

Making Cents  
Global Youth Economic  
Opportunities Conference  
Washington, D.C.  
September 8, 2011



**Mixed Methods – A Practical Primer**

# Outline



- ➔ About You
- ➔ M&E Refresher (Leah)
- ➔ Mixed Methods Overview (Leah)
- ➔ Impact Story Group Exercise (Leah)
- ➔ Case Study Presentation (Eva)
- ➔ Control Groups (RCTs) (Eva)
- ➔ Q and Eh

# Objectives



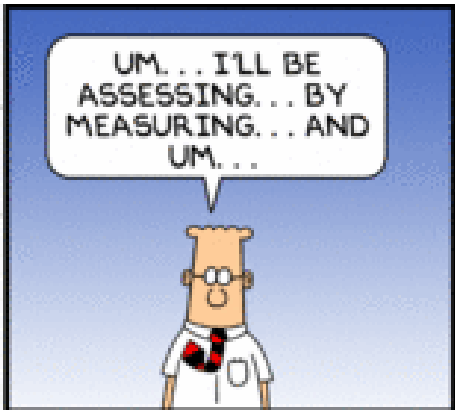
- ➔ Explain the importance of using a mixed methods approach to M&E in youth programming
- ➔ Describe key quantitative and qualitative data collection tools
- ➔ Understand techniques for quantifying qualitative data
- ➔ Knowledge of when to use Control Groups (including ethical considerations)



DilbertCartoonist@gmail.com



© 2010 Scott Adams, Inc. Reprinted by UPS, Inc.



www.dilbert.com  
10/3/10



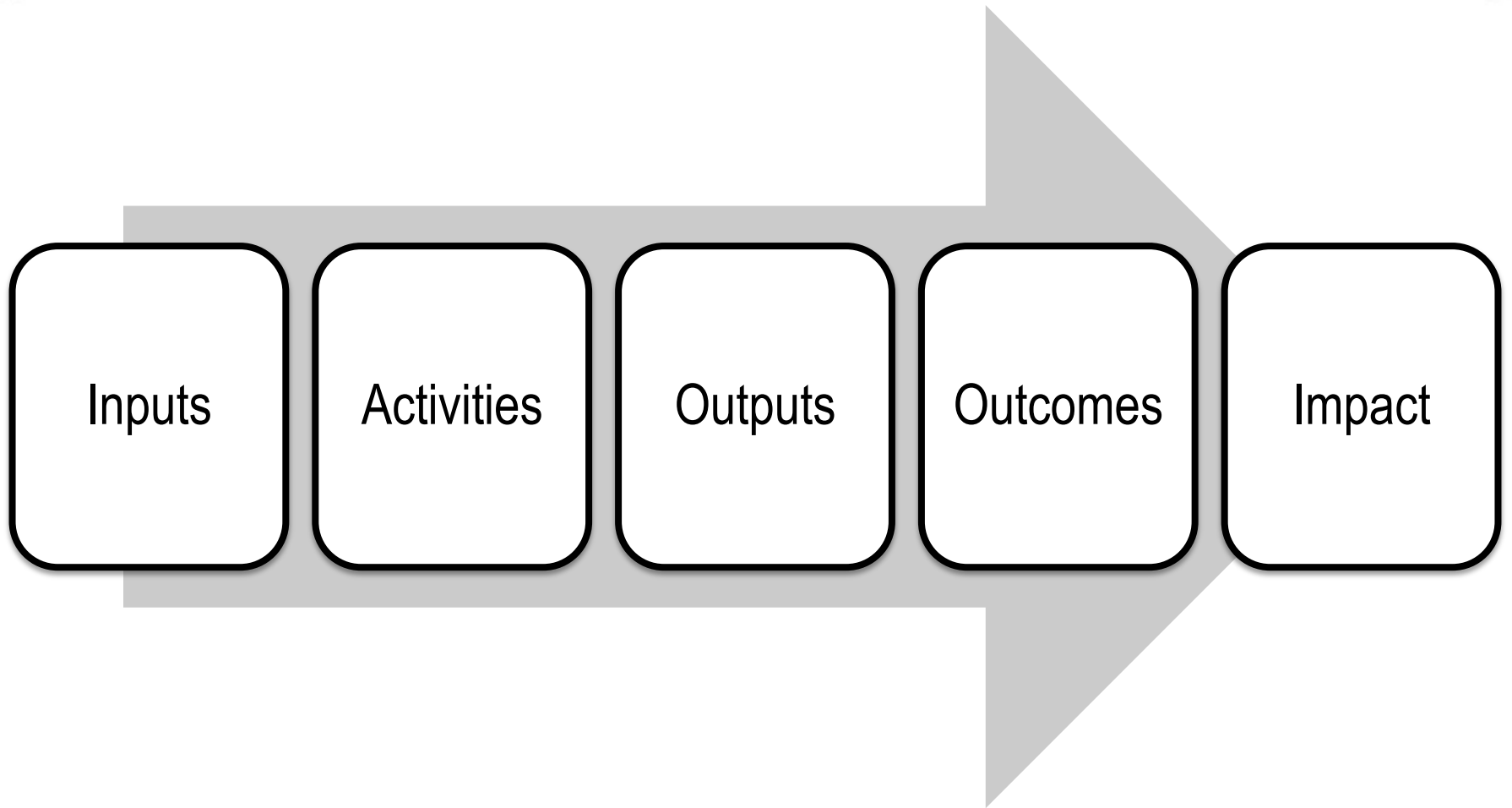
# What is M&E?



