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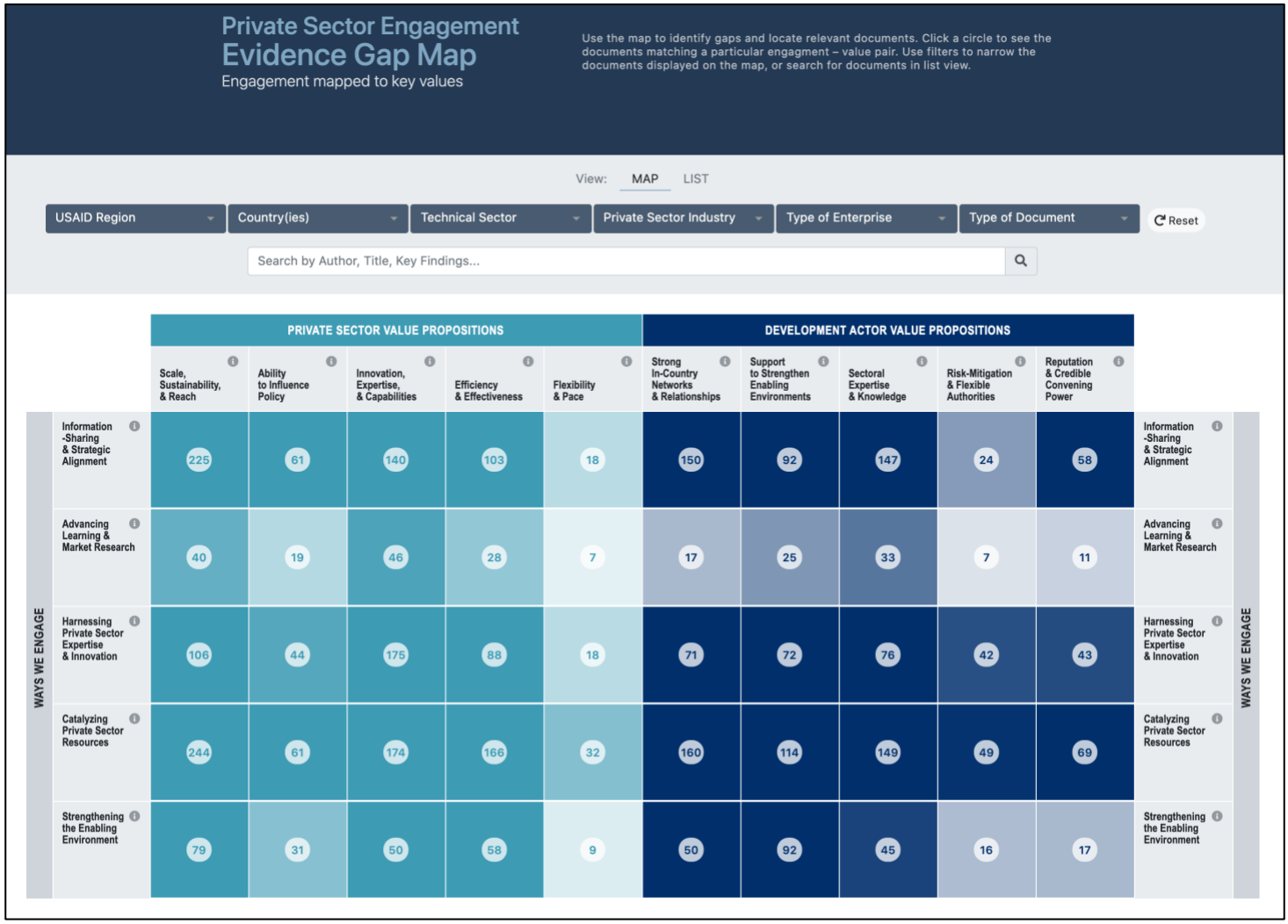

EVIDENCE GAP MAP USER MANUAL

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INTRODUCTION

The Private Sector Engagement Evidence Gap Map (PSE EGM) is a live database offering end users the ability to filter a repository of academic articles, reports, and projects related to private sector contributions to addressing development challenges. The PSE EGM offers several features that allow end users to navigate resources. The landing page displaying the PSE EGM has three basic interactive sections. The first section allows users to search the database and filter documents. The next section displays the matrix that shows where evidence calls along the map axes, where users can select intersections to view the available documents. The final section describes the EGM and offers end users the ability to contribute documents to the map. Each section has functions that offer different ways to interact with the evidence.

