

# QUIP

## Poverty Research Workshop



James Copestake  
Bristol  
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# Outline

## Part 1. Introduction to the QulP

- What is it, and what is it for?

## Part 2. Case study

Concern Worldwide, anti-poverty pilot graduation programme in Malawi

# Qualitative Impact Protocol (QuIP): the backstory

## **Design and pilot testing (2012-15)**

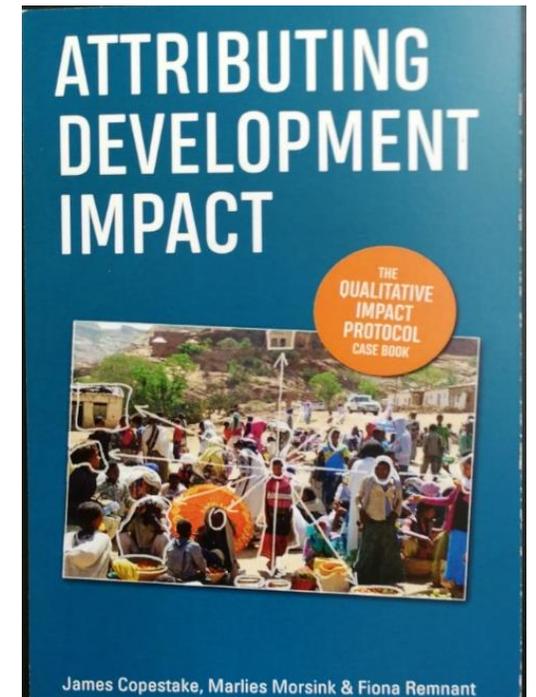
ESRC/DFID funded collaborative action research to design and test a qualitative impact protocol (the QuIP) in Malawi and Ethiopia

## **Commercial testing (2016-18)**

Set up BSDR Ltd as a social enterprise to deliver QuIPs under commercial conditions. 40+ commissioned QuIP evaluations in 15+ countries.

## **Reflection and documentation of ten case studies (2016-19)**

Key informant interviews with commissioners.



# BSDR QuIP studies 2016-2019

## Activities

Child nutrition

Climate change adaptation

Community mobilisation

Early famine response

Factory working conditions

Housing improvement

Medical & midwife training

Microfinance

Rural livelihoods

Value chain improvement

Sexual & reproductive health rights

Organisational development

## Countries

- Bolivia
- Burkina Faso
- Cameroon
- Ethiopia
- Ghana
- Kenya
- India
- Malawi
- Mexico
- Mozambique
- Nepal
- Pakistan
- Sierra Leone
- Tanzania
- Tajikistan
- Uganda
- UK
- Zambia

## Commissioners

- Acumen
- Bristol City Council
- C&A Foundation
- Diageo
- Self Help Africa
- Habitat for Humanity
- Oxfam
- Save the Children
- Seed Global Health
- Tearfund
- Tree Aid
- Rutgers International
- Itad
- Concern Worldwide
- Aga Khan Foundation
- MannionDaniels
- Send a Cow
- Oxford Policy Mgt

# Core purpose - useful attribution

Even when we can monitor change (e.g. in selected poverty indicators), how can we credibly and cost-effectively verify claims that our activities are contributing to this change, especially in complex contexts?

