Measuring What Matters

Evaluating Social Justice Narrative Change

February 18, 2021

Alan Jenkins

Professor of Practice
Harvard Law School
@Opportunity1

Why Measure Change?

Learning, Improvement, and Internal Accountability

Accountability to Stakeholders, Inspiration for Supporters

Learning, Improvement, and Internal Accountability

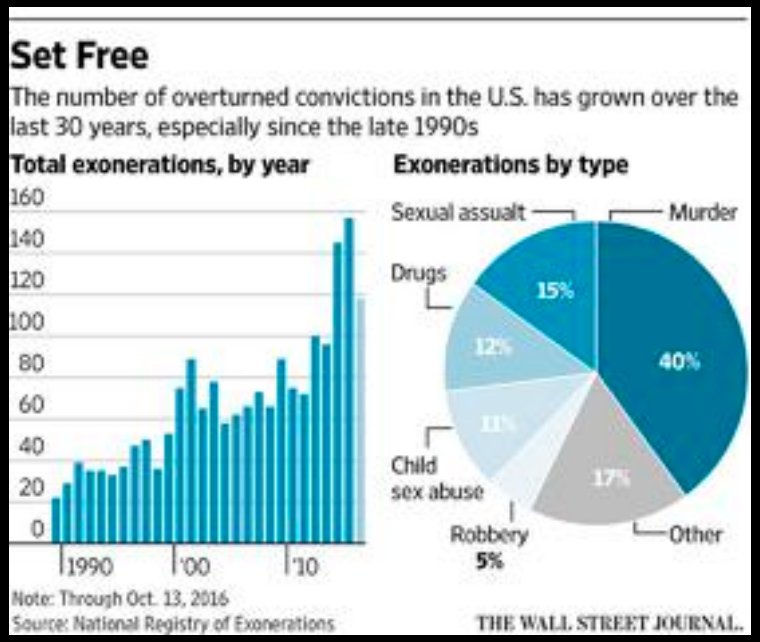
Learning, Improvement, and Internal Accountability

Learning, Improvement, and Internal Accountability

Building a Movement Narrative

Accountability to Stakeholders, Inspiration for Supporters

Quantitative and *Qualitative Info*



Planning –
What's your Theory of (Narrative) Change?

Planning –
Make sure there's something to measure

Specific

Measurable

Attainable

Realistic

Time-bound

SMART Communications Goals

Specific, Measurable, Attainable, Realistic, Time-bound

Mission	Objective
Save the children	Pass legislation this year to ensure every child in the state has access to quality health care.
Save the environment	Increase the number of households recycling in our community by 5 percent this year.
End foodborne illnesses	Establish a single federal agency that oversees food safety by the end of next year.
End cervical cancer	Within 6 months, get the top 200 best companies for women to distribute educational materials to their employees about screening.
Abolish the death penalty	By 2020, provide DNA testing to every person in the country accused of murder.

SMART Communications Goals

Specific, Measurable, Attainable, Realistic, Time-bound

Changing the Narrative	Objective
Mass Incarceration	Increase public support for alternatives to incarceration by 20% among millennial voters within two years—as measured by public opinion polling.
Climate Change	Make the effects of and need to address climate change the predominant narrative on 5 popular talk radio shows by the end of the year—as measured by media content analysis.
Immigrant Human Rights	Reduce television depictions associating immigrants with crime by 50% over two television seasons—as measured by cultural content analysis.
Dalit Rights	Shift the dominant narrative about Dalits in the most read newspapers to one of equal dignity and human rights by the next legislative session—as measured by media content analysis.
Reproductive Health & Justice	Increase positive framing of women's reproductive rights by federal lawmakers 25% over six months—as measured by legislative content analysis.

Narrative Categories to Measure

Activity Metrics:
Measuring steps toward implementation of your communications plan.

Reach Metrics:
Measuring audience size and identity.

Engagement Metrics:
Measuring when and how others interact with your campaign or communications tactics.

Impact Metrics:
Measuring the changes you've achieved in attitudes, behaviors, policies, and lives.

