

Webinar Session 9: Mixed Methods Evaluation

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Outline

- Background
- Mixed methods evaluation
- Deciding to use mixed methods evaluation (Client's perspective)
- Developing the evaluation plan
- Developing the evaluation TOR
- Q&A

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Background



- What is evaluation and why do we do it?
 - Systematic and objective assessment of an on-going or completed project, program or policy, its design, implementation and results.
 - The aim is to determine the relevance and fulfillment of objectives, development efficiency, effectiveness, impact and sustainability (also coherence) (**REESIC**).
 - An evaluation should provide information that is credible and useful, enabling the incorporation of lessons learned into the decision-making process of both recipients and donors.
 - Process of determining the worth or significance of an intervention.

- Glossary of Key Terms in Evaluation and Results Based Management, <https://www.oecd.org/dac/evaluation/2754804.pdf>

Background



• Evaluation methods: Qualitative vs. Quantitative

Quantitative Methods

- Answer questions like “How many ...?”, and “How much did it cost ... ?”,
- Information that can be counted,
- Measure depth and breadth of implementation,
- Can be collected by surveys or questionnaires, pre/post tests, or desk research,
- Involve statistical analysis (descriptive statistics - complex processes),
- Strength:
 - If statistically representative, easy to generalize, consistent and precise,
- Limitations:
 - poor response rates from surveys,
 - difficulty triangulating,
 - do not provide context,
 - difficult to use in complex cases

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Qualitative Methods

- Answer questions like “What is the value added?”, “Who was responsible?”, and “What exactly happened?”,
- Collected through observation, interviews, FGDs, case studies and desk research,
- Analyses include examining, comparing / contrasting, and interpreting patterns,
- Analysis will likely include identification of domains, fields, clustering similar data, and data reduction,
- Strengths:
 - provide context to explain complex
 - Complement quantitative data
- Limitations:
 - lack of generalizability,
 - time-consuming and costly
 - difficulty and complexity of data analysis and interpretation

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Mixed Methods

- Answers both types of questions,
- Strengths:
 - Best of both worlds
 - More robust analysis
 - Applicable to simple or complex cases
 - Likely used by most researchers
 - Likely required by most donors
 - “May kwento yung kwenta, may kwenta yung kwento”
- Limitations
 - More expensive
 - More time-consuming
 - possible conflict of findings / need to calibrate analysis

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Mixed methods evaluation



- **What is mixed methods evaluation?**
 - Systematic integration of evaluation methods, drawing on both quantitative and qualitative data.
 - Combines multiple designs like experimental designs with case studies for a more robust analysis.
 - Uses different data collection techniques, i.e., structured observations (Obs.), key informant interviews (KIIs), focus group discussions (FGDs), surveys, and desk research (DR), to answer key evaluation questions (KEQs) and parts or components of the KEQs (sub-KEQs) .
 - Requires advanced planning and careful management at each stage of the evaluation process.

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Mixed methods evaluation



- **Why use mixed methods?**
 - To answer more questions. Answering different KEQs or sub-KEQs may require more than one method.
 - To triangulate findings. To validate your answers to the KEQs and sub-KEQs from different angles.
 - To inform the next stage of the evaluation process. Information gathered using one method may be necessary to design a later stage of the evaluation.
 - To provide greater context to the findings. To add “kwento to the kwenta” and add “kwenta to the kwento”.
 - raising confidence in the validity and reliability of results
 - providing deeper and more holistic appreciation of data
 - discover unanticipated results or information.

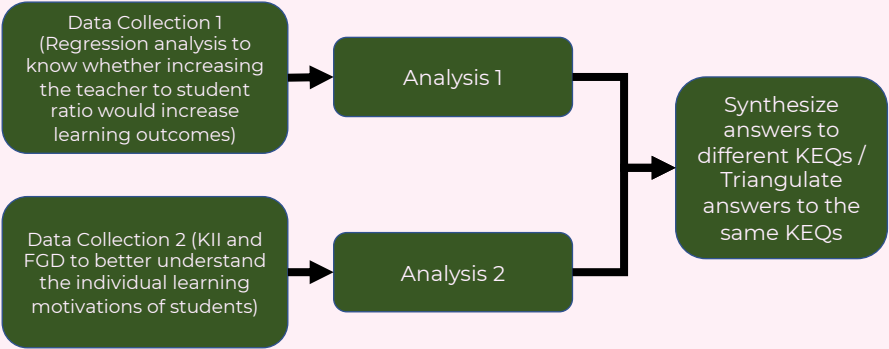
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Mixed methods evaluation



- How do we mix methods?
 - Parallel

KEQ: Will raising the teacher-student ratio improve the learning outcomes in the target area?