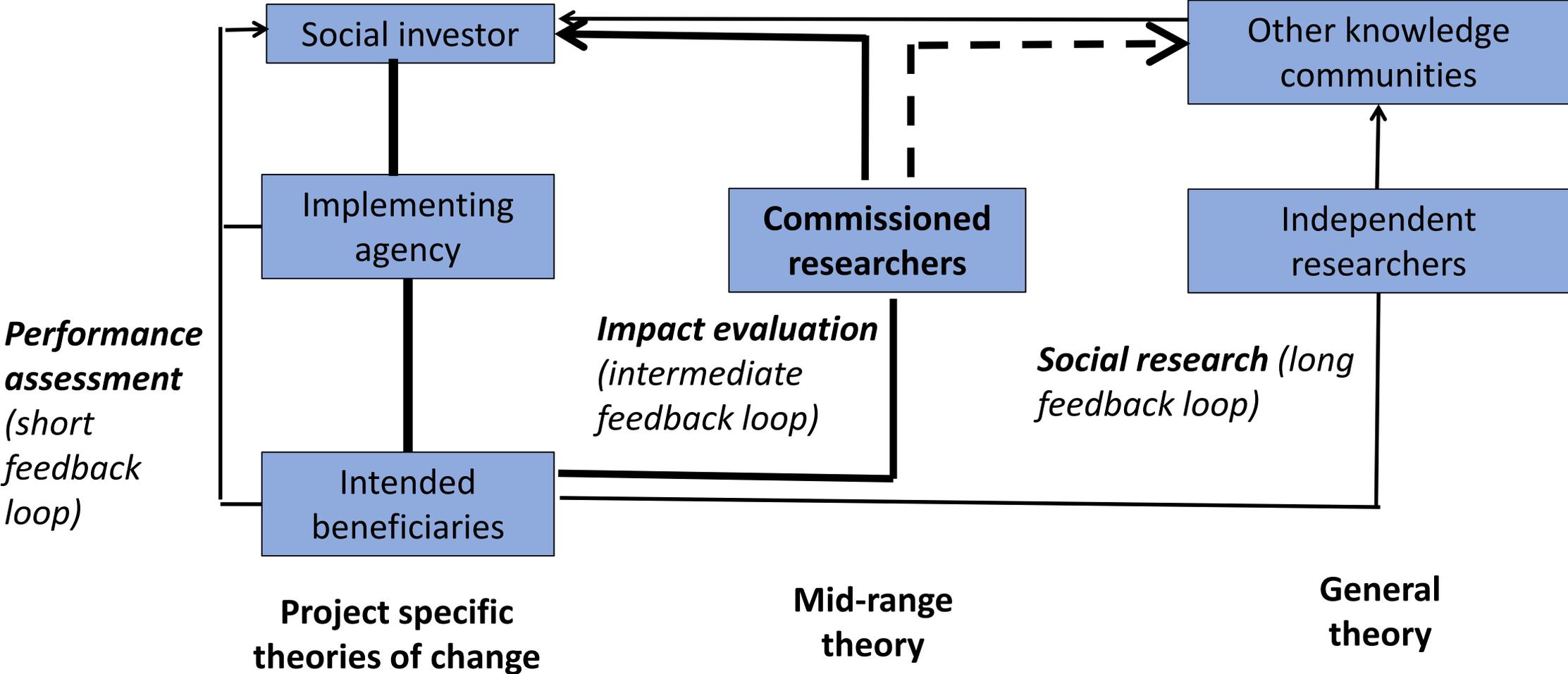
Enabling intended beneficiaries to **voice** their felt experiences, in an open, credible and respectful way.

Reflecting the **diversity** of their experience (what works for whom, how and why).

Providing other stakeholders with a flexible **reality check**

... in a **timely** way to influence follow-up actions.

# Scope: filling an evidence gap



# Five key features of the QuIP

**Self-reported attribution** (with latent counterfactuals) Not statistically inferred attribution based on exposure variation.

**Eclectic:** draws on Process Tracing, Contribution Analysis, Most Significant Change, Outcome Harvesting, Realist Evaluation, Beneficiary Assessment...

**Dual purpose:** Confirmatory (testing prior theory) **and** Exploratory (open-ended).

**Bayesian in spirit** – augmenting prior views, not starting with zero knowledge.

**Good enough** – balancing credibility and cost-effectiveness; not aiming for absolute or universal truth.

# Five steps in design and data collection

**Deliberation and co-design** with the commissioner, including case selection and choice of impact domains.

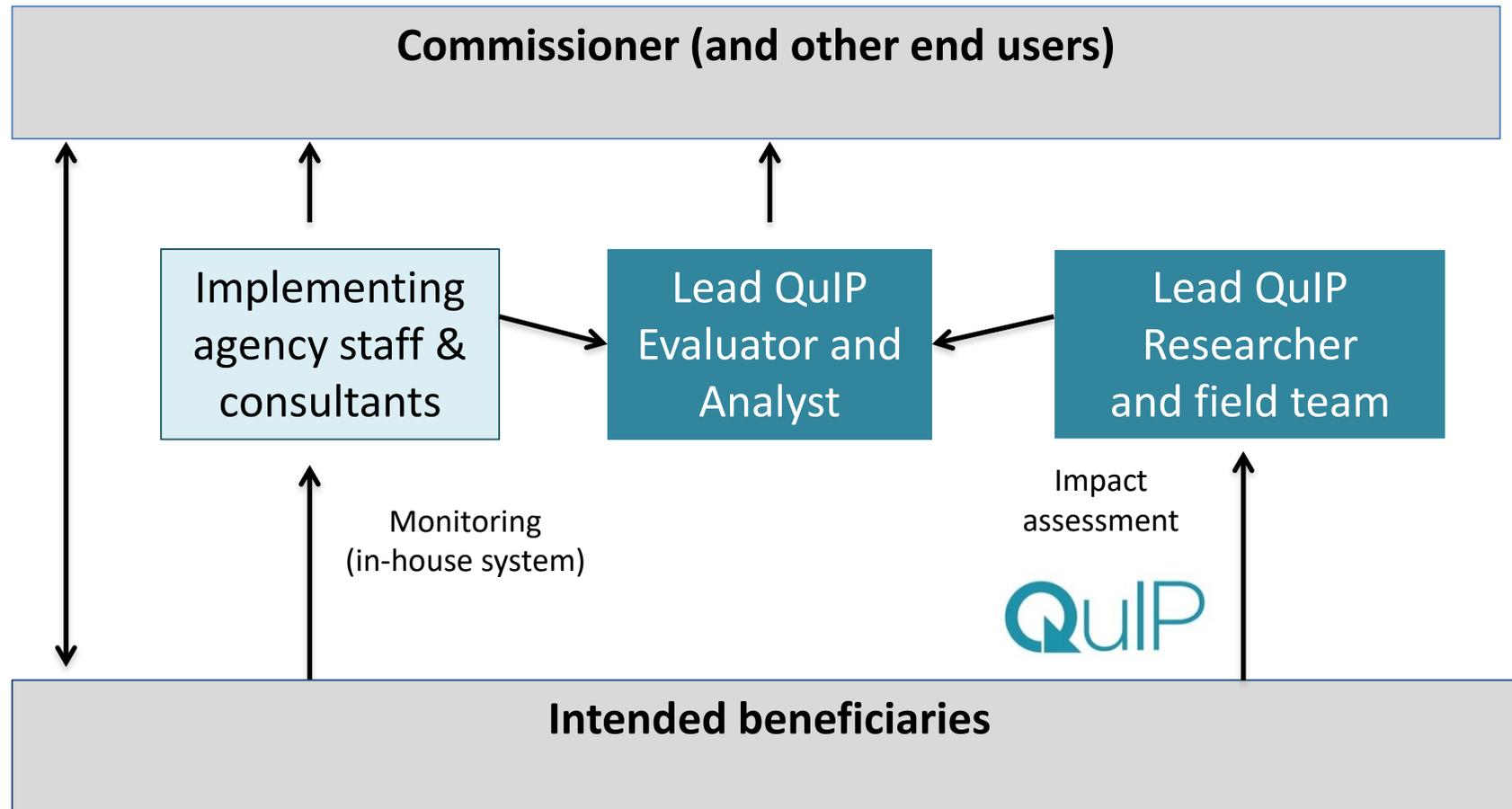
**Informed case selection:** Purposive with some random sampling based on quantitative monitoring data.

