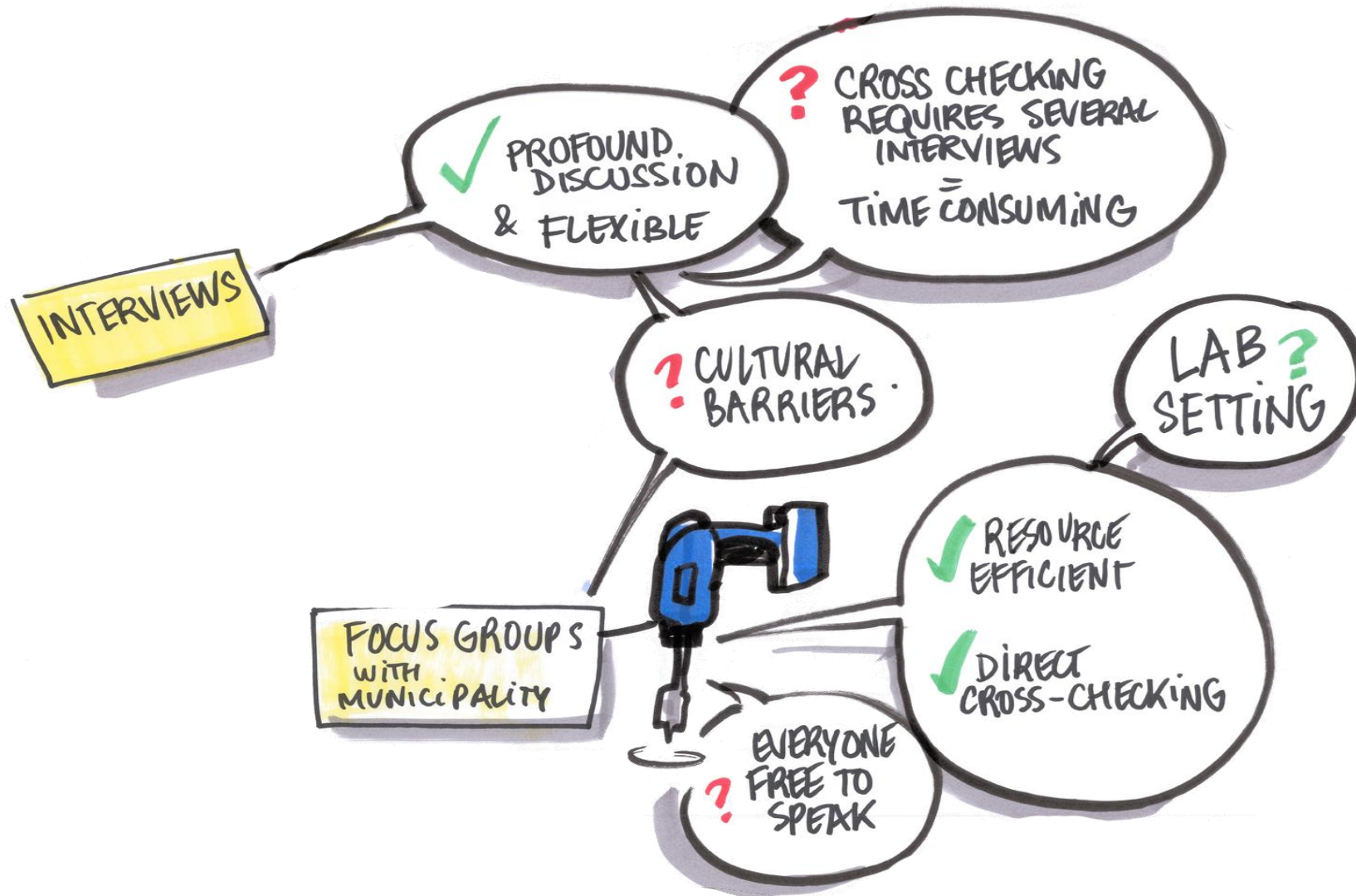
- Provides a **more detailed picture**, of an aspect of an action.
- **Good insight into different scenarios**

