

Marrying public diplomacy and aid evaluation

What is the potential for political-benefits analysis?

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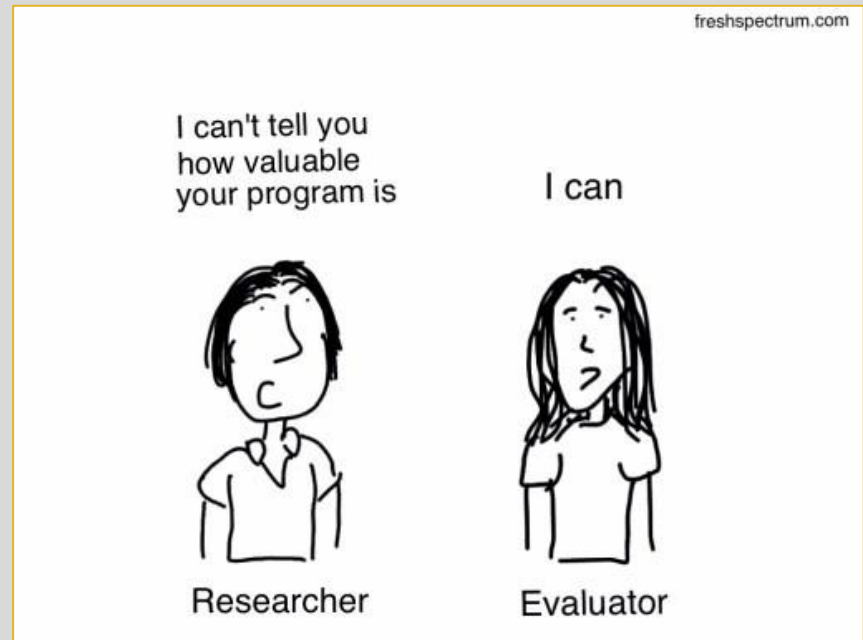


Today

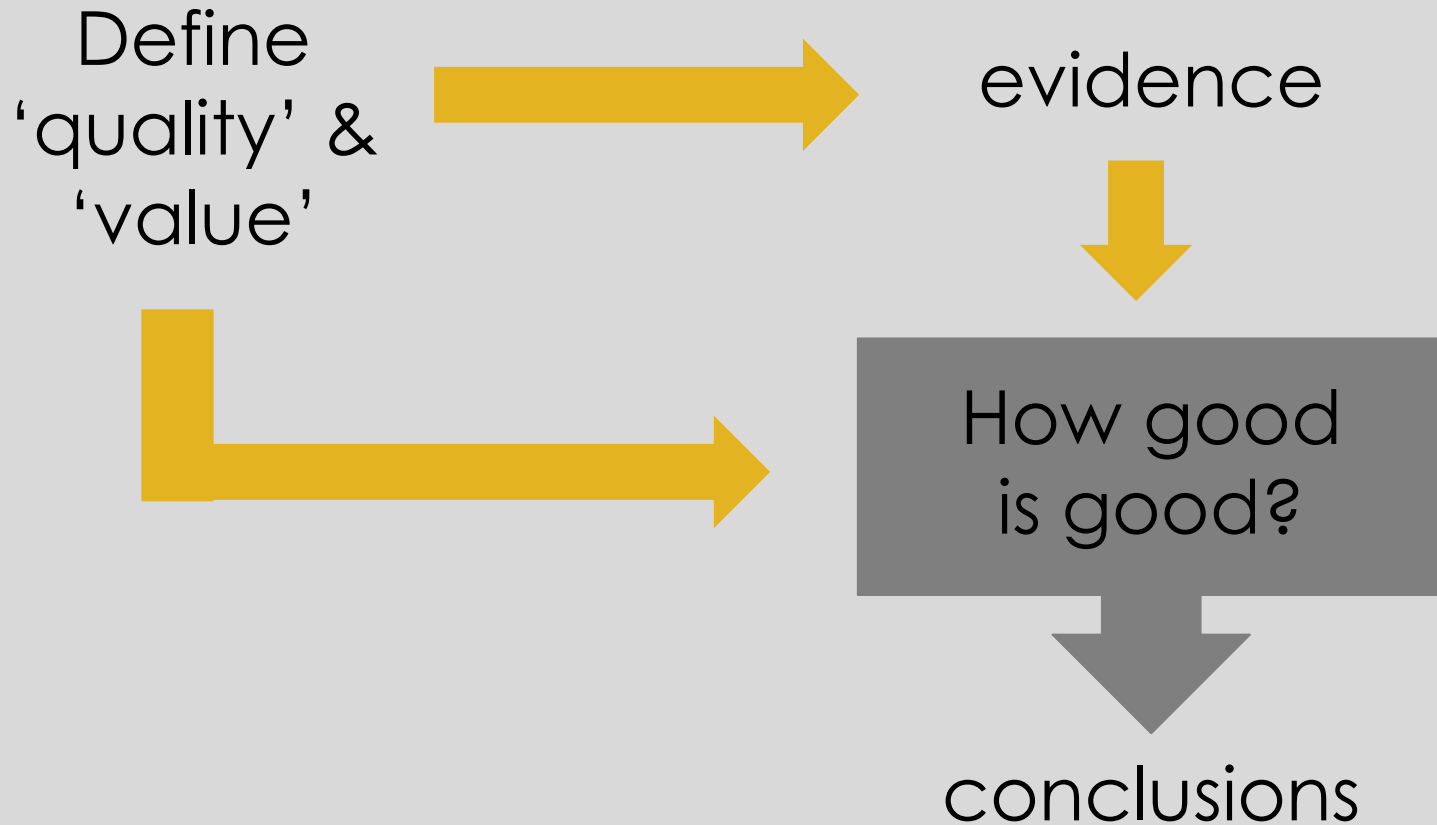
- 1 Values & evaluation
- 2 Politics & evaluation
- 3 Potential for political-benefits analysis?