**Sample size:** benchmark of 24 semi-structured interviews and four focus groups (collected by two field researchers in 7-10 days).

**Interviewing, translation and data entry** by highly skilled and local field teams using pre-formatted Excel sheets to facilitate coding and analysis.

**Double blindfolding:** Data obtained where possible by independent field researchers without knowledge of the intervention.

# QuIP choreography



# Blindfolding

**Why do it?** To enhance credibility by reducing the risk of pro-project and confirmation bias (of intended beneficiaries and field investigators), thereby giving equal weight to all possible drivers of change.

**How far?** Can be combined with unblindfolded data collection: e.g. through joint follow-up interpretation of findings. Exploratory analysis can also be blindfolded but not confirmatory.

**Is it essential?** No. One strategy for reducing bias. Scope for degrees of blindfolding

**Is it feasible?** Yes, but harder in low trust contexts. Some degree of blindfolding is always possible.

**How ethical?** Greater good (should be proportionate), should be based on informed consent, and can be time-bound.

# Five features of coding, analysis and use

**Exploratory coding** of multiple drivers and outcomes of change.

**Confirmatory coding** of causal claims as explicit, implicit or incidental to project actions.

**Qual-quant integration:** e.g. through rapid generation of summary tables and visualisations to aid analysis.

**Flexible use** by commissioners and other stakeholders: quick reports, dashboards, unblindfolded debriefing...

**Audit:** easy to drill down from summary evidence to raw data for QA, auditing, peer review and learning purposes.

**11. Causal chain visual**

Source (49) | Target (22)

Attribution Summary (8)

- (All)
- Interesting, no change (9)
- Negative Explicit (2)
- Negative Implicit (4)
- Negative Other (6)
- Positive Explicit (1)
- Positive Implicit (3)
- Positive Other (5)

Gender Code (2)

- (All)
- F
- M

Location Code 1 (2)

- (All)
- E
- H

Location Code 2 (3)

- (All)
- D
- S
- U

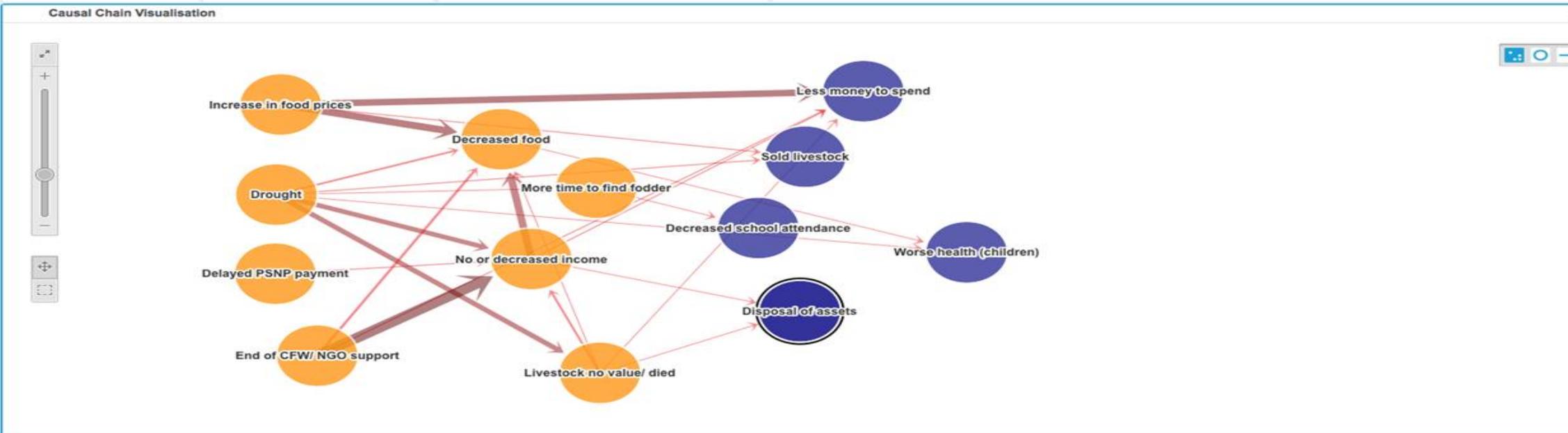
Wealth Rank (3)

