Making Data Collection Meaningful

National Training

SPUR CHANGE | Capacity-Building & Knowledge Sharing for Small and Medium Organizations (SMO)

inter-council network Provincial & Regional Councils for International Cooperation

Canada

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Workshop Agenda

Planning for Data Collection

Gender-Sensitive & Feminist Data Collection & Community-Led Approaches

Technology for Data Collection

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- Visit icn-rcc.ca/spurchange/ to learn more about our programming and register to our Monthly E-Bulletin!

- Follow us on Twitter:

@Spur_Activer

Natalie Zend

- Certified Training & Development Practitioner
- Has designed and delivered RBM training for GAC, UNICEF
- Passionate about supporting collective learning and innovation for a new humanity

Jakub Nemec

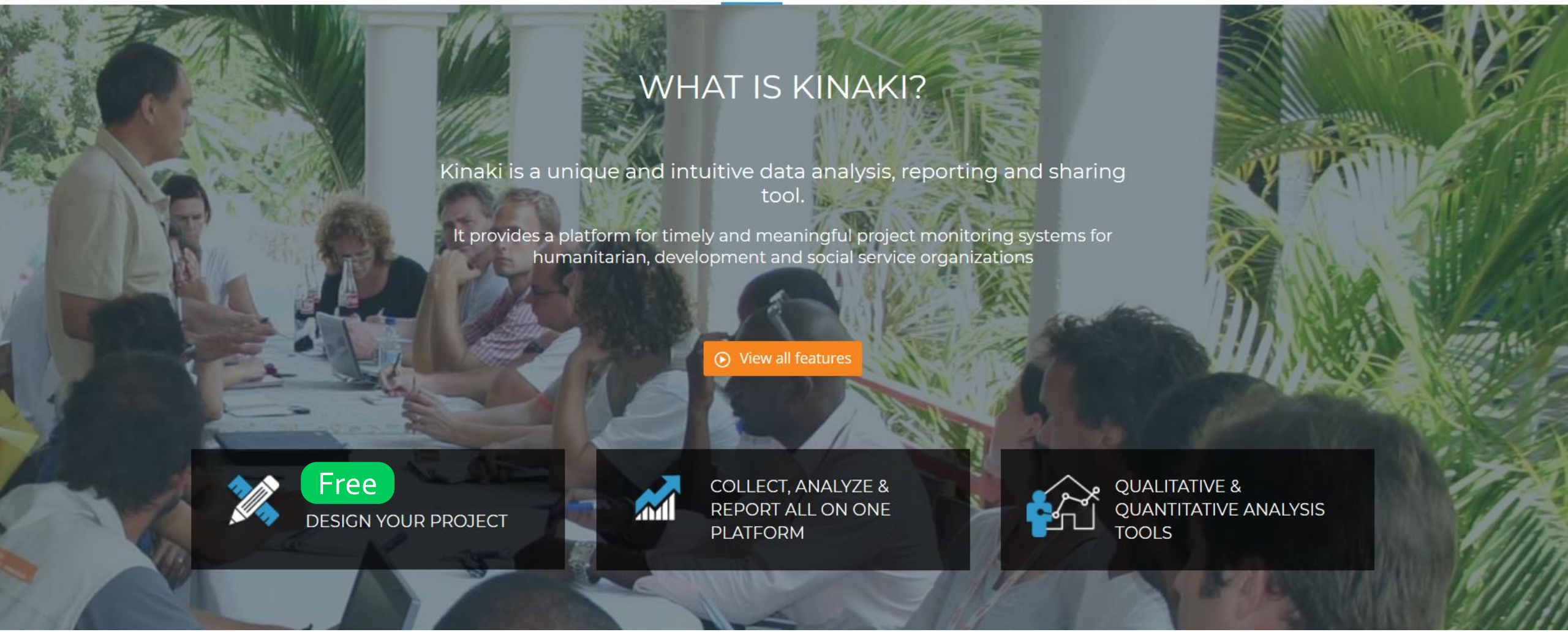
- Program Director, Salanga
- Expert in MEL technology and software design and development
- Passionate about community-driven approaches supporting transformational change

David Valenta

- Data Scientist, Salanga
- Expert in quantitative data and analysis
- Responsible for design of MEL software Kinaki
- Passionate about improving data quality, reliability, and usage

www.salanga.org

www.kinaki.ca



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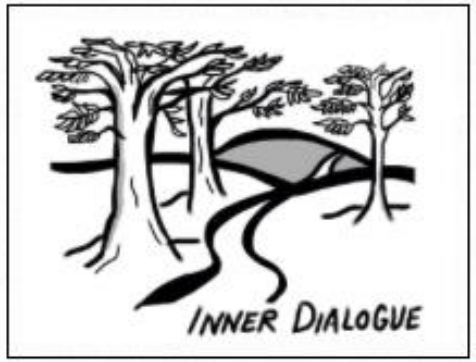
Our goal is to make monitoring, evaluation & learning user-friendly, useful and enable true community ownership

www.zendialogue.ca

From work as usual…
to co-creative learning & innovation
for a new humanity

Online support for strategic conversations, rapid assessment and design, and multi-stakeholder collaboration to navigate uncertainty and co-create the new systems that are wanting to emerge.



Find your inner guidance in times of volatility, uncertainty, complexity and ambiguity.
One-on-one work with leaders and change agents based on the work of Larry Nusbaum, MD.

Find your own best role in creating the more beautiful world your heart knows is possible.
Workshops to inspire your organization or community's response to global crisis.

Improve your programming effectiveness.
Online capacity building in Children's Rights, Rights-Based Programming, Results-Based Management and Theory of Change.

