**COURSE TITLE: ONLINE DIPLOMA IN MONITORING AND EVALUATION.**

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**ASSIGNMENT: CONTINUOUS ASSESSMENT TEST(CAT) 3.**

**QUESTIONS;**

**1.Why is choosing the right question important in Monitoring and Evaluation?**

* **It helps you understand what effects different parts of your effort are having**.

By framing questions carefully, you can evaluate different parts of your effort. If you add an element after the start of the program, for instance, you may be able to see its effect separate from that of the rest of the program...if you focus on examining it.  By the same token, you can look at different possible effects of the program as a whole. (Do adult basic education learners read more as a result of being in a program?  Are they more likely to register to vote? Do their children improve their school performance?).

* **It makes you clearly define what it is you're trying to do**.

What you decide to evaluate defines what you hope to accomplish. Choosing evaluation questions at the start of a program or effort makes clear what you're trying to change, and what you want your results to be.

* **It shows you where you need to make changes**.

Carefully choosing questions and making them specific to your real objectives should tell you exactly where the program is doing well and where the program isn't having the intended effect.

* **It highlights unintended consequences**.

When you find unusual answers to the questions you choose, it often means that your program has had some affects you didn't expect. Sometimes these effects are positive - not only did people in the heart-healthy exercise program gain in fitness, but a majority of them report changing their diet for the better and losing weight as well - sometimes negative - obese children in a healthy eating program actually gained weight, even though they were eating a healthier diet - and sometimes neither. Like the side effects of medication, the unintended consequences of a program can be as important as the program itself. (In the case of the exercise program, the changes in diet might do as much as or more than the exercise to maintain heart health, for instance, and may point toward changing the focus of the program in some way.)

* **It guides your future choices**.

If you find that your program is particularly successful in certain ways and not in others, for example, you may decide to emphasize the successful areas more, or to completely change your approach in the unsuccessful areas. That, in turn, will change the emphasis of future evaluation as well.

* **In**[**participant evaluations**](http://ctb.ku.edu/en/community-tool-box-toc/evaluating-community-programs-and-initiatives/chapter-36-introduction-23)**, evaluation involves stakeholders in setting the course of the program, thus making it more likely that it will meet community needs**.

It provides focus for the evaluation and the program. Choosing evaluation questions carefully keeps you from becoming scattered and trying to do too many things at once, thereby diluting your effectiveness at all of them.

* **It determines what needs to be recorded in order to gather data for evaluation**.

A clear choice of evaluation questions makes the actual gathering of data much easier, since it usually makes obvious what kinds of records must be kept and what areas need to be examined.

**2.Using Archival data has its own bottlenecks. Name five and explain how to overcome them.**

Archival data may be thought of as any sort of information, previously collected by others, amenable to systematic study. Here, the focus is on information that may be used to answer questions related to psychological phenomena, with an overview of the myriad sources of data available to the psychological researcher, and the advantages and disadvantages of secondary versus primary data use. Archival data use has the following disadvantages;

**A). Inappropriateness of the data**. Data collected by oneself (primary data) is collected with a concrete idea in mind. Usually to answer a research question or just meet certain objectives.  In this sense, Archival /secondary data sources may provide you with vast amount of information, but quantity is not synonymous of appropriateness. This is simply because it has been collected to answer a different research question or objectives.

The inappropriateness may be, for instance, because of the data was collected many years ago, the information refers to an entire country when one aims to study a specific region, or the opposite, one aims to study an entire country but the information is given in a region wide. There are two possible ways to be taken when SD is not appropriate:

* Answering your research question partially with the subsequent lack of validity;
* You need to find an alternative technique of data collection, such as survey or interviews.

**2. Lack of control over data quality.**

Government and other official institutions are often a guarantee of quality data, but it is not always the case. For this reason, quality issues must be verifying.

**3). Secondary data is something that seldom fits in the framework of the marketing research factors**

**Accuracy of secondary data is not known.** Data accuracy is one of the components of data quality. It refers to whether the data values stored for an object are the correct values. To be correct, a data values must be the right value and must be represented in a consistent and unambiguous form. The following are Ways to overcome data inaccuracy in archival data;

**Inaccurate Data Sources.** Companies should identify the right data sources, both internally and externally, to improve the quality of incoming data. Incorrect data may result from migration of data from one database to another, presence of incorrect values, or even time-bound data changes. It is important to identify the cause for incorrect data and try to fix it.

**Set Data Quality Goal.** Sit is important that firms set realistic goals towards improving overall data quality. The top management needs to understand the basic problems which are plaguing their data accuracy and set realistic goals for the data entry specialist team. They should be examined based on efficient data capturing, data entry, and effective coding.

**Avoid Overloading**. A manager must ensure that the data entry team is not under pressure to deliver expected results from the get go. If data entry specialists are overloaded with work, they can become tired and that can result in data entry errors. If there is more work it is a good option to delegate some of the work to others in the data entry team, or span it over the course of multiple weeks.

