Reasons and risks of overemphasizing measuring vs understanding

tendency to overemphasize on measurement as a sound method, despite existance of other methods

process of measuring is taken without questions, but it can also be flawed

difficulty to give numbers who do not mean much

quantitve measuring has its limits

challlege is that most donors still request target numbers to be fulfilled - little flexibility

Measurement (quantitative and qualitative) as the only way to communicate results

misunderstanding of measuring and missing out on other

esclusive use of qualitative and quantiative

> little sense-making of the produced data

often indicators are meaningless, waste of time and money

little investment in knowledge and understanding which is useful for accountabilty

too much measurement can lead to missing the point - indicators might be positive when in fact are not

use of measuring

because of time

constraints (tight

deadlines)

Solutions: how do we address the overemphasis on measuring?

Since not everything is linear, measuring does not always work

importance to understand the dynamics of change

importance to diversify the evaluations and include several mehtods

Measuring only makes sense within understanding and should come AFTER understanding

Understanding can be done at any stage of the evaluations - from inception to end of the project

mixed methods

once one understands the perception of people, designing data

becomes easier

mesuring on the other hand is done for a report and not for the people

we need to talk structure a network and a map which are not described as qualitative nor quantitative

dynamics

not binary

participatory methods to understand the key

> defining purpose and use the outset is critical to help prioritize 'whose understanding'

digging and structuring the project information, to make sense of what needs to be evaluated

maybe we feel donors want

the classic approach, whilst

they might be open to new

perspectives, if we present

and argue them well

changing the

mindsets of donors

and other

stakeholders

communicating with maps

this can be done

through

Create 'indicator reference sheets' defining a common understanding of the indicators

try to change the mindsets - measuring can be

find out more about

the project outside

the logframe

costs are not as high -

knowledge loss costs

are higher

communicate with maps

maps help to

communicate with

the audience

think outside the box

information which would not be available otherwise

outcome harvesting

involve the people

participatory approaches

bring evidence and