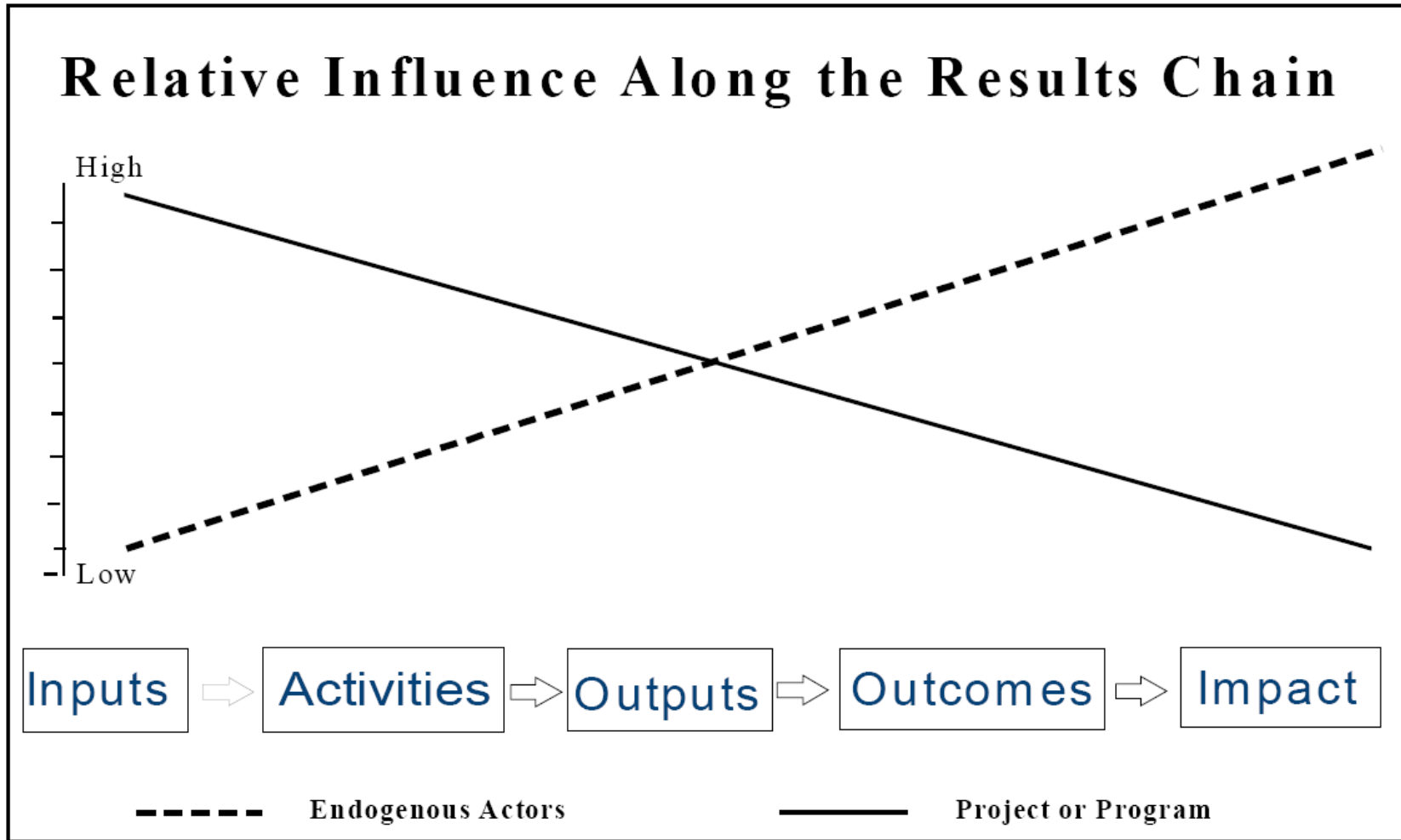


# Outcomes as a Measure of Social Change in the Use of ICTs

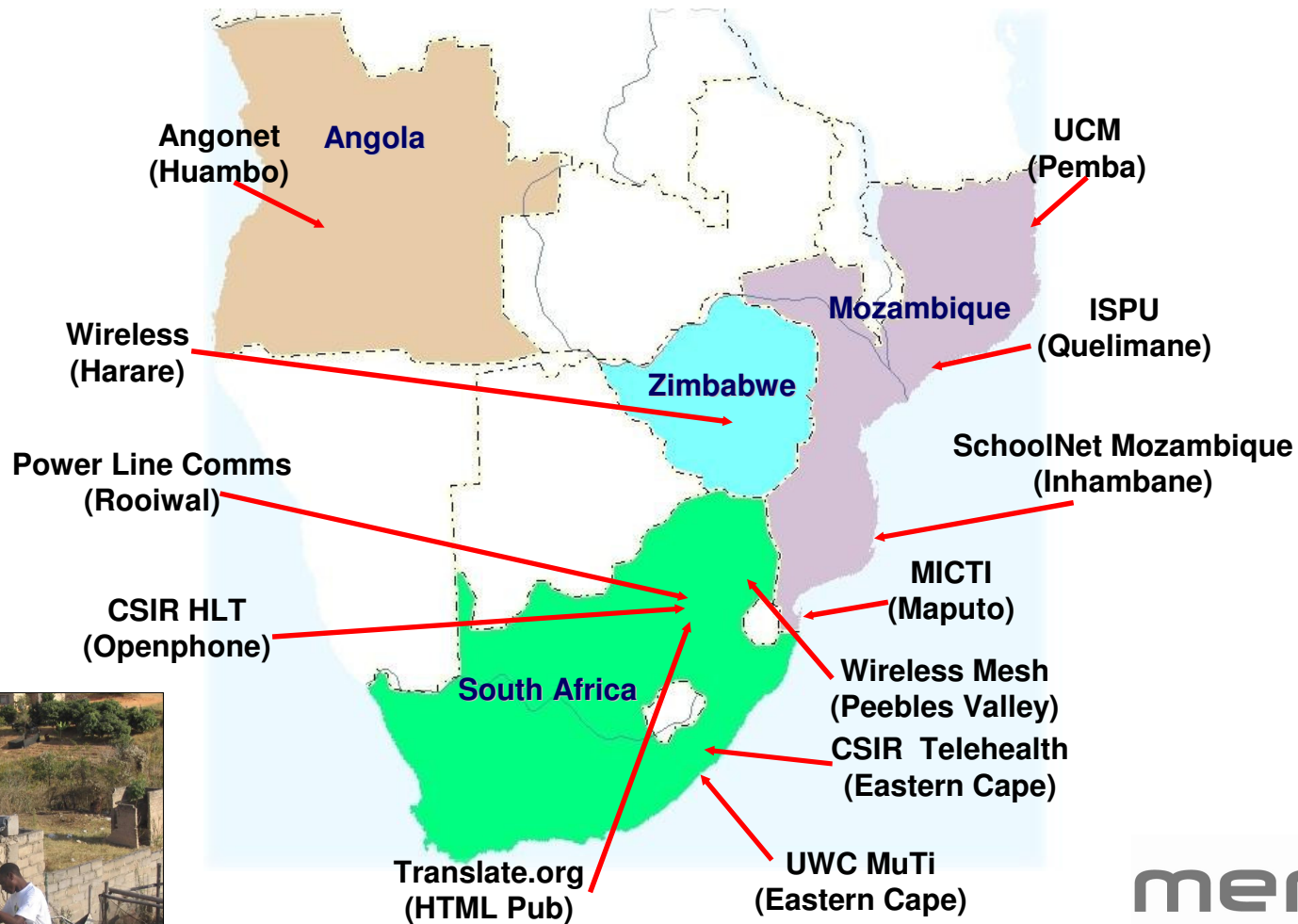
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- World Bank and other donors focus on the need to measure outcomes,
- Traditional monitoring focuses on implementation monitoring that tracks inputs, activities and outputs (the products or services produced) often done to assess compliance with workplans and budget.
- The role and contribution of ICT in development is often not clearly defined, documented or captured in monitoring and evaluation systems.
- Assessing the performance of these initiatives and learning from them require more deliberate actions with regard to measuring the increasing reach of the Information Society in Africa.
- Potential benefits of ICT applications may be lost or unfold unnoticed unless its impacts are measured.
- Furthermore, decision-makers and policy developers globally require information and intelligence about the performance and results of ICT interventions for evidence-based policy making.

