

Online appendix B: Semi-structured interview guide for advocacy evaluation expert interviews

Independent Advocacy Evaluation Experts

Interview Guide

I. Basic Information

1. Name.....
2. Affiliation/Organization.....
3. Title/Position.....
4. Interviewer.....
5. Date of Interview.....

Script: Thank you for taking the time to talk with me. As I mentioned in my email, I'm a researcher, working with the International Initiative for Impact Evaluation (3ie) on a study that examines impact evaluation of advocacy initiatives. We reached out to you as an expert in the field of advocacy evaluation and will be asking you questions related to methodologies for evaluating advocacy, specific evaluations, and your opinions of them. This interview should take about 30-45 minutes.

I'll briefly explain the project, answer any questions you have, and then move onto the questions I have for you. This project is commissioned by the International Initiative for Impact Evaluation (3ie), and organization that funds [impact evaluations](#) and [systematic reviews](#) that generate high quality [evidence](#) on what works in development and why. Evidence on development effectiveness can [inform policy](#) and improve the lives of poor people. The goal of this study is two-fold. First, to identify trends in advocacy effectiveness through a thematic evidence review of impact evaluations of advocacy initiatives, and second, to present a review of advocacy evaluation methods—especially those that may be most appropriate for evaluating policy advocacy.

6. I've researched a bit about your background, but could you give me brief synopses of your experience?
7. Have you yourself performed impact evaluations of advocacy initiatives?

If yes:

- 7.A. Which types of advocacy initiatives have you evaluated?
- 7.B. For which organizations?
- 7.C. What methodologies have you used?

**If appropriate, ask for respondent to share copy of studies.*

II. Ideas on Methods

8. One key part of our study is a detailed review and critique of methods used to evaluate advocacy. We are highlighting the most used methods for different types of

advocacy initiatives. A key goal of this paper is to not only identify key success factors in advocacy that were discovered through prevalent impact evaluation methodologies, but to look into alternative evaluation methods. We'd love to hear your thoughts on what are the most effective advocacy evaluation methods.

**Only if need prompting, mention the methods we have discovered: GEM, Process Tracing, AAR.*

9. What do you feel are the strengths and weaknesses of those approaches?

**Note strengths and weaknesses of specific approaches.*

10. *If has experience with various methods:* do you feel certain approaches are more effective than others for the evaluation of specific types of advocacy (i.e. behavioral change vs. policy advocacy)?

**Note specific evaluation approaches and what the interviewer says are their most appropriate/successful applications.*

11. One specific concern we have noted with some evaluations of advocacy initiatives is that the initiative they evaluate did not create a theory of change or otherwise identify their outcome goals prior to launching the initiative. Thus, we feel attributing the organization's work to a particular outcome that was not identified early on as a goal seems to lean towards data mining. Just as one would register his or her hypothesis before evaluating a program, we wonder if it is important that an evaluator first identify the outcomes in which an advocacy initiative hoped to achieve, then test whether they achieved it. Do you agree with this?

11A. More broadly, how do you feel about evaluations of initiatives that do backwards mapping or tracing of outcomes back to initiatives?

12. Which organizations or experts have you identified as leaders in the field of advocacy evaluation?

13. Do you have any thoughts on where the field is going?

III. What Makes for Successful Advocacy?

14. In you work evaluating advocacy initiatives, have you been able to make any conclusions about what characteristics of advocacy initiatives that enable success?

If yes:

14.A. What are they?

14.B. Where have you observed them? What programs? What organizations?

14.C. How have you come to this conclusion? What evidence have you seen to this end?

If no:

14.D. Why not? Is there no evidence? Do you not feel comfortable attributing the success to an initiative? Is the evidence weak?