Services available in English, French and Spanish

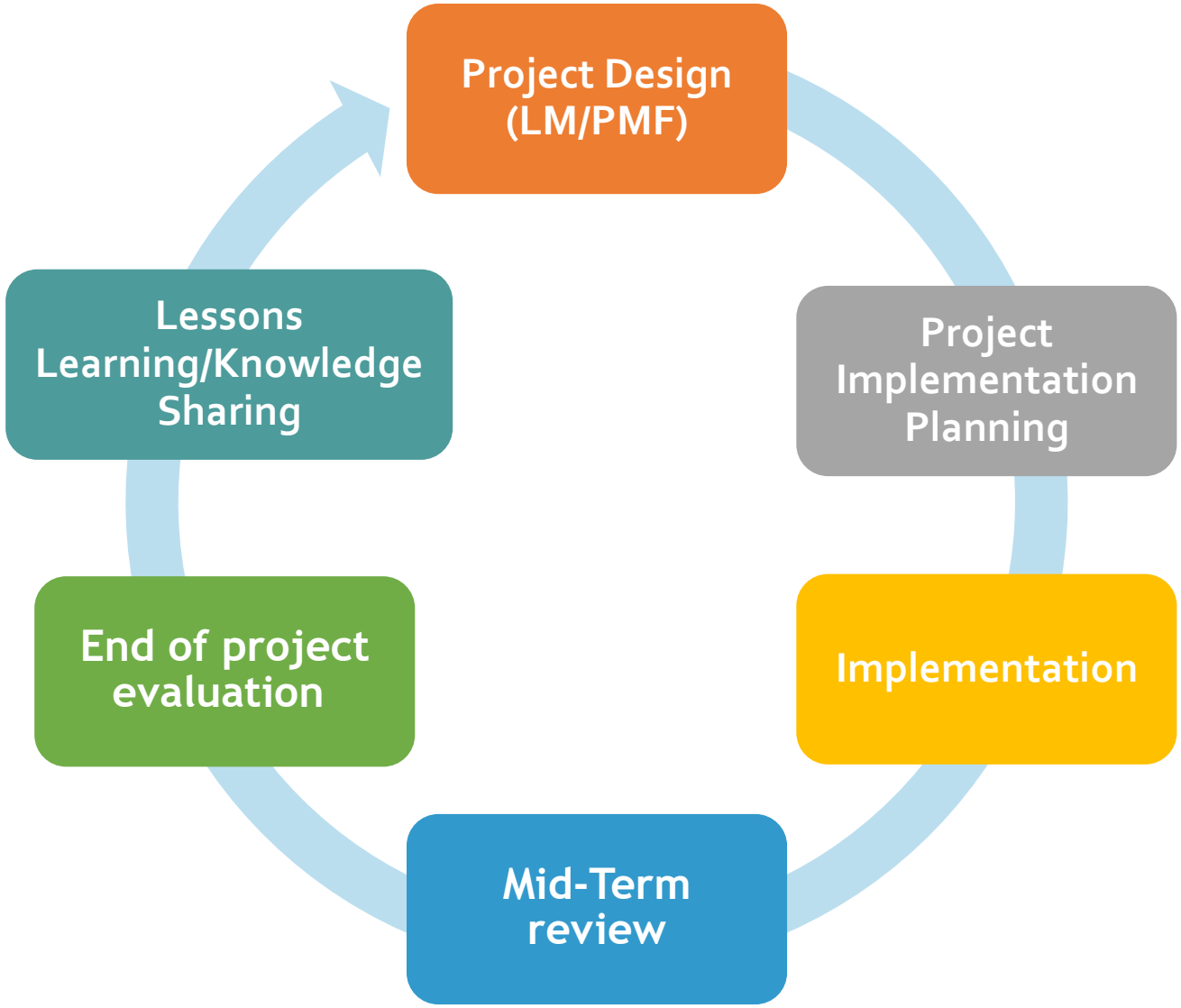
Group Agreements

Create Learning & Monitoring Teams

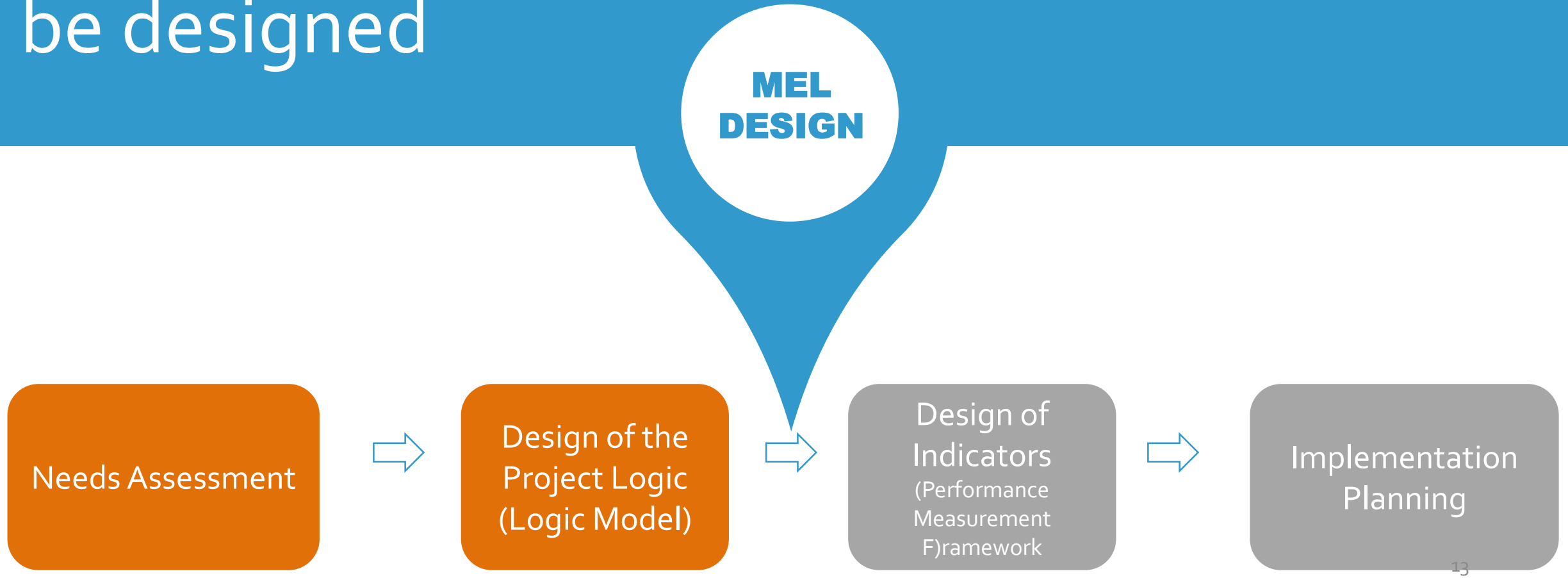
~ Participation Team ~ Reporting Team ~ Evaluation Team ~

