What to expect from a QuIP report

This brief aims to give you an overview of the sort of findings you could expect from a QuIP evaluation, and how they will be presented in a standard report as prepared by Bath SDR. Every evaluation is different, so you should see this as indicative rather than as a template.

A typical report will include:

- An executive summary of the main findings from the interviews
- Brief overview of the project background and agreed research questions
- Outline of the methodology, including sampling strategy and data collection.
- Presentation of the overall changes reported from the closed questions
- Presentation of the main stories and pathways of change from the open-ended questions, typically 5-6 main headings. These are determined by what comes from the data, not necessarily the outcome domains selected at the design stage, but the research questions will be considered when deciding on these sections.
- Presentation of the different organisations listed and ranked by respondents (where relevant).
- Conclusion and discussion of the main findings in relation to the evaluation questions and the theory of change. Recommendations will only be made if a specialist consultant has been commissioned for the project, otherwise this section will only include a comparison of findings to the theory of change, and if relevant a summary of any outputs from a sensemaking workshop.
- Appendices relevant to the report

You will have discussed the main research questions you are expecting to focus on at the point of designing the evaluation; these will typically revolve around the expected outcomes from your theory of change. The report will seek to present the main findings from the narrative data which are relevant to these intended outcomes, but it will also present other findings which may not have been expected. The report will use the narrative data to try to answer the following questions:

1. Is the programme having the expected effect on intended beneficiaries?
2. What other factors have affected expected outcomes, and how do these factors relate to each other?
3. Has the programme had any unanticipated effects, positive or negative?
4. What drivers of change or patterns can be identified that could inform future programme design?

Given that respondents will not be asked about the intervention, the extent to which these questions can be answered will depend on the quality and detail of the data collected, and

how much significance the respondents place on the intervention in relation to the key areas being discussed. In most cases the researchers will not know anything about the intervention being evaluated, which means that opportunities to probe for details are more limited and participants are unlikely to evaluate interventions in a great level of detail or disaggregate who does what if there are multiple actors in the areas. **If you need to collect very specific answers to questions about interventions (for example whether the specific methods used in a training session worked well), or if you are unsure that respondents would volunteer responses about change unprompted, you may need to look at an alternative approach.**

It is vital to discuss with us if there are any areas where you think there is potential for drivers of change to be confused with others, for example if there is more than one type of training offered, or if technical support is also being offered by other institutions in the same area. In these cases, it will be important for us to brief the researchers to probe for more precise details.

Causal mapping

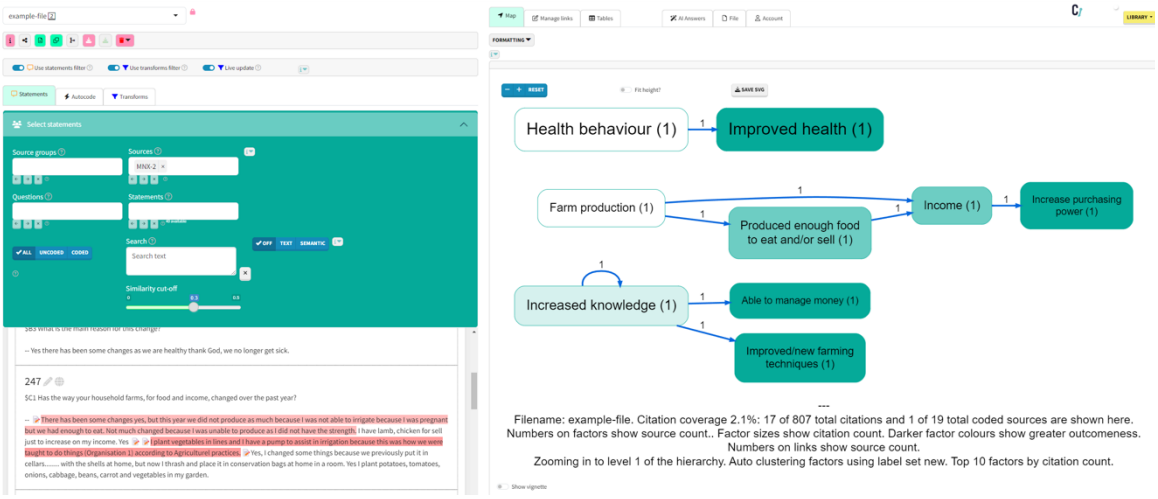
The content of the report will all be based on analysis of the interview data, conducted by a trained QuIP analyst. The job of the analyst is to look for any causal connections made by respondents in the interviews – whether related to the intervention or not. Using the **Causal Map App**, an online data analysis tool, **influence** (driver) and **consequence** (outcome) factor labels are allocated to respondents' statements, where possible building longer causal chains.

QuIP is an approach specifically designed to understand and document how change happens, and as such, findings which are change statements are not usually coded (for example, 'I have never saved money'). However, if necessary, 'plain coding' can be used to highlight thematic areas of importance, where 'no change' may be of interest to the commissioner, for example in exploratory studies where understanding what people 'usually' do in certain situations is important.

The factor labels used are totally unique to each project and are developed inductively by the analyst - based only on what respondents have said. The image below shows how the Causal Map App is used to code statements (highlighted in red on the left) to form causal chains (linked coloured boxes on the right).

Development of the factor labels will also include looking for and flagging **attribution** where possible. The analyst is fully briefed on the hypotheses being tested so we will code for evidence of attribution to a project-related driver, according to whether responses explicitly refer to project activities, implicitly corroborate the project's theory of change, or are incidental but potentially significant. This approach can help when filtering the data once all interviews are coded, for example looking for evidence of all outcomes connected to factors flagged as related to programme activities.