- (All)
- C
- G
- P

QuIP  
Qualitative Impact Protocol

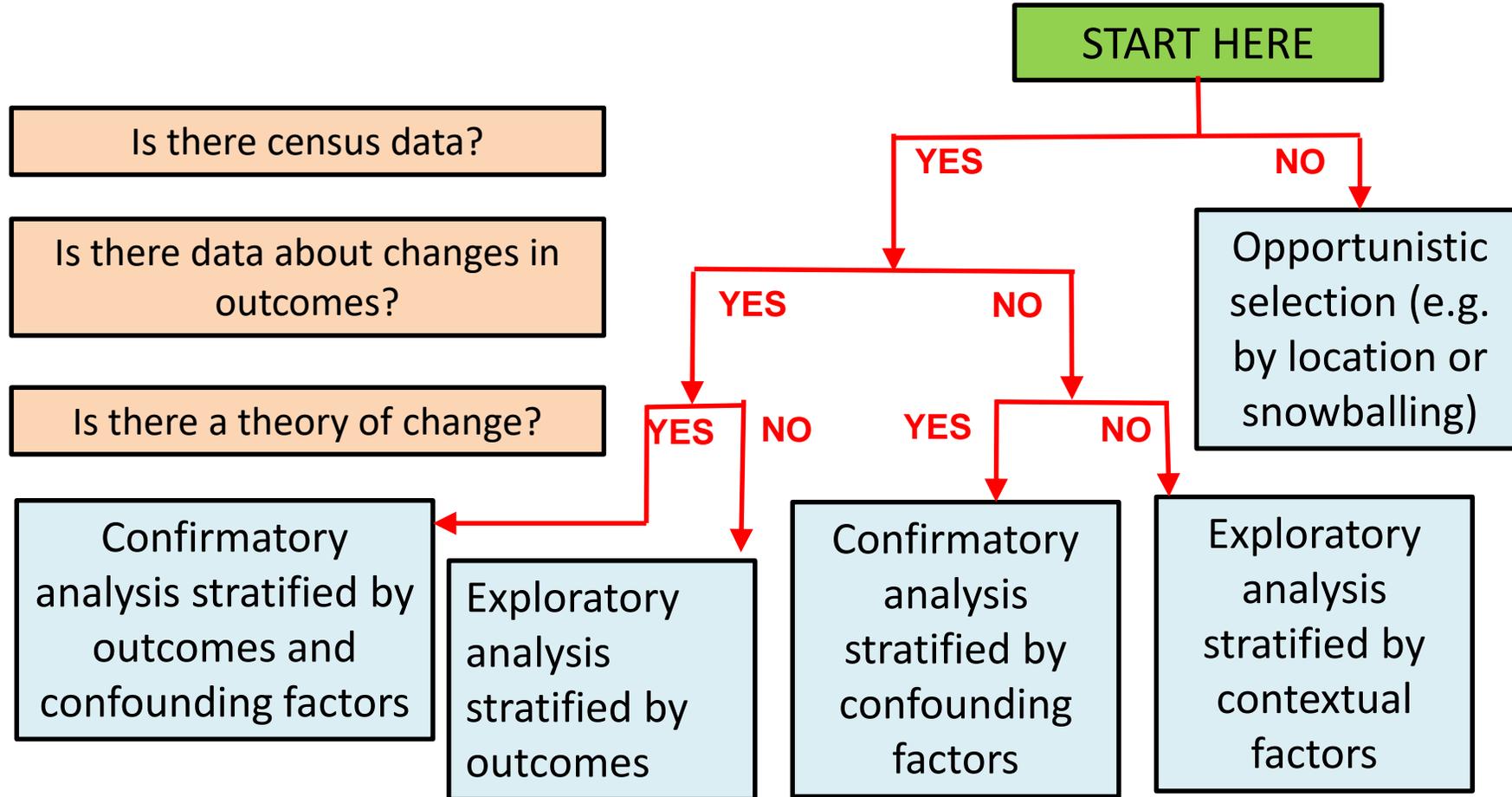
## 11. Causal Chain Visualisation - Respondent Domain Count