Values in e-valuation

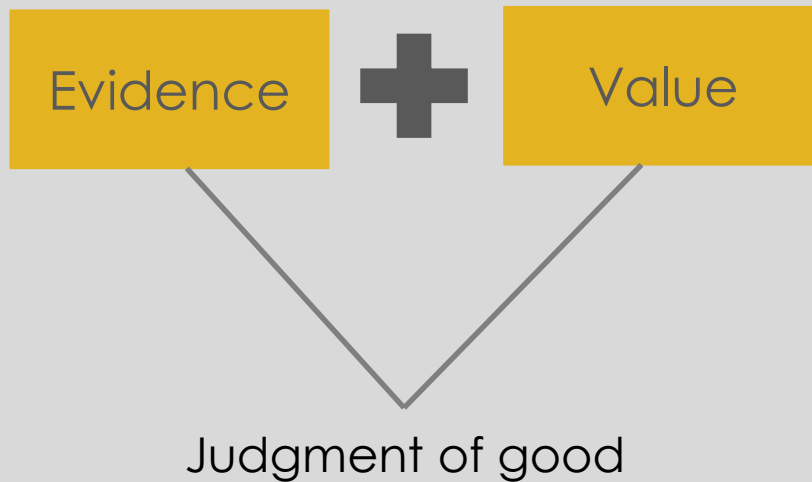
Evaluation is
inherently
imbued with
values.