This manual aims to familiarize end users with navigating the features, functions, and documents of the PSE EGM to support their projects. This manual covers the following topics: searching the database, filtering results, using various view options, accessing document details, and accessing documents themselves. The manual also discusses how end users can submit suggestions for additional resources to be included in the database and provide feedback on issues that might exist with documents in the database.

SEARCHING AND FILTERING THE DATABASE

This section of this report outlines the use functions of the PSE EGM, offering end users examples of how to navigate the map to conduct searches, contribute resources, and learn more about the PSE EGM.

The PSE EGM provides two principal modes of search functions to navigate the matrix: 1) a search bar and 2) drop-down menus that contain options for filtering the database. The search bar offers users the ability to search documents' key findings, summary, private sector partner, development actor, and other fields to identify matches with the specified word or phrase. The drop-down menus filter the EGM into specific categories. The search bar and the drop-down menus can be used independently or in combination with one another.

Figure 1 on the following page, provides a visual depiction of the PSE EGM in its interactive web form and demonstrates all of the components of the EGM accessible to end users.

FIGURE 1: MATRIX OVERVIEW

The PSE EGM matrix has the following elements:

1) The view option switches between the default matrix view and a list view.
2) The drop-down menus filter evidence along seven different criteria.
3) The reset option removes any search filters or search terms applied to the database.
4) The search bar allows any terms of interest to be used to sort the database.
5) The private sector values separate evidence along the various value propositions for private sector actors.
6) The development actor values separate evidence along the various value propositions for development actors.
7) The "ways we engage" separates evidence along the various forms of engagement between development and private sector actors.

All of the terms used in the EGM matrix are defined in USAID's PSE policy. As figure 2 outlines below, the matrix is bifurcated between the value propositions of the private sector and development actors. Each of these stakeholders has their own set of value propositions that drive their efforts to tackle development challenges.

Given the importance of understanding these terms to frame the matrix in being able to narrow and interpret the results, the PSE EGM offers support for end users to navigate the tool while learning about any terminology unfamiliar to them. The upper right corner of every box on the matrix has a pop-up box that provides end users additional information on the terms of interests, which users can access by simply hovering their cursor anywhere they see an "i" information icon in the tool. For example, as figure 1 shows, an end user unfamiliar with the phrase "Information-Sharing & Strategic Alignment" can view the definition of this value proposition.

FIGURE 2: ACCESS TO MATRIX CATEGORY DEFINITIONS

One of the most important features of the PSE EGM is the ability to conduct a wide variety of inquiries that distill the larger database into smaller subsets that are most relevant to the end users. The search header (features 1-3 in the overview above) is the key tool on the landing page that allows end users to query the evidence and learn more about their area of interest.

VIEW OPTIONS

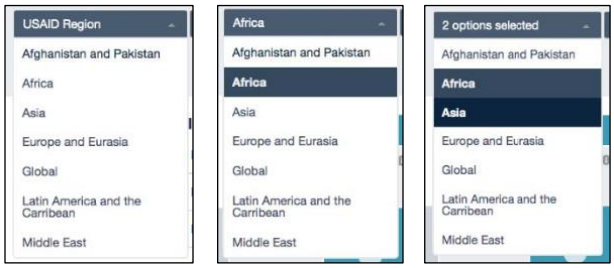
At the top of the search header, end users have access to change the view as either a map or a list. The "Map" option (the default view) presents the document counts within a grid format, with the *Ways We Engage* comprising the rows and the value propositions for the private sector and development actors comprising the columns. The "List" view removes the rows and columns of the matrix, presenting the documents only under the document type headings. The other components of the search header, such as the drop-down menus, function in both the matrix and list views.