- This paper examines the relationship between the use of technology and social change
  - Not impact but contributions to outcomes
  - Outcomes make explicit the intended objectives of the programme, they are what produce benefits
- It recognises that development is accomplished by, and for, people
  - Boundary partners control change GRAPH

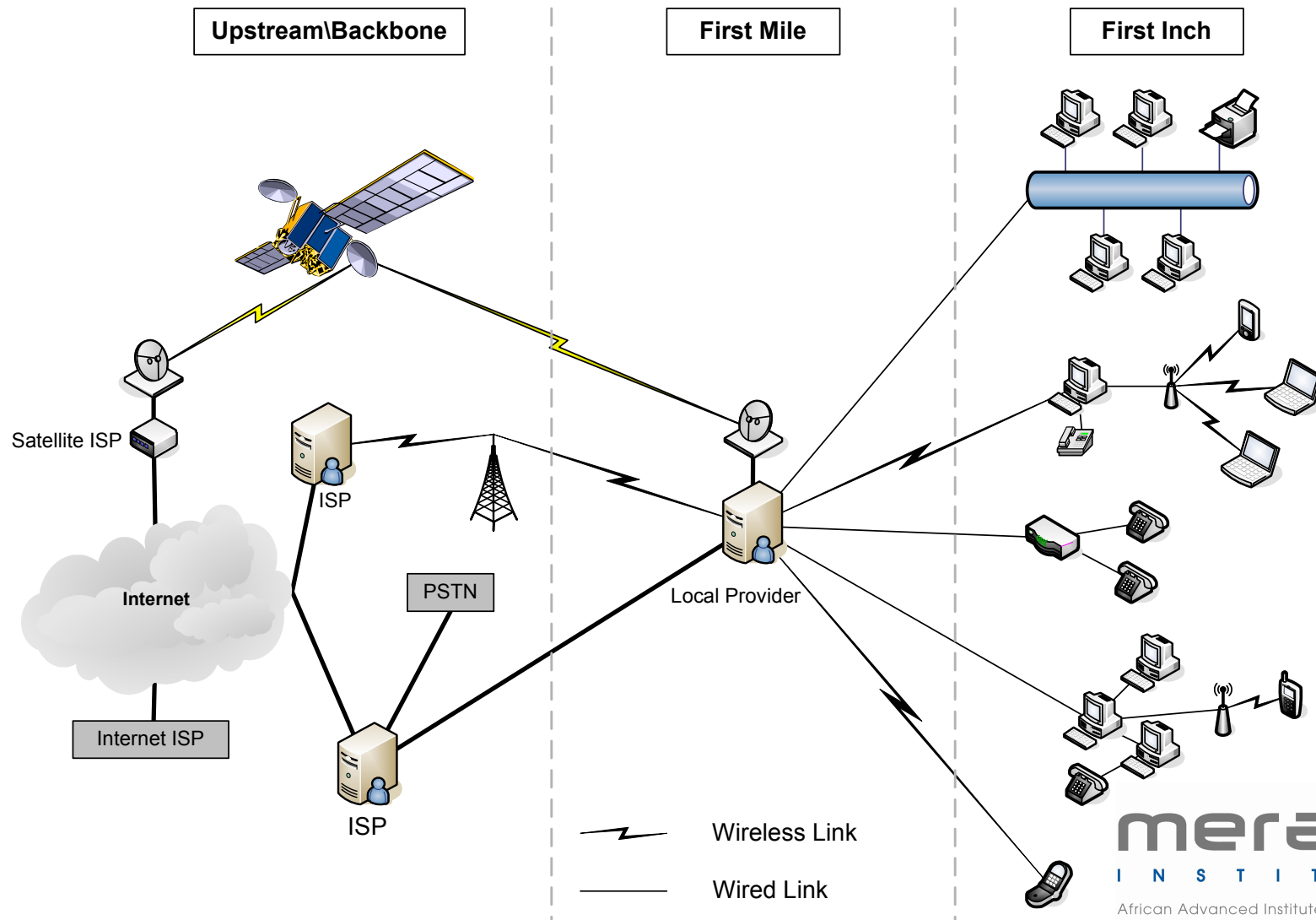


- OM focuses on one specific type of result: outcomes as behavioural change
- Outcomes are defined as changes in the behaviour, relationships, activities, or actions of the people, groups, and organizations with whom a program works directly
- Boundary partners are those individuals, groups, and organizations with whom the program interacts directly and with whom the program anticipates opportunities for influence
- OM tells the story of influence
- Evaluate the intended and unexpected results



Session <No>, <Date> 6 May 2008

## Definitions: "first mile & first inch"



- What is it that you want to make known through your project? (What is the research question?) Why?
