

Resources for Theory of Change

You could start here - <http://www.theoryofchange.org/background/basics.html> at theoryofchange.org

They use as an example, and a general Internet search brings up, Superwoman. http://www.theoryofchange.org/pdf/Superwomen_Example.pdf

IDS went through a Theory of Change process and our thinking can be found here. <http://www.ids.ac.uk/go/idspublication/from-access-to-action-impact-pathways-for-the-ids-knowledge-services>

It led us to think more about intermediaries and how we contribute to influencing policy.....

Anna put it in the context of M&E here. <http://www.slideshare.net/powerinbetween/power-of-in-between-me-session>

Catherine summarised the “Power of the in-between” conference here <http://www.slideshare.net/ikmediaries/power-in-between-conference-analysis>

And the full report is here <http://www.ids.ac.uk/download.cfm?downloadfile=8256EA0F-BCF7-6035-C83055094C5DCB89&typename=dmFile&fieldname=filename>

Theory of change is not just helping our information services – it is becoming embedded in our research.

For example <http://www.ids.ac.uk/go/idsproject/complexity-theories-of-change-and-aid-impact>

Resources for Outcome Mapping

Since IDRC were the originators, they have a good page of resources http://www.idrc.ca/en/ev-26586-201-1-DO_TOPIC.html

I find training notes quite useful and here is a set from ODI http://www.odi.org.uk/RAPID/Tools/Toolkits/Outcome_Mapping/Index.html

I particularly recommend Ben from ODI, his presentation at http://www.idrc.ca/uploads/user-S/11335475941OMandKM_Toronto.pps

There is learning community on OM if you wanted to join in hosted by ODI. <http://www.outcomemapping.ca/>

Resources for Webstats

Where you have membership then outcome mapping can apply – you can ask people to think ahead of how they might use your service, and think back, what “stories of change” they can identify.

Survey instruments we talked about were:-

Masum said they had tried LimeSurvey, an open source tool

<http://www.limesurvey.org/>

and we have tried survey monkey

<http://www.surveymonkey.com/>

Where you don't have membership you are more restricted to collecting webstats and analysing them.

We talked Google Analytics for analysing visitors and downloads

<http://www.google.com/analytics/>

An analysis of available web usage statistics to see how different sections of the websites are being used and where users are coming from tends to include ie

- number of views on pages,
- time spent on pages
- where the person went after that page
- top level IP address (for origin of country)

But there is a lot of discussion about views/hits/visits/visitors – Google analytics explains all this in its help pages. It also explains about robots and spiders – which can skew your analysis if you use tools other than Google Analytics.

And a really useful tool (which isn't really webstats is

http://www.online-utility.org/webmaster/backlink_domain_analyzer.jsp

which looks at how many other sites are connected to you.

What you can do with anonymous users regarding "outcome mapping" is to survey a sample of them. However that involves finding them...

- By pop up survey (which can be very annoying and turn people away from your site).
- An invitation to respond to a survey somewhere on your site (the down side of this is that anyone who responds is "self selecting" ie someone interested enough in your site to want to respond to a survey!)
- Email survey to those people who have made enquiries (again slightly self selecting sample)
- And attending conferences and workshops where your users can be found – in which case telephone and face to face interviews can be very informative, and removes the element of self selection –but has associated costs (your time, communication costs, even travel costs).

Hope this is helpful, Simon