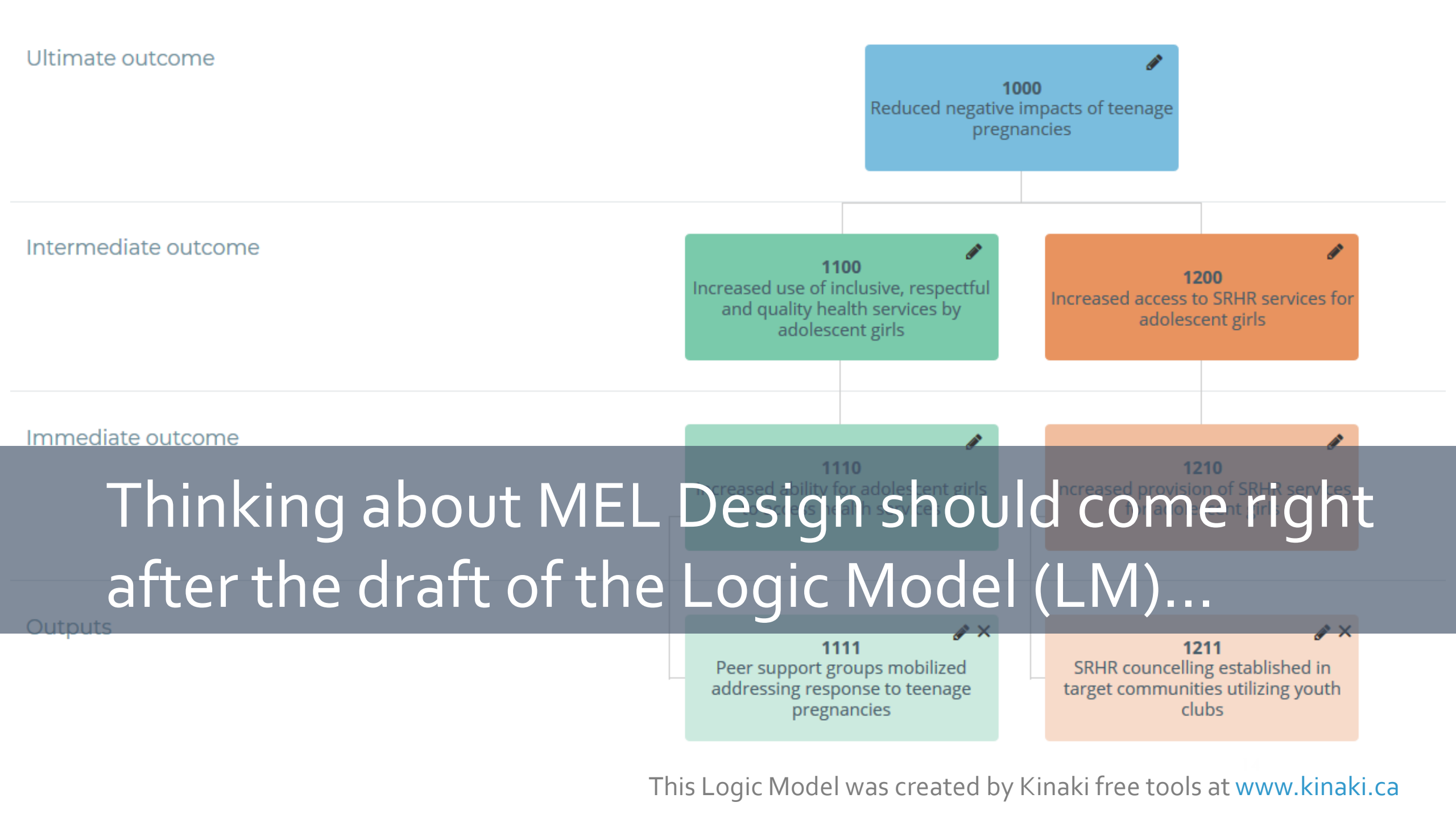
Planning for Data Collection

Planning for Data Collection within the Project Cycle



Thinking about MEL Design should ideally happen even when the first indicator is yet to be designed





Thinking about MEL Design should come right after the draft of the Logic Model (LM)…

+ NEW RESULT | + NEW INDICATOR | INDICATOR LIBRARY | COLUMNS

Project Result	Code	Indicator Name	Indicator Definition	Data Disaggregations	Data Collection Method	Frequency	Data Source
Ultimate outcome							
1000 - Reduced negative impacts of teenage pregnancies	1000.1	Teenage Pregnancies	Adolescent fertility rate (births per 1,000 women ages 15-19)	Rural Urban	Primary Household Survey	Annually	
Intermediate outcome							
1100 - Increased use of inclusive, respectful and quality health services by adolescent girls	1100.1	Contraception use	Proportion of family planning demand met with modern contraception	Girls (women) Boys (men)	Primary Household Survey	Annually	
1200 - Increased access to SRHR services for adolescent girls	1200.1	Availability of SRHR services	Proportion of health facilities that provide essential SRH services*	Rural Urban	Primary Household Survey	Annually	
Immediate outcome							
1110 - Increased ability for adolescent girls to access health services	4	4	4		Primary Household Survey	Annually	
1210 - Increased provision of SRHR services for adolescent girls	5	5	5		Primary Household Survey	Annually	
Outputs							

...and just before your start on the Performance Measurement Framework

This PMF was created by Kinaki free tools at www.kinaki.ca

MEL Design: Establishing Critical **Data Sources**

At minimum, who do we need to collect data from to ensure that we can capture the change expected by the project?

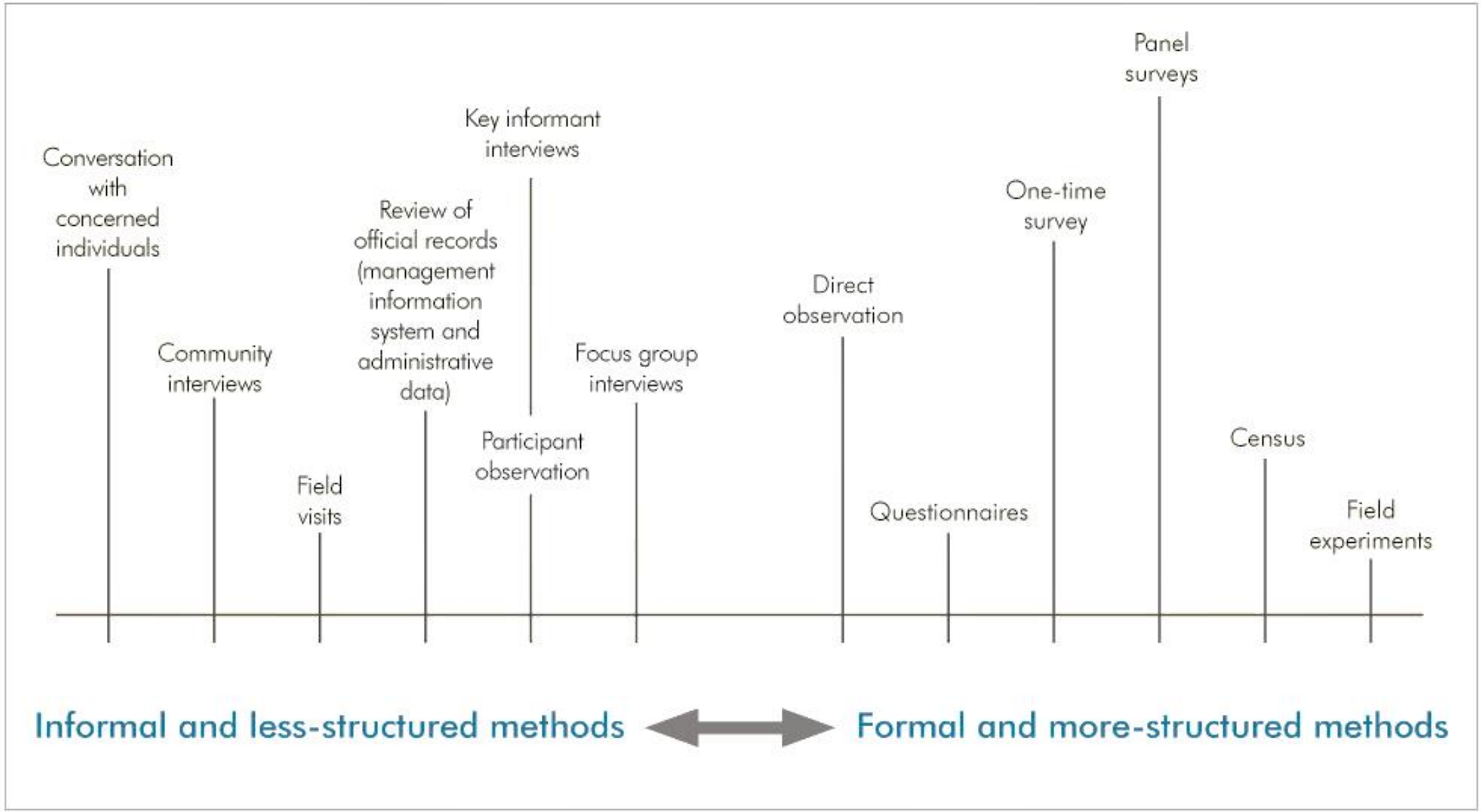
- Those who experience the change
- Those who dropped out
- Those who are the gatekeepers
- Those who mediate the change
- Those left behind

