

Linking M&E to Impact Evaluation: Start with what you have

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Mercy Corps' approach to IE

- **Test broad theories of change**
- **Aim for transferable knowledge**
- **Focus on limited set of key programming questions**

Resource: Chris Blattman's presentation to DFID on Impact Evaluation 3.0,
<http://bit.ly/qBTi2h>

Maximizing existing data

- **Plausibility assessment**
- **Generate 'relative' counterfactuals**
- **Basis for a matched design within an ex post IE**

Plausibility Assessment: Overview

Purpose: Determine if a full IE is warranted, and/or where to focus primary data collection

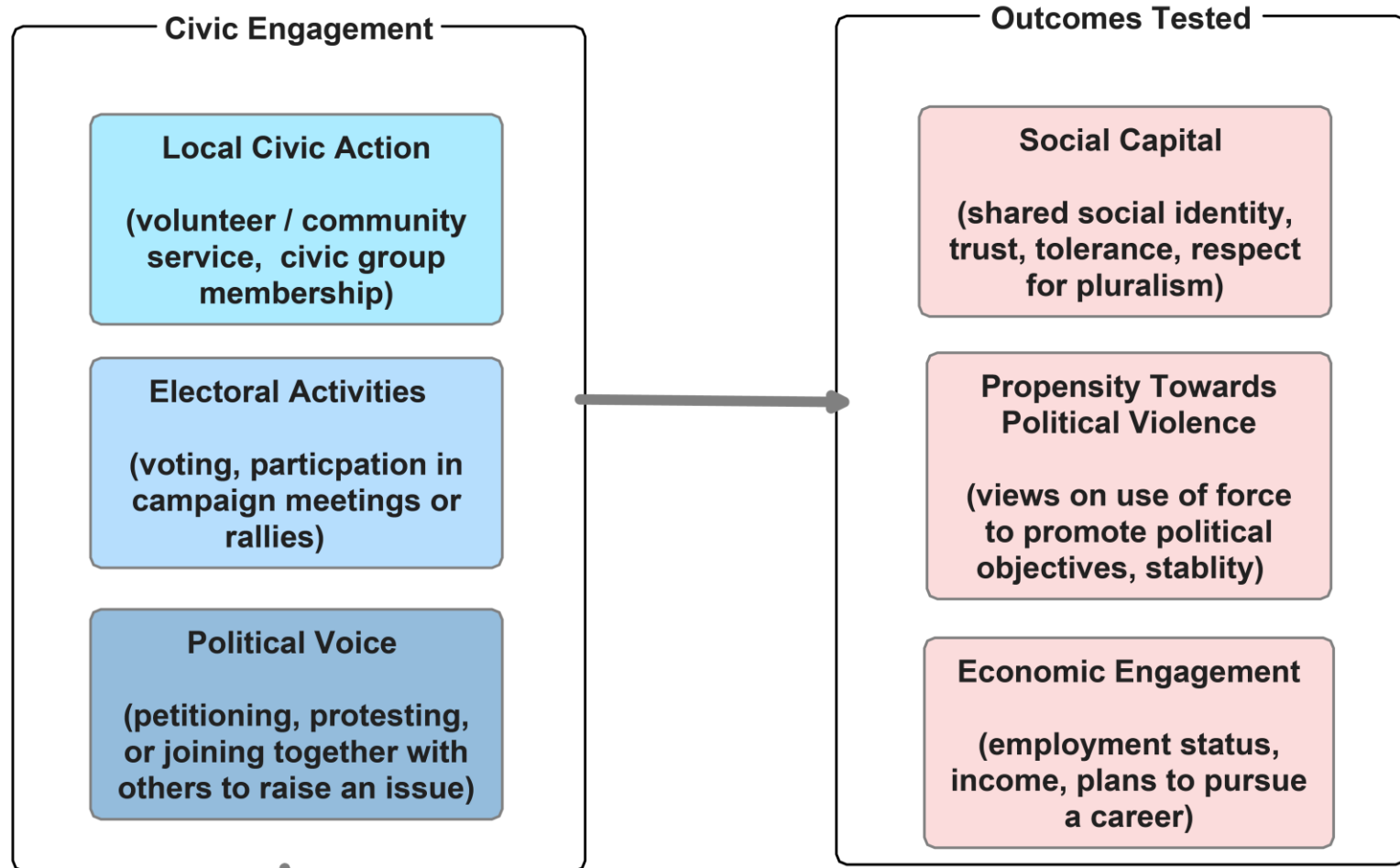
Method: Review of existing research / evaluations; analysis of existing data to test presumed links

