Evaluating Citizen Digital Engagement
A Practical Workshop

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• Introductions and objectives
• DCE definitions
• DCE Evaluation Framework: lenses to guide programme design and evaluation
• Case studies (WB evaluation)
• Action Learning Sets
• Lenses and group work
• Summary and discussion
DIGITAL CITIZEN ENGAGEMENT (DCE)

• What is your definition?

• “the use of new media/digital information and communication technologies to create or enhance the communication channels that facilitate the interaction between citizens and governments or the private sector”
DCE EVALUATION FRAMEWORK

- Written by practitioners
- Practical case studies
- Informs project design
- Supports evaluation
- Shares sector learning

Assessing extent to which digital tools have contributed to citizen engagement.
Understanding the impacts of technology on that engagement process
Positive /negative; Intended/unintended
LIFE CYCLE OF DCE EVALUATION

Scoping → Designing → Planning & Implementing → Analyzing → Scanning, Reflecting & Learning
OBJECTIVE
Logic

• Is the program objective reasonable and appropriate, and to what extent do the activities meet these objectives? Is the rationale reasonable and appropriate?

• Perspective:
  – Clarify the goals and planned changes to evaluate the program against and assessing the existence and appropriateness of those stated goals.

• Key questions:
  – What are the goals of the DCE, and how well is the project designed to achieve those goals?

*Planar lenses 7050* by Ashley Pomeroy - Own work. Licensed under CC BY 3.0
CONTROL

• Which actors own, controls and influences the engagement process?

• Perspective:
  – Explore levels of influence on the DCE process amongst citizens, the dynamics of decision making, levels of fairness and equitability.

• Key questions:
  – Which actors exert the most influence over the DCE design and implementation, and what are the implications of this?
PARTICIPATION

- Who participates and how?
- Perspective:
  - Examine who is included/excluded in the process, and how the program enables or discourages different opportunities for participation
- Key questions:
  - Who participates in the DCE, and to what extent is their level of participation in line with their needs and expectations?
TECHNOLOGY

• How effective and appropriate is the choice of technology and how well was it implemented?

• Perspective:
  – Take a practical look at the technology choices, technical delivery and management of the engagement process itself.

• Key questions:
  – How appropriate was the choice of the technology, how well was the technology implemented?
EFFECTS
What difference does it make?

• What effects does DCE have on processes and outcomes?
• Perspective:
  – Seeking to understand the ultimate impact on citizens, government, collectives and service delivery/development outcomes.
• Key questions:
  – What effects did the project have at the individual, collective and national level, and to what extent can this impact be attributed to technology?
Scoping

- Using the five lenses
- Finding scoping information
- Focus & Parameters

Designing

- Purpose & Goals
- Designing Evaluation Questions
- What data?
- What methods?

Planning & Implementing

Analyzing

Sharing, Reflecting & Learning
CASE STUDIES

• **Brazil**: the impact of online voting on a state-wide Participatory Budgeting process.

• **Uganda**: looking at a long-standing and well-funded crowdsourcing platform U-Report.

• **Kenya**: looking at a beneficiary feedback system for customers and citizens served by a water supply company through digital, phone and walk-in channels.

• **Cameroon**: participatory budgeting that has been experimenting with the use of SMS technology to increase participation levels and, more recently, cast votes in budgeting decisions.
DCE examples

- Projects and initiatives that you’ve been working on?

- Case studies…
  - SMS crowdsourcing opinions and feedback
  - Voting and priority setting (participatory budgeting) using SMS and Web channels
  - Beneficiary feedback system using SMS, USSD, Web, e-mail, social media channels

- Participants projects and expectations
  - Short presentations of any projects that people are working on / would like to focus their evaluation thinking on…
## DCE examples globally

<table>
<thead>
<tr>
<th>Social Monitoring</th>
<th>Direct democracy</th>
<th>A more robust public sphere</th>
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<tbody>
<tr>
<td><strong>Public service delivery (incl. beneficiary feedback)</strong></td>
<td><strong>Corruption reporting</strong></td>
<td><strong>Citizen-driven election monitoring</strong></td>
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<td>FixmyStreet (UK); DevTRacker (UK); SeeClickFix (USA); Open Data Kenya; CheckmySchool (Philippines); Map Kibera; g0v (Taiwan); IChangeMyCity; Map Tandale (Tanzania); Alaveteli; WhatDTheyKnow.</td>
<td>Ipaidabribe (India and Pakistan); Magyar Leaks (Hungary)</td>
<td>Ushahidi (Kenya); Mumbai Votes (India)</td>
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<td><strong>‘High-tech’ e.g. crowdsourcing, interactive mapping, web interfaces</strong></td>
<td><strong>‘Medium-tech’ e.g. SMS or call center</strong></td>
<td><strong>‘Low-tech’ e.g. community radio</strong></td>
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<td>Maji Voice (Kenya) Jaankari (India) Hello Sarkar (Nepal) M4W (Uganda)</td>
<td>Transparency International (Zimbabwe)</td>
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<td>CGNetSwara (India); TracFM (Uganda) Namma Dhwani (India) RadioActive (India)</td>
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ACTION LEARNING SETS

Start: Present your challenge, problem, issue or your question.

Mark learning, draw conclusions, define learning from experience. Integrate new knowledge into your practice.

Set members question you constructively to challenge views and understanding, perceptions, assumptions. Others share knowledge-invited by presenter of issue.

Bring results back to set-what worked/didn't? Why?

Insight? New understanding, ideas on taking action?

Test out taking action in the workspace.
GROUP WORK – ACTION LEARNING SETS

• Identify projects to evaluate based on lens framework
  – Recommended single project per group
  – Shared interest/experience useful but not essential
  – 5-6 people per group

• Exercise focusing on applying the framework to a real DCE project
  – One person (A) presents the DCE project to the group (10 min)
  – Each member represents one of the lenses and ask questions to the person A (20 min).
  – Use the handouts to structure the questions

• Focus on scoping and planning but be prepared to provide feedback on each lens at each stage

• Report back from each group

• Work fast! (30 min)
LENSES OVERVIEW

• Objective:
  – Is the program objective reasonable and appropriate, and to what extent do the activities meet these objectives? Is the rationale reasonable and appropriate?

• Control:
  – Which actors own, control and influence the digital engagement process?

• Participation:
  – Who participates and how?

• Technology:
  – How effective and appropriate is the choice of technology and how well was it implemented?

• Effects:
  – What effects does DCE have on processes and outcomes?
ACCESSING THE GUIDE

https://openknowledge.worldbank.org/handle/10986/23752