MEL Design: Data Gathering Approaches and Methods

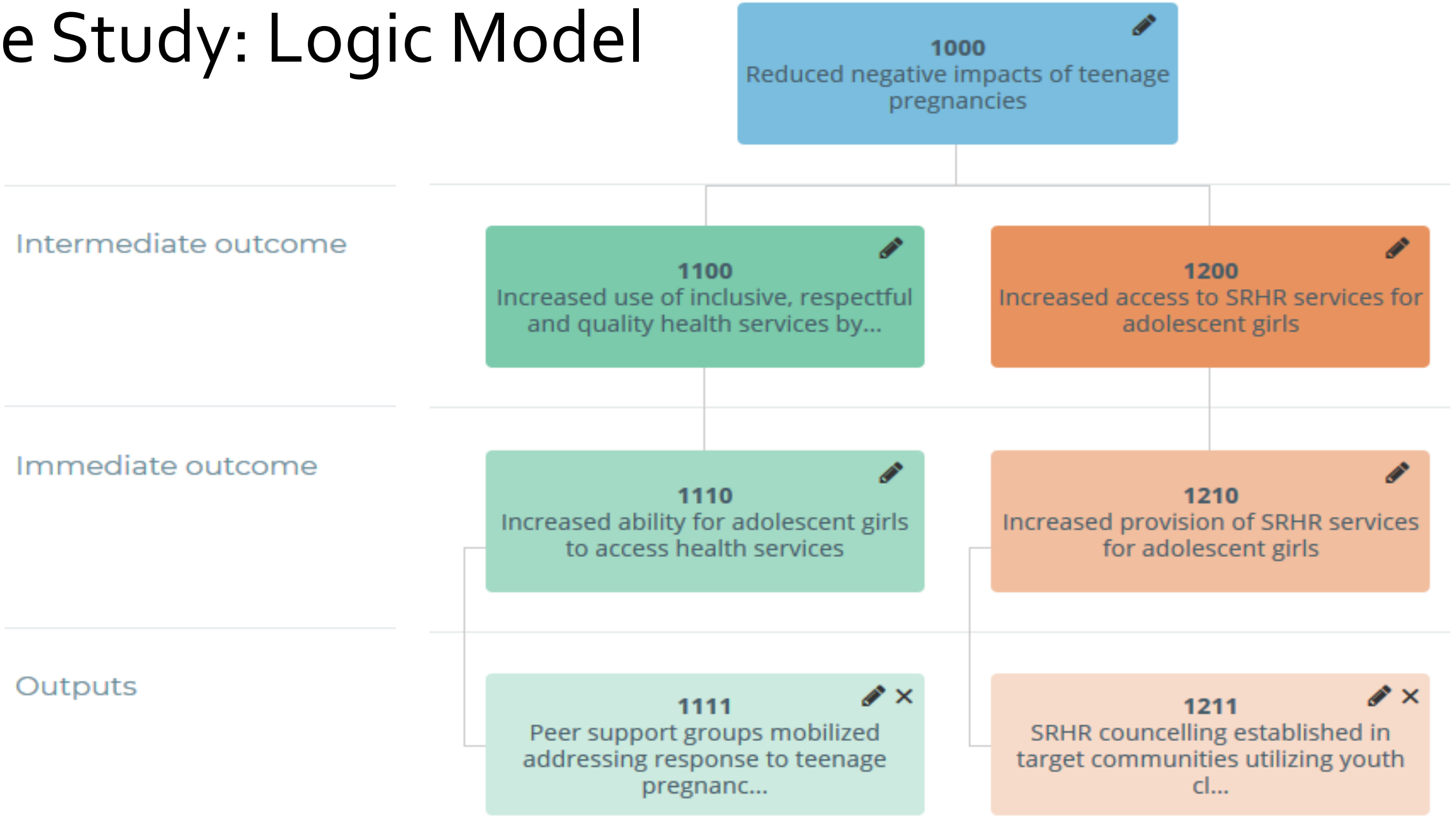
How do I decide on suitable data gathering approaches and methods?

- The least disruption for data source
- Supports meaningful engagement/ learning
- Captures data ideally at source
- Provides reliable data
- Is adequate to available budget, timeframe and capacity

A range of possible data gathering methods…



Case Study: Logic Model



Group Exercise: MEL DESIGN

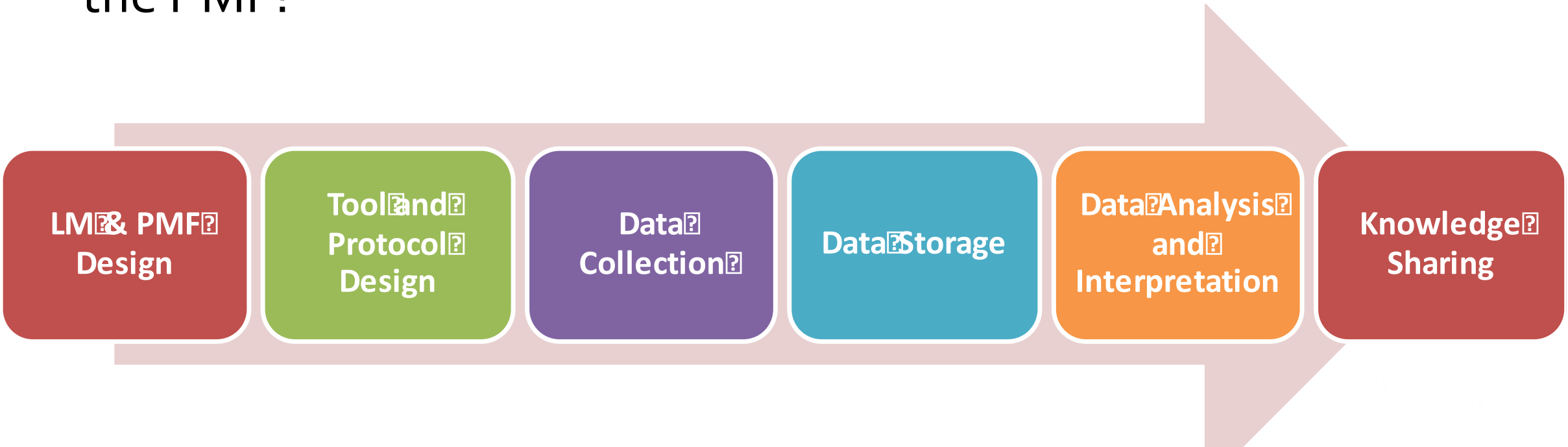
In your table groups, using handouts 1 (case study) & Worksheet 1 (MEL Design):

1. Kick off the MEL Design by establishing the Critical Source(s) of Data for the provided case study.
2. Discuss and record what are the recommended data gathering methods.

* Use a flip chart to record your ideas as a group.

Planning for Life Beyond the Performance Measurement Framework

- What are the next steps after designing the PMF?



Gender-Sensitive, Feminist & Community-Led Approaches to Data Collection

Gender Equality at GAC

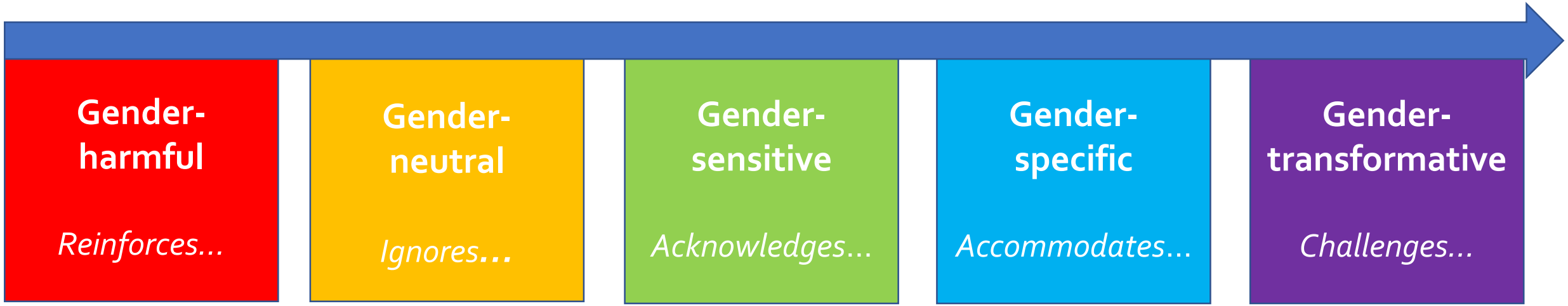
"No less than 95% of GAC's bilateral international development assistance initiatives will target or integrate gender equality and empowerment of women and girls." - Feminist International Assistance Policy (FIAP)

Pair share: Gender-sensitive/Feminist Data Collection

In pairs (new faces!) discuss (4 min):

- What does it mean to take a Gender-Sensitive approach to Data Collection?
- What does it mean to take a Feminist approach to Data Collection?