Sources: Systematic reviews; program M&E data; secondary datasets with relevant measures

Resource: 3IE database of systematic reviews, <http://resources.3ieimpact.org>

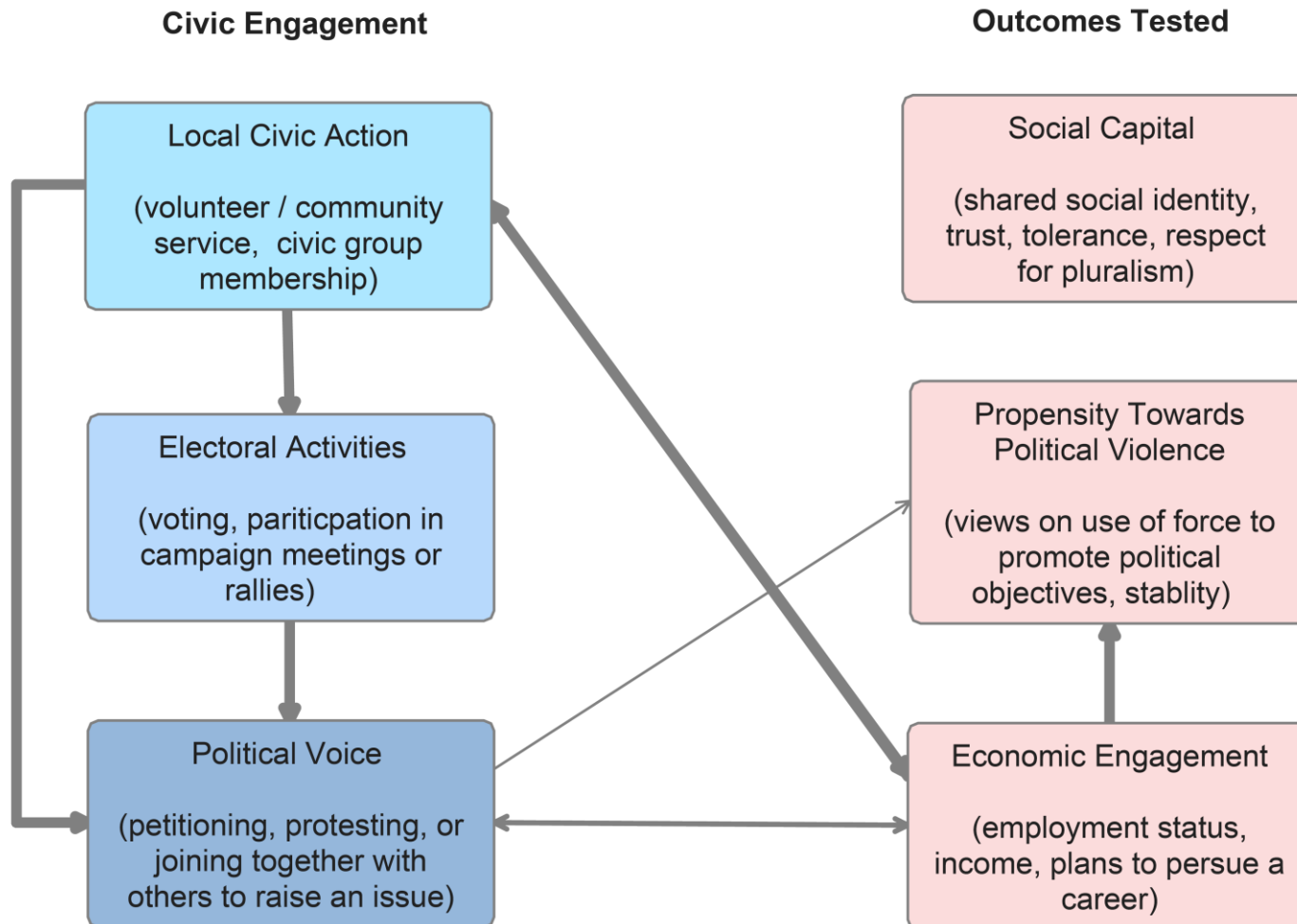
Plausibility Assessment: Application

Youth Civic Engagement – Assumed Outcomes



Plausibility Assessment: Application

Youth Civic Engagement – Links Found



Relative Counterfactual: Overview