DROP-DOWN MENU FILTER

Directly below the view option, there are six drop-down menus providing end users the ability to filter their results based on fixed categories. The six drop-down menus and the number of options within each menu are shown in the appendix. Although each of the filters has unique selection options, each of the filters can be applied simultaneously to narrow in on documents of interest.

Filters can be combined both within the menu heading, as well as across the headings. As figure 3 exemplifies below, end users can click on the drop-down menu and then select one or more of the options to apply the filter to the database. As the example below demonstrates, once an option is selected the filter will recognize the option, if one region is selected, the region's name appears at the top of the filter. Additionally, if more than one option is selected, the drop-box menu recognizes the addition and informs end users that multiple options have been applied. In the case of figure 3, the end user filtered results by both the Africa and Asia regions. The PSE EGM recognized that multiple categories were chosen and the matrix will update with available resources based on the selected criteria.

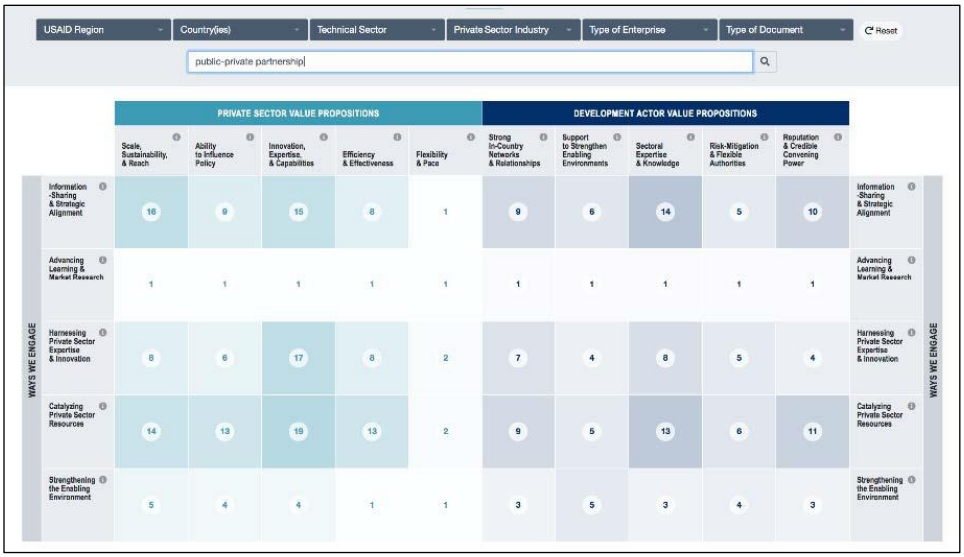
FIGURE 3: USING FILTER CATEGORIES



SEARCH BAR INSTRUCTIONS

The search bar prompts end users to search for specific details on the documents within the database. End users can search for a particular phrase by typing the phase to the search bar. The search bar will query the key findings, document summary, private sector partner, development actor, and other fields to identify matches with the specified word or phrase. To exemplify this, a search for key findings related to "public-private partnerships" is conducted below.