Gender-responsive scale or spectrum



….gender norms, roles, practices, stereotypes, or relations

Sources: WHO Gender Responsive Assessment Scale: criteria for assessing programmes and policies

- Clarissa Teixeira, CARE, Slide Presentation: Are we there yet? Applying feminist principles to the design and roll-out of project-level MEAL sytems, January 24 2020.

What's the Difference?

	Gender-Sensitive	Feminist Approach
Focus:	- Records and maps harmful gender-based practices, norms and stereotypes. - Tracks changes in gender equality	- Explicitly challenges unequal power relations, gender roles and responsibilities - Strategically affects women's lives through the process
Analysis:	Tends to analyze and see the world as "men" and "women"	Intersectional (sex and gender identity, but also age, ethnicity, ability, income etc.)
Assumptions:	Tends to assume that all women want what men have (~equality).	Allows for possibility that women may want different things.

What's the Difference?

	Gender-Sensitive	Feminist Approach
Framework Used:	Provides a framework on how to collect gender-related data	- Preference for participatory methods - Process-oriented - Non-extractive
End Result:	- Accountability to donors - Reporting to donors - Learning for donors	- Accountability to participants & partners - Results shared with participants - Learning for participants

Source: Feminist Evaluation and Gender Approaches: There's a Difference?; http://www.jmde.com/; Donna R. Podems/ICF Macro; Crest, Stellenbosch University; Journal of MultiDisciplinary Evaluation, Volume 6, Number 14; ISSN 1556-8180, August 2010

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Key Principles in Feminist Monitoring, Evaluation & Learning (MEL)

1. Reframes Role of "Evaluator"

- Evaluators bring who they are into the process (acknowledge attitudes, values, biases, power)
- Evaluator as facilitator, co-learner & ally vs. "expert"

2. Power shift to Participants

- Participants become researchers
- Building local evaluation/research capacity is part of the process

3. Action-Oriented & Change Driven

- Process & Findings attempt to bring about change
- Evaluation = Activism
- End product isn't a dusty report

4. Inclusive & Intersectional

- Values diverse ways of knowing and learning
- Views women as experts/knowledge holders
- Promotes collective reflection & diverse voices

5. Values Women's Diverse Experiences

Tools & Methods capture diverse experiences & changes in power relations, backlash, reversals, e.g.:

- Appreciate Inquiry
- Most Significant Change
- Case Studies, storytelling
- Photovoice
- Participatory video
- Murals/posters

Group Exercise: Data Collection Design with gender-sensitive/feminist and participatory lenses

Case Study: The Canadian based organization in collaboration with the Kenya local partner organization wants to carry out a mid-term data collection exercise to support the THRIVE project. The key focus of the mid-term exercise is to collect data for project indicators, create a collaborative learning opportunity around Sexual and Reproductive Health and Rights (SRHR) services and issues, and support women and girls to share their experiences on the project so far.

Your task: You are part of a Gender Equality, Participation and Evaluation Team hired to support the organizations in designing the mid-term data collection process. Your job is to first decide on one data collection method and data source you will recommend for the organization to focus on. You can consult handouts 2 (Community-led MEL) and 3 (Data Collection Approaches & Methods) if that is helpful.

- Then make recommendations on the question you have been assigned.
- Please note your recommendations on a flip chart for the other participants to review.

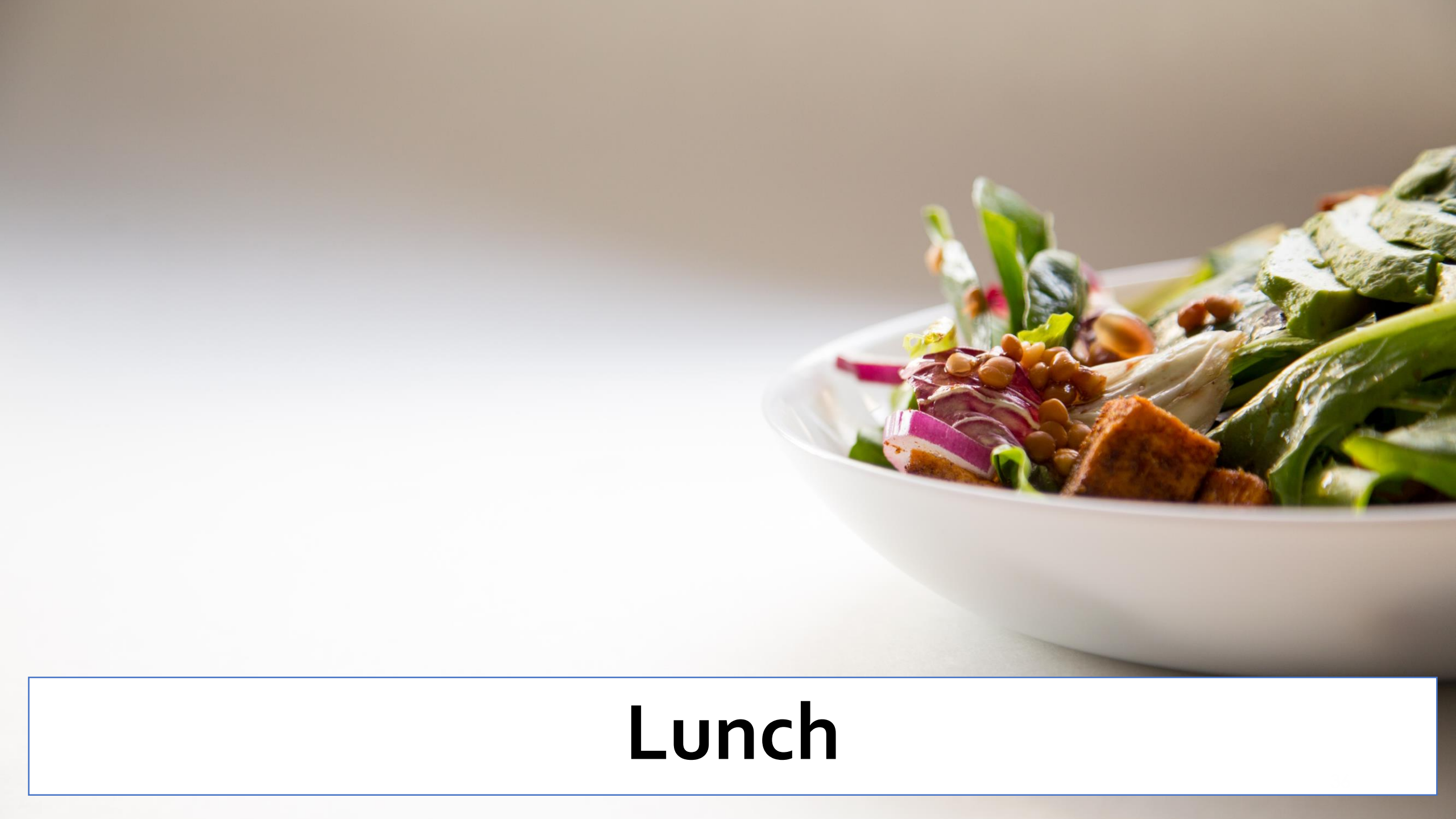
Group Exercise: Data Collection Design with gender-sensitive/feminist and participatory lenses

Four small groups: each group focuses on one of the four following questions.

