**JCO 4107** **COMMUNICATION MONITORING AND EVALUATION**

**COURSE NAME: COMMUNICATION MONITORING AND EVALUATION**

**COURSE CODE: JCO 4107**

**CREDIT UNITS: 4**

**CONTACT HOURS: 60**

**TYPE OF COURSE: CORE**

**Course Description:**

This course equips students with knowledge on how to monitor and evaluate communication projects. Students learn about: the importance of

evaluation research; evaluating communication programs; use of evaluation findings; participatory monitoring and evaluation methods; formative research; principles of effective monitoring and evaluation of communication interventions.

**Course Objectives:**

1. To present the concepts of monitoring and evaluation and their importance in communication programs.

2. To explain the steps in conducting monitoring and evaluation of communication programs and interventions.

**Course Outline:**

1. Overview of the communication planning process: description & importance of M&E; types of evaluation, steps in conducting M&E activities.

2. Participatory M&E for communication programs & interventions: What is participatory M&E, why do participatory M&E, steps in participatory M&E, conventional vs participatory M&E.

3. Overview of the research process: Basic terms & concepts; developing a research problem; writing the problem statement; stating the research hypotheses.

4. Planning the evaluation: (Define evaluation situation; select appropriate evaluation design; develop indicators and instruments; plan statistical analysis of data; plan optimal use of results)

5. Writing an evaluation proposal: Parts of an evaluation proposal;

developing an evaluation proposal

6. Indicators: Definitions; purpose; common indicators; characteristics of a good indicator

7. Research designs: Types of research designs; designing qualitative studies & data collection tools; designing quantitative studies & data collection tools; ensuring data quality.

8. The contexts of communication research: Literature review; conceptual frameworks in communication; demographic surveys.

9. The ethical context of research: Sampling designs: Basic sampling concepts; sampling methods; bias in sampling

10. Fieldwork in research and evaluation: Data collection plan; field work plan; M & E budget; training research assistants; administering budgets

11. Tabulation and analysis of M&E data: Coding & editing the data; analyzing qualitative & quantitative data; data interpretation and presentation.

12. Writing and disseminating the M&E report: The M&E report; disseminating research findings.

13. Using M&E findings: Utilizing communication research; barriers to research utilization in communications.

**Learning Outcomes:**

By the end of the course, students should:

1. Be able to analyze, design, develop, implement, and evaluate communication interventions and programs

**Methods of Teaching/Delivery:**

• Lectures

• Group work

• Seminar presentations

• Guest lecturers

• Independent study

**Methods of Assessment:**

• Coursework of at least 2 assignments, including a seminar presentation will constitute 40%

• Final examination will account for 60%

**Readings/Reference Materials/Learning Resources:**

• Díaz Bordenave, J. (1994).“Participative Communication as a Part of Building the Participative Society,” Shirley A. White and Nair K. Sadanandan (eds.), Participatory Communication:Working for Change and Development, New Delhi:Sage

• Servaes, J. (2001).“Introduction. Participatory Communication (Research) for Social Change: Old and New Challenges,” The Journal of International Communication, 7(2): 5-13.

• Jacobson, T. & Serveas, J. (eds) 1999, Theoretical approaches to participatory communication. Hampton Press: New Jersey

• Sybil, L.J. (2004): ‘Facilitating Communication Within Rural and Marginal

Communities: A Model for Development Support’ in White, A.S., Nair, S.K.

& Ascroft, J. (eds) Participatory Communication: Working for Change and

Development. Sage. New Delhi. Pp 329- 344

• Gumucio, D.A. (2001). Making waves: Stories of participatory communication for social change (Electronic version), New York: Rockefeller Foundation.

• Figueroa et.al, Communication for Social Change: An Integrated Model for

Measuring the Process and Its Outcomes

• <http://www.communicationforsocialchange.org/pdf/socialchange.pdf>