



Asking the right questions

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Overview

Module 3.1

- Nonimpact Evaluations And When They Are Most Useful.

Module 3.2

- Questions That Need an Impact Evaluation.

Module 3.3

- Prioritizing Among Impact Questions.



Types of evaluation

- Needs assessment
 - Process evaluation
 - Impact evaluation
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- Business case assessment
 - Literature review



Different questions require different methodologies

- Strategic question : What do we want to achieve?
- Descriptive question : What are the needs? — Needs assessment
- Process question : How well is the program being implement?
— Process evaluation
- Impact question : Did it work?
— Impact evaluation



Nonimpact Evaluations And When They Are Most Useful

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Needs assessment

- Understanding the situation and current solution
- Providing helps that
 - Ensure the program
 - Designed to solve the existing problem
 - Mattering the target people
 - Fitting the constraints and opportunities
 - Pinpoint weakness in existing programs
- Collecting descriptive information (quantity & quality)

When is needs assessment sufficient?

- There is no real problem.
- The problem addressed is not a priority for the people or not as severe as we thought.
- The cause of the problem is different from what we assumed.
- The basic conditions needed to make a program effective are not in place.





Process evaluation

- Whether a program is being implemented as planned and how well it is functioning.
- Ongoing process evaluation
- pick up implementation problem early
- monitoring effect



What methodologies are used for a process evaluation?

- Assessing operations on paper.
- Following paper trails.
- Assessing operations in the field



Literature review

- Summarize the information that existing studies has gathered on this issue.
- It can give us some concepts of the subjects, both theoretical and empirical.

Business case assessment

- Ask hypothetical questions
- Appropriate alternative of the impact evaluation

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Questions That Need an Impact Evaluation

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Impact Evaluation

1. What is the impact of the program?
2. Which elements of the program matter the most?
3. Which of two alternative strategies should we pursue?



Impact Evaluation

4. Can we work in problems one at a time, or do we need to address all the related problems simultaneously?
5. Do results from one context translate into another?
6. What fundamental process underline the observed behaviors and challenges?

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Prioritizing Among Impact Questions

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structure

- What potential influence might be?
- Can the question be answered well?
- Is the program representative?
- How much would it cost to answer the question?



What potential influence might be?

- What is invested in approach?
 - - popular
 - - high level of investment
 - - about to scale up



What potential influence might be?

- Is the program large or **expanding**?
 - –Two benefits to choose an expanding program:
 1. Represent good opportunities to invest
 2. More flexibility



What potential influence might be?

- Is the approach **cheap and easy to scale?**
- How much existing evidence is there already?
- - **Less evidence is better.**(potential)



What potential influence might be?

- Is the question more general (theory based) or **more tied to one context (crosscutting)?**
- - fundamental issue
- - answered differently
- - isolate just one factor



Can the question be answered well?

- Must have good way to measure outcomes.
- Need sufficient sample size and answer the question precisely.
 - - high standard error
 - - large confident interval



Is the program representative?

- Representative geography and cultural context.
- Representative program and partner.
- Nonrepresentative program .
- - "proof-of-concept" evaluation



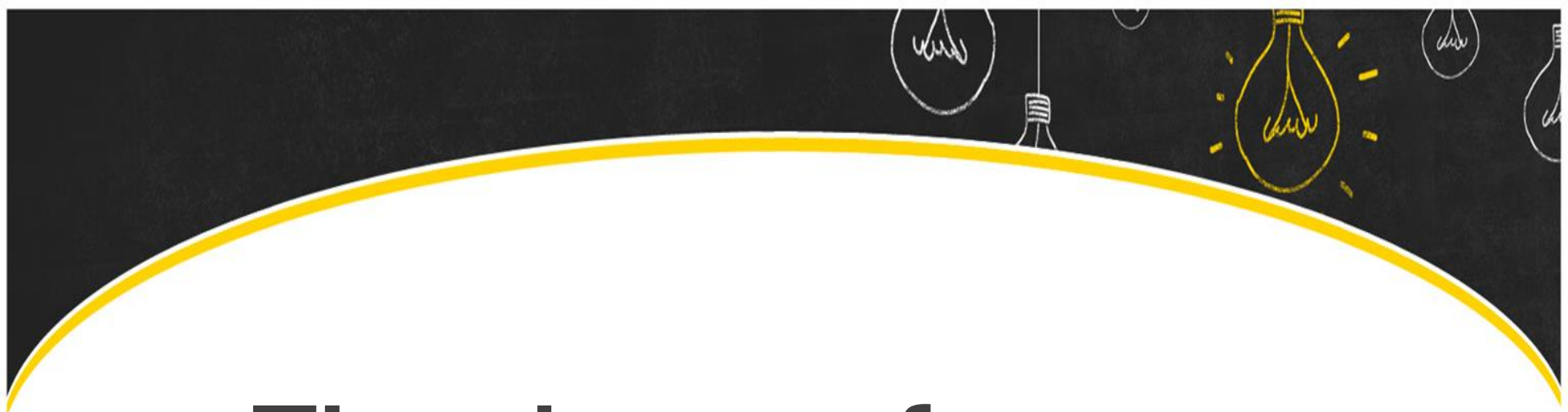
How much would it cost to answer the question?

- Rigorous impact evaluations vary enormously in cost, important to balance cost and benefits.
- Key determinants
 - -The level of randomization
 - -The duration
 - -The outcome measure
 - -The location



How much would it cost to answer the question?

- If a question is important and if the information to be learned in an evaluation has significant influences, even a very expensive evaluation is worthwhile.

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**Thank you for your
attention 😊**