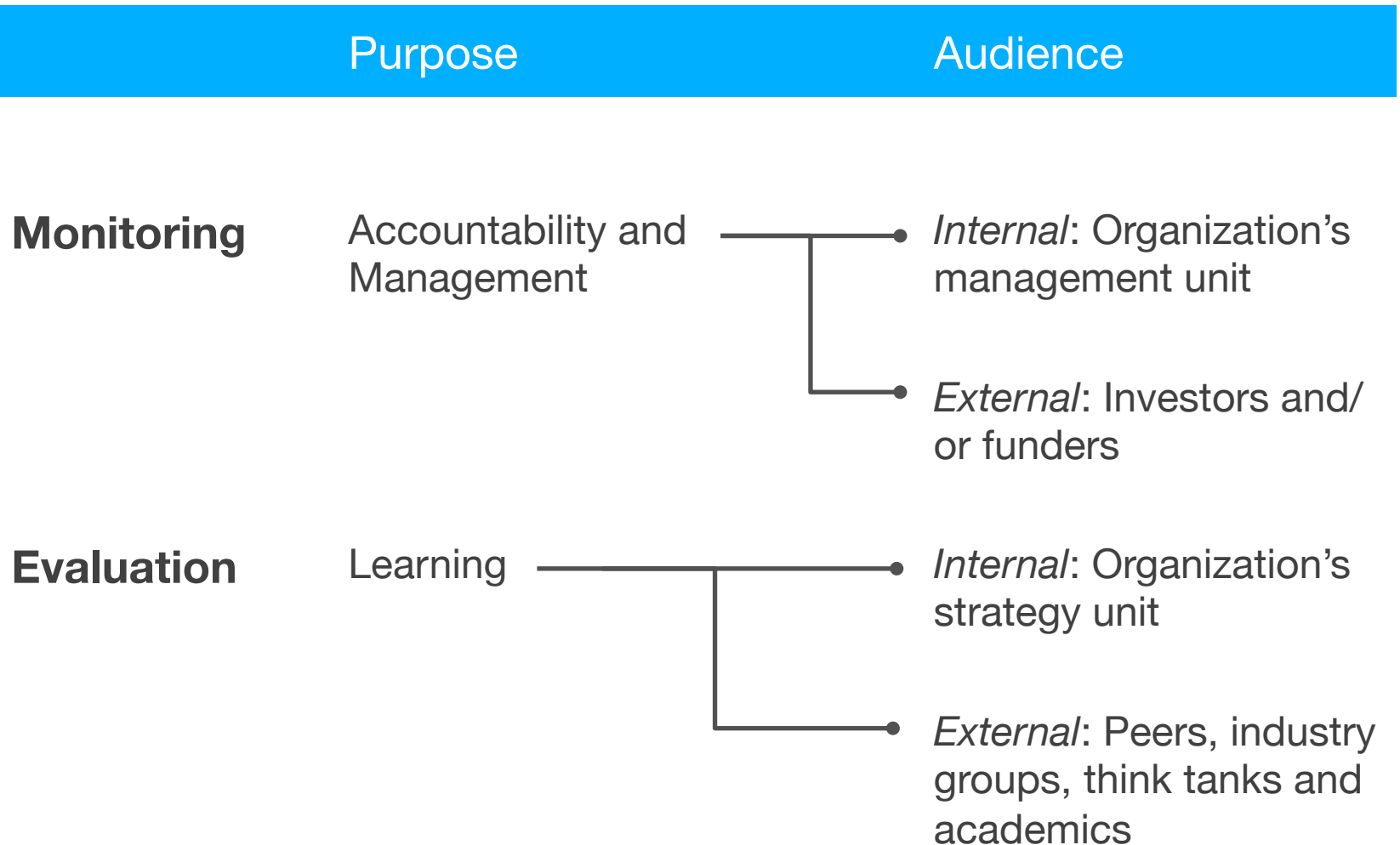


MDIF Monitoring and Evaluation in Context

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Monitoring and Evaluation: **Purpose** & **Audience**



Monitoring and Evaluation: **Values**

Monitoring

Closeness to the process

Methodology should scale

Measurement is based on
established practices

Context **agnostic**

Evaluation

Distance from the process

Results should scale

Measurement is fit to the
specific evaluation question

Context **specific**

Monitoring and Evaluation: **Examples**

	General Example	MDIF Example
Monitoring	How many mosquito nets did we distribute in 2016?	How many unique individuals did the news sites in our portfolio reach in 2016?
Evaluation	Are mosquito nets the most efficient strategy to reduce malaria in this country?	Did our client's news coverage have an impact on the election in this country?

Monitoring and Evaluation: **MDIF Strategy**

