U.S. DEPARTMENT OF STATE
THIRD ANNUAL CONFERENCE ON PROGRAM EVALUATION:
NEW PARADIGMS FOR EVALUATING
DIPLOMACY IN THE 21ST CENTURY
June 8-9, 2010

Cultural Diplomacy Track

PowerPoint presentation from workshop on
Electronic Media Engagement

Session transcript:
http://www.state.gov/s/d/rm/rls/rm/2010/148058.htm

Electronic Media Engagement Evaluation Design and Methodology

Evaluation and Measurement Unit (EMU)

Office of Policy, Planning and Resources (R/PPR) for Public Diplomacy and Public Affairs

EVALUATION & MEASUREMENT UNIT

Introduction

Cherreka Montgomery

Director, R/PPR EMU

Electronic Media Engagement Evaluation

- Purpose: Respond to GAO and fulfill 2008 IIP request to investigate if and how electronic media engagement increase knowledge of U.S. policies, society and values
- Goal: Conduct Market Research in Select Countries that identifies foreign public interest to the Department of State
- Goal: Assess Posts' processes for communicating with foreign publics over the Internet given local constraints
- Goal: Provide recommendations for process improvements at Post and IIP level

Operational Definition of Electronic Media

- Web 2.0 technologies and electronic media outreach tools that facilitate direct engagement with target audience members via
  - Information websites such as America.gov
  - Blogs – websites that feature regular entries of commentary, descriptions if events, or other material such as graphics of video (such as blog pages on America.gov)
  - Social networking sites (e.g. eJournal USA on Facebook)
  - Multimedia platforms (webchats, podcasts, RSS feeds, SMS feeds, YouTube)

Goal 1: Conduct Market Research in Select Countries that identifies foreign public interest to the Department of State

Juliet Dulles

Social Science Analyst

R/PPR EMU

EVALUATION & MEASUREMENT UNIT

Logic Model: Goal 1

	Inputs	*Process*	*Process Outcomes*	*Ultimate Outcomes*
Market Research	Web Conversations about Topics of Interest to the DoS	1. Conversation Monitoring across 10 topics in six languages (plus English) 2. Classification of conversations according to tone and sentiment (initially in English only) 3. Tracking of topic interest around planned events (pre- and post-test model)	1. Tracking topical conversations over time 2. Measurement of the impact of events on conversational quantity, tone, and sentiment 3.Measurements of the influence of IIP interventions in influencing conversational quantity, tone, and sentiment	1. Ability to focus IIP outreach activities when and where needed 2. Ability to identify how conversations about DoS issues changes over time
	Adaption and usage of Web 2.0 applications across and between countries (8) and cultures (several)	1. Web survey of Internet users 2. Tracking of site visits, information views, and downloads from US websites 3. Intentional and scheduled IIP interventions	1. User profiles 2. Web 2.0 tool usage 3. Interest in US topics 4. Engagement in US-provided media 5. Success of IIP to influence knowledge-seeking behavior	1. Identification of preferred Web 2.0 interaction modes by sub-group 2. Identification of topic interests by sub-group 3. Measurement of success of IIP in influencing usage of Us-provided material
	In-person interviews in of Internet users in Pakistan	TBD	TBD	TBD
Formative Evaluation	1. IIP Mission, Goals, and Objectives 2. Review of IIP policies and procedures 3. Review of IIP products and services, strategies and tactics	1. Interviews, Document Review 2. Compile policies and procedures 3. Compile product and services inventory 4. Document IIP strategies and tactics	1. Unified statement of Mission, Goals and Objectives 2. Measurement Needs and Metrics 3. Policy review and recommendations 4. Identification of Topics of Interest 5. Comparison of products and services to industry standards 6. Assessment of strategies and tactics in relation to goals and objectives	1. Assessment of the relationships between mission, goals and objectives AND policies and procedures AND products and services AND strategies and tactics 2. Recommendations for refinements in any of the above 3. Implementation of a measurement methodology 4. Measurement over time of changes