Tools of the Trade

- Collecting Staff Knowledge and Anecdotes
- Membership Enrollment and Supporter Databases
- Social Media and Online Data Tracking
- Content Analysis—News & Social Media, Policy, Cultural Discourse
- Surveys and Focus Groups
- Interviews, Ethnography, Discussion
- Legal and Policy Tracking
- Integrated Evaluations & Case Studies

Activity Metrics

10

PARTNER CONVENINGS IN 2018

as part of our efforts to build communities of practice across geographical, network, and constituency lines that enable organizers to learn from peers with disparate assumptions and experiences, including:

2018

MARCH

FIRM Retreat

The FIRM Executive Committee met in Puerto Rico to develop a 3-year strategy document based on critical benchmarks toward policy breakthroughs in 2021 and beyond.

JUNE

Grassroots Assembly for Child Care and Early Education

More than 250 grassroots leaders—parents, teachers, providers—representing 26 states met in DC for a "historic" convening on early education and child care issues that added momentum for a growing movement of families and educators who are fighting to improve the early education and child care systems in our country.

APRIL

Safety Net Defense Campaign Field Convening

72 grassroots leaders and field staff from 23 field partner organizations nationwide gathered in Washington, D.C. to celebrate our victories in the first 15 months of the campaign and plan for the future, including a 'shark tank' style competition to develop creative ideas for actions our partners can do as we get ready to fight back against the partisan Farm Bill.

Reach Metrics

INNOCENCE PROJECT

2018 Victories:

Educating the Public and Creating Awareness Around the Causes and Effects of Wrongful Convictions

2.22 million
visits to innocenceproject.org

352,900K
Facebook likes

1,137
stories in popular media outlets

80
The Innocence Project Speakers Bureau reached thousands of people across the country through more than **80 engagements.**

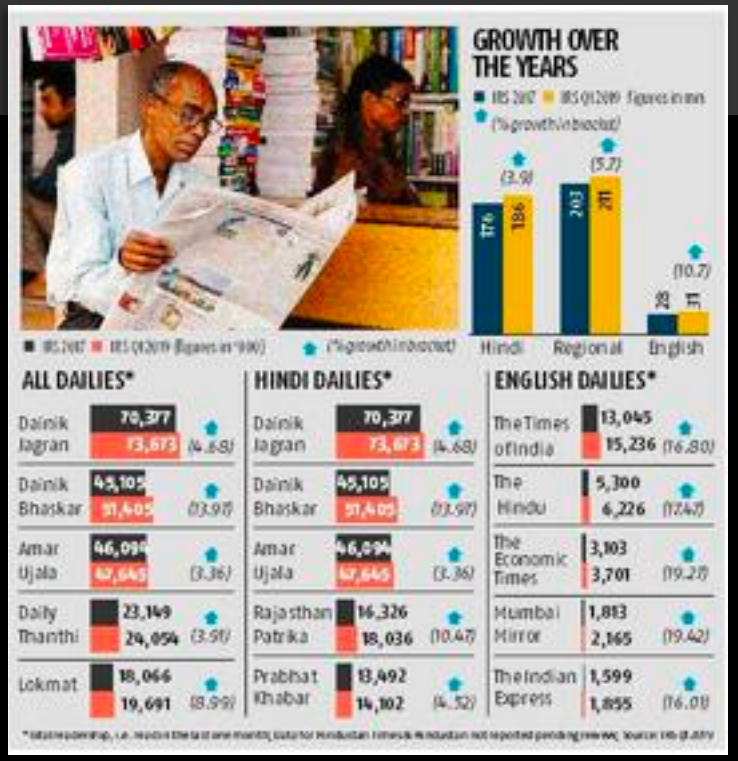
Restoring Freedom

2,016
new requests for representation

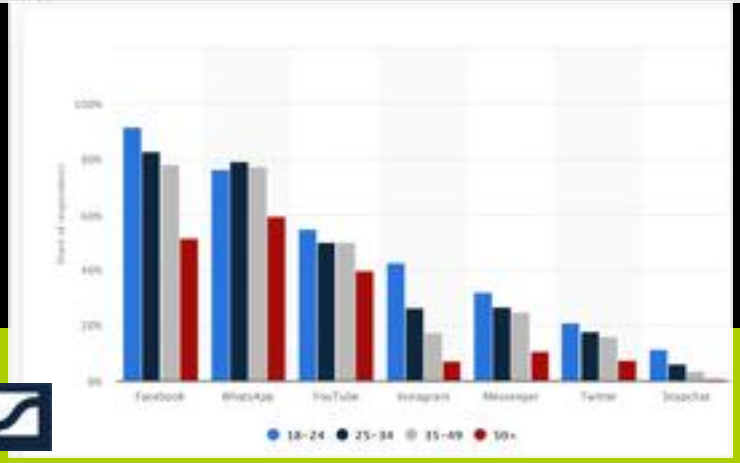
Changing the Laws and Practices

- We ushered in legislative reform in **LA** and **NH**—and supported reform in **CA**—to prevent eyewitness misidentifications.
- We helped pass a law in **IL** that regulates and requires disclosure of jailhouse informant testimony.
- We helped enact laws in **KS** and **MA** to compensate exonerated people.

