



PICTURE IMPACT

GAIN INSIGHT: OUR EVALUATION METHODOLOGY

IT'S A SURVEY

Picture Impact™ diaries yield **quantitative data** for **statistical analysis**.

The questions are asked through a pictorial format, but despite the simple mark-making the pages yield quantitative data in the form of nominal, categorical, ordinal and continuous variables.¹

Quality Data

Our surveys are delivered via a diary, filled out by the beneficiaries themselves. This offers two benefits to the quality of the data. First, the beneficiaries gain insight from the data they are tracking in their diaries; they are more likely to record accurate information and less likely to respond in the way they think the surveyor wants. Second, having a diary in-hand allows people to track information at regular intervals, decreasing the need for recall.

Valid and Reliable Data

Picture Impact surveys are heavily tested using Dillman's Four Stage Pre-testing Process² before implementation. Additional validity and reliability checks occur during data capture when using our TouchData mobile app.

Designed for Longitudinal and/or Cross-Sectional Analysis

Our diaries are administered to every single beneficiary of a program. They stay in the field over a long period of time. Through regular, on-going use, the diaries capture change over time—as though the same survey were administered at multiple points in time.

A Flexible Tool for Analysis Design

The analysis possibilities are endless and can be carried out according to the program evaluation design. The data can be analyzed on a cross-sectional basis at baseline, interim and/or end point comparing various groups according to the research hypothesis.³ Data can also be analyzed on a longitudinal basis by examining the extent to which a panel of beneficiaries changes over multiple points in time.⁴

Speed and Accuracy of Data Harvest

Our TouchData App increases speed and accuracy of data harvesting, as well as accessibility. Picture Impact's companion TouchData technology mirrors the diary pages on a tablet, allowing a data collector of any literacy level to conduct the interview event and simply touch in the data. The data is coded directly into a quantitative panel set, immediately ready for analysis.

The diaries can ask the same questions as existing household surveys. Diaries can be coordinated with baseline surveys.

Focus groups conducted on use of the diaries revealed that women “take the responsibility seriously. They are cautious about recording accurately and they take pride in their accomplishment in doing so.”¹

During design and testing it has been found that “illiterate women [can] identify the meaning and purpose of 90% of the pictures and [are] forthcoming and quite specific about revisions to improving remaining scenes.”³

“The organization, however, need not wait for a period of years to obtain impact results.”³ The data can be analyzed on a cross-sectional basis at baseline, interim or end time point comparing various groups. according to research hypothesis.

A PARTICIPANT-FOCUSED SURVEY METHODOLOGY

An Ongoing System

When integrated at program implementation, the diaries spread evaluation across all parties. Evaluation is no longer a separate activity and becomes a routine element of the program. While the Picture Impact system can enter a program at any point, the diaries are intended for full programmatic use.

Transparent Data Collection

The diary data is harvested by a data collector at a pre-determined time following the evaluation design. Similar to household, door-to-door surveying, Picture Impact survey data is harvested in an interview event. Unlike a typical field survey, occurring over a clipboard, the interview is a side-by-side sharing event.

Because the same pictorial formats are used by the TouchData app the whole process remains transparent, allowing the respondent to understand how her information is being recorded.⁴ The TouchData app allows data collectors to be of any literacy level, ensuring appropriate power dynamics between the beneficiary and the data collector.

Additive, not extractive

Diaries are designed to be useful to the participant, and include engaging learning and planning elements. The diaries stay in the field long after the planned intervention ends. The beneficiaries never relinquish their copy of the diary, the information is shared but not taken. Beneficiaries are empowered with access to their own data.

How have picture diary surveys been used?⁶

- Proving an intervention or construct. (ASA)
- Quantifying impact of program intervention. (PRADAN, HLWDS)
- Understanding how an intervention is or is not working. (SEWA)
- Highlighting program participants in need of highest support. (SEWA)
- Uncovering confounding variables and unexpected results.(HLWDS)

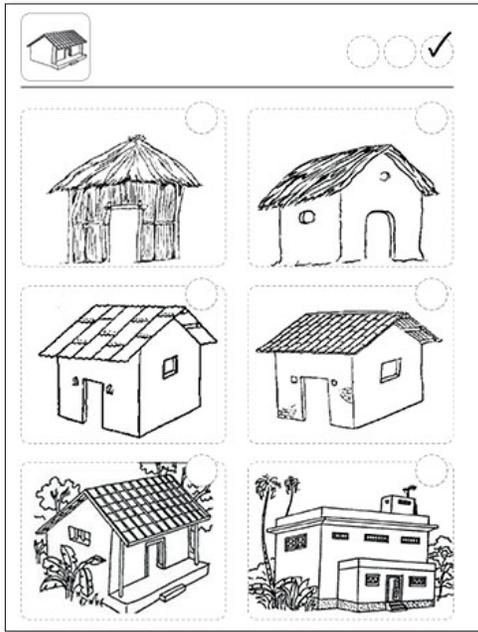
“Both types of [common program] evaluation—the external quantitative study and in-house qualitative case study – share the disadvantage of being one-off or occasional undertakings.”⁵

The data from the diaries, can be “extremely useful for selecting respondents for in-depth ethnographic study.”³

“The interview event is a ‘side-by side sharing’ of diary entries in a way that the interviewee is telling her life story that she herself has recorded.”¹