Driver of Change	Outcome 1	Outcome 2	Outcome 3
<input type="checkbox"/> (All) <input type="checkbox"/> <input checked="" type="checkbox"/> N1 <input checked="" type="checkbox"/> N2 <input checked="" type="checkbox"/> N3 <input checked="" type="checkbox"/> N5 <input type="checkbox"/> P1 <input type="checkbox"/> P10 ---	<input checked="" type="checkbox"/> (All) <input checked="" type="checkbox"/> ON1 <input checked="" type="checkbox"/> ON2 <input checked="" type="checkbox"/> ON3 <input checked="" type="checkbox"/> ON4 <input checked="" type="checkbox"/> ON6 <input checked="" type="checkbox"/> ON7 <input checked="" type="checkbox"/> ON9 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> (All) <input checked="" type="checkbox"/> ON1 <input checked="" type="checkbox"/> ON3 <input checked="" type="checkbox"/> ON4 <input checked="" type="checkbox"/> ON5 <input checked="" type="checkbox"/> ON7 <input checked="" type="checkbox"/> ON8 <input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> (All) <input checked="" type="checkbox"/> ON3 <input checked="" type="checkbox"/>

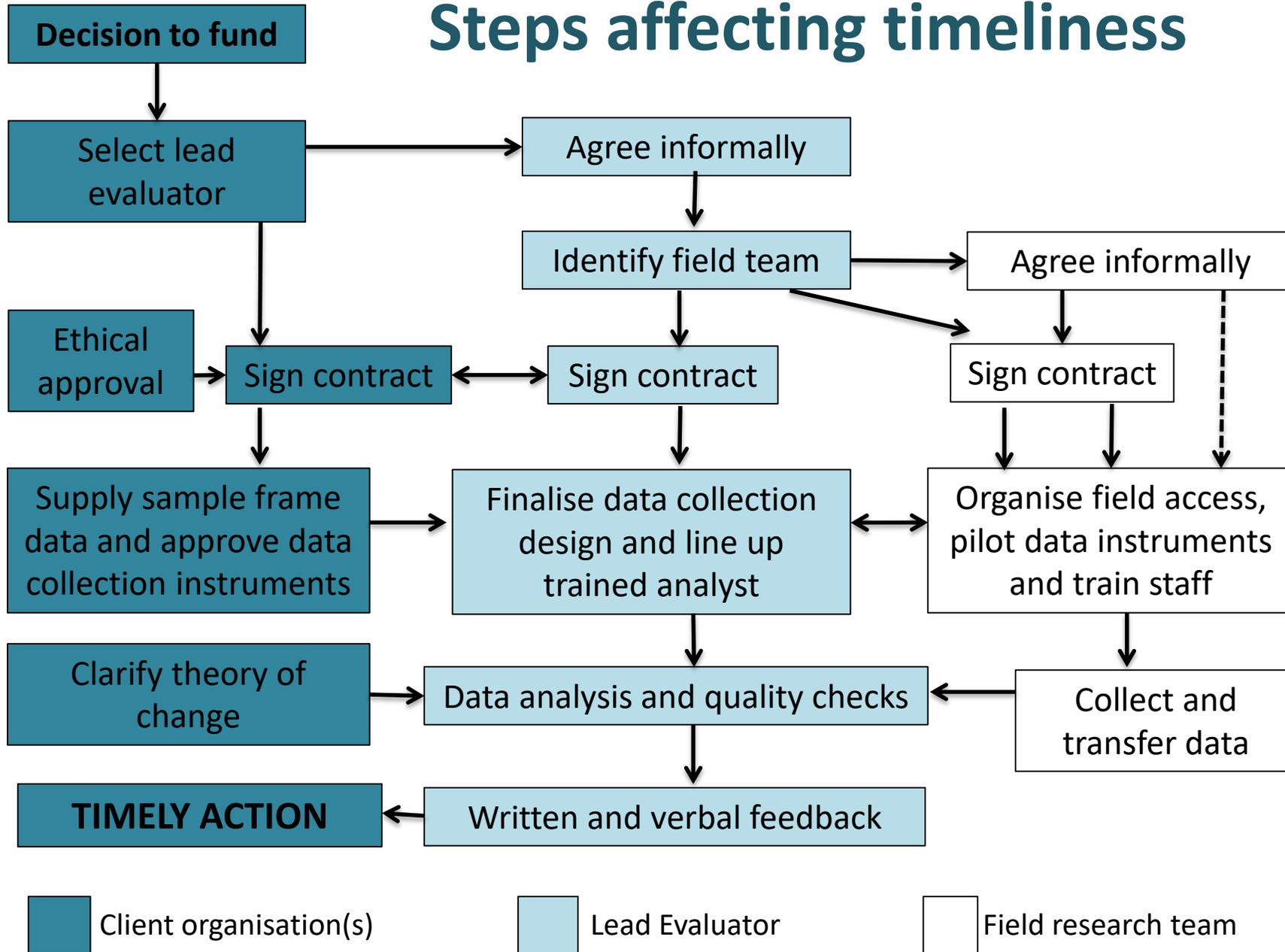


Respondent ID	Question ID	Question Answer
DHFC-2	C1	My husband used to work as daily labor on watershed management to earn money, however, now that activity has ended and we could no more earn money from daily laboring which negatively affect my household income during six months.
	D1	There have been changes in the food items over the last six-months. This is related to both increase in cost of food items and loss of income sources. Purchasing food items are expensive and are very bad changes
	D5	As I have told you, last year drought was bad but different interventions from government organization and NGOs were supporting us. Now there are no more interventions while we are in a recovery period. In addition, I have no income source any more