FIGURE 4: SEARCH BAR EXAMPLE QUERY

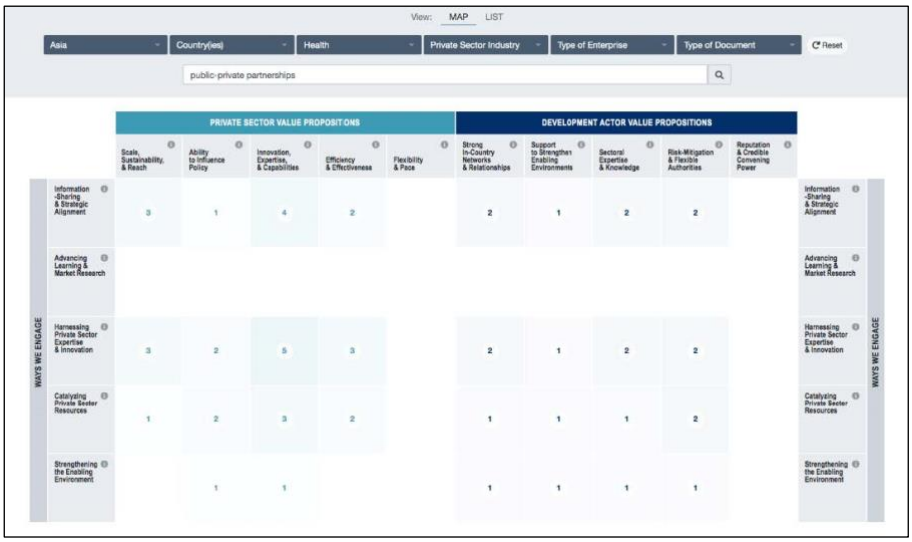


As figure 4 demonstrates, in searching for resources that may pertain to public-private partnerships, the outcome of the search demonstrates where gaps in knowledge related to public-private partnerships may exist.

USING FILTERS AND THE SEARCH BAR TOGETHER

The search bar and drop-down menus can also be used in conjunction with one another to narrow the pool of resources even further. Multiple drop-down menus can be applied with a search term. For example, the figure below will search for documents in the USAID Asia region, in the technical sector of health, and with a key word of "public-private partnerships." As figure 5 shows, once the search is conducted, the gaps in evidence are clearly visible.

FIGURE 5: SEARCHING FOR RESOURCES ON PUBLIC-PRIVATE PARTNERSHIPS IN ASIA RELATED TO HEALTH



ACCESSING RESOURCES

Once filters have been applied, end users can navigate the intersections of the matrix and items within a list view to explore resources. Continuing with the example highlighted above, once the end user has searched for "public-private partnerships" in the Asia region that focus on health, the end user can look at the intersection of categories, as defined by USAID. For example, if the end user is interested in the value of *Scale, Sustainability, & Reach* as it relates to the *Information-Sharing & Strategic Alignment* of the private sector they can look at the intersection of those value propositions (see figure 6 below). Given their search, the results return that three resources are available discussing the topic. Once the end user clicks on the cell containing the number the list of available resources is displayed.

