



# M & E v. Impact Evaluation, and Role of Qualitative Methods

TAF – CEGA Impact  
Evaluation Workshop Day 2

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# [ Outline ]

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- **M & E v. Impact evaluation**
- The role of qualitative methods
- An example
- Conclusions

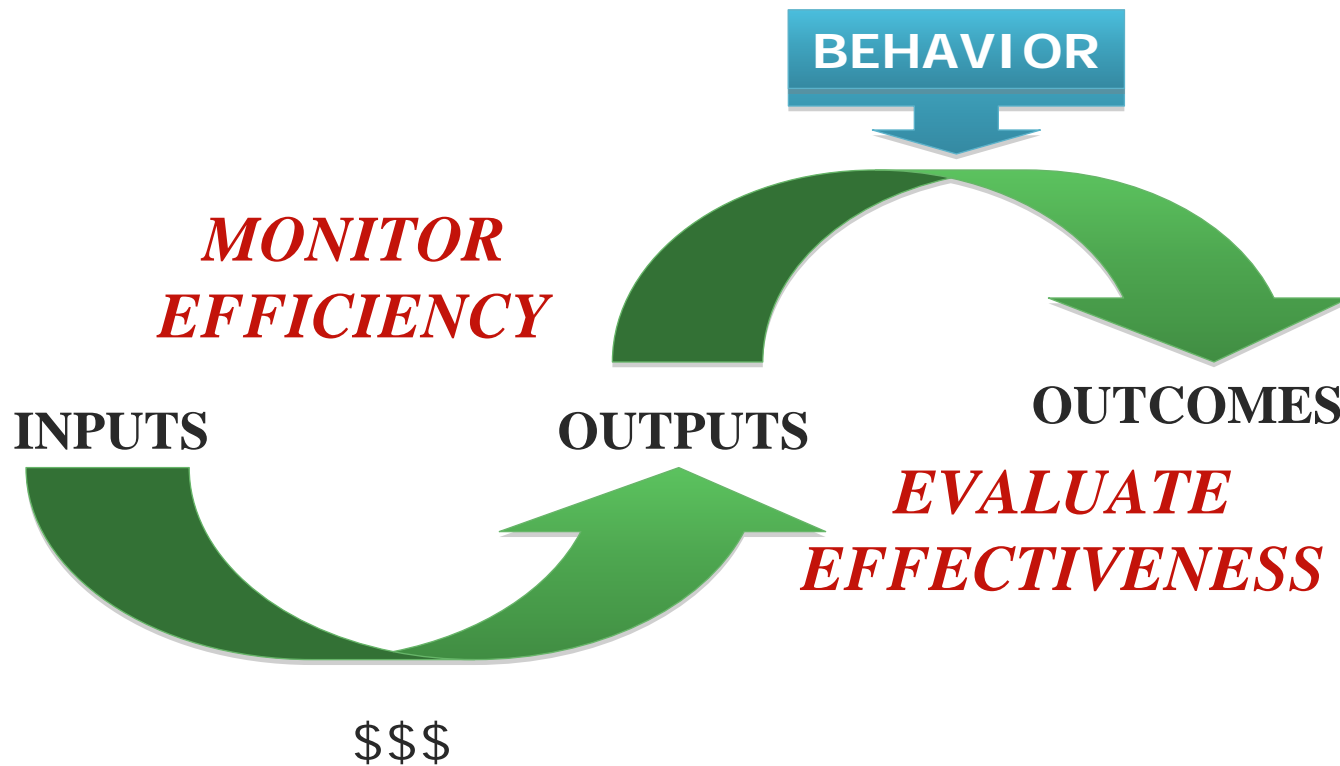
# Definition: Monitoring and Evaluation

- Is the program being implemented as designed?
- Could the operations be more efficient?
- Are the benefits getting to those intended?
- Costing and accounting
- Monitoring trends in take-up and other proximate outcomes
- Are “indicators” moving in the right direction?
- No ability to infer causal effects

# Definition: Impact Evaluation

- Application of the scientific method to understand and measure human behavior
- What is the effect of the intervention on the outcomes we sought to change?
  - Does the intervention have any unintended effects?
- How cost-effective is the intervention?

# Monitoring v. Impact Evaluation



# [ Outline ]

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# Definition: Qualitative methods

- Quantitative impact evaluation often leaves us with “reduced form” results
  - Sometimes difficult to understand *what aspects* of the intervention worked and *why*
- Qualitative methods allow us to delve more deeply into select areas of impact through:
  - In-depth interviews
  - Focus groups / group discussion

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# [ An example ]

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- The intervention:
  - Increase involvement in local government for women using village-level focus group discussions
  - Eventually covering all districts of Rajasthan, India
- How would you design the roll-out?

# [ M & E activities ]

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- What are the main “process” variables, and how do we monitor them?

# [ M & E activities ]

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- What are the main “process” variables, and how do we monitor them?
  - Facilitator absenteeism
  - Frequency of meetings
  - Attendance at meetings
  - Coverage across target villages
  - Length of meetings
  - Topics of discussion

# [ M & E activities (continued) ]

- Efficiency of program implementation:
  - Are the projected and realized costs equal?
  - Are the projected and realized coverage targets equal?
  - If not, why?
- Is the program targeting the right population?

# [ M & E activities (continued) ]

- Are trends in outcomes moving in the “right” direction?

# [ M & E activities (continued) ]

- Are trends in outcomes moving in the “right” direction?
  - Subjective involvement scale (“How much of a say do you believe you have in local government decisions?”)
  - Number of complaints filed
  - Interactions with elected officials
  - Voter turnout

# [ Impact Evaluation ]

- Suppose we convinced the donor to do roll out the intervention phases, randomizing which villages get the program 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> etc
- What are the treatment and control groups in the first phase? In the second phase?...

# [ The role of qualitative methods ]

- Find impacts of program, form hypotheses about the channels of impact
  - E.g. What *aspect* of focus group increased subjective involvement?
- In-depth interviews with a (smaller) random sample of women who attended focus group meetings
- Identify general trends from interview responses re: channel of impact



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# [ Conclusions ]

- M & E, IE and qualitative methods have distinct, important roles in the roll-out of interventions
  - Monitoring/evaluation helps ensure intervention is proceeding according to design
  - IE allows for rigorous measurement of impacts
  - We use qualitative methods to *augment* our understanding of the impacts of the intervention