4



Most popular social networks among fixed internet users in Mexico as of August 2019, by age group



statista

Engagement Metrics

THE AUDIENCE IS ACTIVELY ENGAGED

TPI's "social actions scale" asks viewers to indicate the kinds of actions they have taken (on a core social issue) after viewing each entertainment title. The scale includes 19 individual responses across four categories, moving from individual to collective action taken both online and offline.

participant media

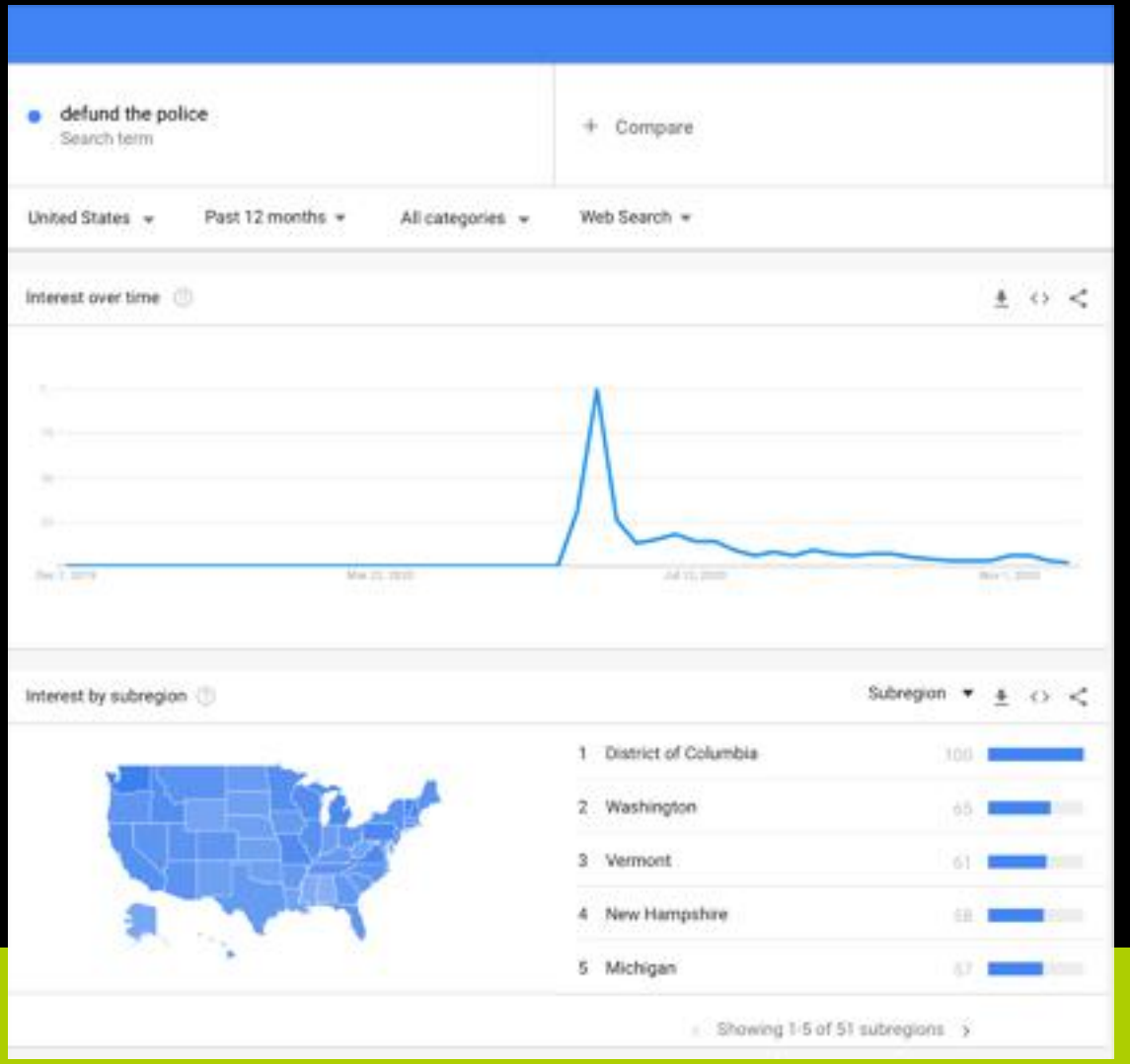
TPI's Social Actions Scale

Information Seeking	1) Used a video-sharing site like YouTube or Vimeo to find information 2) Used a social media site like Facebook or Twitter to find information 3) Used the website of a nonprofit organization, company, government agency or campaign to find information 4) Used a news website to find information 5) Talked with people in person or on the phone to find information