	E1	For the last six-months, I have been endeavoring to get food as I spend more money. And this is caused by the increase in price of food items and loss of income source. Happily, I do spend less on accessing clean water. Ultimately, spending more money
DHFC-7	C1	Last time our income was better than this six months because last time we got different kind of help from different NGOs but now there is no help and we don't have any other income from other source except livestock.
	D1	Concerning the food, the variety of food that we had before is better than during the last six months because we were given different kind of food from different organization as there was drought but now there is no that much food that we get from support
DHFG-2	C1	Previously, we got food support form NGOs and we didn't worry for food but in the last six months we don't get support of food.
	E1	Most of the time we spend more money on food during the last six months than ever before. It is because the price of food items is getting expensive while the value of our livestock has declined because of the drought. Mainly in the last two months we
DHFP-10	D1	However, the amount food we consumed decreased last six months, because of the high price of the food stuffs. As a result, adults minimized their food intake and priority have been given for children.

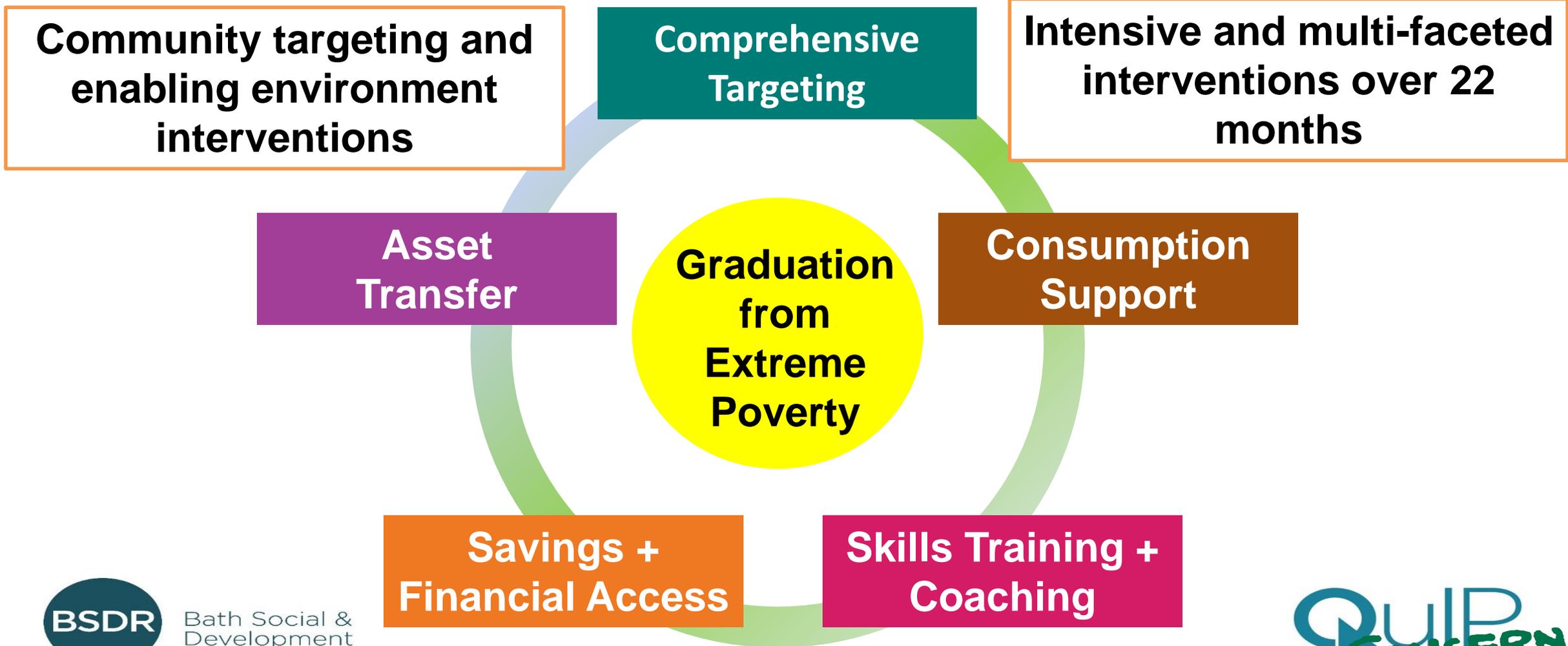
# Case selection



# Steps affecting timeliness



# Case study 1: Concern's Graduation Programme in Malawi



## Mixed methods: RCT plus staggered QuIP studies

Treatment/Control Arm: Equal split between Mangochi and Nsanje for each arm

Female  
Recipients 600  
HHs

Male Recipients  
600 HHs

Female + 'Transforming  
Gender & Power Relations'  
Training: 600 HHs

Control Group  
1,500 HHs

QuIP 1 in pilot areas,  
QuIPs 2 & 3 over two  
years to identify  
explanatory causal  
mechanism driving  
observed changes.