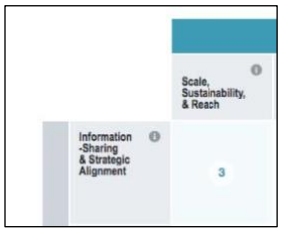


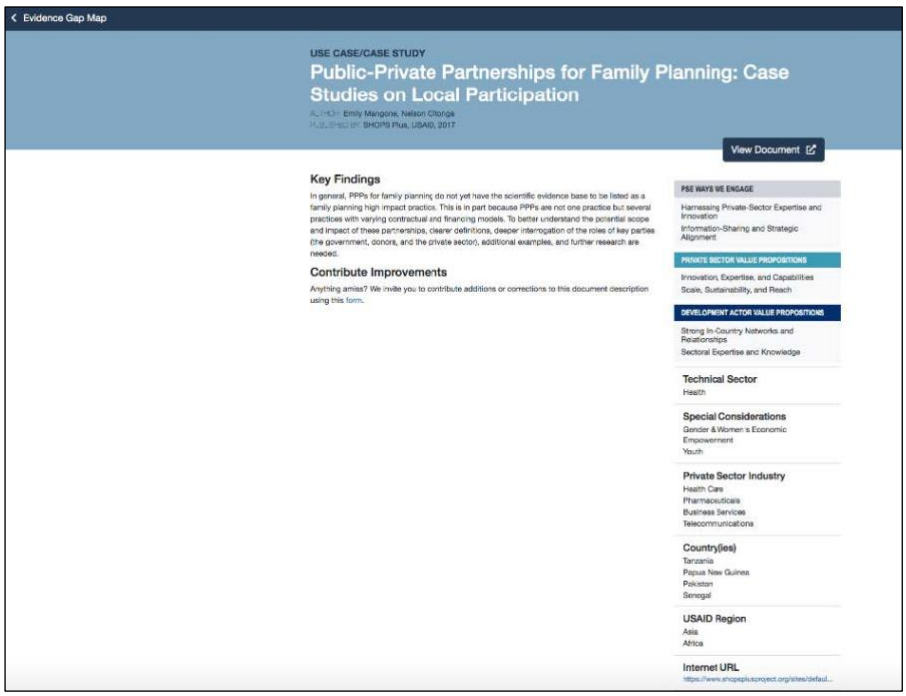
FIGURE 6: CROSS-SECTION BETWEEN VALUES AND WAYS OF ENGAGEMENT

As figure 7 shows, the results from the example search provide end users with information on the type of resources available and a link to the specific resources listed. If an end user wants to explore a resource further, access to the resource is available through clicking on the link. For example, perhaps an end user is interested in learning more about case studies related to public-private partnerships and health in Asia.

FIGURE 7: RESOURCES FOR MATRIX

Once the end user clicks on the link for the resource listed under case study, they are taken to another webpage with detailed information on the resource (Figure 8). The top of the page provides the basic information about the publication: the type of document, the title, author, and publisher. Below the publication information is a description of the key findings from the resource. To the right of the key findings exist more details on how the document is categorized within the database. Information on what values, sectors, countries, regions, and business enterprises the document falls under are displayed. If the resource does not contribute to a category then it is not listed.

FIGURE 8: DOCUMENT DETAILS



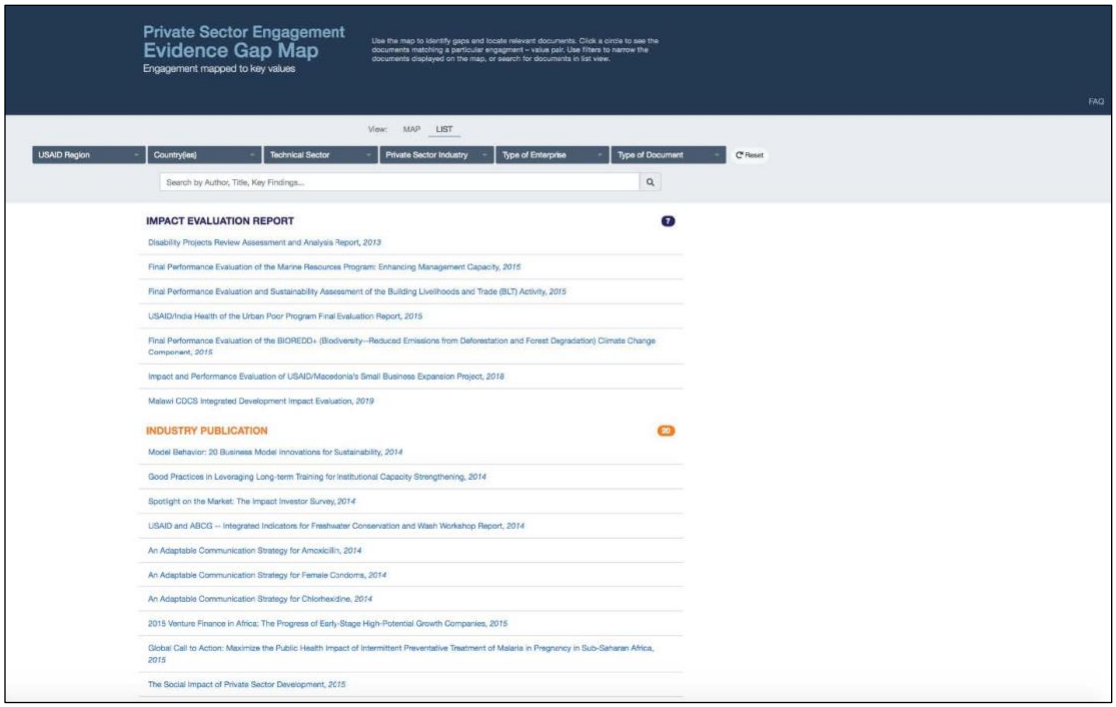
Due to copyright protection issues, the PSE EGM does not provide direct access to the resources listed in the database within the EGM itself. Rather, the PSE EGM contains links to the publicly available sites hosting the documents listed in the database. The document can be accessed in two ways on the document landing page. At the top right of Figure 8, an end user can click on the "View Document" box to be directed to the document's location. Additionally, the end user can access the documents through the hyperlink listed under the "Internet URL" heading at the bottom of the page as well.