- Who are you going to influence through your project?
- What kinds of influence are you intending to have on your boundary partners' behaviours?
- What are the main methods by which you are going to answer your research question? Why did you select these methods? (relates to issue of validity)
- What are the main strategies you are going to use to influence your boundary partners? Why did you select these strategies? (relates to issue of relevance)
- How would you propose to monitor and report on the project process as it unfolds?



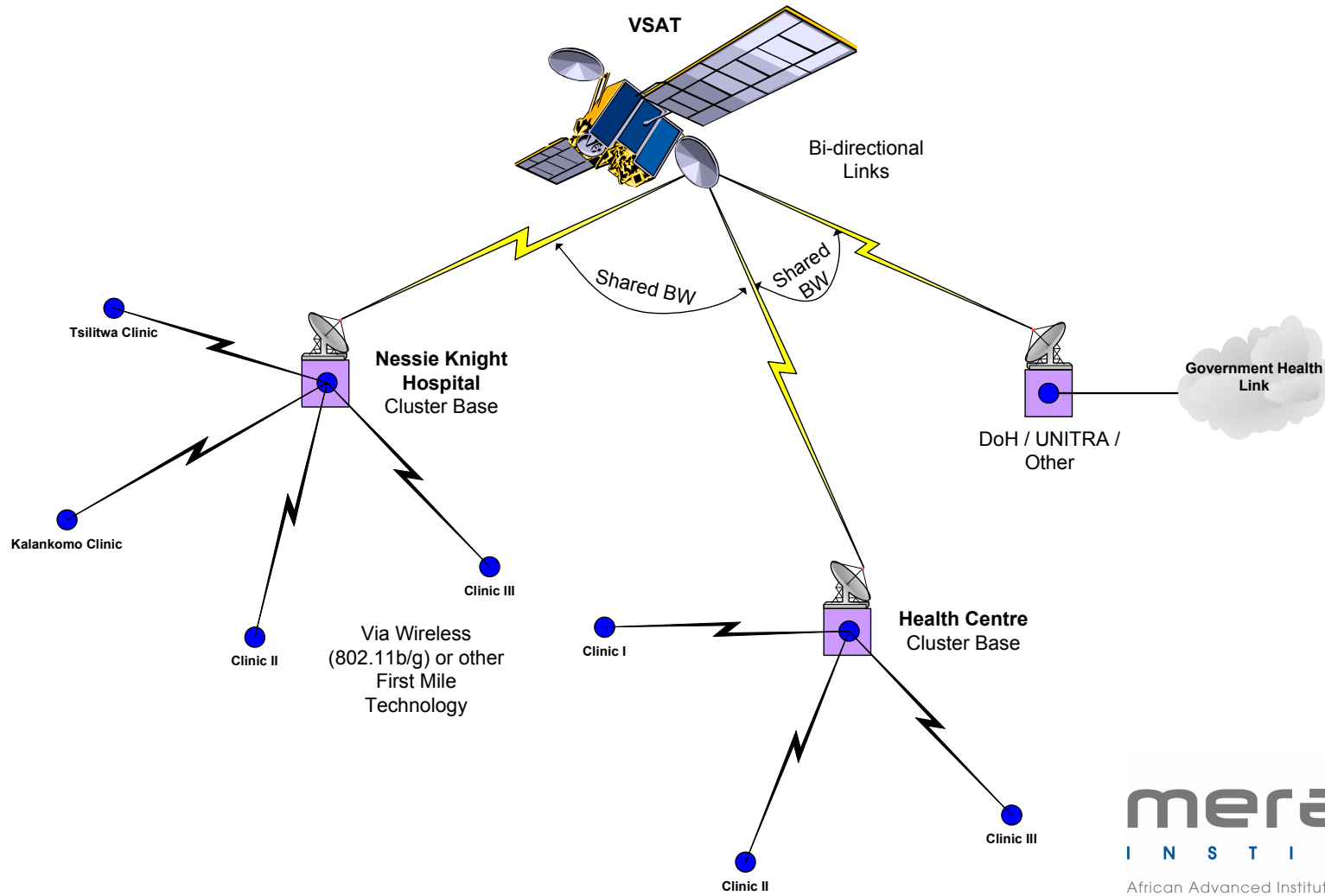
- To develop innovative information and communication technology (ICT) technologies and to implement “first mile” solutions
- Changed behaviour in the use of ICTs – how the use of ICTs has changed community life,
- Cost and benefits of solutions – to quantify what is meant by low cost connectivity,
- Scalability and replicability of technologies – the viability of rolling out the solution ,
- Influence on policy and regulation – demonstration of project benefits to the regulator.



