

MEASURE-BiH

August 29 – September 9, 2016

Program Evaluation Learning Resources

International association for the measurement and evaluation of communication (AMEC), Knowledge Share Video Library (including videos from Summits in London, Stockholm, Amsterdam, Madrid, Dublin, Lisbon and The Big Ask Social Media Measurement Conference): <http://amecorg.com/category/amec-videos/>

Institute for Public Relations (IPR), Public Relations Research Library: <http://www.instituteforpr.org/research/>

Research to Action, The Global Guide to Research Impact, Reading List: <http://www.researchtoaction.org/tag/reading-list/>

United Nations Office on Drugs and Crime (UNODC), Links to other Evaluation Websites: <https://www.unodc.org/unodc/en/evaluation/links-to-other-useful-evaluation-organizations-2.html>

Recommended News Articles and Blog Posts

[NFP Research shows Comms Measurement barriers](#)

[Measurement Innovations: Making Sense of Earned Media Metrics](#)

[Corporate communication counts and can be counted](#)

[Top Ten Public Relations Research Insights of 2014 from the IPR Board of Trustees](#)

[Why we need to slow down when it comes to evaluation](#)

[Why Facebook Matters for Nonprofits](#)

[When we say evidence - what do we mean?](#)

[Long Story Short: Can Early Warning Systems Prevent Students From Dropping Out of High School?](#)



USAID
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Upcoming Events

September 17

[Australasian Evaluation Society 2016 Conference, Perth, Australia](#)

September 28

[The 12th European Evaluation Society Biannual Conference, Maastricht, Netherlands](#)

Useful Sites

<http://www.instituteforpr.org/>

<http://www.i2or.com/home.html>

Examples of Evaluation Projects

[Mid-term Evaluation of the Serbia Judicial Reform and Government Accountability \(JRGA\) Program, Final Evaluation Report, USAID, December 2013](#)

[Performance evaluation of Civil Society Advocacy Initiative \(CSAI\) in Serbia, USAID, September 2013](#)

Activities of the MEASURE-BiH staff

In August 2016, USAID Monitoring and Evaluation Activity has published the Report on the Assessment of the Media Sector in Bosnia and Herzegovina. The authors of the Report available at <http://goo.gl/fzy4T9> are Matthew Brunwasser, Lejla Turcilo and Davor Marko.

Relevant Publications

[Assessment of the Media Sector in Bosnia and Herzegovina by USAID/MEASURE-BiH](#)

The purpose of this assessment is to compile a general portrait of the media landscape in BiH in order to determine the broad status of reforms and needs in the media sector and make recommendations for potential further USAID involvement in the sector.

The team combined qualitative and quantitative methods to collect and analyze data. The team's methods included conducting semi-structured interviews with 50 Key Informants (KIs) as primary sources, in Sarajevo, Banja Luka and Mostar, and analyzing key legal documents and reports on the state of the media sector in BiH. Based on research findings, the team systematized findings around four main problems related to the BiH media sector, and devised two recommendations for immediate USAID media assistance.

After the team combined desk research and the findings from KIs, the team categorized the problems facing the BiH media into four main areas:

- Problem 1: Political Instrumentalization of Media
- Problem 2: Opaque Media Market
- Problem 3: Poor Professional Development
- Problem 4: Lack of Media Literacy

After examining the evidence, the assessment team identified the four mayor types of media problems, applied the analytical framework and concluded that immediate USAID assistance would be most effective to address Problem 3 based on the following criteria:

1. Interventions should be made in the areas with at least resistance and the lowest political risks;
2. Interventions should build upon what stakeholders view as the comparative advantages of USAID interventions in the past – raising professional standards;
3. Interventions should produce immediate results, and
4. Interventions should focus on addressing core-underlying issues related to quality of journalism.



Recommended Reading

[Measurement Error and Equating Error in Power Analysis by Gary W. Philips and Tao Jing](#)

Power is the probability of detecting whether the population effect you are looking for is in your sample.

Power analysis is a fundamental prerequisite for conducting scientific research. Without power analysis the researcher has no way of knowing whether the sample size is large enough to detect the effect he or she is looking for.

This paper demonstrates how psychometric factors such as measurement error and equating error reduce power of statistical tests.

The overall finding is that measurement error and equating error reduce power and inflate sample size requirements. It is recommended that researchers, where appropriate, incorporate these sources of error in conducting power analysis.