**Review the Data**. Reviewing is an efficient way to check the correctness of the data. Companies must incorporate an efficient way to review and double check the data entered. It is always beneficial to hire a team of quality assurance professionals who can review the data and help in reducing the data errors to a large extent.

**Automate Error Reports**. Making use of advanced software is always a plus point for any company. Generating automated error reports is a common practice among leading companies today. This is especially beneficial when you are entering the same kind of data for a project

**3.why is research important component in monitoring and evaluation? Give and explain**

Research "[creative](https://en.wikipedia.org/wiki/Creativity) and systematic work undertaken to increase the stock of [knowledge](https://en.wikipedia.org/wiki/Knowledge), including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications."[[1]](https://en.wikipedia.org/wiki/Research#cite_note-1) It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support [theorems](https://en.wikipedia.org/wiki/Theorem), or develop new [theories](https://en.wikipedia.org/wiki/Theory). A research project may also be an expansion on past work in the field. Research projects can be used to develop further knowledge on a topic, or in the example of a school research project, they can be used to further a student's research prowess to prepare them for future jobs or reports. To test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects or the project as a whole. The primary purposes of [basic research](https://en.wikipedia.org/wiki/Basic_research) (as opposed to [applied research](https://en.wikipedia.org/wiki/Applied_research)) are [documentation](https://en.wikipedia.org/wiki/Documentation), [discovery](https://en.wikipedia.org/wiki/Discovery_(observation)), [interpretation](https://en.wikipedia.org/wiki/Interpretation_(philosophy)), or the [research and development](https://en.wikipedia.org/wiki/Research_and_development) (R&D) of methods and systems for the advancement of human knowledge. Approaches to research depend on [epistemologies](https://en.wikipedia.org/wiki/Epistemology), which vary considerably both within and between humanities and sciences. four.

Monitoring and evaluation are critical for building a strong, global evidence base around violence against women and for assessing the wide, diverse range of interventions being implemented to address it. At the global level, it is a tool for identifying and documenting successful programmes and approaches and tracking progress toward common indicators across related projects. Monitoring and evaluation forms the basis of strengthening understanding around the many multi-layered factors underlying violence against women, women’s experiences with such violence, and the effectiveness of the response at the service provider, community, national and international level. Research in Monitoring and Evaluation plays crucial roles as per the below description;

The main purpose of research is to inform action, to prove a theory, and contribute to developing knowledge in a field or study. This article will highlight the significance of research with the following points:

i). **A Tool for Building Knowledge and for Facilitating Learning**

Research is required not just for students and academics, but for all professionals. It is also important for budding and veteran writers, both offline and online.

Among professionals and scribes, finding an interesting topic to discuss and/or to write about should go beyond personal experience. Determining either what the general public may want to know about or what researchers want others to realize or to think about can serve as a reason to do research.

"Knowledge" basically pertains to facts based on objective insights and/or study findings processed by the human brain. It can be acquired through various ways, such as reading books and online articles written by educators, listening to experts, watching documentaries or investigative shows, conducting scientific experiments, and interaction with other people, among others. These facts can be checked to ensure truthfulness and accuracy.

**ii). Means to Understand Various Issues and Increase Public Awareness**

Television shows and movies ooze with research - both on the part of the writer(s) and the actors. Though there are hosts who rely on their researchers, there are also those who exert effort to do their own research. This step helps them:

* get information that hired researchers missed,
* build a good rapport with the interviewee, and
* conduct a good interview in the process

For instance, Oprah Winfrey would have not achieved remarkable success as a news anchor and television show host had she eschewed doing her own research about certain topics and public figures. According to entrepreneur and lifestyle coach Paul C. Brunson, in his interview with emotional intelligence expert and author Justin Bariso (2017), "Oprah spends a disproportionate amount of her time [gathering information](https://www.inc.com/justin-bariso/what-working-for-oprah-taught-me-about-business-and-life.html) from communities of people outside of her core (different age groups, social classes, ethnicities, education levels, careers, etc.) and then she shares that information within her community." This kind of effort shows the necessary role of research in helping others and in raising social consciousness.

**iii). An Aid to Business Success**

Research benefits business. Many successful companies, such as those producing consumer goods or mass-market items, invest in [research and development or R&D](http://www.uis.no/getfile.php/Forskning/Senter%20for%20Innovasjonsforskning/Presentation%20Four%20Types%20of%20R%26D%20Darius.pdf). Different business industries with science and engineering processes like agriculture, food and beverage, manufacturing, healthcare and pharmaceuticals, computer software, semiconductor, information and communication technology, construction, robotics, aerospace, aviation, and energy have high R&D expenditure because it is critical to product innovation and to improving services.

**vi). A Way to Prove Lies and to Support Truths.** Ever experienced feeling that your mate is having an affair behind your back? Some people would overlook that and say that it's better not to know; others though would take discreet action, hiring detectives to do the work. What does research have to do with that situation? A lot.