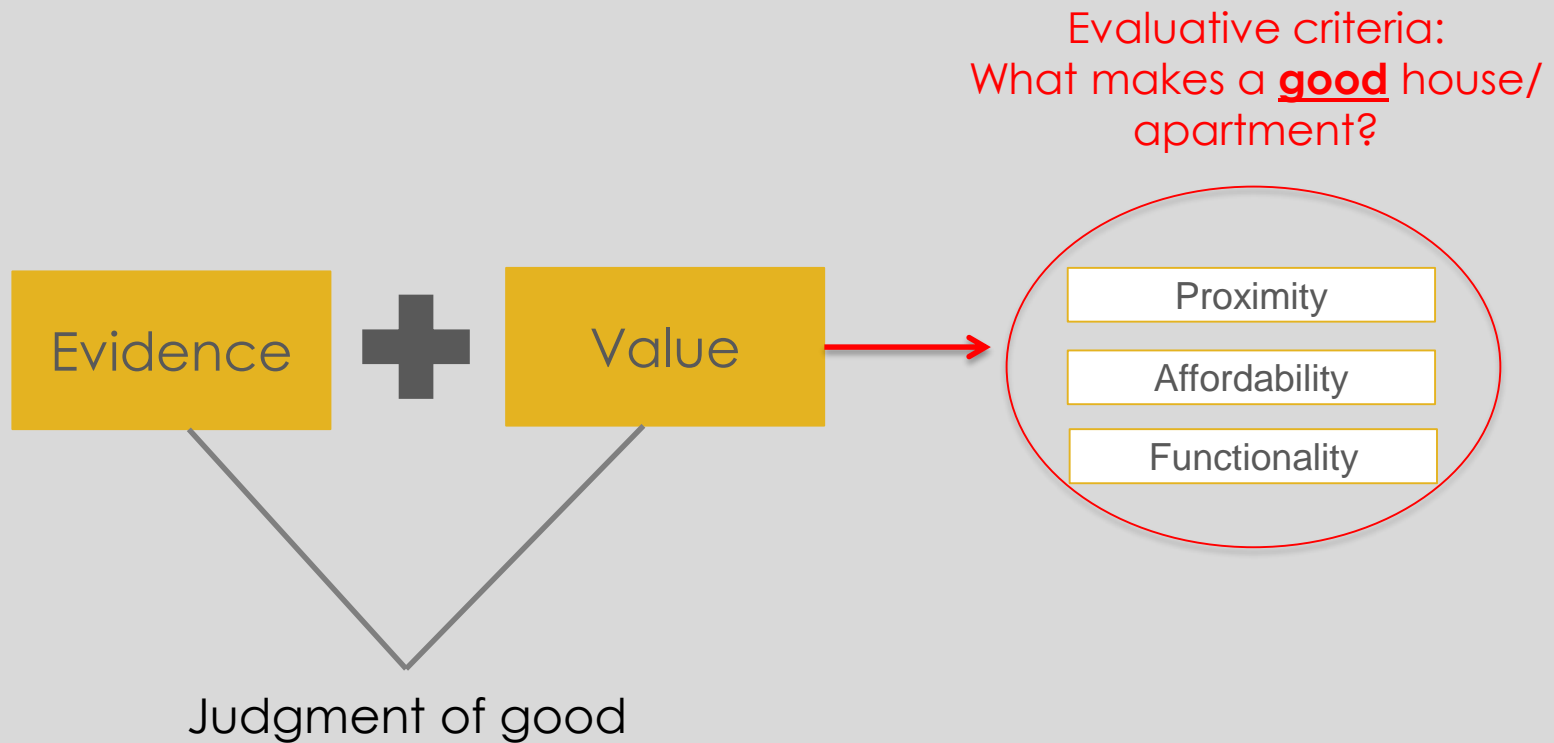
Values in evaluation



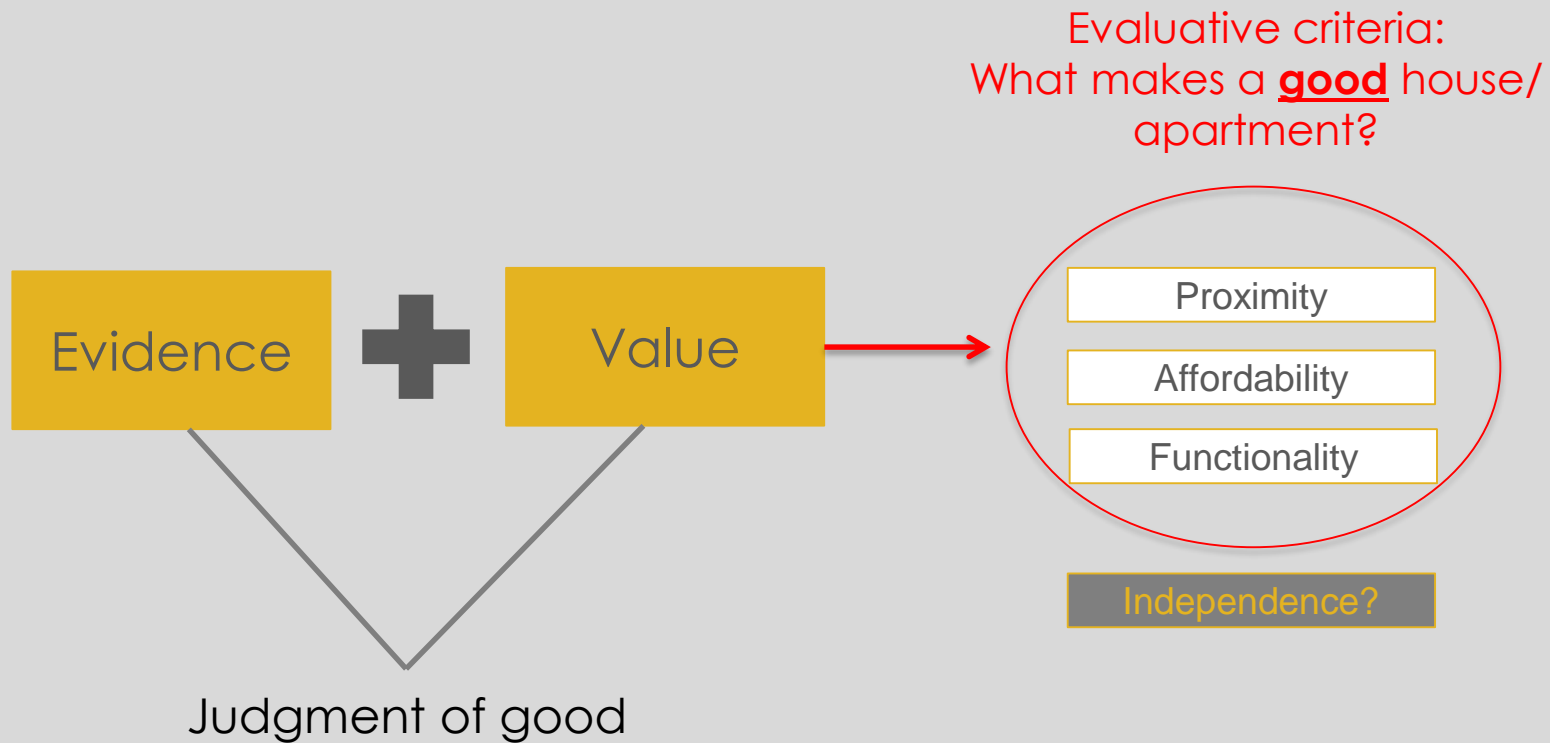
The value equation



The value equation



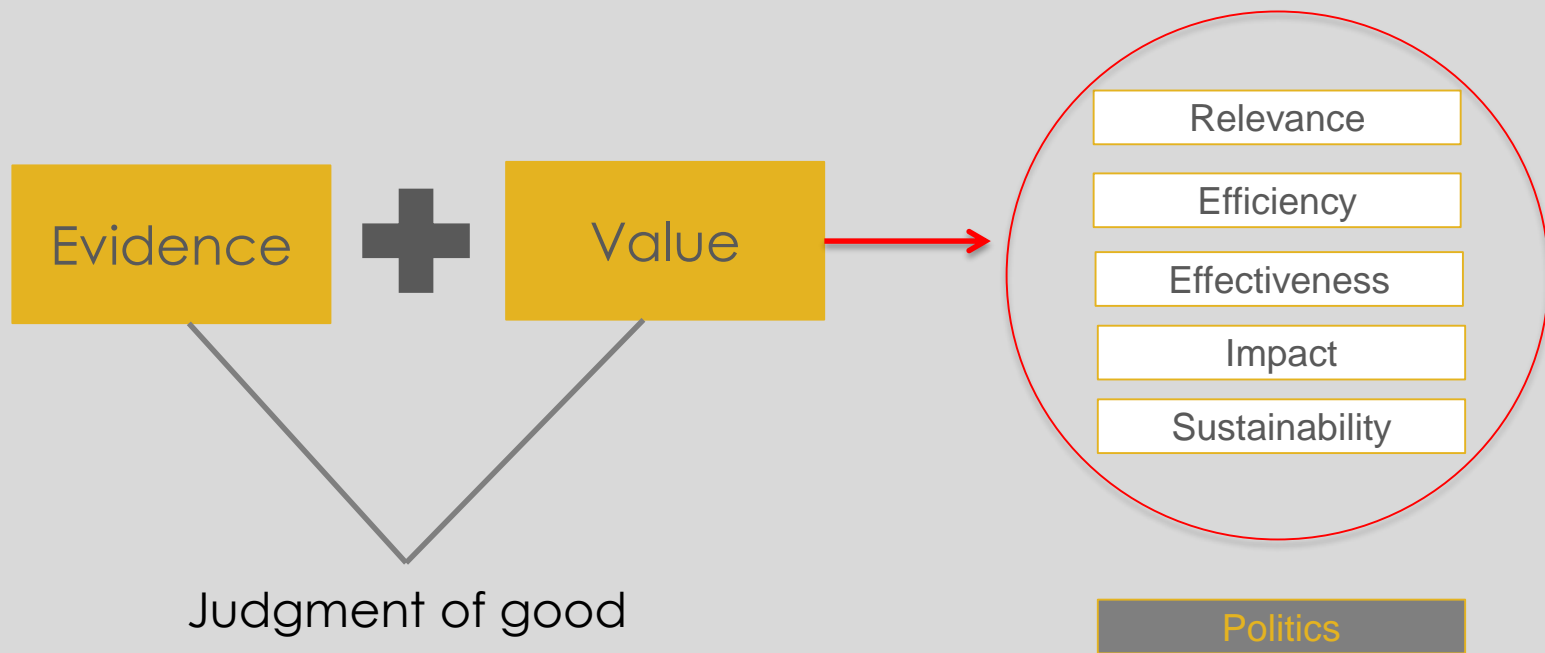
Gaps in the value equation



Carol Weiss

“Perhaps one of the reasons that evaluations are so readily disregarded is that they **address only official goals**. If an evaluator also assessed a program’s effectiveness in meeting political goals ...he might learn more about the measures of success that decision makers value.”

The aid evaluation equation



What is missing?

1 Public diplomacy

2 Soft power

3 Foreign policy goals



The purpose of the aid program is to **promote Australia's national interests** by contributing to sustainable economic growth and poverty reduction (dfat.gov.au)

Why this is interesting

Implicit  Explicit

More Carol Weiss

“What evaluation research can do is **clarify what the political trade-offs involve**. It should show how much is being given up to satisfy political demands and what kinds of program effects decision makers are settling for or forgoing when they adopt a position.”

EVEN more Carol Weiss

“Just as cost-benefit analysis added the vital dimension of cost to analysis of outcomes, **political-benefit analysis** might help to resolve questions about political benefits and forgone opportunities.”

Political benefits analysis

Comparing:



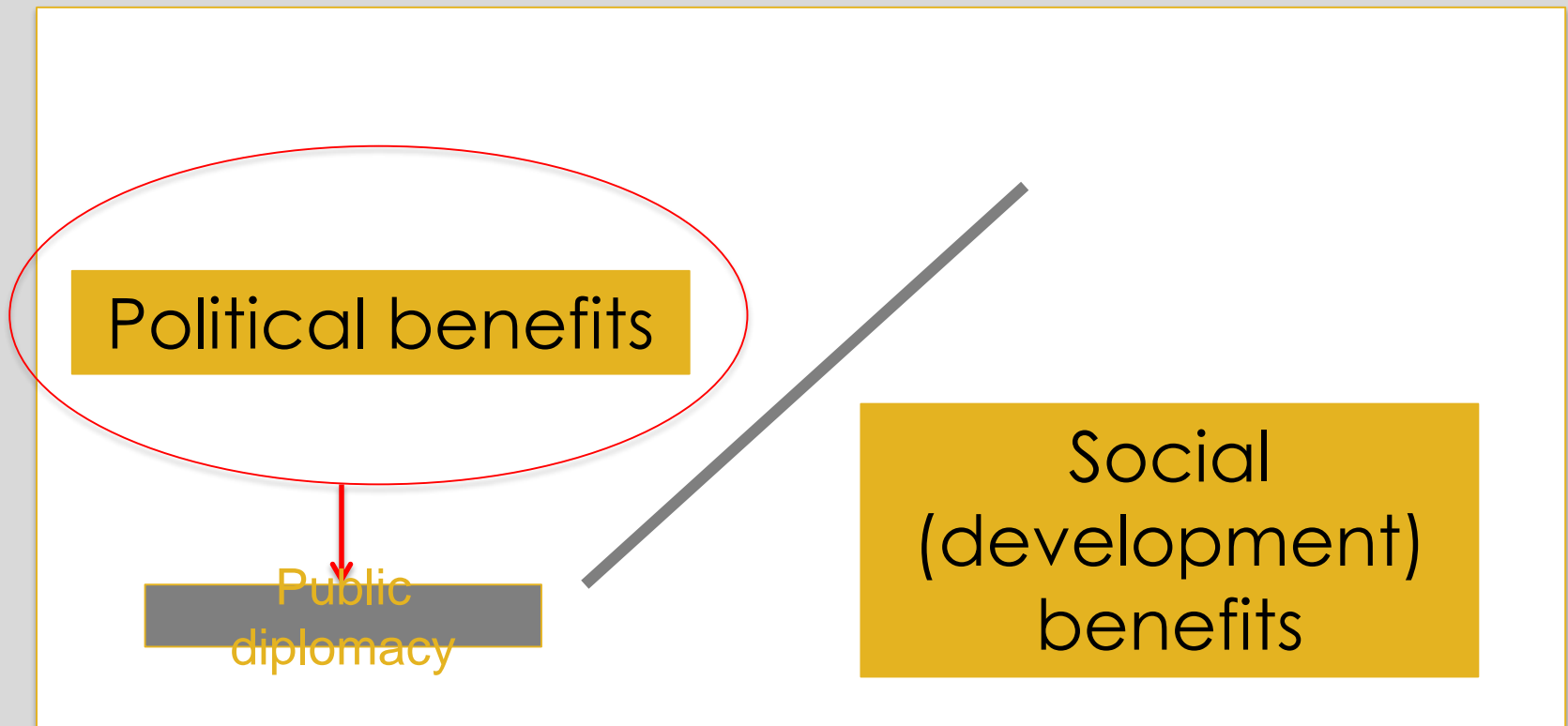
Political benefits

A diagram comparing two types of benefits. On the left is a yellow rectangular box containing the text 'Political benefits'. On the right is a larger yellow rectangular box containing the text 'Social (development) benefits'. A grey diagonal line starts from the bottom-left corner of the 'Political benefits' box and extends towards the top-right corner of the 'Social (development) benefits' box, indicating a comparison or relationship between the two.

Social
(development)
benefits

Political benefits analysis

Comparing:



Options

Adaptations based on:

- 1 Cost-effectiveness analysis
- 2 Cost-utility analysis

Cost-effectiveness

Cost-effectiveness analysis: the evaluation of alternatives according to both their costs and effects with regard to producing some outcome. *It uses a single of effectiveness.*

Cost effectiveness ratio:

$$CER = \frac{\text{Costs (C)}}{\text{Effectiveness (E)}}$$

Political effectiveness ratio

$$PER = \frac{\text{Public diplomacy effects (PDE)}}{\text{Traditional effectiveness (TE)}}$$

Scenario

RADIO scale



Years in school

	Mean Pre	Mean Post	DIFF
RADIO (11)	5	6	1
School	8	8.5	0.5

PER = 2

	Mean Pre	Mean Post	DIFF
RADIO (11)	5	6	1
School	8	8.5	0.1

PER = 10

Cost-utility

Cost-utility analysis: the evaluation of alternatives according to a comparison of their costs and their utility or value. *It uses multiple measures of effectiveness.*