- Challenges
  - connectivity cost burden carried by individual schools
  - mainly limited access (time) to the Internet linked to the cost of dial-up connectivity
- Solution
  - share the existing leased line at the EPCI telecentre next to the Emilia Duasse School and distribute the connectivity from this point to the nodes in the network through line of sight antennae.
  - Min Ed & regional director directly involved in the ICT initiatives.



- Policy
  - Ministry of Education subsidises connectivity costs
  - sharing of infrastructure health & education
  - Regulator will grant license exemption for health and education
- Capacity
  - a skills development strategy was developed and implemented for teachers & learners
  - ICT's enhance the opportunities for communication, collaboration and sharing of knowledge.
  - Teachers can establish human networks for information dissemination and knowledge sharing and start their own knowledge action groups to develop, discuss and distribute local educational content.
- Scalability
  - using the existing GSM tower infrastructure to mount WiFi antennae to expand mesh networks



- Capacity
  - Building capacity and understanding of user-uptake issues
  - An effective telehealth solution depends on the commitment of the entire chain of command in the health environment to use it from clinic to specialist.
  - To introduce a telehealth solution effectively and ensure it is used, one has to facilitate individual use by the clinic staff, the hospital doctors and upwards to the district and provincial level personnel.
- Policy
  - Eastern Cape Department of Health Telehealth strategy
- Scalability/Replication
  - Department of Health strategy for 26 clinics

Tele-Consultation



Send site



Receive site



Tele-dermatology





- Connect Africa Summit examined key success factors relating to ICT infrastructure, training, content and policy and regulatory environments
- However, ICTs should be more than technical development it should also consider the social, cultural and behavioural aspects.
- Clear focus on outcomes
- Success therefore depends on addressing all of these issues and in order to do this the project adopted an Outcomes Mapping, which focuses on changes in the behaviour of people, groups, and organisations involved with the programme.

- Some specific areas for future research include:
  - Research the opportunity for allocating license-exempt bands for health, education and community access
  - There is far less understanding, or investment in human-technical networks and processes that are intended to deliberately result in social change or community change, particularly in communities for whom electronic communication is of second order interest to having an adequate income or social survival
  - Develop case studies and “good practices” from projects on the continent
  - Investigate business models and exploring innovative solutions in order to achieve scalability and sustainability

## Thank You

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