## Findings from the first round of the QuIP:

- A total of 24 interviews plus 4 focus groups: 12 + 2 in Mangochi; 12 + 2 in Nsanje
- The types of individuals interviewed were men and women, married and single, those with labour capacity and those that needed a proxy (not so many of these)

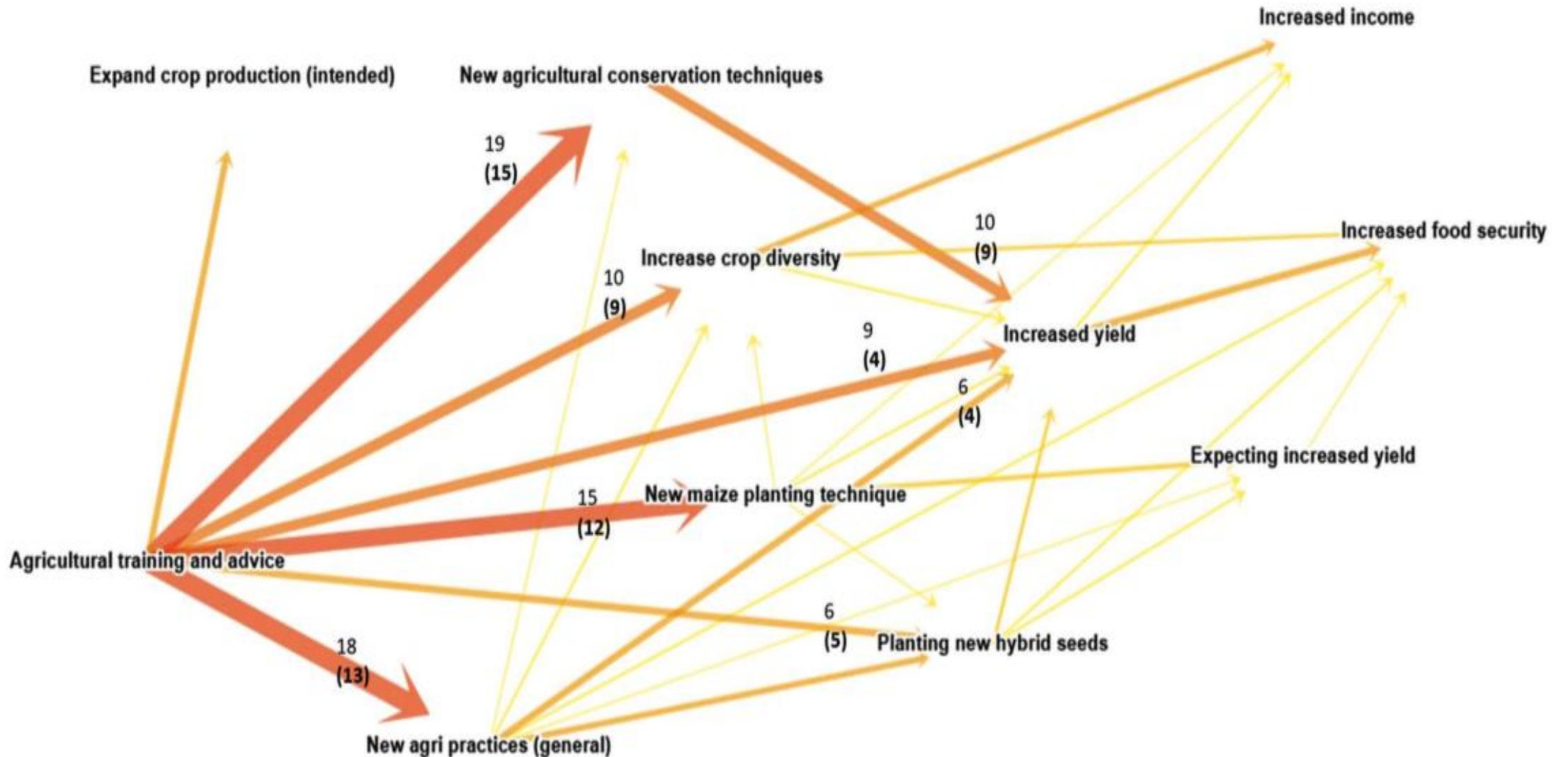
Very strong positive self-reported effects from the Graduation within 8 months of implementation

- Stopped going for ganyu (casual Labour)
- Increased purchasing power
- Increased food security
- Increased assets
- Invested in a new business
- One negative impact was animosity between households and community.