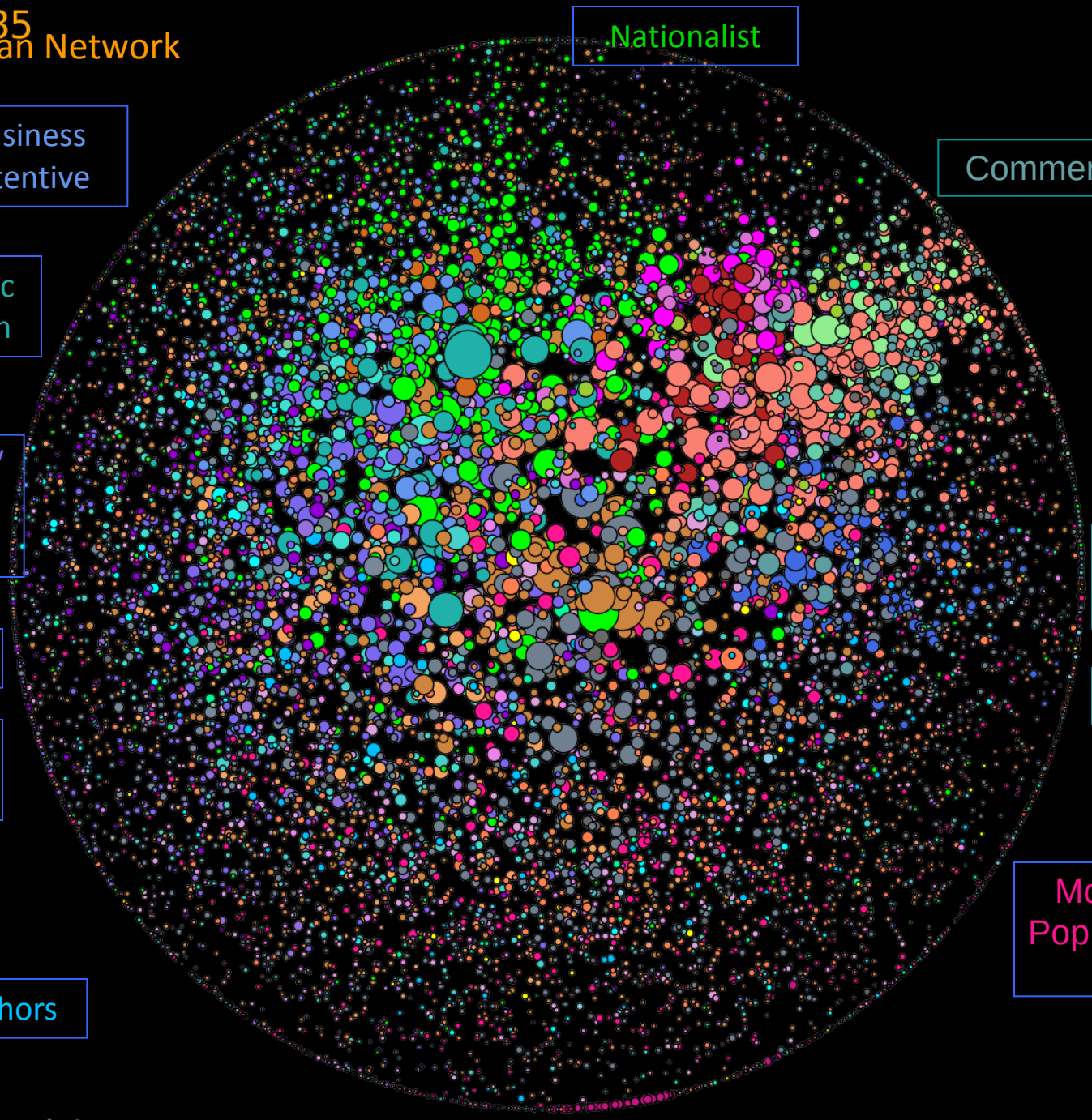
Technology Partners

- Discuss purpose of studying blogosphere as complement to traditional tools (focus groups, surveys)
- Morningside Analytics: In & Out Links
  - Identifies groups of people who are talking/listening with each other
  - Example on following slide of the Arabic blogosphere
- Crimson Hexagon: Tone and sentiment analysis
  - Identifies statistical patterns in the words used to express opinions on different topics
- Morningside Maps, Crimson Analyzes the Conversation

Topic Creation Methodology

- Topic Creation: Information From Post, Guidance based on Morningside Process, Seed URLs, Develop Map of conversations
- Tone & Sentiment
  - Requires interpretation by people with knowledge of language and culture
  - Language specific, not necessarily country specific
    - Dialects complicate interpretation