Information Sharing	6) Shared information with others on Facebook, Twitter, or other social media 7) Shared information with others via email 8) Shared information with others in-person or on the phone
Taking Individual Action	9) Followed or liked a nonprofit organization, company, government agency or campaign on social media 10) Created content (video, image, blog post) for others to share online 11) Bought a product that supports my point of view 12) Boycotted a company or product 13) Tried to change someone's mind about an issue
Encouraging Community Action	14) Contacted or visited a public official (at any level o… or community leader 15) Donated money to a nonprofit organization, compa… 16) Participated in an event 17) Volunteered for an organization 18) Volunteered for a political campaign 19) Helped start a new organization or campaign

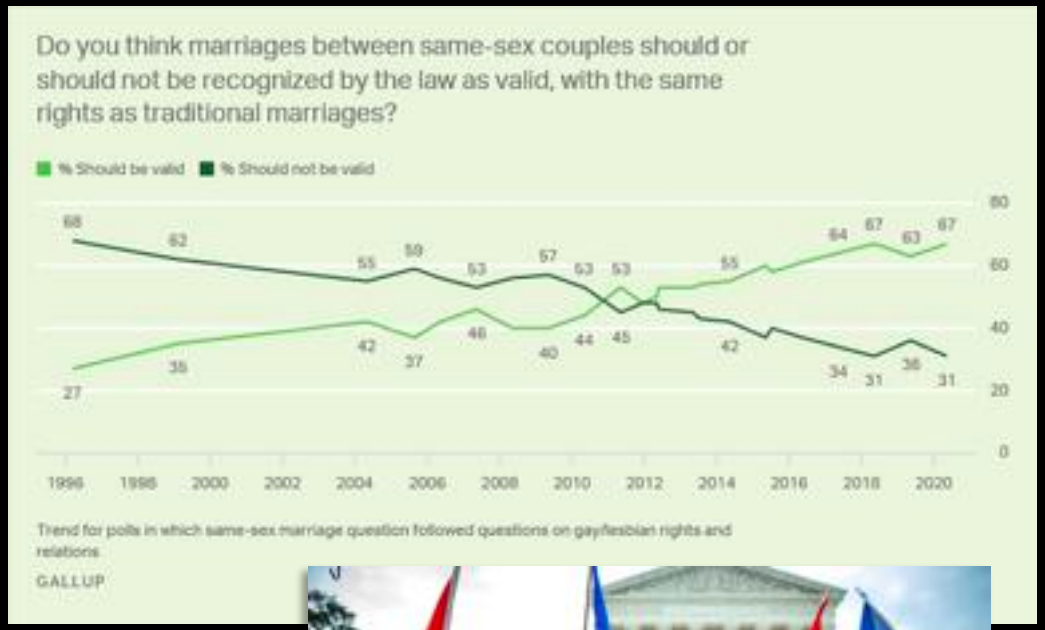
As a whole, four in 10 viewers are moved to share information in some way as a result of watching a specific title, while nearly that many look for additional information ("information seeking").