→ Discussion:

→ Monitoring vs Evaluation

# Results Chain



Inputs

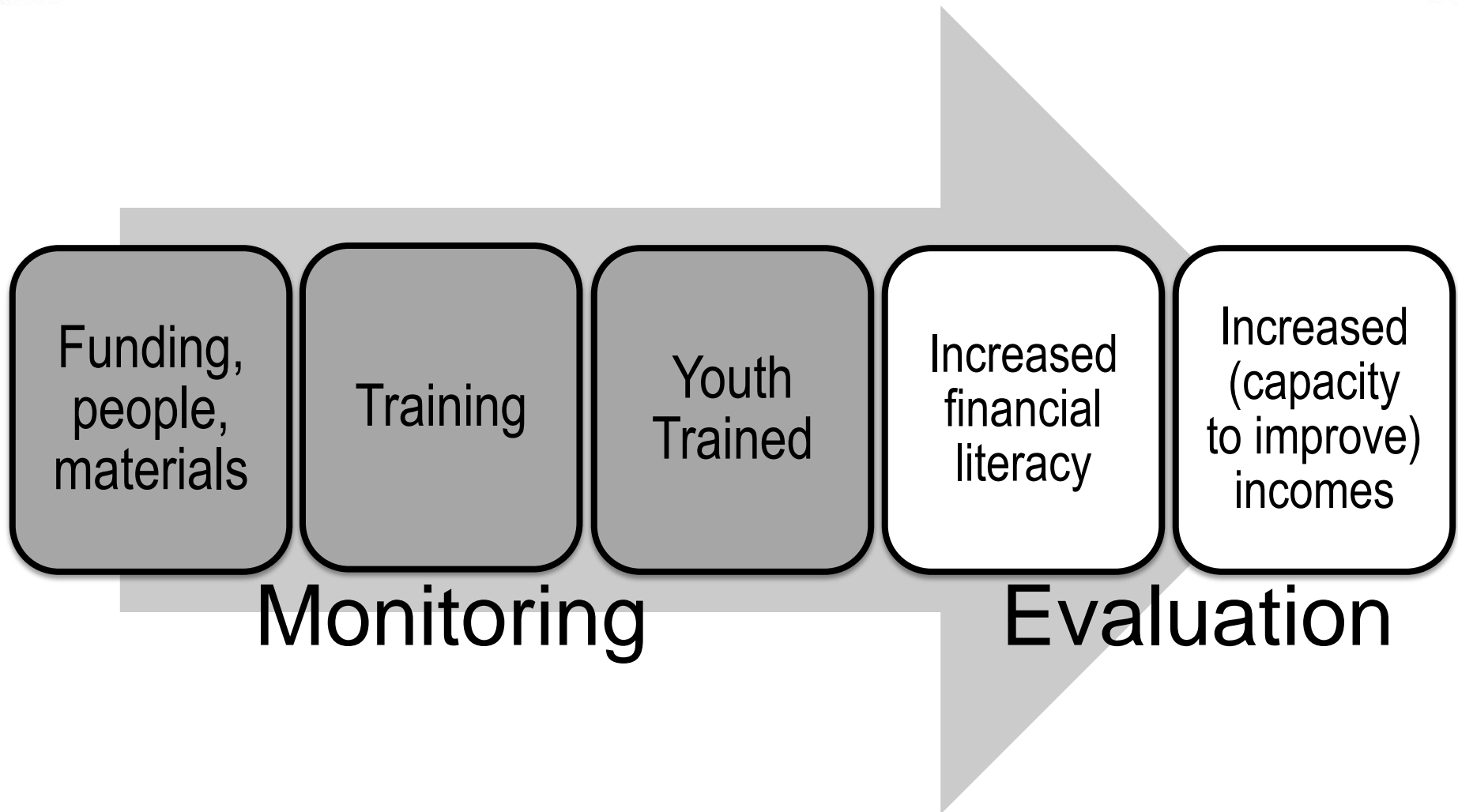
Activities

Outputs

Outcomes

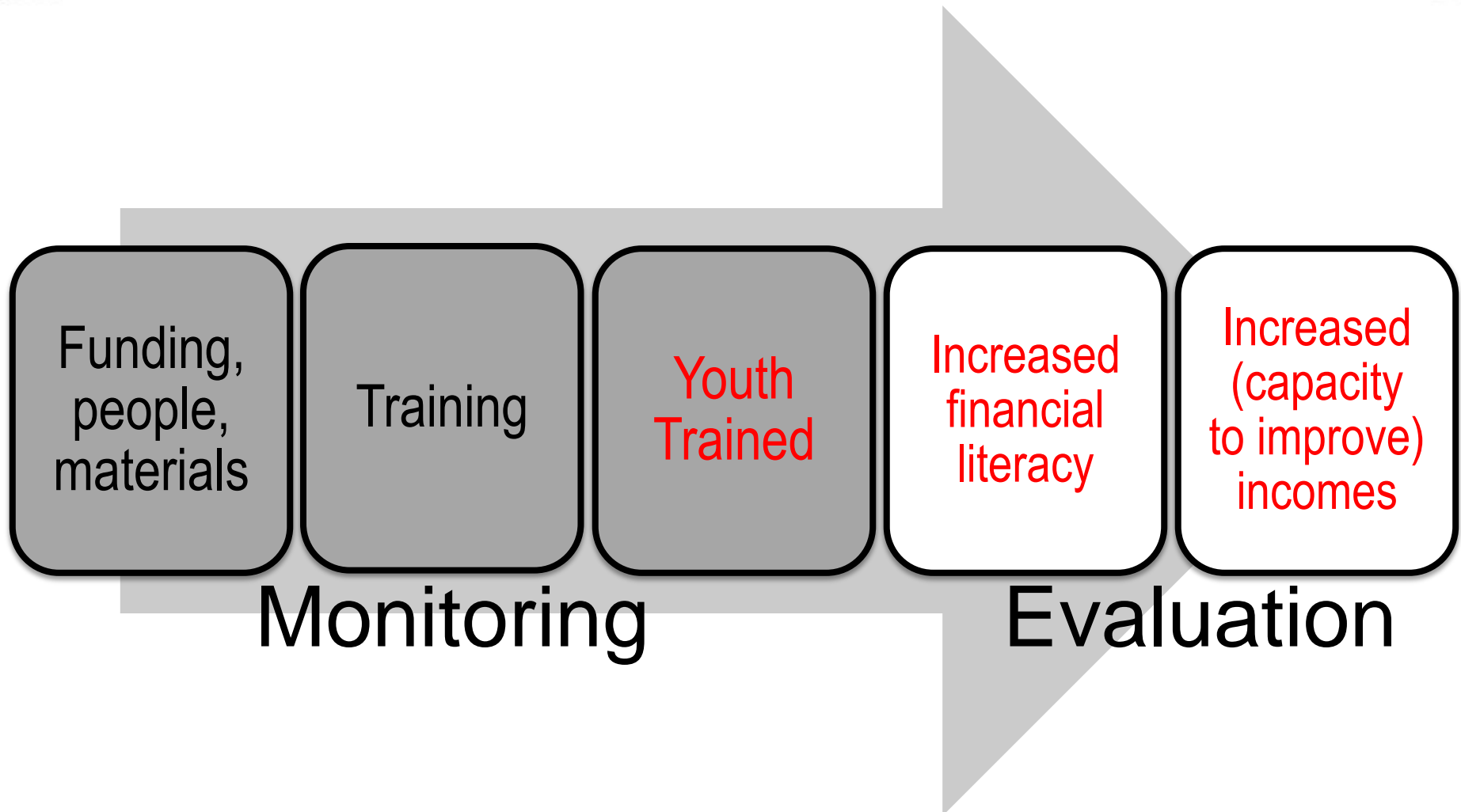
Impact

# Example: Financial Literacy Training for Youth





# Selecting SMART Indicators: Discussion



# Common impact indicators across projects



- ➔ Income, assets, consumption (expenditure) – triangulation
  - ➔ Example: UHDP
- ➔ Food security
- ➔ Gender Disaggregation



# Evaluation Tools: Baseline



- ➔ Registration baseline
  - ➔ Population-level demographic data
  - ➔ Sample baseline to mirror followup survey
- ➔ Population data vs sample data
  - ➔ Full data from new project sites
- ➔ Control Groups...

# Evaluation Tools: Annual Survey



- ➔ How has the program impacted your life?
  - ➔ Income
  - ➔ Assets and consumption/expenditures
  - ➔ Food security
  - ➔ Financial products/services
  - ➔ Cross-cutting (gender, environment)

# Evaluation Tools – Qualitative Data



- ➔ Impact Stories (Most Significant Change)
  - ➔ “What is the most significant change you have experienced because of project interventions?”
- ➔ Meta-analysis
  - ➔ Grounded Theory Approach
    - Example: TTGG
  - ➔ Nvivo/Excel



# Why is Qualitative Data Crucial to Youth Programming?



- ➔ Quantitative data alone is incomplete:
  - ➔ Delayed impact (e.g. income, assets)
  - ➔ Standard indicators sometimes less relevant
  - ➔ Results chain less consistent (cultural barriers)
- ➔ Qualitative data provides:
  - ➔ Stories behind the numbers
  - ➔ A more complete understanding of real impact
  - ➔ Unintended benefits/barriers

# Group Exercise