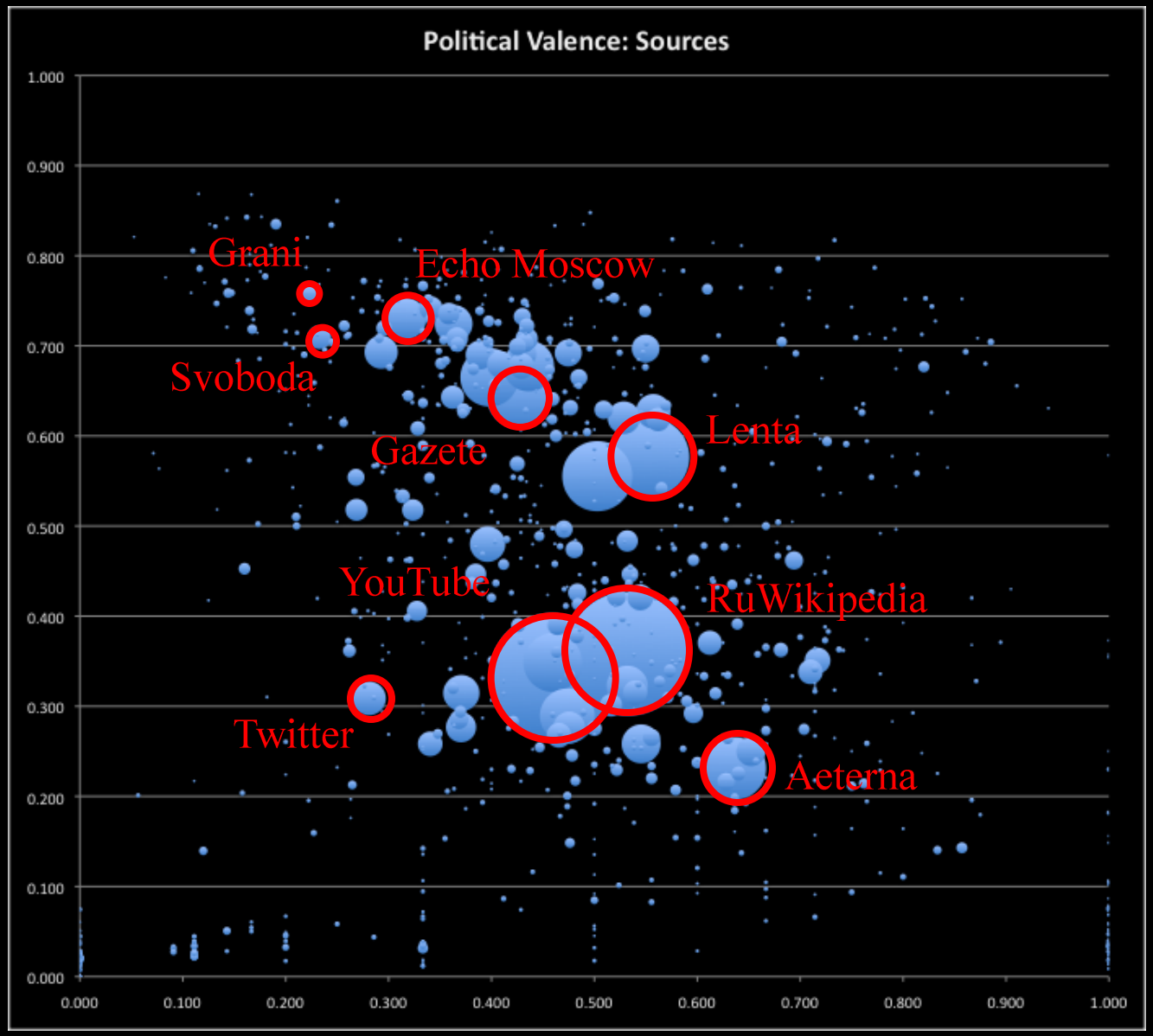
Russian Network



Morningside Analytics

Political and News Attentiveness - New Media

sources



Morningside Analytics

Group: Initial Category Framework

Relevant Categories

Enjoys American pop-culture (movies, music, etc.)	Appreciates American hospitality/ openness	America the beautiful/ tourism	Excited by American innovation	Positively surprised by / impressed by America
Dislikes / disapproves of American pop-culture	American extremism / fanaticism	Too materialistic	American technological / corporate imperialism	Negatively surprised / disappointed by America