By giving participants access to their own information they are empowered to “summon needed training inputs and demand services, negotiate with financial intermediaries, and challenge inequitable structures and practices.”¹

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1. Noponen, Helzi. “The Internal Learning System--Assessing Impact While Addressing Participant Learning Needs.” *Journal of International Development* 16,(2005): 195–209.
 2. Dillman, D A. *Mail and Internet Surveys: A Tailored Design Method* (2nd Ed.). New York: John Wiley and Sons, 2006.
 3. Noponen, Helzi. “Participatory Monitoring and Evaluation - a Prototype Internal Learning System for Livelihood and Micro-Credit Programs.” *Community Development Journal* 32, no. 1(1997): 30–48.
 4. Noponen, Helzi. “Assessing the Impact of PRADAN’s Microfinance and Livelihoods Interventions: The Role of the Internal Learning System.” *The IDS Bulletin* 34, no. 4(2003): 66–75.
 5. Noponen, Helzi. “The Internal Learning System for Participatory Impact Assessment of Microfinance.” *Small Enterprise Development* 12, no. 4(2001): 45–53.
 6. See our website for a list of ILS implementations. <http://www.pictureimpact.co/history/>



This is a multiple choice question, yielding data on ordinal variables about shelter. As a survey question, it reads:

In what kind of house do you live? *Please select the answer that most closely fits your circumstances.*

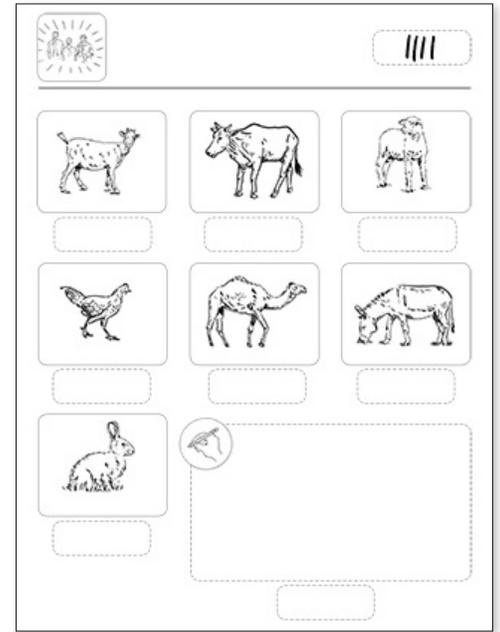
1. Thatch walls, thatch roof
2. Mud brick walls, thatch roof
3. Mud brick walls, tin roof
4. Mud brick walls, tile roof
5. Concrete walls, tile roof
6. Concrete walls, two stories



This series of yes/no questions, yields data on categorical variables about social assets. As a survey question it reads:

What social or community resources does your family have? *Check all that apply.*

1. Friends
2. Elders/family
3. Neighbors
4. Education/training
5. Church/mosque
6. Groups (savings, self-help)
7. Market
8. Community farm/land
9. Village/town chief
10. Community meetings



This series of questions, yields numerical data on variables about livestock ownership. As survey questions they read, how many...

1. ...goats do you own?
2. ... cows do you own?
3. ... sheep do you own?
4. ... fowl do you own?
5. ... camels do you own?
6. ... donkeys do you own?
7. ... rabbits do you own?
8. What other kinds of animals do you own and how many?

Likert Scale gradations can be difficult to communicate in words and for many cultures they do not translate as a concept--a subject is either/or. When a scale is "translated" into a visual form, it can become more clear and is easy to answer.



Bridges Literacy Gaps

Using pictures to ask questions engages participants in real life material without making literacy a prerequisite for being the expert on their own life. Pictorial diaries provide visual reminders of learned curriculum and progress made toward goals. The diaries allows for first-hand data collection, instead of struggling through language translations.

Contextually Sensitive

Every Picture Impact diary is designed from field visits and collaboration with local staff and participants. Each diary is custom drawn by an artist to render people, scenes, items, and clothing that reflect a specific context. The diary owners are able to see themselves in the pictures, helping them become fully engaged with the material.

Emphasis on Utility

The survey design is one component of a diary - learning elements and planning elements supplement survey pages. The diary is designed in an integrated way that provides useful information to the organization and also use to the participant. The diaries give participants access to their own data, planning and learning, in a written format that empowers change.

PICTURE IMPACT: AN INTEGRATED SYSTEM



The Picture Impact™ system is founded on the idea that the people who participate in a program should get as much out of tracking and analyzing their life as the organization's leadership and donors. Central to our methodology is a commitment to utility for each person involved.

Picture Impact™ is an integrated system that addresses program implementation and program evaluation together. At its core is a highly customized picture-based diary designed to be used by primary program beneficiaries. The content of the diaries is a careful mix of curriculum messages, gaming and incentivizing behavior change, intermediate and monitoring outcomes, and impact

questions.

Organizations have easy, respectful access to data from the diaries via side-by-side interviews using the TouchData mobile app. TouchData produces a highly accurate, quantitative and longitudinal data set ready for robust statistical analysis.

Customized training, coaching and workshops support organizations in maximizing the system to accelerate program outcomes, evolve and adapt programs, and discover and report their impact.

PICTURE IMPACT

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