- Purpose:** Generate evidence on the relationship between an intervention and the expected impacts
- Method:** Test correlations between intervention measures (e.g. intensity of program participation/exposure) and any outcomes observed
- Sources:** Data on program implementation, from routine M&E or gathered as part of outcome surveys

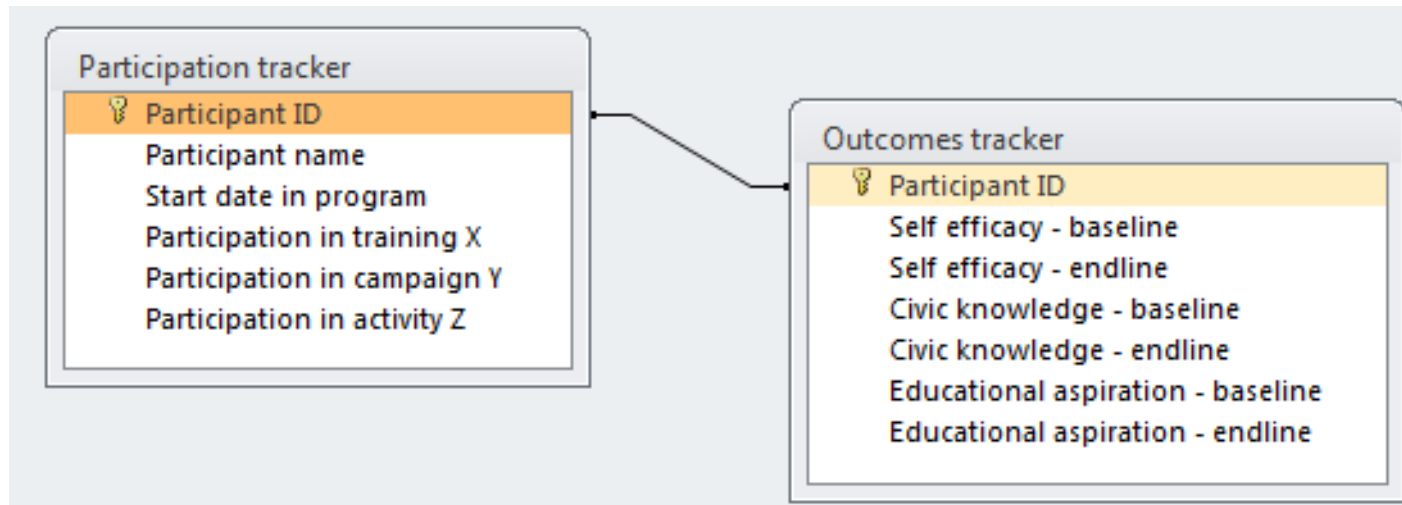
Resource: Rick Davies' posting on this topic, <http://ow.ly/6mmP3>