EXPLORING THE LIST OPTION

As mentioned at the beginning of this section, the PSE EGM also contains a list option, which presents resources in a vertical list format for end users to browse. As figure 9 shows, when an end user clicks on the list function at the top of the landing page, they are provided a list of all resources, organized by document type. The number of documents is located in the upper right corner of each section's title. The search filters function in the same for the list as they do for the matrix.[1] Additionally, the links to documents also function the same as when an end user interacts with the matrix.

[1]Please reference previous sections for tutorials on the various search functions.

FIGURE 9: LIST FORM



Despite the list function's similar mechanics to the matrix, the benefit of displaying the number of available resources by document type is that end users interested in specific types of documents have direct access to them. For example, an end user who works for a think tank might only be interested in white papers and other think tank reports. The list function offers end users the opportunity to look at the document types that matter to them without having to navigate the matrix and each individual document to find the resources they need.

CONTRIBUTING NEW MATERIAL OR PROVIDING SUGGESTIONS

The USAID PSE Hub views the Evidence Gap Map as a living resource that will grow and expand over time. An important part of this is allowing users to expand upon the database by suggesting new material to include in the EGM, thereby encouraging end users to help fill gaps within the database. Submissions to the database are reviewed using the same methods as were used to initially generate the EGM database. The process for requesting the addition of a particular document to the database is a process that requires minimal information. The only required information needed to submit a request to contribute to the database is that the document has a public-facing URL.[2] In addition to submitting a URL, contributors can also submit information on other aspects of the article and their personal information.

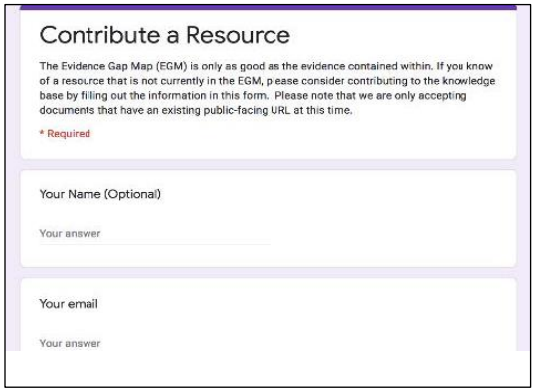
The extra cells that can be filled out consist of requests for the contributor to include their name, email, the USAID operating unit (if applicable), the document's name, the document's author, the year published, a description of the document and any additional comments. As figure 10 demonstrates, contributors can begin the process of suggesting the inclusion of new material to the database through interacting with the link at the bottom of the landing page.

[2]https://docs.google.com/forms/d/e/1FAIpQLSdfZNxXsJ7g8r4aOlsZUbztCqh05b1mAFW9D-XjungOsgaNGQ/viewform

FIGURE 10: CONTRIBUTE A RESOURCE FORM

HELP TO FILL THE GAPS

We invite you to contribute documents to add to the map, using this form.