Positive Themes

Negative Themes

Hidden Categories:

- Off – topic / NA
  Spam

crimson hexagon

Group: Iterate to Improve Classification Framework

Positive Themes

Negative Themes

Enjoys American pop-culture (movies, music, etc.)	Appreciates	America the beautiful / tourism	Excited by American innovation	Positively surprised by / impressed by America
Dislikes / disapproves of American pop-culture	American extremism / fanaticism	Too materialistic	American technological / corporate materialism	Negatively surprised / disappointed by America

Expanded to include character/ society

Expanded to include products

Merged to include character / society

Added:

- Negative opinion of American government
- Mixed opinion of America
- Teasing America
- Facts

crimson hexagon

Deep Dive: Trends Over Time in Relevant Categories

What Opinions about America are Expressed in Russian Link Economy?

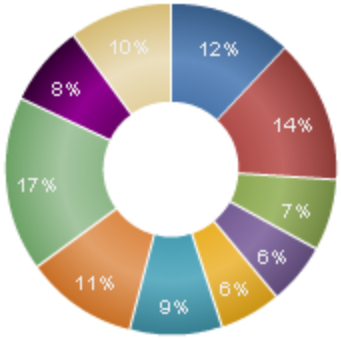
Reset Results | Sharing | Alerts | Edit

Creator: Ed Schneider on Mar 9, 2010

Results Overview | Content Sources | Sample Posts | Topic Visualizer BETA | Analysis Status

All Categories

Result Summary from Feb 15, 2010 to May 20, 2010



Choose a category for details:

Likes US Pop Culture	12%
+ Opinion of US Society/Cha.	14%
America the Beautiful/Tourism	7%
Likes American Products, In...	6%
Dislikes US Pop Culture	6%
- Opinion of US Society/Cha...	9%
- View of American Gov't	11%
Facts	17%
Mixed Opinion	8%
Teasing America	10%

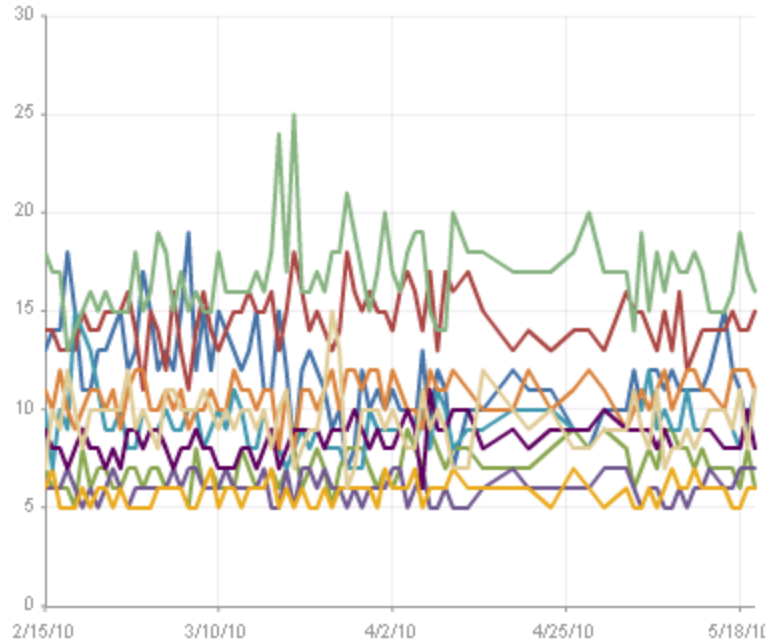
Trends Over Time

All

Category Trend

Export

Show Legend



crimson hexagon

Findings to Date

- Russia
  - Conversations divided by politics (Nationalist, Democratic Opposition)
  - Topic: America and America's Society
- Indonesia
  - Conversations cluster around Fashion, Celebrity, Culture and Public Discourse
  - Topic: Education in America
- Pakistan
  - Low volume in Urdu, expanding universe to London diaspora
  - Topic: U.S. role in the Region

Goal 2: Assess Posts' processes for communicating with foreign publics over the Internet given local constraints

Chris Toppe, Ph.D.