IV. Next Steps

15. Are there any resources – studies, guidelines, or other experts you would suggest we look to?

16. Would you mind if we reached out to you again with specific questions if needed?

Internal Organization Experts

Interview Guide

I. Basic Information

1. Name.....
2. Affiliation/Organization.....
3. Title/Position.....
4. Interviewer.....
5. Date of Interview.....

Script: Thank you for taking the time to talk with me. As I mentioned in my email, I'm a researcher, working with the International Initiative for Impact Evaluation (3ie) on a study that examines impact evaluation of advocacy initiatives. We reached out to you as an expert in the field of [CHOOSE: advocacy or advocacy evaluation] and will be asking you questions related to methodologies for evaluating advocacy, specific evaluations, and your opinions of them. This interview should take about 30-45 minutes.

I'll briefly explain the project, answer any questions you have, and then move onto the questions I have for you. This project is commissioned by the International Initiative for Impact Evaluation (3ie), and organization that funds [impact evaluations](#) and [systematic reviews](#) that generate high quality [evidence](#) on what works in development and why. Evidence on development effectiveness can [inform policy](#) and improve the lives of poor people. The goal of this study is two-fold. First, to identify trends in advocacy effectiveness through a thematic evidence review of impact evaluations of advocacy initiatives, and second, to present a review of advocacy evaluation methods—especially those that may be most appropriate for evaluating policy advocacy.

6. I've researched a bit about your background, but could you give me brief synopses of your experience with impact evaluations of advocacy? At *[organization]* and otherwise?
7. if appropriate: Have you yourself performed impact evaluations of advocacy initiatives?

If yes:

- 7.A. Which types of initiatives have you evaluated?
- 7.B. What methodologies have you used?

II. Advocacy Effectiveness

8. From your perspective, based on evaluations you have been a part of or read at your organization, what have you found to be the common factors of advocacy initiatives that contribute to their success?

**Ask questions to get deeper into their response.*

8.A. Do you feel that some advocacy approaches are more effective than others? (Ex: naming and shaming, budget monitoring, etc.)

8.B. Why do you feel they have been more effective?

8.C. How is effectiveness shaped by the target of the advocacy? (Ex: local community leaders, community members themselves, or national government).

III. Ideas on Methods

9. One key part of our study is a detailed review and critique of methods used to evaluate advocacy. We are highlighting the most used and most appropriate methods for different types of advocacy initiatives. While 3ie's definition of impact evaluation is an evaluation in which a counterfactual can be established and in which things such as spillover effects, confounding factors and control group contamination are addressed through the evaluation design, a key goal of this paper is to not only identify key success factors in advocacy that were discovered through approaches used in 3ie impact evaluations, but to look into alternative evaluation methods that are used when established program evaluation methods are not appropriate. We'd love to hear your thoughts on what are the most effective advocacy evaluation methods.

**Only if need prompting, mention the methods we have discovered: GEM, Process Tracing, AAR.*

10. What do you feel are the strengths and weaknesses of those methods or approaches?

**Note strengths and weaknesses of specific approaches.*

11. Which method/s does your organization use?

12. Do you feel certain approaches are more effective than others for the evaluation of specific types of advocacy (i.e. behavioral change vs. policy advocacy)?

**Note specific evaluation approaches and what the interviewer says are their most appropriate/successful applications.*

13. One specific concern we have noted with some evaluations of advocacy initiatives is that the initiative they evaluate did not create a theory of change or otherwise identify their outcome goals prior to launching the initiative. Thus, we feel attributing the organization's work to a particular outcome that was not identified early on as a goal seems to lean towards data mining. Just as one would register his or her hypothesis before evaluating a program, we wonder if it is important that an evaluator first

identify the outcomes in which an advocacy initiative hoped to achieve, then test whether they achieved it. Do you agree with this?

13.A. More broadly, how do you feel about evaluations of initiatives that do backwards mapping or tracing of outcomes back to initiatives?

14. Can you point us to any advocacy initiatives at your organization that have been evaluated and found to be particularly effective?

15. Can you point us to any advocacy initiatives at your organization that have been evaluated and found to be not as effective?

16. Do you feel your organization has effectively instituted advocacy evaluation? Please explain why or why not.

IV. Next Steps

17. Are there any resources – studies, guidelines, or other experts you would suggest we look to?

18. Would you mind if we reached out to you again with specific questions if needed?