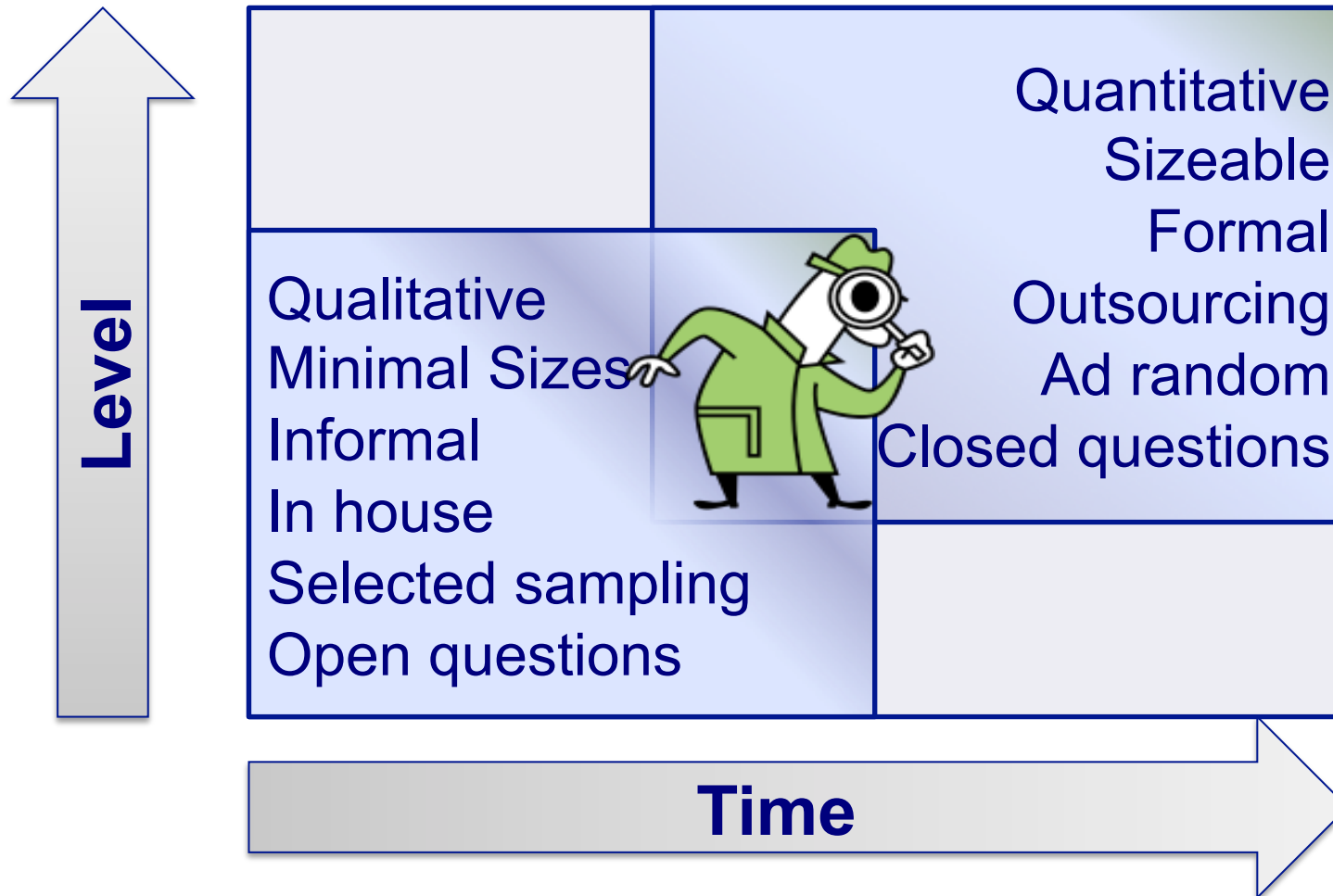




Measuring

Tools

Selecting tools



Information Gathering Tools

Focus Group Discussion

Stakeholder Consultation

In-house survey

Outsourced survey

In-depth interview

Observation

Records

Secondary sources

Case study

Control Group

Selecting tools...

