

The story behind the numbers: 'making', analysing & using qualitative evidence

Friday, 11 January 2019, 2pm

The Theatre, The Old Fire Station, 40 George St, Oxford OX1 2AQ



Mokoro are looking forward to hosting our next seminar on qualitative evidence gathering methods. The demand for generating evidence to report results, measure impact and learn and improve, has increased significantly in recent years. In our last [seminar on collecting evidence for development](#), we looked broadly at the methodologies available to those generating evidence, as well as the politics around evidence, exploring who and what evidence is being produced for. This seminar will look further into some of the qualitative approaches available and their use by and usefulness for policymakers and practitioners.

Our panel will explore the value of qualitative/alternative evidence and how this complements quantitative data which, no matter how sophisticated, will never be able to predict or explain everything. It is not a matter of either – or. Instead, qualitative/alternative evidence may be conceived as a way of reconnecting with the stories behind the numbers. Our speakers will discuss various methods of qualitative/alternative evidence gathering, speak to the issues around necessary synthesis of diverse data, and how quantitative and qualitative approaches to research can connect more meaningfully.

CHAIR & SPEAKERS

Brief bios of our chair and speakers, and what they will speak about can be found on the next page.



Catherine Dom

Mokoro



James Copestake

University of Bath



Gary Goertz

University of Notre Dame



Lilli Loveday

Plan International UK



Bev Jones

Port Meadow Consulting

AGENDA

Registration will commence at 1:30pm, with the seminar starting at 2pm. We anticipate the event drawing to a close at 5pm.

Refreshments will be provided.

RSVP

We hope many of you can join us.

In order to confirm your attendance at the seminar, please email Liam Bluer from Mokoro (lbluer@mokoro.co.uk) by **12 noon on Monday 7 January 2019**.



OUR SPEAKERS & CHAIR

Catherine Dom (Chair) is one of Mokoro's Principal Consultants. She has over 20 years' consultancy and research experience. She specialises in public sector resource management and sector and thematic policy development. Catherine has focused on aid management, public finance, decentralisation and education, at both country and cross-country policy level. Her recent work has also included a focus on fragile states, e.g. South Sudan and DRC. Catherine is currently leading a team conducting research of long-term change trajectories at village level in Ethiopia ([Ethiopia WIDE](#)).

James Copestake is chief author of [the QuIP](#) (Quality Impact Assessment Protocol), co-founder of BSRD (Bath Social & Development Research Ltd), and Professor of International Development at the University of Bath. His main research interests are i) rural development and agrarian change, ii) development finance, microfinance and aid management, iii) definition and measurement of well-being and poverty, and iv) civil society and the political economy of development. His research has entailed fieldwork in Ethiopia, India, Malawi and Peru. He has undertaken a wide range of teaching and management roles and is currently Director of Studies for the Professional Doctorate in Policy Research and Practice, head of the International Development Group, an advisor to Gorta Self Help Africa and a trustee of INTRAC. He will speak about "**qualitative evidence for use: experiences with the QuIP**".

Gary Goertz is a scholar of international conflict, conflict management, and peace. A major focus of his current research is the Causes of Peace project, which explores the rise of peace in the international system. Gary's other major research emphasis is methodology. His methodological works include [Social Science Concepts: A User's Guide](#) (2006, Princeton University Press), [Politics, Gender, and Concepts: Theory and Methodology](#) (2008, Cambridge University Press), and [A Tale of Two Cultures: Qualitative and Quantitative Research in the Social Sciences](#) (2012, Princeton University Press). His latest book *Multimethod Research, Causal Mechanisms, and Case Studies: The Research Triad* (2017, Princeton University Press) focuses on **combining integrating different methodologies into a coherent research agenda**. This is what he will speak about at the seminar.

Beverley Jones is a social development, governance and M&E & Learning (MEL) expert with nearly 30 years' experience in international development and politics. She has worked extensively throughout the Horn of Africa, especially in Sudan, South Sudan and Ethiopia; her professional specialism is in civil society development, gender, social inclusion and constructive engagement between citizens and government. Beverley's expertise in the design and delivery of MEL systems and capacity development in fragile and complex states includes expertise in theory of change (ToC) development and using qualitative indicators for tracking behaviour change in governance. She will speak about situations "**Where there is no MEL system: using Contribution Analysis to reconstruct ToCs, the practice of action and the politics of learning**".

Lilli Loveday's technical focus is on gender equality, rights, inclusion and understanding processes of change (norms/behaviour). She currently manages Plan International UK's [Real Choices, Real Lives](#) longitudinal research, tracking the lives of 142 girls across 9 countries from the age of 0 to 18 and in the context of the social norms that influence their choices, decisions and realities. Lilli will speak about the **Real Choices, Real Lives** study in relation to its uniqueness (a longitudinal study undertaken from within an implementing organisation) as well as to the challenges regarding the type of qualitative data collected, and how to build the linkages to utilise this in Plan's programming and policy/advocacy work.