Limitations

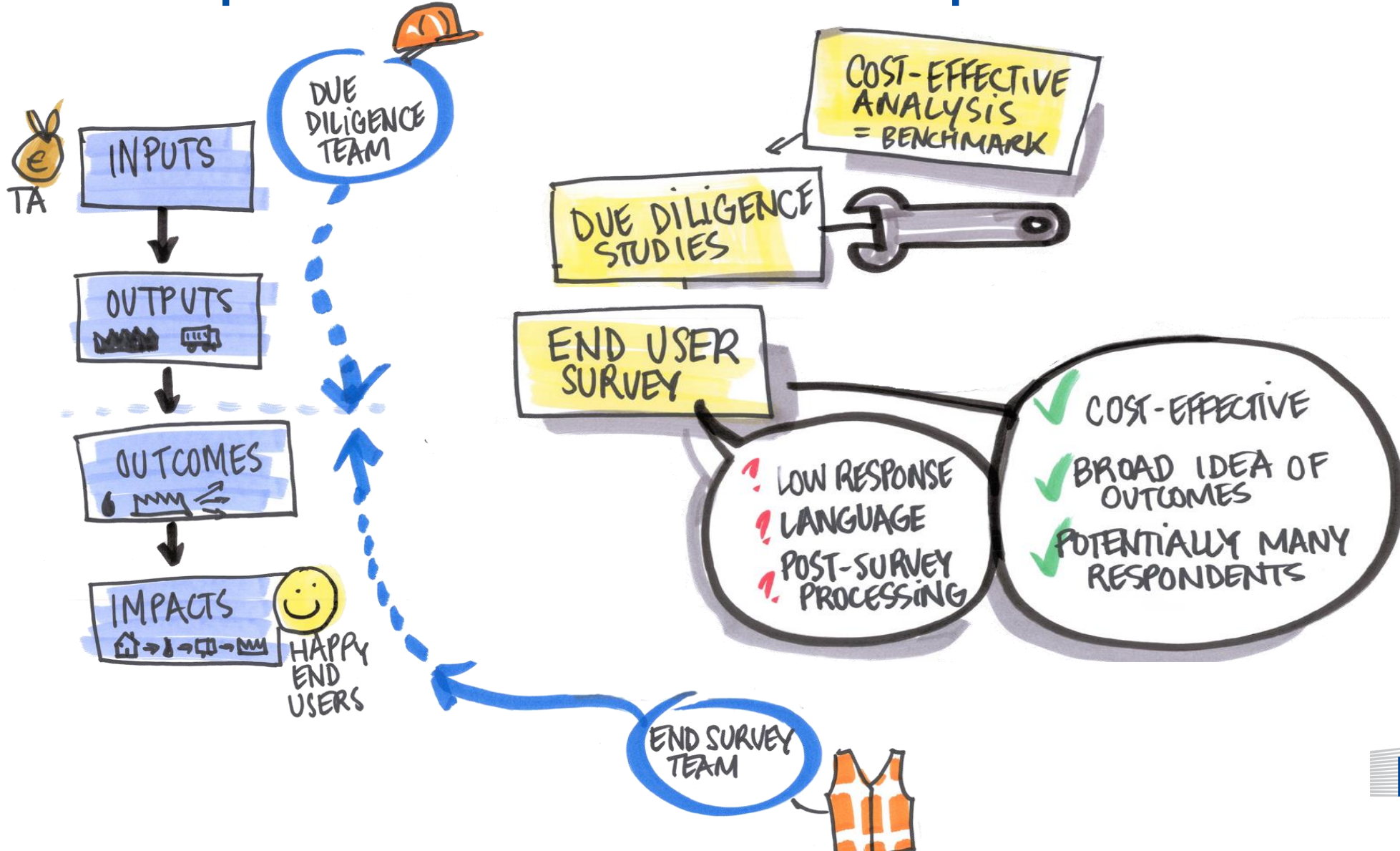
- **Representativity**
- **Not able to provide overview of entire action**
- **Reliant on correct choice of content of studies**