Relative Counterfactual: Application

1) Gather program implementation data

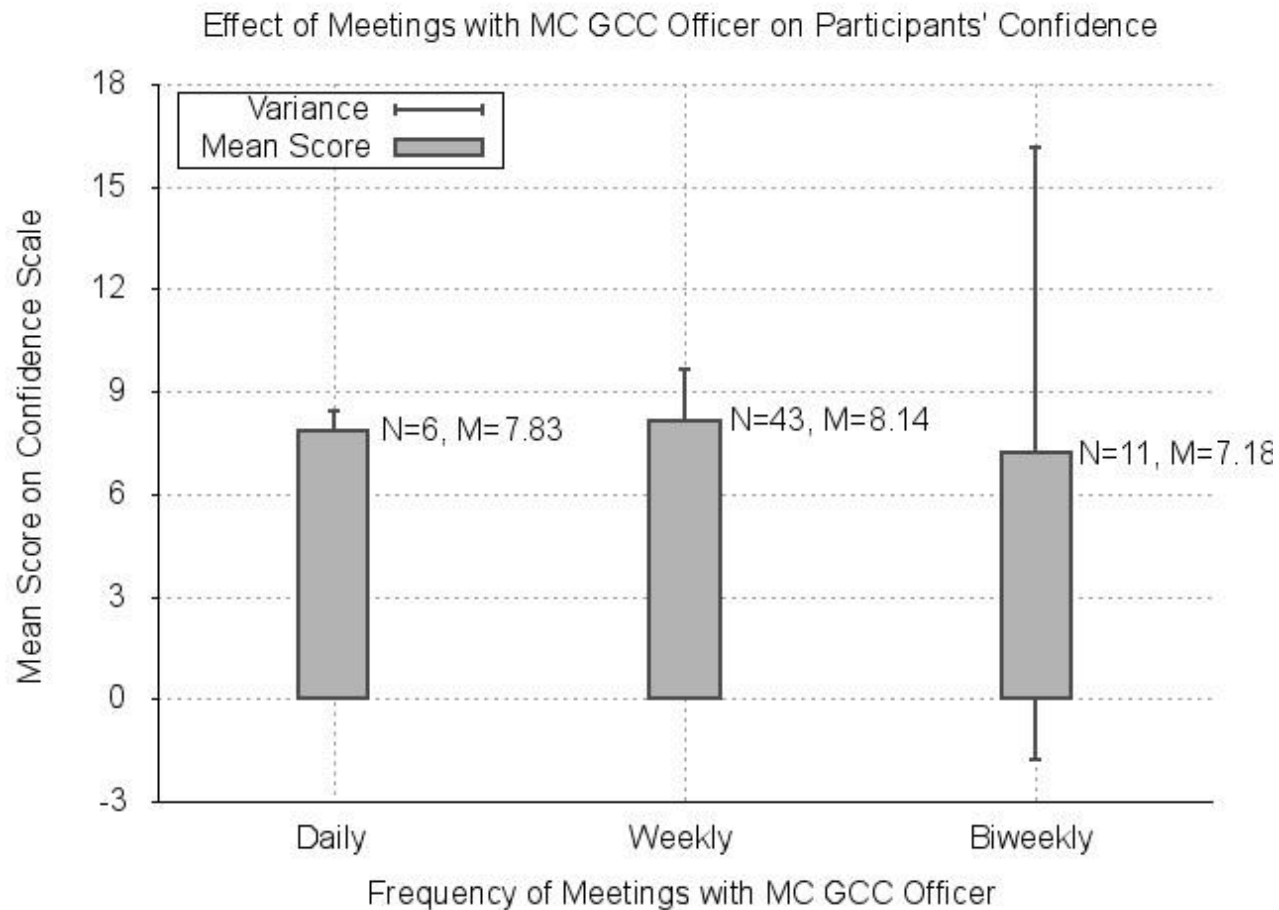
- How long have you participated in Global Citizen Corps (GCC)?
- Which GCC activities have you participated in, at what frequency?
- How often per month on average did your group meet with GCC staff?

2) Link M&E data to outcome data



Relative Counterfactual: Application

3) Analyze correlations



Matching: Overview

Purpose: Construct a comparison group from which to generate counterfactual evidence

Method: Statistical matching procedures based on observable characteristics (e.g. propensity score matching)

Sources: Oversampling (at endline) with inclusion of key variables needed to make good matches; data from application forms

Resource: IADB Primer for Applying Propensity Score Matching,
www.iadb.org/document.cfm?id=35320229

Matching: Application

Youth applicant data:

- Socio-demographics: Gender, age, education, ethnicity, religion, father's occupation
- Past activities and exposure: Extracurricular activities, involvement in global (social) issues, if they have lived or traveled abroad

New data from endline survey:

- Financial status of family, employment status, marriage status, student status
- Size of town they live in, access to and use of the internet

Summary

- **Exploit secondary data sources and existing studies**
- **Build in implementation data to outcome surveys**
- **Develop and measure more continuous variables**

THANK YOU