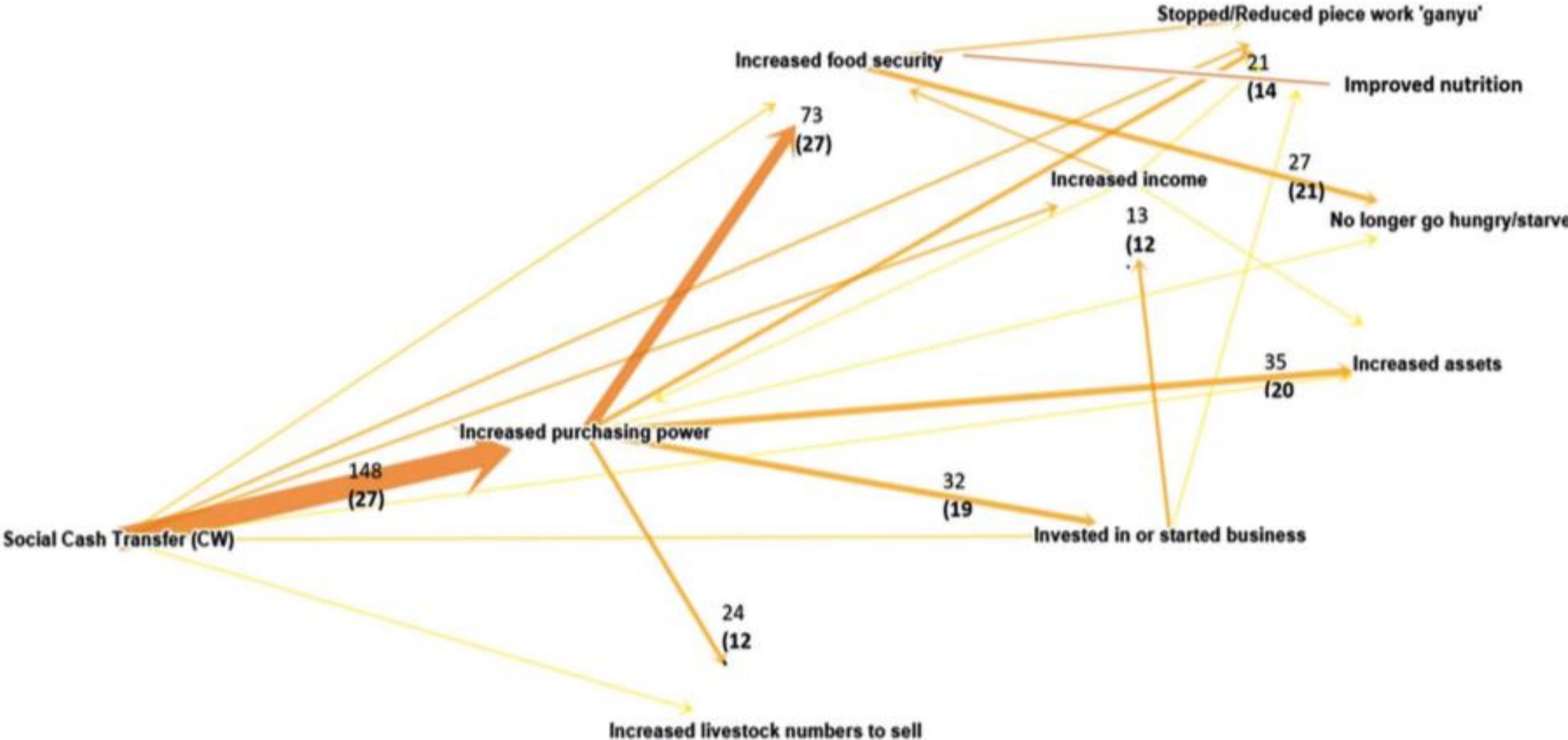




# Causal chains based on frequency counts



# Diverse impact of cash transfers



# Summary: what a QulP can reveal

Changes in perceived **outcomes** across selected domains of wellbeing (positive and negative).

Perceived **drivers** of those changes.

**Causal claims:** detailed mapping from drivers to outcomes

**Contribution** claims: attribution of outcomes to selected interventions

**Variation** in change experiences (e.g. by age, gender, geographical context, exposure to intervention).

**Summary** tables and charts based on frequency counts, fully auditable back to text source.

# And what a QuIP alone does not provide

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## *Does not provide*

## *Responses*

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Estimates of the magnitude of average treatment effects

- Use as one input into microsimulation
- Run alongside a quantitative impact evaluation.

Statistically representative frequency counts

- Reveals scope and range of responses
- Combine with Bayesian updating
- Use to design or follow-up on quantitative surveys.

Objective 'facts'

- Triangulate
- Perceptions matter!

Recommendations for action

- Combine QuIP with process evaluation and follow-up stakeholder engagement.
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# Ongoing work: building impact evaluation capacity