Technical Note: Conducting Mixed-Method Evaluations
https://www.usaid.gov/sites/default/files/documents/1870/Mixed_Methods_Evaluations_Technical_Note.pdf

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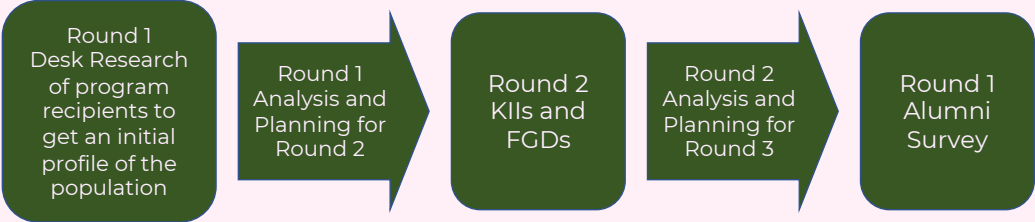
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Mixed methods evaluation



- How do we mix methods?
 - Parallel
 - Sequential

KEQ: Did the scholarship program improve the gender responsiveness of its recipients?




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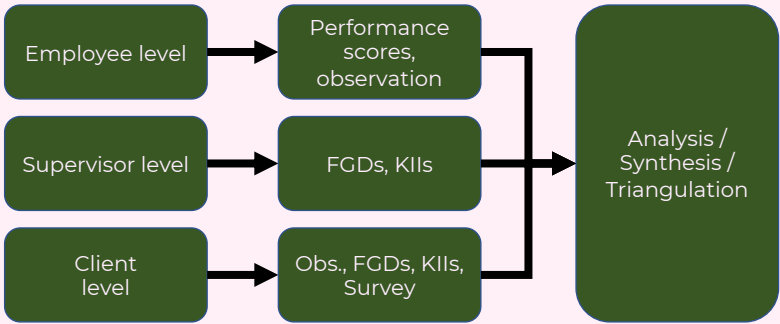
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Mixed methods evaluation



- How do we mix methods?
 - Parallel
 - Sequential
 - Multilevel

KEQ: Will having more employees with an MA degree improve the delivery of services of Company B?



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    graph LR
      E[Employee level] --> P[Performance scores, observation]
      S[Supervisor level] --> F[FGDs, KIIs]
      C[Client level] --> O[Obs., FGDs, KIIs, Survey]
      P --> A[Analysis / Synthesis / Triangulation]
      F --> A
      O --> A
    
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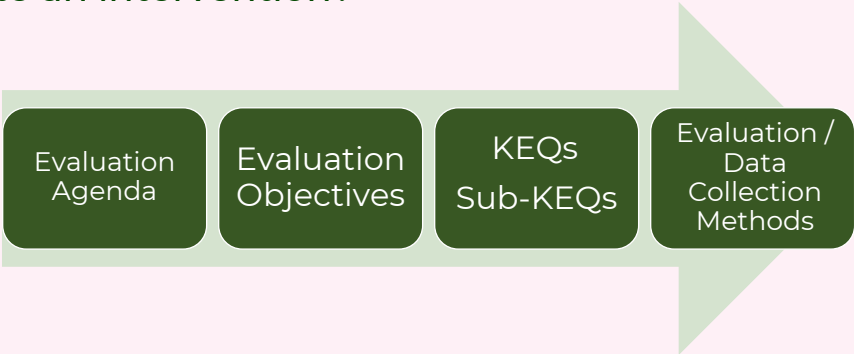
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Deciding to use mixed methods evaluation



- What goes on behind the scenes when deciding to conduct (or engage a consultant to conduct) an evaluation?
- How do we arrive at a decision to use mixed methods to evaluate an intervention?