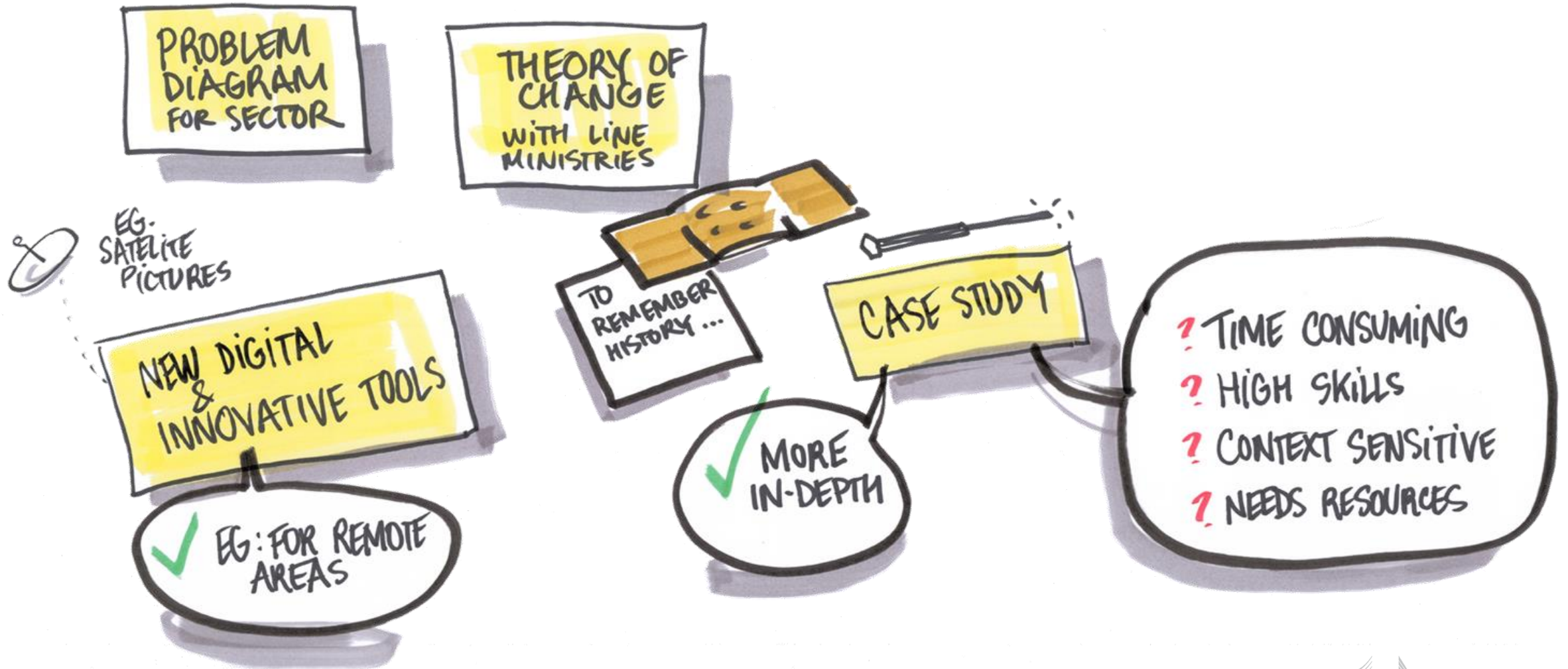
Example: tool box for an impact evaluation



Example: tool box for an impact evaluation



Example: tool box for an impact evaluation



Preventing and correcting biases to improve the reliability of collect data

Evaluation team members

Constant awareness of potential biases

- **Confirmation** bias
- **Empathy** bias
- **Self-censorship**
- **Strategy/vested interests** of interviewees
- **Question-induced answers**

Techniques to improve data reliability

- Asking *open questions*
- Mixing *positive and negative questions*
- *Promising anonymity* (and keeping this promise)
- Constantly *focusing on facts*

Lots of other traditional/new evaluation tools

- LFA related tools e.g. Intervention Logic, Problem/Objective diagrams (to understand pathway of change)
- Randomised Control Trials, Multi-Criteria Analysis, Cost-Effectiveness Analysis (to make comparisons)
- New digital and innovative tools (highly relevant for evaluations in hard to reach areas)
- <https://europa.eu/capacity4dev/devco-ess>