With a focus on supporting the organizations to take a gender-sensitive/feminist and participatory approach:

1. **Who should collect the data? What characteristics/capacities/training should the data collectors have?**
2. **What types of questions or key themes should be focused on during data collection?**
3. **What should the organizations take into account in order to collect the data in a gender-sensitive/feminist and participatory/community-led way?**
4. **What should the organizations take into account when it comes to planning analysis, sharing and use of the data?**

1. **Take 15 minutes to consider your question and note your recommendations.**
2. **Then take another 10 minutes to consider the part of worksheet 2 related to your question. To what extent did you already take into account the considerations noted in the worksheet?**
3. **Share highlights of your recommendations and analysis with the other groups.**



Lunch

Community-Led Data Collection

Community-led Approach

Empowers community members (including those the most vulnerable and marginalized) to articulate their goals, develop a theory of change, self-identify strategies and actions to facilitate positive change, and track progress towards results

Participatory Approach

Engages community members in project design, collects data from the community and sometimes shares project results with community members

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Community-led MEL (ColMEL)

an investment into a community that can keep catalyzing positive behaviour of people beyond the time frame and scope of a project.

Why

To integrate Community-led MEL (ColMEL)?

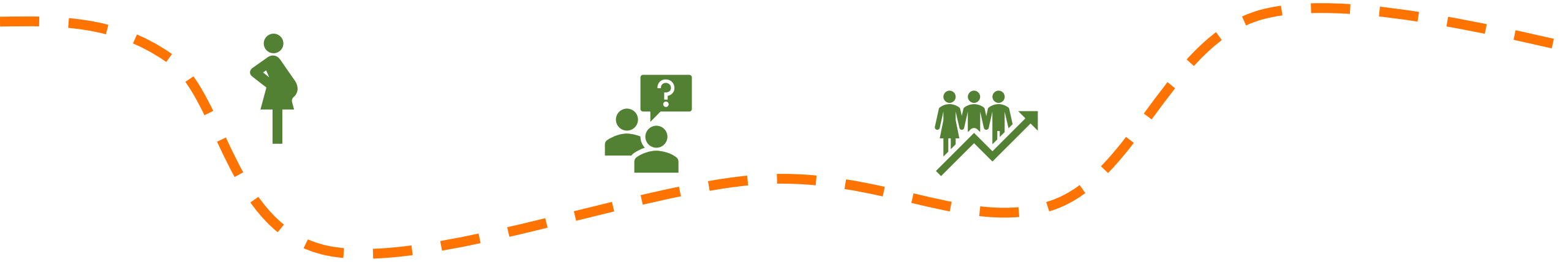
Results from ColMEL could be possibly aggregated and used towards project indicators allowing quantitative results in settings where often only qualitative data is accessible through traditional MEL methods.

ColMEL is at the heart of FIAP through empowerment of the most vulnerable individuals in addressing their own challenges.

Community doesn't mean a village

Community in the context of Community-led MEL doesn't usually mean a village.
Rather it is an organized group of people, who self-identify within the group, based on some common identity (e.g. adolescent girls, victims of domestic violence)

Story of Community-led MEL



Visual story-telling showing example of local communities empowered in decisions, solution design and evidence on reducing teenage pregnancies in Rwanda

Community-Led Monitoring, Evaluation and Learning (MEL) **engages all community members** to design, implement, monitor progress, analyze and disseminate results, and adapt the **theory of change.**

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Story of Community-led MEL: Key Considerations

Requires Flexibility in Design and Tools

Each community may require a different approach, methods and tools.

Requires Flexibility in Funding

Community identifies its own priorities, which may lay outside the planned project focus but still contribute to project outcomes.

Requires Flexibility in Time

Community-led programming needs at least 6-8 months of initial assessment, community mobilization and capacity building period.

Requires In-depth Initial Assessment

Gender, governance, human rights, environment and other aspects need to be thoroughly assessed by the project team at the community level.

Risk of leaving someone behind

Community-led programming can fully engage those most marginalized; but only if it is designed right, using the appropriate focus and tools.

Risk of Unpredictable Data Quality

Community drives their own sampling, data collection tools and process, which may lead to variable quality for higher aggregation.

Requires Significant Resources for the Initial Project Period

The initial period is critical for conducting a thorough assessment, mobilization and capacity building. This requires staff and funds available.

Not the Right Approach for All Contexts

This approach may not be the right fit for all communities, organizations or projects.

HUMAN SCALE

NOT AT ALL

ABSOLUTELY

Do you **think** that Community-led Monitoring, Evaluation and Learning could enhance your project(s)?

HUMAN SCALE

Do your project "beneficiaries" identify their own "theory of change" (e.g. do they define some of the project outcomes, outputs or indicators)

HUMAN SCALE

Do you **engage** people from targeted communities in the monitoring and evaluation of your project(s)? (e.g. selection of indicators, data collection, analysis of results)

HUMAN SCALE

Exercise: Brainstorm your next data collection exercise

By organization, alone or with colleague(s):

- How will you integrate gender-sensitive, feminist, and/or community-led approaches into your next data collection exercise?
- Use Worksheet 3 (Brainstorming toward your next data collection exercise) as a guide for your reflection.
- Refer to handouts 2 (Community-led MEL), 3 (Data Collection Approaches and Methods).

Participation Team

Technology for Data Collection

Software for MEL in a Snapshot

Design Project (LM + PMF)

Collect Data

Analyze Data

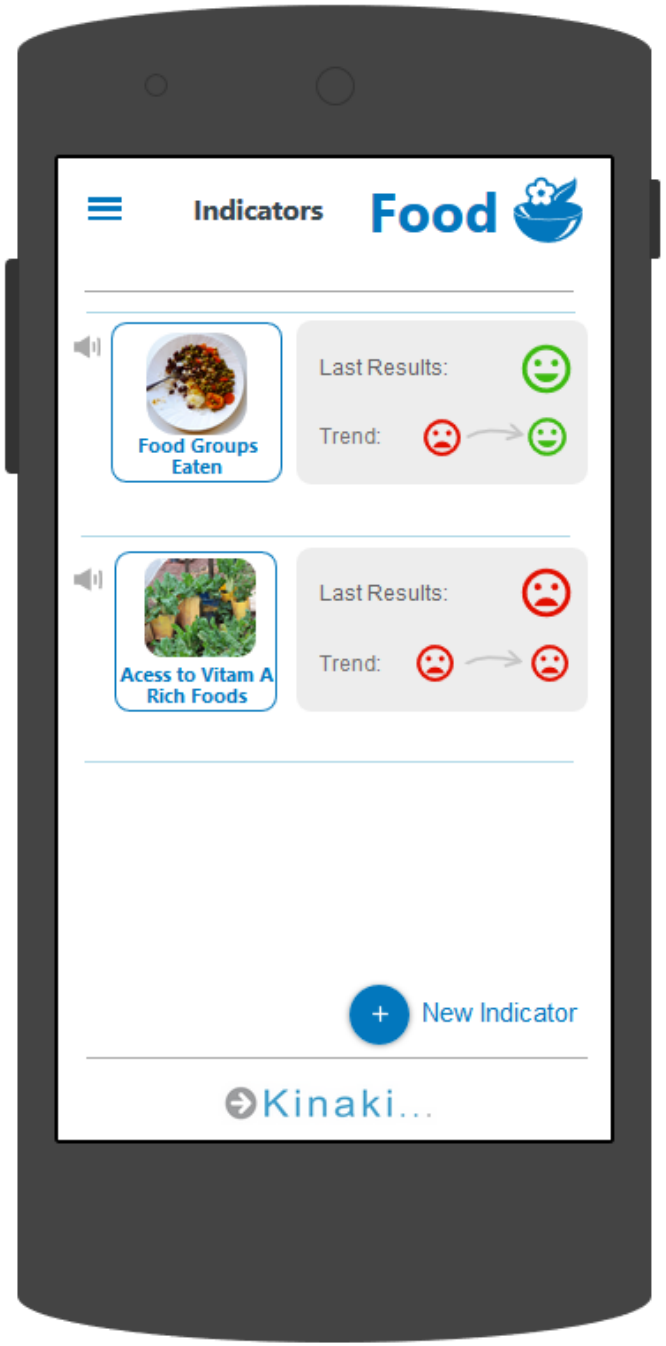
Report Results

Exercise: Tools Harvesting

1) Within your table, discuss, which technology tools does your organization use for Data Collection,
2) List the tools, one per post-it.
3) In your group, select one tool that you would like to promote to other groups.