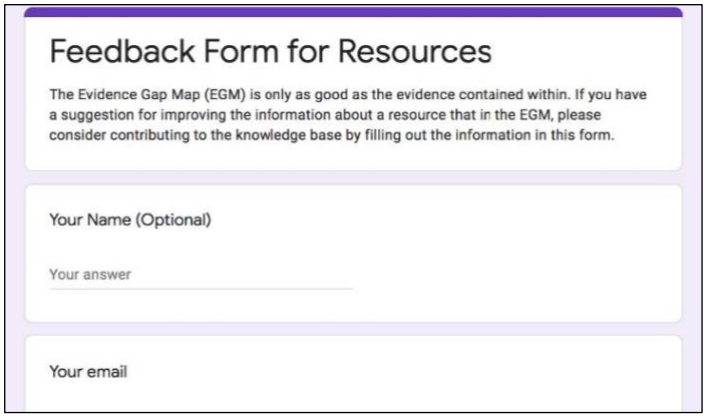


Once documents are submitted, resources suggested from end users are reviewed and included in the database. In presenting end users with the opportunity to include resources that they are familiar with but do not see in the database, the PSE EGM creates a space where individuals using the tool can contribute to its maintenance and expansion.

PROVIDING FEEDBACK

End users can also contribute feedback on specific resources present within the database. Similar to contribution requests, end users can find at the bottom of the webpage for a link to comment on the document. The link takes end users to a Google forms file where they are asked to input the following information: their name, email, USAID Operating Unit, the name of the resource, the author(s), year of publication, and any feedback on the resource that they have on a particular resource. We encourage all users of the EGM to contribute to its ongoing evolution.

FIGURE 11: CONTRIBUTE IMPROVEMENTS FORM



CONCLUSION

End users should now have sufficient knowledge to conduct a search of the database. Please continue to make suggestions or to make contributions to the database. Feedback and suggestions for contributions of documents to the database will be reviewed by LASER PULSE staff. Should you have any further interest in the PSE EGM please refer to the FAQ link at the upper right corner of the website.

APPENDIX

TABLE A1: DROP-DOWN MENU FILTER OPTIONS 10

DROP-DOWN FILTERS	NUMBER OF OPTIONS	AVAILABLE OPTIONS
USAID Regions	7	Afghanistan and Pakistan; Africa; Asia; Europe and Eurasia; Global; Latin America and Caribbean; Middle East
Country(ies)	151	See Appendix
Technical Sectors	8	Agriculture and Food Security; Democracy, Human Rights, & Governance; Economic Growth; Education and Social Services; Environment/Climate Change; Health; Humanitarian Assistance; Peace & Security
Private Sector Industry	23	Aerospace and Defense; Agriculture, Forestry, Fishing, and Hunting; Arts and entertainment; Biotechnology; Business Services; Chemicals; Educational Services; Energy; Engineering & Construction; Fast Moving Consumer Goods; Financial Services; Food & Beverage; Health Care; Hospitality/Tourism; Media; Mining & Extractives; Other; Pharmaceuticals; Processing & Manufacturing; Retail; Technology; Telecommunications; Transportation and Warehousing
Types of Enterprise	13	American Business; Business Association or Cooperative; Corporate Foundation; Financial Institution, Investors, and; Intermediaries; For-profit Commercial Entity; For-profit approach that generates sustainable income; Formal Sector; Informal Sector; Large Enterprise; Local Business; Micro, Small, or Medium Enterprise; Multi-National Business; Regional Business
Type of Document	9	Impact Evaluation Report; Industry Publication; Landscape Analysis; Peer-reviewed article or other research report; Performance evaluation report; Political Economy Analysis; Systemic review or Meta-Analysis; Use/case study; White Paper/Think Tank Report