

MONDAY, 8 DECEMBER 2008 (09.00am – 10.30am)

Workshop 5: Monitoring and Evaluation

ILISSOS, LEVEL -1 , English, Passive France

Workshop Title: Monitoring, Evaluation and Research

Workshop Coordinator: Gerry Power

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Language: (Please mark one) English, French, Spanish, Russian, Arabic

Workshop description:

1. What are the main points you want to raise in the workshop?

- Importance of strategic investment in monitoring, evaluation and research;
- The importance of, and different strategies involved in, gathering and making best use of data in media development initiatives (baseline, formative, summative etc.)
- The importance of building capacity in monitoring, evaluation and research.

2. Give some background information to the issue you want to raise.

Media development has, as a field, a reputation for poor impact evidence, and a weak investment in monitoring, evaluation and research. This workshop aims to challenge both those perceptions by demonstrating kinds of data that do exist, and challenge practitioners to invest more in research. Participants will be asked to contribute their own examples of monitoring, evaluation and research in media development. Suggestions in advance of the workshop from people particularly wanting to highlight examples are welcome and can be directed to Anna Godfrey (anna.godfrey@bbc.co.uk)

3. List three key questions you want the workshop to address.

- a) What constitutes evidence of media development impact?
- b) What are the most appropriate methods of gathering such evidence?
- c) What are the challenges involved in deploying these methods?

4. What would be the main desired outcome of the workshop?

A media development sector that is better respected for generating robust, rigorous and high quality data and research.