Guiding Principles for selecting data collection software

- **KNOW YOUR NEEDS:** qualitative / quantitative data; expected number of respondents; expected number of data collectors; period for data collection; local context and culture)
- **KNOW YOUR MEANS:** Available budget; available staff time; motivation; plans beyond data collection (e.g. analysis)
- **SOURCE LOCALLY:** If possible, find devices locally to allow for troubleshoot and repair
- **TEST & PILOT & TEST AGAIN:** Don't trust the marketing – test it yourself. Then pilot with real people, real survey and adapt the pilot;
- **ENGAGE:** Engage your local team, respondents and if possible also the enumerators in your process as early as possible



What is our vision for MEL?

Imagine a world where people, even those from low-resource settings, define their own theory of change and while using smart technology, based on pictures and voice, can track their own progress towards this change.

A world where technology enables one to team up with peers to more effectively progress towards the change and voluntarily share aggregated, impersonalized results with governing bodies for better-targeted support and services.

Exercise: Technology break-out

Choose a table, based on the topic you would like to discuss:

1) Privacy, confidentiality, and anonymity

2) Data safety & security

3) Risk vs benefits of engaging technology in data collection

4) Technology for qualitative data

Exercise: Technology break-out (Handout 6)

In your group use the worksheet provided on the table to:

1) Discuss the chosen topic in the context of provided questions (20 minutes)
2) Prepare presentation on the flipchart of key outcomes of the discussion (5 minutes)
3) Present to the other groups (5 minutes each group)

Privacy, anonymity, and confidentiality

- **Confidentiality** means that the project team (or designated staff members) may know the identity of the responders; however, they commit to certain principles to keep everything they learn confidential within the project team. This commitment of confidentiality may be voluntary or legally required, depending on the circumstances and context of the purpose of data collection. Confidentiality is a scale, from all data collected is public on one side, to all data (and results from data) are fully confidential and cannot be shared, beyond the designated individuals.
- **Anonymity** is the degree to which the respondents can be connected to the answers we recorded. This means that specific measures were considered to assure, that the responses (data) cannot be traced back to the respondents. Anonymity can be achieved by removing from the data collection or data set any responses or variables that could lead to the ability to trace answers or data towards individual respondents. Anonymity is also a scale from responses/data that is easily traceable to individual respondents (e.g. contains names) on one side to completely anonymous responses/data that cannot be matched with respondents.
- Confidentiality is important as it may influence respondent's answers, especially with relation to power…
- Anonymity is desired because it can limit damage of unauthorised data leak
- There other ways to identify respondents than just a name
  - For example: age + gender + community name might be enough to identify someone in a small community
- Consider local privacy laws and regulations of the territory where you will collect data (approvals, data usage,…)

Data Safety and Security

- **Data Safety** refers to the physical existence of data (on which medium and where is the data stored), the ability to store it and access it over a period required for data usage, or legal requirements to maintain certain data for a certain period.
- **Data Security** refers to the human-caused threat to the data (e.g. unauthorized access to the data; intention to prevent you from accessing your data).
- **Considerations:**
- Risks of storing in physical and in electronic way
  - File cabinet cannot be hacked but it can burn down
- How will access to the data be managed
- What will happen after the project and when will the data be deleted permanently?
- Backup data off-site
- Password Management, securing organizations', and personal computers
- Services you use – read terms and conditions, especially with regards to data access

Pros and Cons of Using Technology for Data Collection

- **Considerations:**
- Cost
  - Data processing to electronic form not needed
  - Quality of data is usually much better with technology
  - Cost on devices is usually quickly offset by the savings
- Power relations and process ownership within the organizations
  - Who is actually the more technically skilled here?
- Environment where it might be risky to use technology or discouraging the respondents

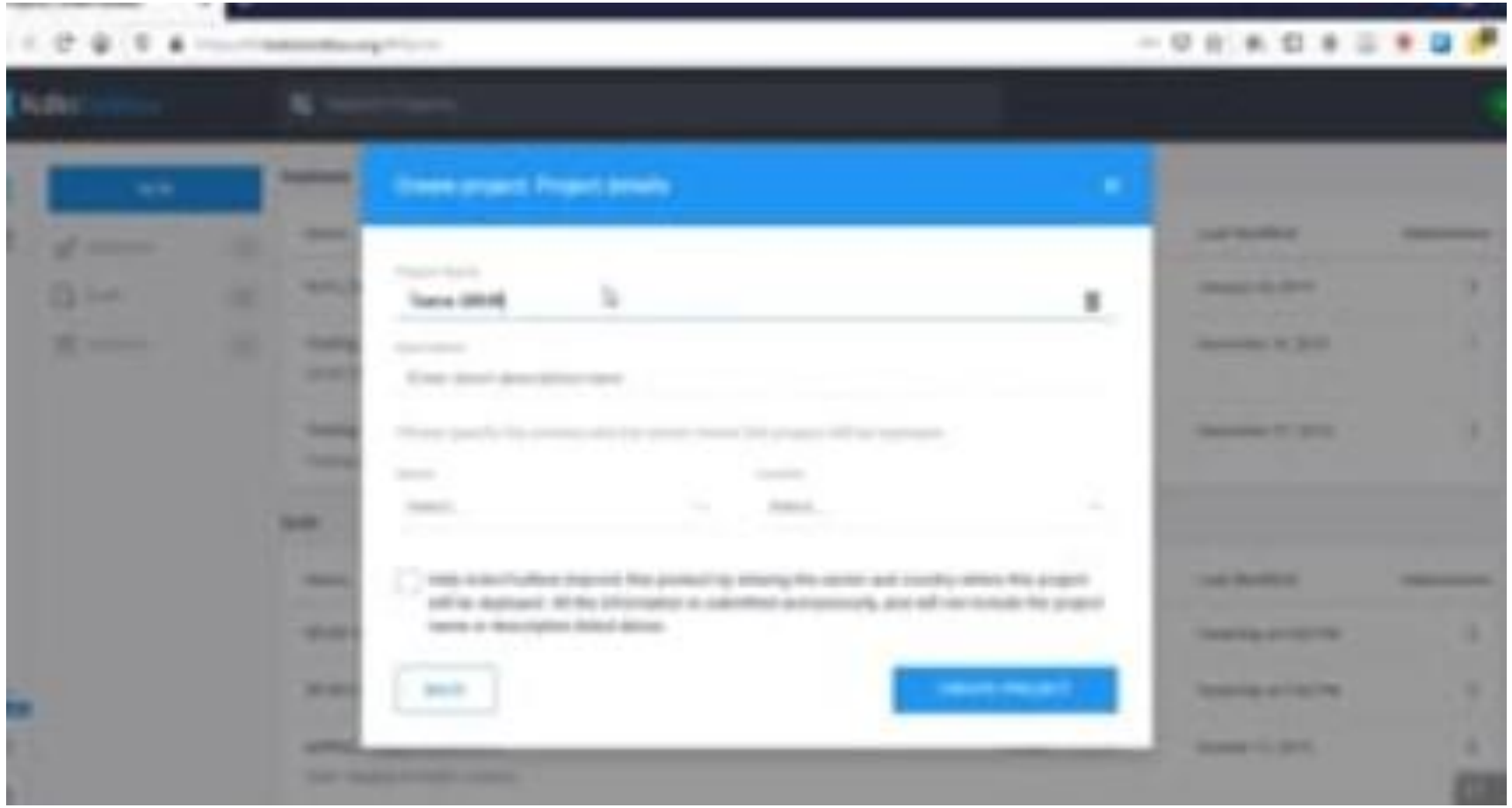
When NOT to use technology for data collection