Senior Evaluation Officer

R/PPR EMU

EVALUATION & MEASUREMENT UNIT

Logic Model: Goal 2

	Inputs	Process	Process Outcomes	Ultimate Outcomes
Market Research	Web Conversations about Topics of Interest to the DoS	1. Conversation Monitoring across 10 topics in six languages (plus English) 2. Classification of conversations according to tone and sentiment (initially in English only) 3. Tracking of topic interest around planned events (pre- and post-test model)	1. Tracking topical conversations over time 2. Measurement of the impact of events on conversational quantity, tone, and sentiment 3.Measurements of the influence of IIP interventions in influencing conversational quantity, tone, and sentiment	1. Ability to focus IIP outreach activities when and where needed 2. Ability to identify how conversations about DoS issues changes over time
	Adaption and usage of Web 2.0 applications across and between countries (8) and cultures (several)	1. Web survey of Internet users 2. Tracking of site visits, information views, and downloads from US websites 3. Intentional and scheduled IIP interventions	1. User profiles 2. Web 2.0 tool usage 3. Interest in US topics 4. Engagement in US-provided media 5. Success of IIP to influence knowledge-seeking behavior	1. Identification of preferred Web 2.0 interaction modes by sub-group 2. Identification of topic interests by sub-group 3. Measurement of success of IIP in influencing usage of Us-provided material
	In-person interviews in of Internet users in Pakistan	TBD	TBD	TBD
Formative	1. IIP Mission, Goals, and Objectives 2. Review of IIP policies and procedures 3. Review of IIP products and services, strategies and tactics	1. Interviews, Document Review 2. Compile policies and procedures 3. Compile product and services inventory 4. Document IIP strategies and tactics	1. Unified statement of Mission, Goals and Objectives 2. Measurement Needs and Metrics 3. Policy review and recommendations 4. Identification of Topics of Interest 5. Comparison of products and services to industry standards 6. Assessment of strategies and tactics in relation to goals and objectives	1. Assessment of the relationships between mission, goals and objectives AND policies and procedures AND products and services AND strategies and tactics 2. Recommendations for refinements in any of the above 3. Implementation of a measurement methodology 4. Measurement over time of changes

Outcomes

- Advise posts on how to use web 2.0 tools and technologies to communicate with a broader, younger audience
- Advise posts on entry points with this new audience
  - Issues
  - Topics

In-Country Assessments

Research Questions	***Research Methodologies***
How are Posts using Web 2.0 tools? How are they integrated into a PD strategy? How are Posts handling content management, messaging, translations? What are Posts creating on their own? What are they leveraging from IIP? How are Posts dealing with infrastructure issues, such as Internet availability, accessibility, affordability, and issues including government monitoring, censorship, and laws restricting Internet usage/communications?	Key stakeholder (Regional Bureau and Post) dialogues via DVC; in-person interviews at Posts Focus groups with key foreign audiences Analysis of Web 2.0 physical and legal infrastructure, nationally and regionally

Audiences: Focus Groups and Surveys

Key Research Questions	*Research Methodologies*
What are Internet user demographics by country? What is the penetration of Web 2.0 platforms? What Web 2.0 tools and platforms are they using? How do users seek, obtain and interpret knowledge from the internet? How are they sharing information discussed in these platforms? What is the ripple effect within and among web communities?	Web 2.0 platform matrix and data dictionary: Regional Bureaus, Posts and field observation Survey in local language of 1,000 Internet users in each of the 6 participating countries, vetted with Post 500 in-person interviews in Pakistan , Zambia, and Algeria PD Strategic Communications Plan metrics for Pakistan

Focus Groups

- Young adult Internet users
- Two focus groups per country
- Topics
  - How they use the Internet and Web 2.0 tools
  - What technologies they use and how they use them (cell phones as an example)
  - Their interest in international issues, especially as they relate to US issues
  - Their attitudes toward the US on key topics
    - Country specific

Audience Surveys

- Internet surveys of 1,000 people in 6 countries
  - Recruited from a panel
  - Representative of in-country internet users
- In-person interviews in 3 countries to include internet and SMS users
- Covers a variety of topics
  - Internet usage
  - Topic interests
  - Opinion of and attitudes toward the US

Findings to Date

- Social media are social
  - Little use (so far) for issue discussions
- Little interest in broad international issues
  - Topic discussions lack salience
  - They don’t trust internet postings
- Findings suggests posts will have to reach out first in social ways

