

New Approaches to Evaluating the impact of media

Conversations on Media, Technology, Society & Culture Convening Report: Media and Communications at a Crossroads ~ The Role of Scholarship for Media Reform and Justice

<http://mediaresearchhub.ssrc.org/conversations-on-media-technologysociety-culture-convening-report-media-and-communications-at-acrossroads-the-role-of-scholarship-for-media-reform-andjustice/attachment>

Identify research needs and gaps identified by media reform and justice groups. Convening participants discussed the opportunities and obstacles of working in this robust and dynamic field from a variety of perspectives. Participants also examined how research could help address the enormous challenges of media reform, justice, and communication and information policy serving the public interest in a globalized 21st century context.

Who Measures Change?: An Introduction to Participatory Monitoring and Evaluation of Communication for Social Change

http://www.communicationforsocialchange.org/pdf/who_measures_change.pdf

This report is an introduction to establishing a Participatory Monitoring and Evaluation (PM&E) process to assist in the measurement of Communication for Social Change (CFSC) initiatives. It is based on the premise that CFSC practitioners should facilitate the development of Monitoring and Evaluation (M&E) questions, measures and methods *with* those most affected and involved rather than apply predetermined objectives, indicators and techniques to measure CFSC *on* those most affected and involved.

Community Radio for Development E-Discussion Briefing Paper Assessing Social Impact in Community Radio

<http://www.id21.org/communityradio/impact.html>

Community radio has, historically, been created as an alternative voice. It has been workers - like the miners in Bolivia; it has been women - like the feminist movements in the Americas and Europe; it has been the environmentalists, the gay rights activists and the grass roots movements that have created community radios as tools of communication in an owned, "free" space of an (externally) unedited expression, using community radio - or free radio - to publicly explore their concerns and work to further their agendas, especially since the 70s - but going as far back as the late 1940s. This brief article discusses the challenges for conducting project evaluation and monitoring in these environments.

Ethnographic Action Research

http://www.ourmedianet.org/papers/om2003/Tacchi_OM3.pdf

<http://radio.oneworld.net/article/view/73723/1/>

The ethnographic action research approach for the research and development of ICT projects is based on combining two research approaches: ethnography and action research. Ethnography is a research approach that has traditionally been used to understand different cultures. Action research is used to bring about new activities through new understandings of situations. We use ethnography to guide the research process and we use action research to link the research back to the project's plans and activities.

Evaluating Advocacy and Social Change Initiatives

Monitoring and Evaluating Advocacy: A Scoping Study

<http://www.actionaid.org/assets/pdf/Scoping%20advocacy%20paper%202001.pdf>

ActionAid's new strategy, *Fighting Poverty Together*, (1999-2003) gives a high priority to participatory policy making which emphasizes people-centered influencing and advocacy work. At the heart of this strategy is the perspective that 'projects' alone are not going to overcome long term poverty, but that greater democracy, transparency and the work of civil society to hold decision makers accountable are more likely to achieve long-term sustainable changes for poor people.

Innovation Network

<http://www.innonet.org/index.php?>

What difference are we making? Nonprofits and funders working for social change all ask themselves this question. Organizations that know the answer have the power to make informed decisions and create lasting change in the communities they serve. It is this critical question that motivates us at Innovation Network. We are a national 501(c)(3) organization committed to helping other nonprofits and funders answer the question for themselves. Our staff is dedicated to developing and sharing tools and know-how to help nonprofits and funders measure their own results.

Measuring Success: What's New, What's Next?

http://www.justassociates.org/index_files/ES_M&M.pdf

Powerpoint presentation based on Just Associates' Making Change Happen:

Power. Looks at the basic tensions and dilemma's around measuring success in social change work.

Making Change Happen: Concepts for Revisioning Power for Justice Equality and Peace

http://www.justassociates.org/index_files/MCH3red.pdf

Over the last 15 years, people and organizations concerned about social justice, equality and development have increasingly turned to policy advocacy and campaigning to promote change. Despite the promise of these approaches for advancing people - and planet-centered agendas in public policy, many activists find themselves holding the line against further rollbacks of important economic, environmental, racial justice and gender equality gains, and searching for more effective ways to engage and transform power. This search is leading to deeper inquiries about the nature of change and power, inquiries that revisit past history and approaches, while tapping new energy, ideas and opportunities for revitalizing social movements and change strategies.

Monitoring and Evaluating Advocacy

http://www.iied.org/NR/agbioliv/pla_notes/documents/plan_04316.pdf

The limitations of project work and the need for more long-term structural solutions to poverty is increasingly recognised in the development community. Concurrently advocacy as a stated NGO activity has become increasingly important, though in some cases there is a lack of clarity about what this means in practice. Over the last few years ActionAid has refocused much of its work to support civil society, strengthen social capital, and support excluded groups in collective efforts to hold decision makers accountable.

Making Change Happen: Advocacy and Citizen Participation

<http://www.justassociates.org/MakingChangeReport.pdf> (pgs 11-12)

There was a time when most advocacy was about trying to gain access to or change closed decision-making spaces. Over the last decade, many of these spaces have begun to open to participation, with institutions such as the World Bank even making civil society participation a conditionality in some cases. With so many apparent opportunities for advocacy, activists must be selective in choosing where and when to engage with different institutions and spaces. The experience of many advocates has shown that all too often, rather than a commitment to change, many institutions have opened spaces for participation as a way to silence their critics, offering little, if any opportunity for real influence on policies and decision-making processes. Given their limited time and resources, advocates are developing criteria to help them determine when a space offers real opportunities for change and when it is simply a tool for public relations.

Online toolkits for creating your Theory of Change or logic model

Advocacy Progress Planner: An Advocacy & Policy Change Composite Logic Model

<http://www.planning.continuousprogress.org>

This tool is designed to give you and your team an at-a-glance look at the ingredients of advocacy efforts. It can guide you to clarify the elements of your own campaign: goals and impacts; audience; what you bring to your campaign; the activities and tactics you're planning for; and benchmarks along the way to your goals.

Theory of Change

<http://www.theoryofchange.org/>

A Theory of Change is an innovative tool to design and evaluate social change initiatives. By creating a blueprint of the building blocks required to achieve a social change initiative's long-term goal, such as improving a neighborhood's literacy levels or academic achievement, a Theory of Change offers a clear roadmap to achieve your results identifying the preconditions, pathways and interventions necessary for an initiative's success.

Innovation Network: Point K's Tools

http://www.innonet.org/index.php?section_id=64&content_id=185

Point K's tools and resources build nonprofits' ability to plan and evaluate their own programs. Our tools and resources are available at no charge; free registration is required. Register now!

Compiled with the help of Felicia Sullivan