Quant & Qual evaluation tools

Quant methods: some definitions

- Used to investigate things that can be measured or quantified to generate numerical data
- Measure the amount of things and their relationships
- Use numbers for interpreting data
- Emphasis on measurement and statistical analysis
- Provide uniform measures of project achievements (all along the results chain)
- Usually aim to tell us something about a population based on a sample (findings can/should be generalised)
- Popular with many because of their potential to generalize results
- Often takes less time to administer quanti than quali methods
- Make large use of secondary data sources
- They are top down: data are collected to test a theory or hypothesis

Qual methods: some definitions

- Use words and text in data collection instead of numbers
- Capture perspectives and the meaning of things
- Describe in detail:
 - Situations, events
 - People and their experiences
 - Interactions
 - Behaviours, attitudes
 - Beliefs, thoughts
- To understand how people make meaning of and experience their environment or world
- Narrow in scope, applicable to specific situations and experiences, not intended for generalization
- Make large use of primary data sources (from fieldwork)
- They are bottom up: a theory or explanation is developed from data

Quant vs Qual: Comparative description

Quantitative methods methods

- To generalise
- To capture indicators (what, when, where)
- For broad information from many sources
- When models / links are established / known

Qualitative

- To contextualise
- To understand mechanisms (how, why)
- For detailed information from few sources
- When models / links are hypothetical / unclear

Quant vs Qual: example of questioning

Quantitative analysis

- Tell me what you learned
- How many individuals are participating?
- What are the changes in performance?
- Is there a change in quality of life?
- Is there a change in health measures?
- Is there a difference between those involved and those not involved?

Qualitative analysis

- How do you apply what you've learned?
- How are participants experiencing the change?
- Differences in the way they experience change? Why?
- To what extent is the intervention culturally and contextuality valid?
- How and why has quality of life changed?
- What are the unanticipated impacts (positive, negative)?

Quant vs Qual: Comparative limitations

Quantitative analysis

- Reduction of narrative into numbers
- Design / data collection protocols difficult to adapt to changes
- Standard categories & data coding fail to capture nuances
- Lack of in-depth analysis
- Risk of decontextualized findings
- Assume the programme operates as planned and everyone receives the same services

Qualitative analysis

- Time consuming
- Data analysis challenging, need for knowledge and skills in qualitative data analysis approaches, techniques, software, etc
- Data and finding robustness depends on skills and perspectives of the evaluators
- Evidence gathered from a small number of people
- Anonymity more challenging

Quant vs Qual: some data collection tools

Quantitative tools

- **Secondary source analysis** (statistics, reports, admin records...)
- Surveys, questionnaires, self-report surveys
- Observation/surveys with random sampling & statistical analysis
- **Counterfactual analysis, ...**

Qualitative tools

- Interviews, **questionnaires**
- Focus Groups
- Story telling (incl. MSC)
- Outcome harvesting, outcome mapping
- Topic guides
- Scenarios, Observation
- **Secondary sources analysis** (literature, case studies...)
- **Counterfactual analysis**