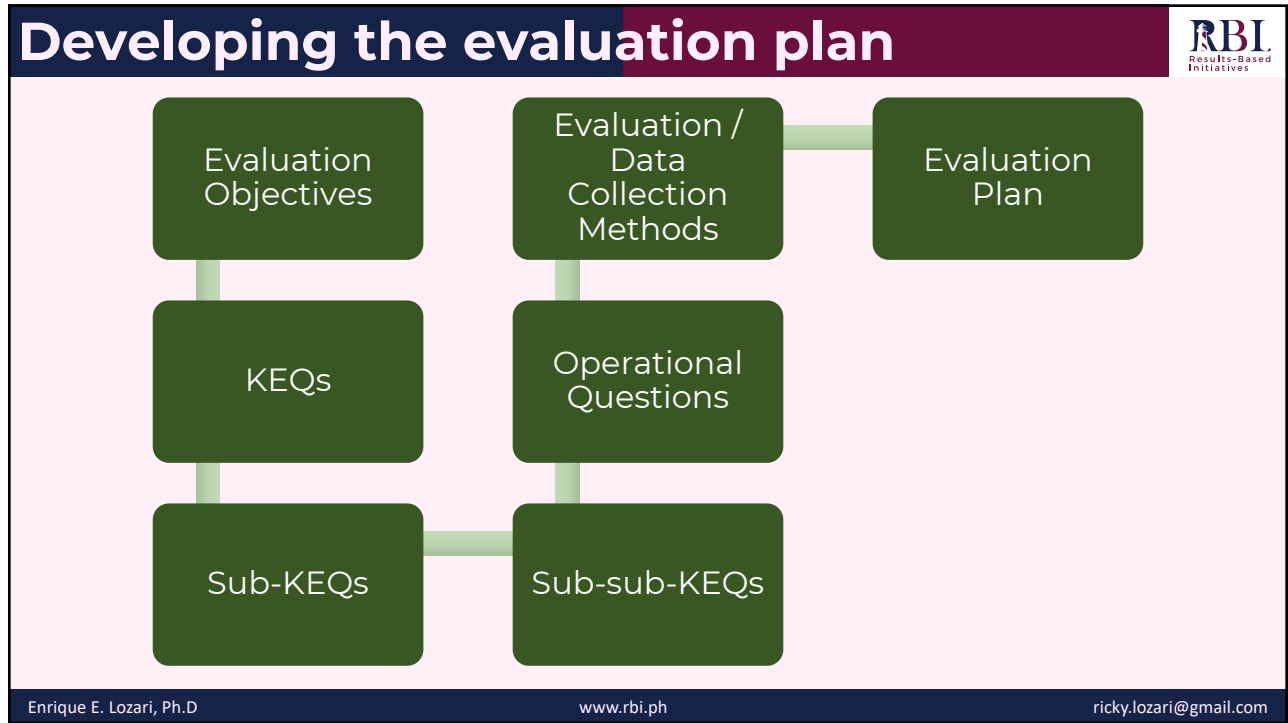


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    graph LR
      A[Evaluation Agenda] --> B[Evaluation Objectives]
      B --> C[KEQs Sub-KEQs]
      C --> D[Evaluation / Data Collection Methods]
    
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Developing the evaluation plan



Evaluation Objectives	KEQs	Sub-KEQs	Sub-sub-KEQs	Operational Questions	Evaluation / Data Collection Methods					
					Survey	DR	KII	FGD	Obs.	
➔ Planning: Objectives to Methods										
➔ Analysis: Data to Conclusions										

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Developing the evaluation TOR			
UNDP	World Bank	USAID	EU/European Commission
Background	Background Information and Rationale	Background	Background of the Assignment
Purpose and Justification of the Evaluation	Specific Objectives of the Evaluation and Evaluation Questions	Purpose and Objective of the Evaluation	Study/Mission Objectives
Objectives of the Evaluation	Scope of the Evaluation	Scope of the Evaluation	Issues to be Studied
Process of the Evaluation	Approach and Methodology	Approach and Methodology	Methodology
		Evaluation Question Guides	
		Data Collection Protocol	
Evaluation Outputs	Deliverables and Schedule	Sampling Plan	Reporting Requirements
Management of the Evaluation	Governance and Accountability		Workplan and Timetable
Operating Principles	Guiding Principles and Value		Expertise Required
Mission Team - Composition and Roles	Professional Qualifications		
Qualifications Skills and Attributes Required	Budget and Payment		
	Structure of the Proposal and Submission Guidelines		
	Additional References or Resources		

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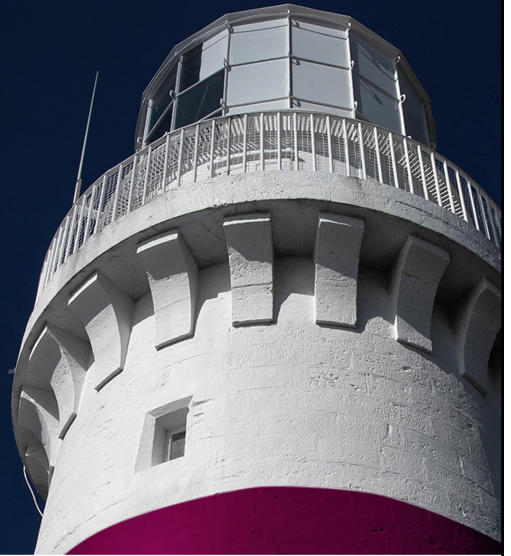
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Thank You!



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Initiatives