Cost utility ratio:

$$CUR = \frac{\text{Costs (C)}}{\text{Utility (U)}}$$

Political utility ratio

$$PUR = \frac{\text{Public diplomacy effects (E)}}{\text{Utility (U)}}$$

Scenario

RADIO scale



Utility

Speed + comprehension + word knowledge
+ satisfaction

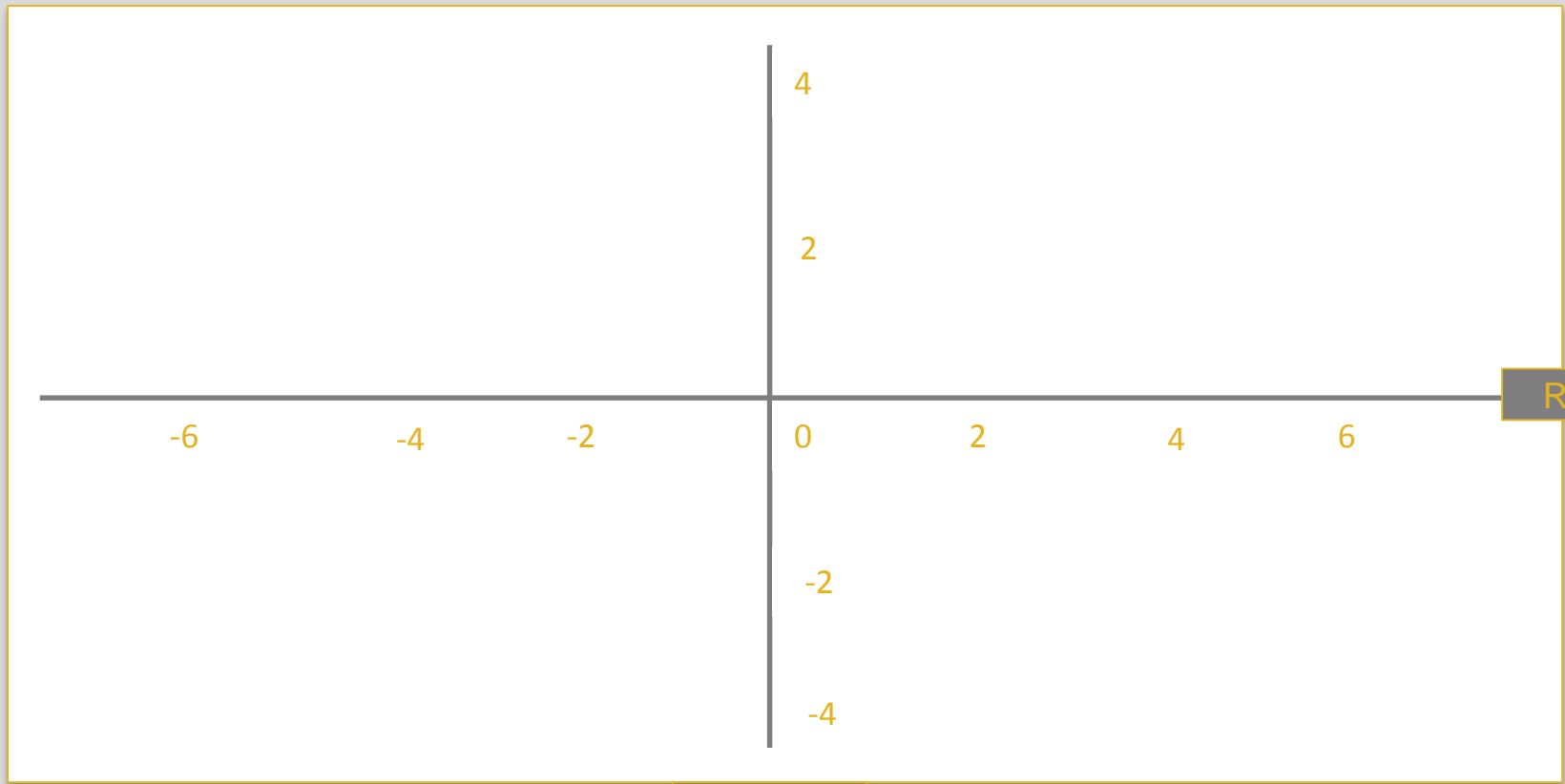
	Mean Pre	Mean Post	DIFF
RADIO (11)	5	8	3
Utility	2	8.75	6.75

