



IPDET

INTERNATIONAL PROGRAM FOR
DEVELOPMENT EVALUATION TRAINING

Digital Analytics for Monitoring and Evaluation

14th June – 18th June 2021

Instructors: Calum Handforth and Dr. Claudia Abreu Lopes

Contents

Digital tools and platforms are playing an increasingly central role in international development – and offer exciting new possibilities for measurement, learning and evaluation. More development programmes are going digital – becoming ‘always on’, and reaching wider and more diverse groups of users. This can result in large datasets with messy and multi-format data that require new methods and analytical tools. Digital data and analytics are also being increasingly applied to offline interventions, to complement traditional monitoring and evaluation tools. Each of these digital methods presents new possibilities for ongoing monitoring, rapid assessments, and novel impact indicators. But they require new paradigms and frameworks for monitoring and evaluation that are built on and retain the methodological rigour of traditional methods.

This workshop will provide a thorough grounding in the role of digital analytics, including exploring some of the opportunities, challenges, and considerations in leveraging these tools. It will also include a ‘deep(er) dive’ into two open-source tools: RapidPro, a digital messaging platform to gather digital data, and R Studio (a resource that can organize and analyse textual data). These tools have been selected due to their wide-ranging usefulness for international development projects and programmes. The instructors will also facilitate a number of lightning talks with invited experts, to broaden participant understanding of the potential and scale of digital analytics for monitoring and evaluation!

Objectives

Participants who complete the workshop will:

- Have a strong and practical understanding of the role of digital analytics and digital data sources.
- Be able to explore how to apply RapidPro in their current or future work.
- Have practical knowledge of how R studio can be used to organize and analyse textual data.
- Increase their understanding of the digital analytics landscape, including advancements and use-cases being led by key individuals and organizations.

Schedule

Monday 14.06.2021 (13:00 – 17:00 CEST)

- o Introduction to the course
- o Why are digital analytics important?
- o Introduction to digital data sources
- o Rapid toolkit review
- o Key challenges and lessons learned

Tuesday 15.06.2021 (13:00 – 17:00 CEST)

- Lightning Talk from invited expert
- Introduction to RapidPro
- RapidPro in action
- Q&A

Wednesday 16.06.2021 (13:00 – 17:00 CEST)

- Methodological considerations with digital data
- Introduction to textual analyses with case studies
- Deep dive into R Studio
- Demonstrations of textual analysis with data from Twitter and RapidPro
- Q&A

Thursday 17.06.2021 (13:00 – 15:00 CEST)

- Lightning Talks from invited experts
- Case study reading and self-reflection
- *Virtual coffee social (optional)*

Friday 18.06.2021 (13:00 – 17:00 CEST)

- Putting digital analytics into practice
- Frameworks for digital monitoring, evaluation, and learning
- The ethics of digital analytics
- *Technical helpdesk (optional, sign-up ahead of time)*

Please note:

1. A small amount of **pre-reading** will be circulated prior to the workshop. This has been designed to be manageable, and to provide a useful and strong foundation for the content covered during the week. **Please do read it!**
2. A **survey** will also be circulated to identify digital platforms and approaches of most relevance to your work. **Please complete this in order to ensure the workshop can be tailored to meet your needs.**