- **Use of technology is putting someone at risk** (e.g. respondents, enumerators etc.)
- **It is restricted by authorities** (e.g. conflict areas and smartphones)
- **It is culturally or socially inappropriate to use technology** (e.g. people perceive technology as a tool of oppression)
- **No tech pioneer on our team** (enthusiast rather than tech expert)
- **We aim to use technology that is not accessible in the front-line of our area**

Tech example: Online Form for Activity Data

See video online: https://vimeo.com/396536130

Tech example: KoBo Collect for Surveys



See video online: https://vimeo.com/396538028

Random Tips for Data Collection

- **Photos**
  - Take photos in a structured way
  - Example: Have a KoBo form which include fields to note what are you taking the picture of, to rate its characteristics, or to add other information about it
- **Audio (interview recordings)**
  - Voice to text services
  - Examples: Pay for voice to text service to transfer your audio to text. Playback your recording to Google Voice to Text (free, part of Google Docs), let it type it down, and then revise this text.

Random Tips for Data Collection

Live Surveys

- Create a poll with instant results during your workshop/presentation and export data for further usage
- Example: polleverywhere.com

Case Management

- Use surveying app that allows for case management (e.g. Survey CTO) when the focus is on field data collection
- Use CRM software to track your clients if there is larger involvement with fewer individuals (e.g. Agile CRM)

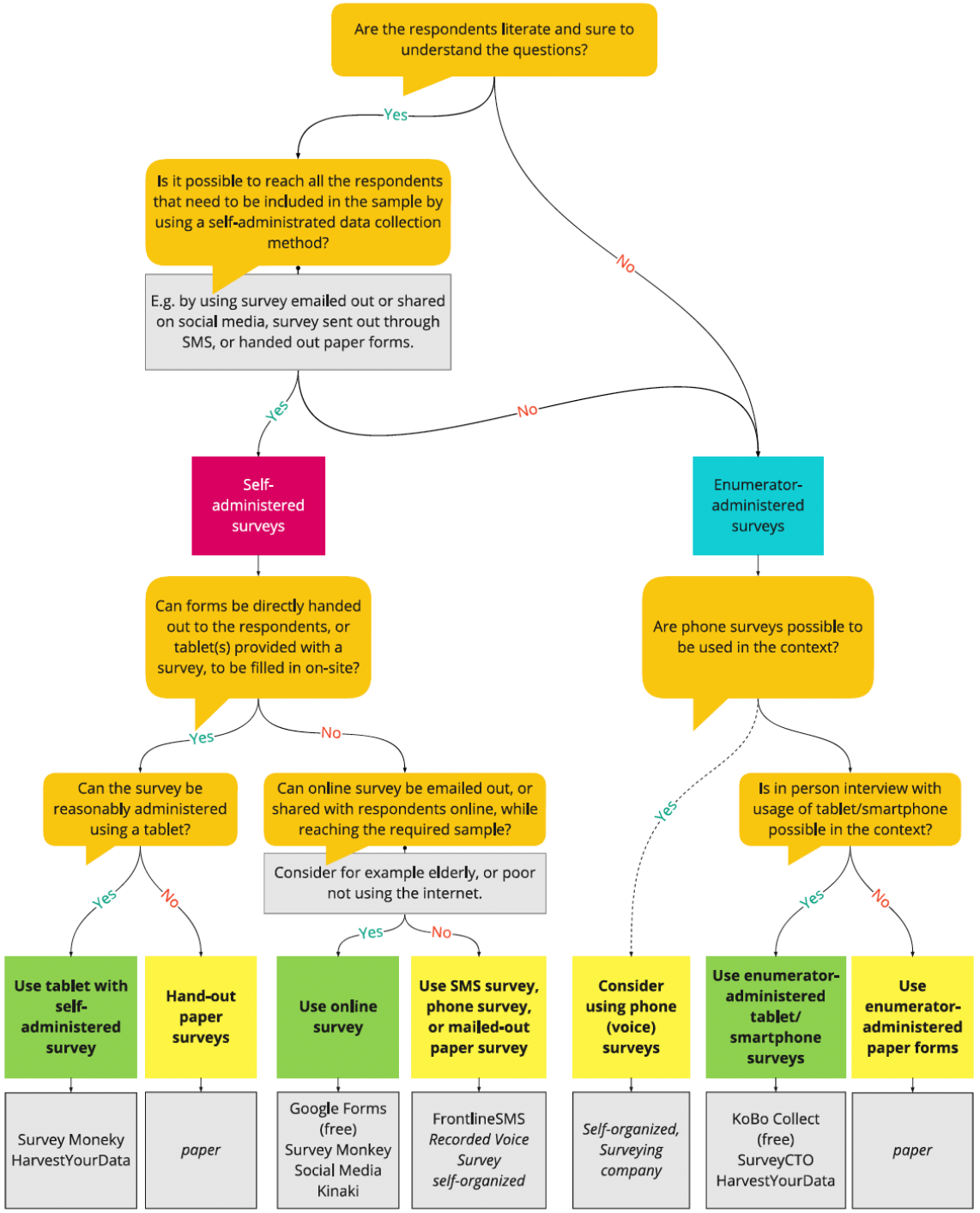
Random Tips for Data Collection

External/Open Data

- Demographic and Health Survey
  - Health-related data
- Multiple Indicator Cluster Surveys (UNICEF)
  - Data on situation of children and women
- World Values Survey / Afrobarometer / Latinobarometer / Eurobarometer / Asian barometer
  - Values and political opinions
- Surveys conducted by national statistical offices/services

Decision Tree for Selecting a Survey Administration Method and Data Collection Tools

(see corresponding handout)



Data Collection Type	Name of Software	Description/Notes	Free?	Online/Offline
Activity (Internal) Data				
Online Form/Survey	Google Forms	Create custom forms for surveys and questionnaires. Gather data in a spreadsheet and analyse in Google Sheets or export data to Excel.	Yes	Online
	Microsoft Forms	Create surveys, quizzes, polls. Collects responses in real time and provides charts to visualize data. Can export to Excel.	No*	
	Kinaki	Intuitive drag-and-drop survey design and data collection. Analysis of qualitative and quantitative data, visualization with charts, tables, graphs.	No	
Spreadsheet	Excel	Create, view, edit, share spreadsheets. Formulas, graphs, charts.	No*	Offline
	Google Sheets	Pre-made spreadsheet templates, built-in formulas, charts and graphs, live collaboration. Works with Excel.	Yes	
	LibreOffice	Calc spreadsheet: free alternative to Excel. Built-in wizards, templates. Works with Excel.	Yes	

Exercise: Technology Options for Data Collection

Using worksheet 4, take a few minutes to consider tools & apps for data collection about which you'd like to learn more, and the purpose for which you would use each tool back in your work. Refer to handout 6 on using data collection technology responsibly.

Recap of the day

Reflecting on your Learning Result

Reflection & Action Planning

Worksheet 5

Evaluation of the day

Making Data Collection Meaningful

National Training

Thank you!

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