PUR = 0.44

	Mean Pre	Mean Post	DIFF
RADIO (11)	5	5.1	0.1
Utility	3	3.1	0.1

PUR = 1

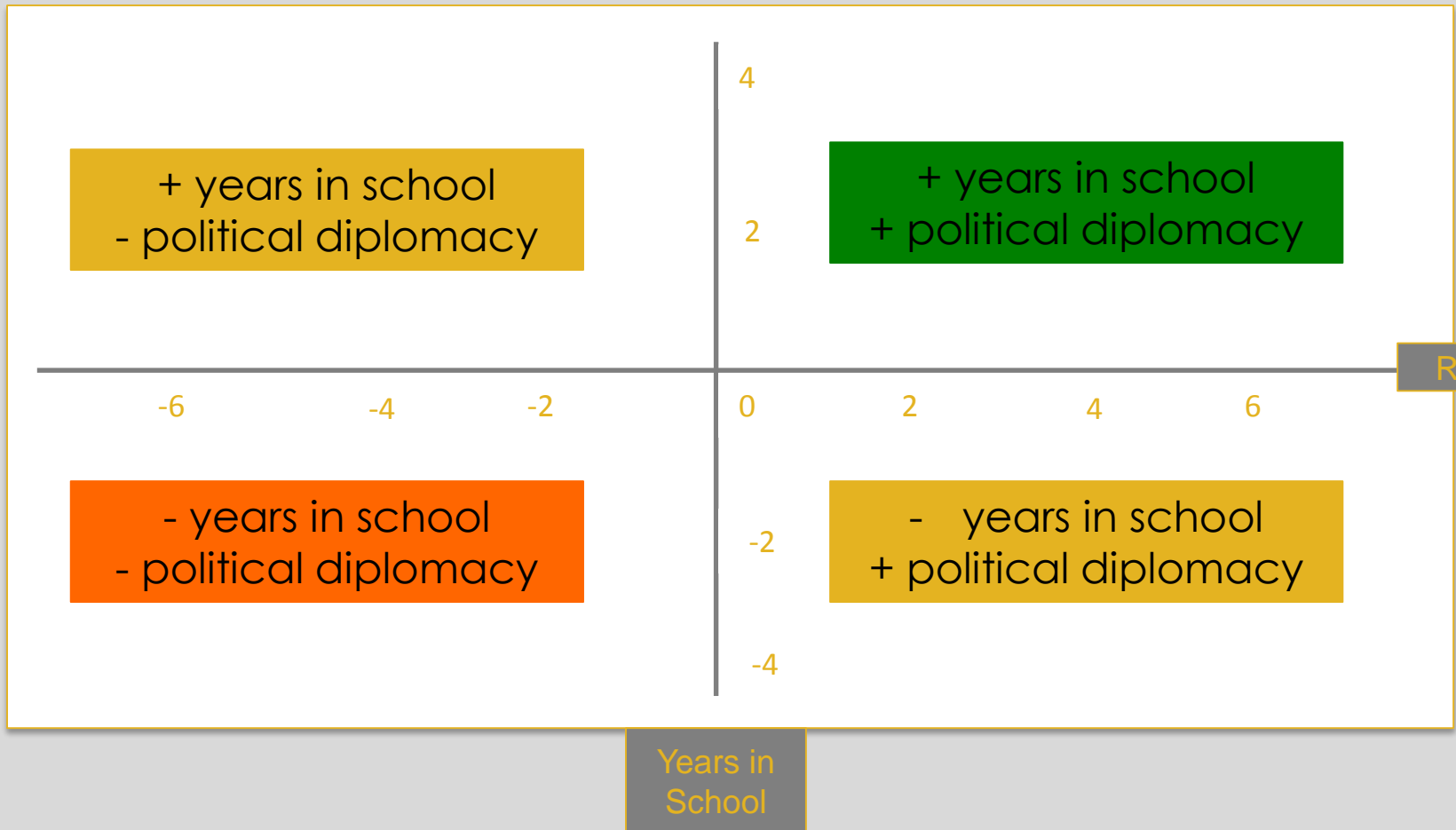
Graphing?



Years in
School

RADIO

Graphing?



Any questions?



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