A long story short

Quantitative Methods



Qualitative Methods



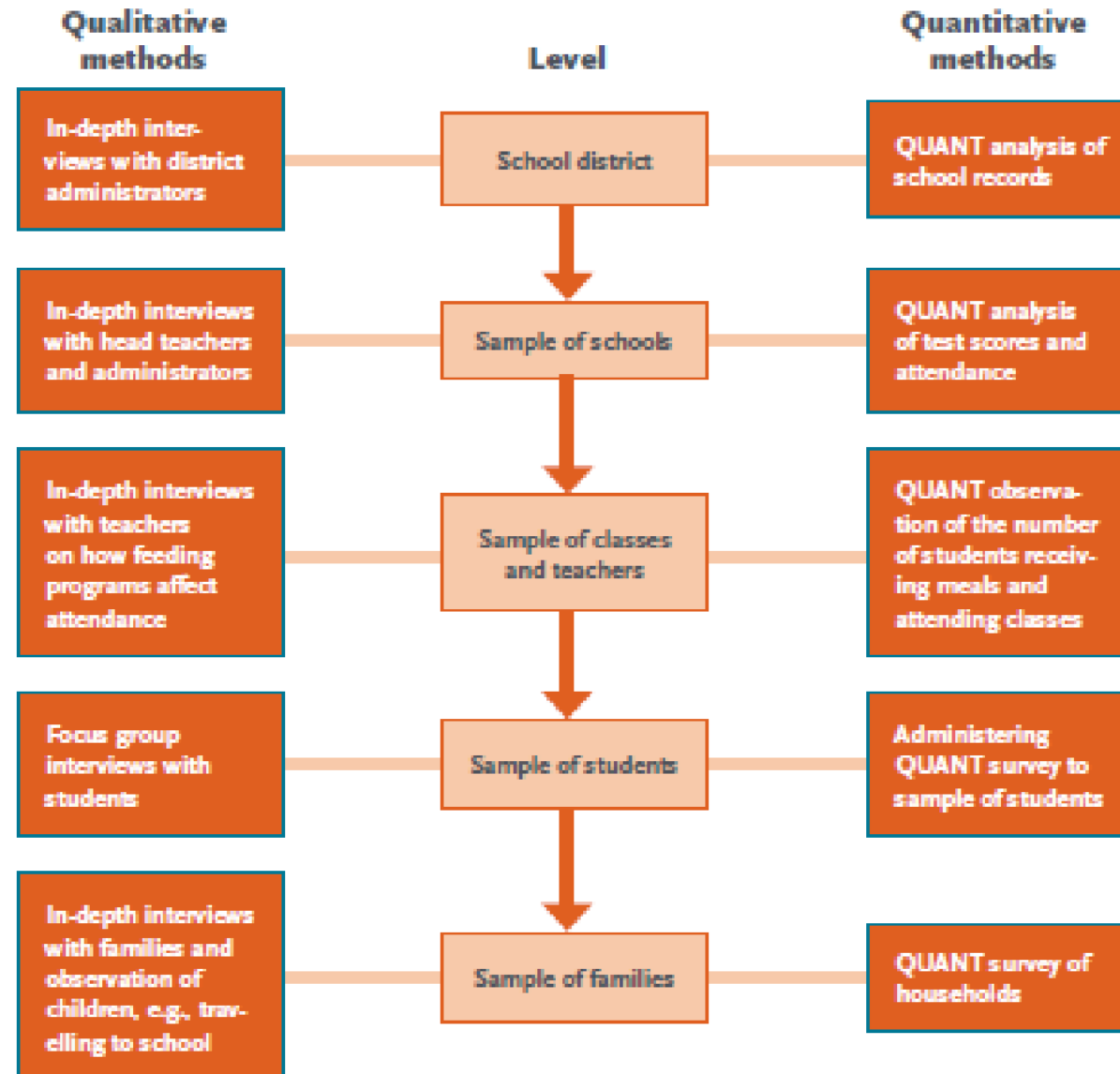


*The advantages of a mixed-
method approach*

5 main benefits of mixed methods

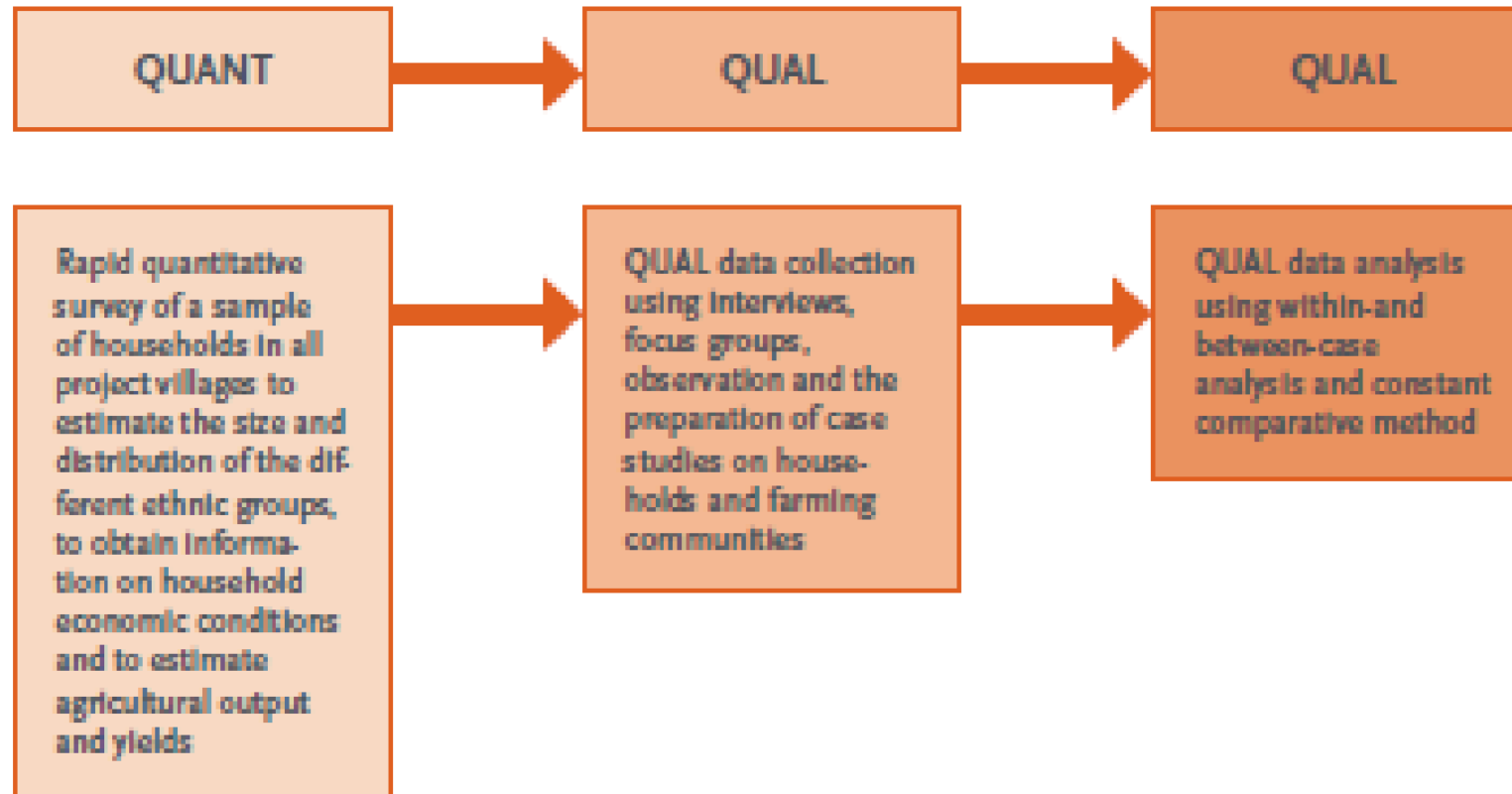
1. Triangulation of evaluation findings (if convergence, greater validity; if incoherence, need for analysing reasons)
2. Development: results from one method helps developing the tools / sample / instrumentation of another
3. Complementarity (broader, deeper understanding)
4. Initiation: diverging results call for reconciliation through further analysis
5. Value diversity: incorporating a wider diversity of values through different methods

Example multilevel mixed method design



Using both QUANT and QUAL tools at each level of an evaluated system to triangulate and complement the information collected , in Bamberger, quoted

Example of mixed method approach

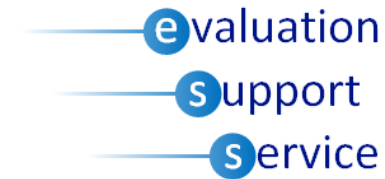


*Using QUANT survey results to shape QUAL data collection
To be further analysed with QUAL comparative method, in Bamberger, quoted*

Need help to use a mix of methods in your evaluations?

