DESIGN FOR QUANTIFYING DONOR IMPACT ON THE MEDIA SECTOR

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Is it possible to quantify both the impact that donors have had by their interventions, first on the media sector of a country, and second, if they have improved the media sector, the impact on economic development and governance? This experimental design attempts to take on the challenge.

PART I: MEDIA AS A DEPENDENT VARIABLE.

Does Donor Aid increase the quality of media and information in a country?

1. Name of Donors funding “Media Development” in country X and in which years (bilateral, multilateral, private foundation, and other, like Catholic Church)? (Gather this data through expertise of researcher, literature review, snowballing techniques)
   a. Donor 1
   b. Donor 2
   c. Donor 3, Etc.

2. What is each donor’s approach?
   a. How are the media projects funded?
   b. How are the budgets for media projects structured?
   c. How are they delivered?
   d. How locally driven are they (do they do a needs assessment, take the country perspective into account)?
   e. What other sector is the media funding tied to (e.g. governance)?

3. Funding in What and in Which Years?
   a. Strengthening media-related laws
   b. Training journalists
   c. Support to community radio stations
   d. Organizational capacity building
   e. Etc. – as many categories as activities – recording multiple activities per project as appropriate, as possible, getting at a very granular layer of budgeting: which activities, for how much each, for how many years.

   Why? A Strategic Choice? A) Yes B) No. If A),
   a. Based on what?
   b. How long did each of these priorities last?
   c. Funding amounts

   Enlists
   • What they fund
   • What category draws the most funds
   • Produces a pattern of what aspect of media development was prioritized and when

   Enlists
   • What underlies their strategy (do they follow any existing media indicator or is it foreign policy driven etc)
   • $$ spent each year by each donor and on what
4. How did they assess if their initiatives had any impact?
   a. Internal Impact Evaluation
   b. External Evaluation
   c. Both
   d. None
   e. Media sector impact assessment at the country or regional level

Gives us
- M & E reports, including output and outcome indicators for each project
- Country / sector impact assessments

5. External assessment of the impact of donor funded media development:

*** Key challenge: Quantifying the collective impact of donor projects across a country: how to aggregate from project level to country level? Options: A) an MSI-style panel that rates each country with a number for each year? B) a sampling approach?

If it is possible to create a reliable measure for this, we can test with country-level media sector indicators:

a. Freedom House
b. MSI Indicators
c. Access indicators
d. Audience Research
e. Barometer data
f. Transparency International Bribery in Media indictor (only for 2008) and Cash for Coverage Index (only for 2003)
g. Market research / media business data
h. [Would want to analyze with respect to quality of the media, but it isn’t currently possible to get at quality in a quantitative fashion].

Possible Outcome Data from Part I:

1. # of years spent on X aspect of the media sector
2. $$$ spent on X aspect of media sector
3. $$$ spent on the media sector in total
4. An expert panel (like MSI) assessment of collective impact of donor projects on the sector as a whole based on the information we have gathered

We can ideally use the above 4 to test our hypothesis in Part 1: Does donor intervention impact the media sector

\[ Media\text{\ Ind} \text{\ ator} = \alpha + \beta_1 \text{Outcome data} 1_{it-k} \]
PART II: MEDIA AS AN INDEPENDENT VARIABLE: If the answer to Part I is yes, does a better quality of media and information in a country in turn improve people’s lives?

1. Using the outcome data from Part I to test whether (in the cases where donor funding was shown to have an impact) the improved health of the media sector has a positive impact on people’s lives, measured in terms of (let’s pick some of each):
   a. Governance measures
   b. Economic measures
   c. Development measures (like health, education, poverty, human rights, gender equality, etc.)

For evaluating this, we should ideally use the predicted values of *Media Indicator* from Part I as our independent variable in Part II.

So here a representative equation would look like:

\[
Corruption \ Perception \ Index_{it} = \alpha + \gamma_{1} \text{Media Indicator in year } t - 1 \text{ for country } k
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