Goal 3: Provide recommendations for process improvements at Post and IIP level

Dean Olsen

Social Science Analyst

R/PPR EMU

EVALUATION & MEASUREMENT UNIT

Logic Model: Goal 3

	Inputs	Process	Process Outcomes	Ultimate Outcomes
Market Research	Web Conversations about Topics of Interest to the DoS	1. Conversation Monitoring across 10 topics in six languages (plus English) 2. Classification of conversations according to tone and sentiment (initially in English only) 3. Tracking of topic interest around planned events (pre- and post-test model)	1. Tracking topical conversations over time 2. Measurement of the impact of events on conversational quantity, tone, and sentiment 3.Measurements of the influence of IIP interventions in influencing conversational quantity, tone, and sentiment	1. Ability to focus IIP outreach activities when and where needed 2. Ability to identify how conversations about DoS issues changes over time
	Adaption and usage of Web 2.0 applications across and between countries (8) and cultures (several)	1. Web survey of Internet users 2. Tracking of site visits, information views, and downloads from US websites 3. Intentional and scheduled IIP interventions	1. User profiles 2. Web 2.0 tool usage 3. Interest in US topics 4. Engagement in US-provided media 5. Success of IIP to influence knowledge-seeking behavior	1. Identification of preferred Web 2.0 interaction modes by sub-group 2. Identification of topic interests by sub-group 3. Measurement of success of IIP in influencing usage of Us-provided material
	In-person interviews in of Internet users in Pakistan	TBD	TBD	TBD
Formative Evaluation	1. IIP Mission, Goals, and Objectives 2. Review of IIP policies and procedures 3. Review of IIP products and services, strategies and tactics	1. Interviews, Document Review 2. Compile policies and procedures 3. Compile product and services inventory 4. Document IIP strategies and tactics	1. Unified statement of Mission, Goals and Objectives 2. Measurement Needs and Metrics 3. Policy review and recommendations 4. Identification of Topics of Interest 5. Comparison of products and services to industry standards 6. Assessment of strategies and tactics in relation to goals and objectives	1. Assessment of the relationships between mission, goals and objectives AND policies and procedures AND products and services AND strategies and tactics 2. Recommendations for refinements in any of the above 3. Implementation of a measurement methodology 4. Measurement over time of changes

IIP Formative Evaluation

Key Research Questions	*Research Methodologies*
What tools and platforms are IIP using? How does their tool adoption compare to industry best practices?	Key stakeholder interviews (Washington) Create IIP electronic engagement platform matrix Best practices comparisons
How does IIP measure success on social media platforms? What metrics are being used by IIP? How does these measurement practices compare to industry best practices? Are there things they would like to measure? What does IIP want to learn from the data?	Compilation of Web 2.0 metrics being used by IIP Standard analysis of page views, downloads, foreign audience reached, and time spent on Post web sites and other platforms Identification of new metrics Best practices comparisons
How does IIP work with Posts? What kind of feedback do they get from Posts?	Washington and Post key stakeholder interviews

GOAL! Soccer for a Better Future

IIP Social Media Platforms and Metrics

- Platform selection and usage
- Web usage metrics and data points
- Identification of additional measurement needs

Process Outcomes

- Recommendation for improving performance measurement and adopting new performance metrics
- Identification of topics of Interest
- Comparison of product usage and platform selection to industry standards
- Assessment of strategies and tactics in relation to Posts' foreign audience engagement efforts

Ultimate Outcomes

- Implementation of a measurement methodology and data collection process
- Improved messaging and content management
- Improved product review and adoption process
- Optimization of IIP Web 2.0 initiatives with Posts' Web 2.0 initiatives
- Increase in key foreign audiences reached by IIP's electronic media engagement efforts

Measuring Public Diplomacy in the 21st Century

The 21st century electronic media communication environment has unique challenges and opportunities, our mission is to help IIP identify and seize communication opportunities and mitigate challenges with innovative evaluation tools and approaches that match a changing global landscape of engagement.

Concluding Remarks

Cherreka Montgomery

Director, R/PPR EMU

Three Phases

- Market research
  - Web conversation analysis
  - Who is saying what about topics that interest us?
  - What is the tone of those conversations and does that tone change?
- In-country assessment
  - Who is doing what with Web 2.0 tools?
  - What are the opportunities for post engagement?
- Process improvements
  - How can IIP better serve posts?
  - How can IIP better measure what it does?