- Not one tool per box but **combine measuring level changes** with the same tool
- Not one tool but a range of tools because **triangulation** reinforces findings
- **Document the process**, not only findings, and state the limitations
- Measuring intervals: **once equals zero!**

Eight tools

1. Observation
2. Secondary sources
3. Records
4. Focus Group Discussion
5. Stakeholder consultation
6. In-depth interview
7. In house survey
8. Outsourced survey

Strengths	When appropriate
Costs / Skills	Tips

Observation

Strengths

- In the course of work
- Quickly assess changes
- Identify topics for research
- Validate findings from other research

•Costs & skills

- Lowest costs
- In house skills

When Appropriate

- Day-to-day

Tips

- Look
- Hear
- Smell
- Taste

Secondary sources

Strengths

- Available and informative
- Guides research topics
- Assists designing models
- External validation of findings

Costs & skills

- Low costs
- High analytical skills

When Appropriate

- Entering new sector
- Analysing research data
- Additional only

Tips

- Define needs first
- Verify reliability
- Record sources

Records

Strengths

- Available
- Factual
- Over time

When Appropriate

- Quantitative information
- Analyses
- Implementation

• Costs & skills

- Low costs
- Analytical skills

Tips

- Define needs first
- Verify reliability
- Record sources

Focus group discussion (FDG)

Strengths

- Uses group dynamics
- Captures perceptions

When Appropriate

- Understanding why people change
- Interpreting quantitative information
- Research specific issues

•Costs & skills

- Lower costs
- Facilitation skills

Tips

- Compose homogenous groups of 8-15 people
- Prepare structure and setting

Stakeholder Consultation

Strengths

- Uses group dynamics
- Captures perceptions

When Appropriate

- Understanding cause and effect, trends, dynamics
- Interpreting quantitative information
- Research specific issues

• Costs & skills

- Lower costs
- Facilitation skills

Tips

- Right composition of informed players
- Prepare structure and setting



In-depth interviews

Strengths

- Quantitative and qualitative information
- Fast when limited group

Costs & skills

- Lower costs
- Interviewing skills

When Appropriate

- First step to understand what happened
- Why changes take place
- Explore contribution of interventions
- Investigate specific issues

Tips

- Purposely sampling 5-15
- Structure the interview
- Probe to understand

In house surveys

Strengths

- Fast, flexible means to increase coverage

When Appropriate

- Validate in-dept interviews or FGDs with larger sample or in different area

•Costs & skills

- Low costs
- Interviewing and data processing skills

Tips

- Purposely
- Sampling # 25-50
- Simple closed questions

Formal (outsourced) surveys

Strengths

- Coverage
- Reliability / objectiveness
- Standardisation (data)
- Aggregation (populations)

When Appropriate

- Impact / higher levels
- Isolating factors
- Scale and/or importance justifies investments

• Costs & skills

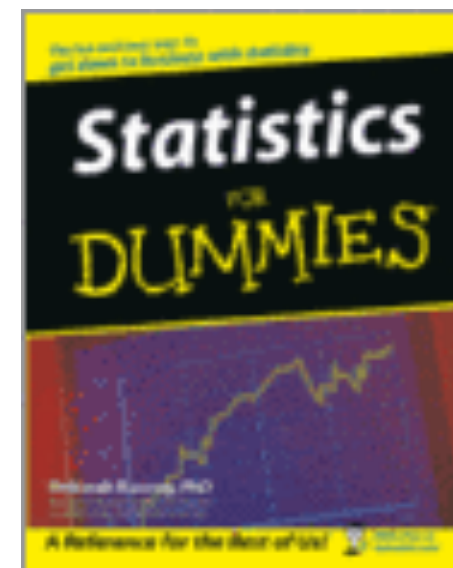
- Higher costs
- Interviewing and light data processing skills

Tips

- Random / stratified sampling # 100-200
- Outsource to professional
- Simple closed questions

Ten criteria for a good survey

1. The target population is well defined
2. The sample matches the target population
3. The sample is randomly selected
4. The sample size is large enough
5. Good follow-up minimizes non-response
6. The type of survey is appropriate
7. The questions are well worded
8. The survey is properly timed
9. The survey personnel are well trained
10. The survey answers the original question



Control group (quasi-experimental)

Strengths

- Rigorous instrument
- Credible results

When Appropriate

- Possible to distinguish two comparable groups
- Possible to isolate and track influences
- No ethical objections

•Costs & skills

- Costly
- High analytical skills

Tips

- Selection & tracking is key
- Statistical sound procedures and numbers

Case study

Strengths

- Capture impact processes
- Captures patterns and reasons for change

When Appropriate

- Understanding cause and effect process
- Search/rule out other influencing factors
- Search/rule out unexpected impacts

•Costs & skills

- Lower costs
- Qualitative research skills

Tips

- Define research topic
- Select prime respondents
- Be open and transparent