



INCORPORATING QUALITATIVE AND QUANTITATIVE METHODS FOR STRONGER IMPACT EVALUATIONS

**Impact evaluation of cash transfer programs in
Sub-Saharan Africa- Aberdares, February 7, 2012**

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GETTING THE STORY RIGHT A.K.A CHECKING THE UNDERLYING THEORY OF CHANGE

Quantitative

- Causal impact (RCT)
- Hypotheses to be tested
- Confidence in numbers
- By and large a black box: why some impacts happen, heterogeneity (external validity), robustness

Qualitative

- De(-re)fining hypotheses
- Some things are not numbers
- Hearing the stories from different stakeholders
- Getting into the processes, power relationships, context

Both, well-done are expensive

Informing program design to improve it



BUILDING ON COMPLEMENTARITIES

- Scoping and definition of hypotheses:

- New research questions

- Triangulation

- Robustness of findings when consistent across methods

- Processes

- How programs work
- Why impacts vary

- Timing
- Sampling
- Linking

