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## Resources: Measuring and communicating your impact Laureus Global Summit Workshop 1/11/2011

(these resources are also available at <http://www.orlacronin.com/2011/10/laureus-global-summit-workshop-measuring-communicating-impact/>)

### 1 Creative M&E – measuring your impact

#### 1.1 Photography

Akhbari, M. (2009) A Pilot Study Using Photo Monitoring in the Context of the Project 'Sport and Play for Lebanese Children and Youth Affected by Conflict', Swiss Academy for Development  
<http://www.sad.ch/en/News/Evaluating-Psycho-Social-Sport-Programmes.html>

#### 1.2 Social network analysis

Serrat, O. (2009). Social network analysis. Knowledge Solutions, February 2009, 28. Available at:  
<http://www.adb.org/Documents/Information/Knowledge-Solutions/Social-Network-Analysis.pdf>

Further social network analysis resources

<http://mande.co.uk/2008/lists/social-network-analysis-and-evaluation-a-list/>

If you're really interested and thinking of doing SNA, some more detailed resources and links to software here (& do please get in touch with me!)

<http://www.kstoolkit.org/Social+Network+Analysis>

A podcast describing a particular low tech implementation of social network mapping

<http://netmap.wordpress.com/about/>

## 1.3 Diaries

Matthews, M. & Sharry, J. (2008). Mobile phone mood charting for adolescents. *British Journal of Guidance and Counselling*, 36(2), 113-129. Free preprint available here:

<https://www.scss.tcd.ie/Gavin.Doherty/mood-charting-preprint.pdf>

Using diaries in social research

<http://sru.soc.surrey.ac.uk/SRU2.html>

An example of commercial diary research software

<http://punchcut.com/perspectives/uncovering-context-mobile-diary-studies>

## 1.4 Observational research

A basic overview:

<http://learningstore.uwex.edu/assets/pdfs/G3658-5.PDF>

Free behaviour analysis software

<http://www.taklin.com>

Professional behaviour analysis software: The Observer (also available for mobile devices)

<http://www.noldus.com/human-behavior-research>

Paper on conducting observational research and conducting the analysis using The Observer  
Ice, G. H. (2004). Technological advances in observational data collection: The advantages and limitations of computer-assisted data collection. *Field Methods*, 16 (3), 352-375

[http://club.fom.ru/books/Gillian04\\_3.pdf](http://club.fom.ru/books/Gillian04_3.pdf)

## 1.5 Secondary analysis

A sweeping heading – involves analysis of already existing ‘data’ e.g. photographs, videos, documents, online conversations, blogs, tweets, texts etc.

Lots of (free) software around for analysing this kind of qualitative data, e.g.

Word clouds.....

<http://www.wordle.net/>

<http://tagcrowd.com/>

Example: <http://www.guardian.co.uk/news/datablog/interactive/2011/oct/20/gaddafi-death-twitter-gadhafi>

More sophisticated text analysis

<http://www.pressure.to/qda/> (free open source qualitative data analysis software)

Excellent source of information regarding qualitative data analysis, including software reviews:  
<http://www.surrey.ac.uk/sociology/research/researchcentres/cagdas/>

## **2 Creative M&E – communicating your impact**

### **2.1 Photographs**

The Guerreiras project:

<http://guerreirasproject.wordpress.com/multimedia/>

Photostories

<http://kdid.org/sites/kdid/files/CBAA%20PHOTOSTORY.pdf>

### **2.2 Videos**

Participatory video (doing & communicating at the same time!)

<http://kdid.org/kmic/participatory-video-monitoring-evaluation-community-based-adaptation-climate-change>

Guerreiras ‘Talkeoke’ session

<http://www.archive.org/details/TalkaokeFootballGenderDialogue>

Moving the Goalposts Music Video

[http://www.youtube.com/watch?v=S7b4jj8ZBQs&feature=player\\_embedded#!](http://www.youtube.com/watch?v=S7b4jj8ZBQs&feature=player_embedded#!)

Digital video as a means for sharing experiences

<http://www.youtube.com/watch?v=vYVax-ufyIs>

Participatory video for M&E

<http://insightshare.org/engage/services/pv-monitoring>

<http://insightshare.org/watch/video/insights-pv-short>

### **2.3 Books**

MYSAs Shootback project

<http://www.shootbacknow.org/shootback-thebook/>

### **2.4 Data visualisation**

Mapping (geographic)

[http://earth.google.com/outreach/tutorial\\_mymaps.html](http://earth.google.com/outreach/tutorial_mymaps.html)

Mind mapping software

[http://freemind.sourceforge.net/wiki/index.php/Main\\_Page](http://freemind.sourceforge.net/wiki/index.php/Main_Page)

Many Eyes visualisation site

<http://www-958.ibm.com/software/data/cognos/manyeyes/visualizations>

Free data visualisation software

<http://www.sacmeq.org/statplanet/>

Information is beautiful: David McCandless, an “independent data journalist and information designer interested in how designed information can help us understand the world.”

<http://www.informationisbeautiful.net/>

## **2.5 Blogs, journalism etc**

*See the ‘Communications’ themed workshops for further information e.g. digital media*

Guidelines for working with journalists

<http://panosrelay.org.uk/practical-resources/>

## **3 General M&E resources**

Monitoring and Evaluation News – a news service & email list focusing on developments in monitoring and evaluation methods relevant to development programmes with social development objectives

<http://mande.co.uk/>

International Platform for Sport and Development resources

[http://www.sportanddev.org/en/toolkit/monitoring\\_evaluation/](http://www.sportanddev.org/en/toolkit/monitoring_evaluation/)

Knowledge sharing toolkit

<http://www.kstoolkit.org/KSTools>

A resource site funded by DFID (UK Department for International Development) “ to provide guidance and inspiration on how to bring development research into focus and into use”

[www.research2action.org](http://www.research2action.org)