For more support on using mixed methods in the evaluation you are managing:

Contact the ESS: helpdesk@evaluationsupport.eu



Further reading among many others:

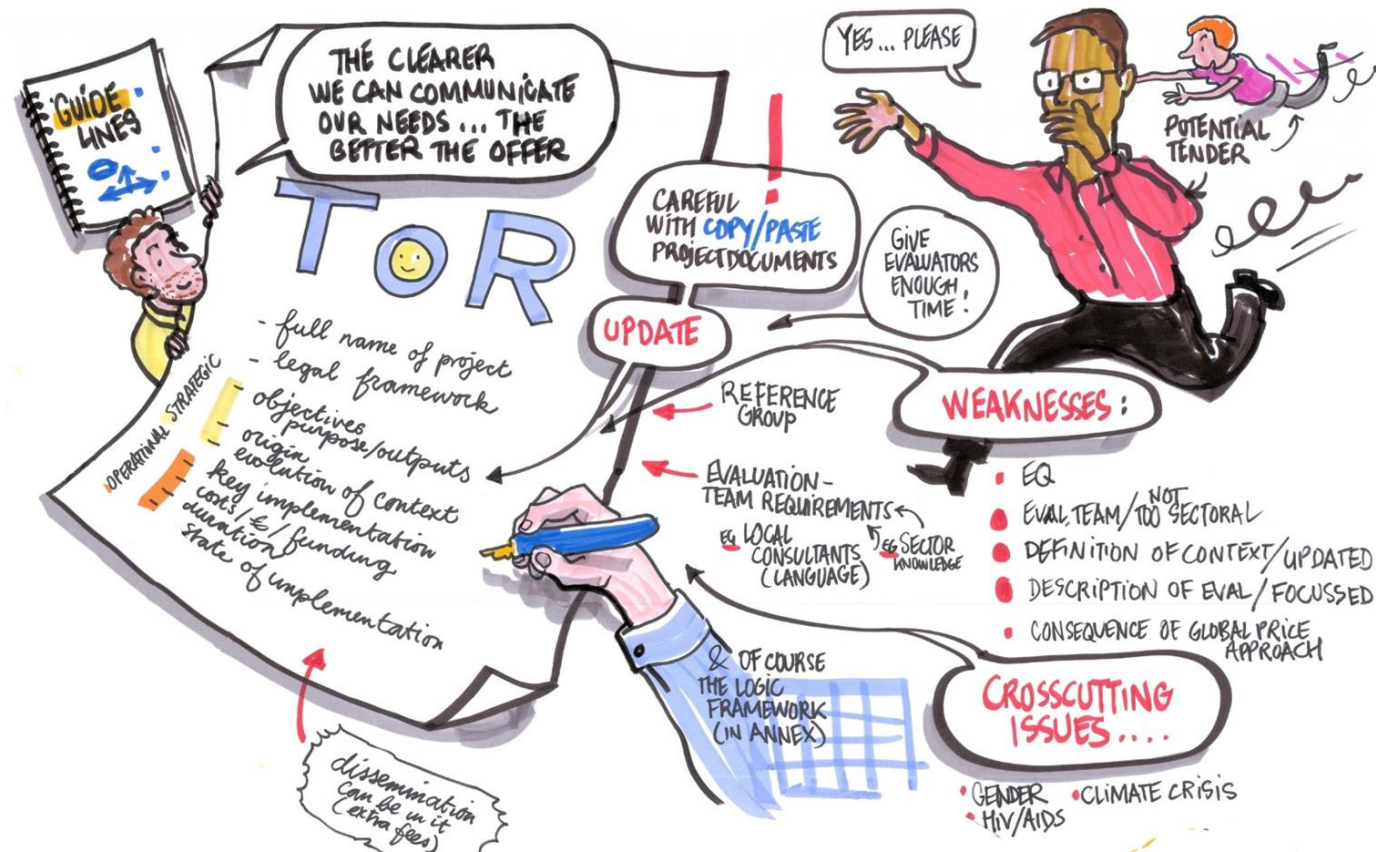
- Michael Bamberger, Introduction to mixed methods in impact evaluation, InterAction / The Rockefeller Foundation, August 2012
- Kevin Williams, Mixing quantitative and qualitative evaluation tools: a pragmatic approach (based on the work done for the EC/Mean Programme)

Q&A session



**Open question & answer
session**

ToR drafting: do a quick self-test !



Experience sharing exercise on drafting of ToR



© European Union 2020

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