Screenshot from Causal Map App



We include causal maps throughout QuIP reports to display the causal chains reported by interviewees. Most maps will display the source count on the link (the arrows between factor labels), representing the number of unique respondents who mentioned a link between the two (influence and outcome) factors. All maps presented in QuIP reports contain a short-link number which when entered into the Causal Map app will allow those with permission to view the original map, filters, and all quotes behind the map. Quotes are typically presented within the narrative around the maps in the report; these come from the links made in the maps and can be accessed by clicking on the arrows in the Causal Map app. Where quotes are used, this is to help communicate more detail and give examples of the types of stories under discussion.

Map filters

The maps used in the report are filtered to show a particular view of the data which will relate to a research question, or which exemplifies a main finding. Filters which show 'top x number of links/factors' may be used to show what the main stories are – what most respondents talked about. Filters which are based on labels will be used to explore specific stories in more depth – for example looking at all cited drivers for a particular outcome of interest.

Maps that have been filtered to start with specific **influence factors** are highlighted with a **purple box**; this means that the filter was set to search for that term. Maps that show links leading **to** a specific **outcome factor** are highlighted in **lime green**. The example below shows a filter which was set to include all links made from **Increased knowledge** to **Improved health.** The numbers over the links indicate the number of sources which made that specific link, the numbers in brackets in the factor labels indicate the number of sources which mentioned that factor label (in some cases the number will be higher if related to other links).

Counts

The domain structure of the questionnaire used in the interviews tends to define the main outcome areas (people tell us what we ask them about), but we can use the frequency counts to see which outcome factors were most used. Counts are used to highlight trends in the data but cannot always be interpreted as being representative of a particular population. Rather this offers an opportunity to learn from detailed perceptions of change within this group.

There are two different types of 'count' available within Causal Map:

1. **Source Count:** The **number of respondents** (sources) who mention a factor. The maximum number will be equal to the number of people interviewed.
2. **Frequency Count:** The total **number of times** a factor is mentioned overall across the dataset.

The default setting for Bath SDR reports is to use the **source count**.

While source counts provide some indication of how much weight readers may give to evidence, the sample sizes are not statistically representative of the wider population so they cannot be interpreted as a precise measure of the strength and importance of a link. Moreover, sample sizes are small, therefore numerical values of source counts may appear to be small in the analysis, but the *relative* weight of links across different causal pathways or between different groups within the sample is indicative of where causal claims are strongest and most likely. Although numbers are used in causal maps, this is still a qualitative approach, so the maps should be understood as demonstrating the hotspots of key pathways of change, or highlighting important outliers where pathways are different to those expected – not as providing average and representative impact metrics.

For more on understanding the use of numbers in maps, please see our paper on QuIP analysis and visualisation.

Is QuIP the right approach for me?

The QuIP offers one solution to the challenge of understanding attribution, but it isn't appropriate in all situations and is often best combined with other methods to generate all the evidence that may be expected of an evaluation. It is important to manage the expectations of all involved about its potential to add value, but also its limitations.

QuIP does:

- Generate insights into intended beneficiaries' perceptions of change and their understanding of why these changes have happened.
- Generate such data in a more credible way by reducing the risk of pro-project bias, through incorporation of an appropriate level of blindfolding (always adjusted depending on the research context).
- Use a qualitative questionnaire developed with the commissioner to explore perceived changes across a variety of livelihood and wellbeing domains.
- Employ experienced and skilled local researchers who conduct interviews with intended beneficiaries in an appropriate local language.
- Code and analyse interview data in a transparent, systematic, and rigorous way using flexible thematic coding (for identifying different drivers of change and outcomes and the degree to which these can be attributed to the project).
- Highlight variation in change within a population of intended beneficiaries and the reasons for these.
- Assist in confirming or refuting the theory (of change) behind a project in relation to specific intended beneficiary groups and areas sampled.
- Enable and encourage users to refer to source text data, by providing access to all coded data in Causal Map.
- Generate data that can be used in a wide range of stakeholder and 'sense-making' meetings, including with project staff, and intended beneficiaries.

QuIP does not:

- Provide results that are statistically representative of all intended beneficiaries. QuIP studies are designed to gain a deeper insight into changes occurring in purposively selected groups, and to permit cautious generalisation across the wider population.
- Guarantee to answer very specific questions about the impact of certain project activities. If the activity is considered important by respondents in a wellbeing domain covered in the interview (and not simply taken for granted) then the QuIP should pick up unprompted references to these project-related drivers. However, if project

activities are relatively marginal to respondents' lives, then a more direct and targeted line of questioning is required. However, gaining a better understanding of the broader context of change (including factors that contribute to or mitigate the success or failure of the project) may still be useful.

- Measure the magnitude of impacts or provide detailed quantitative data. The QuIP focuses on the nature of impact rather than its magnitude. Some quantification of drivers of change and outcomes can be generated to summarise and visualise patterns and themes across the sample, but the data is not statistically representative. It may be useful to inform modelling that can simulate the magnitude of change, but other data will be needed with which to calibrate such models.
- Score or weight the overall success or failure of a project. Whilst the visualisation of coded qualitative data can make the evidence easier to digest and highlight patterns and outliers, commissioners need to be prepared to engage with the data, and where possible triangulate with evidence from other sources to make an overall assessment of the project and draw out recommendations for future action. QuIP reports typically do not seek to make specific recommendations or place a value on the impacts but use the evidence to allow respondent voices to take centre-stage in analysis, which can kick-start internal discussions on implications for future programme design.