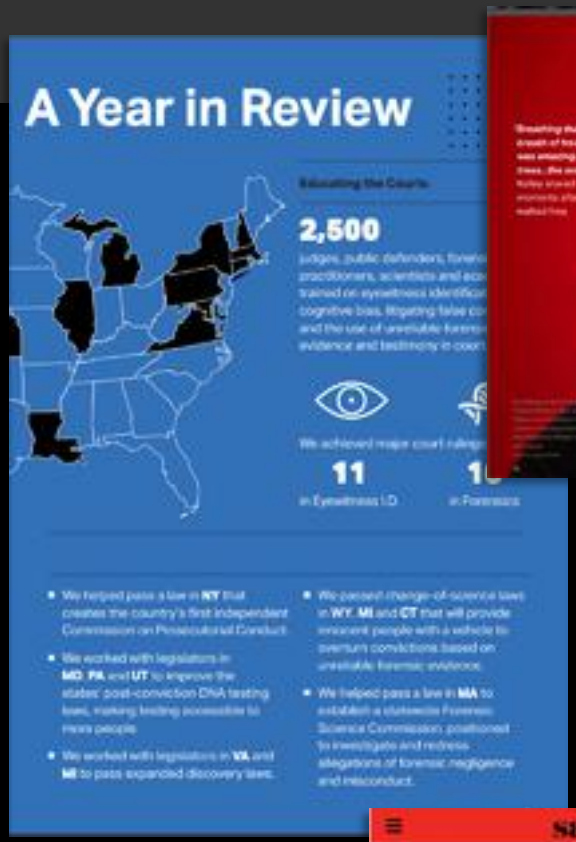
Social actions prompted by entertainment

(Affordable) Engagement Metrics



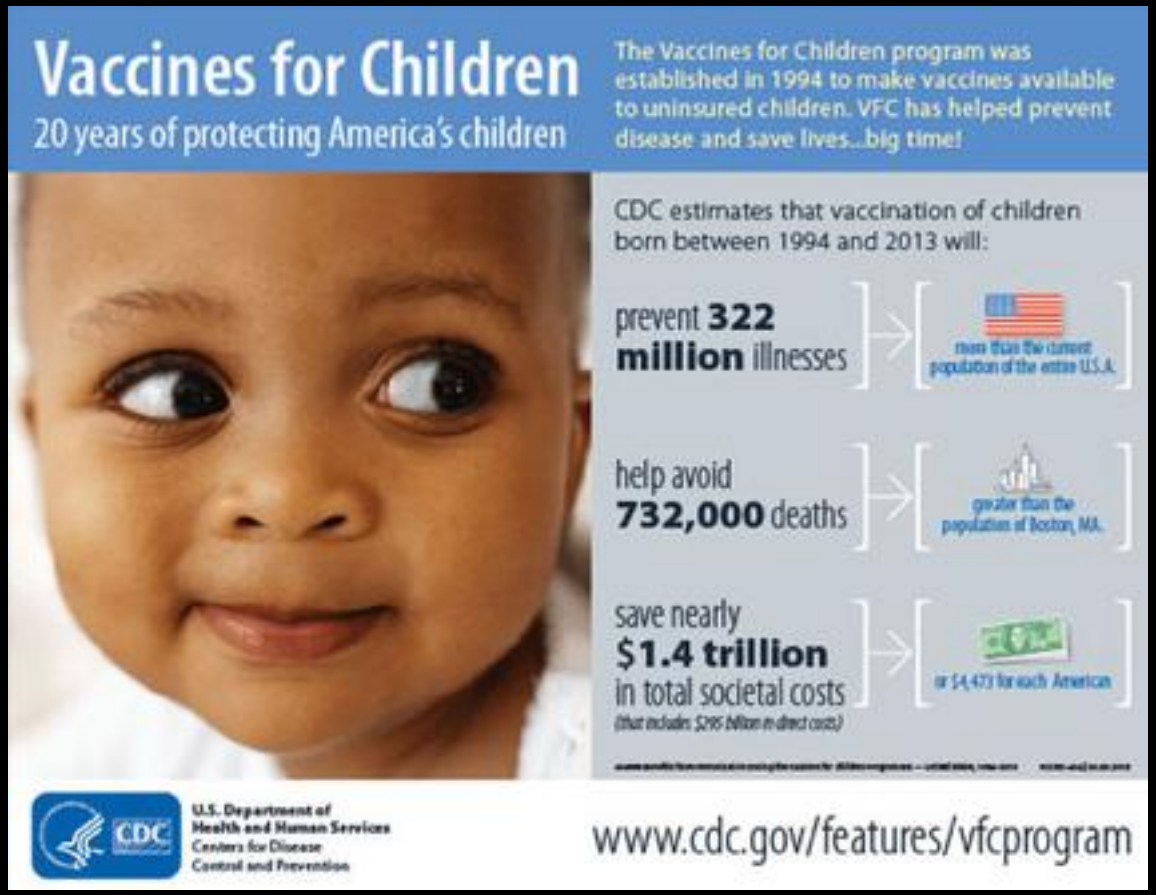
Impact Metrics





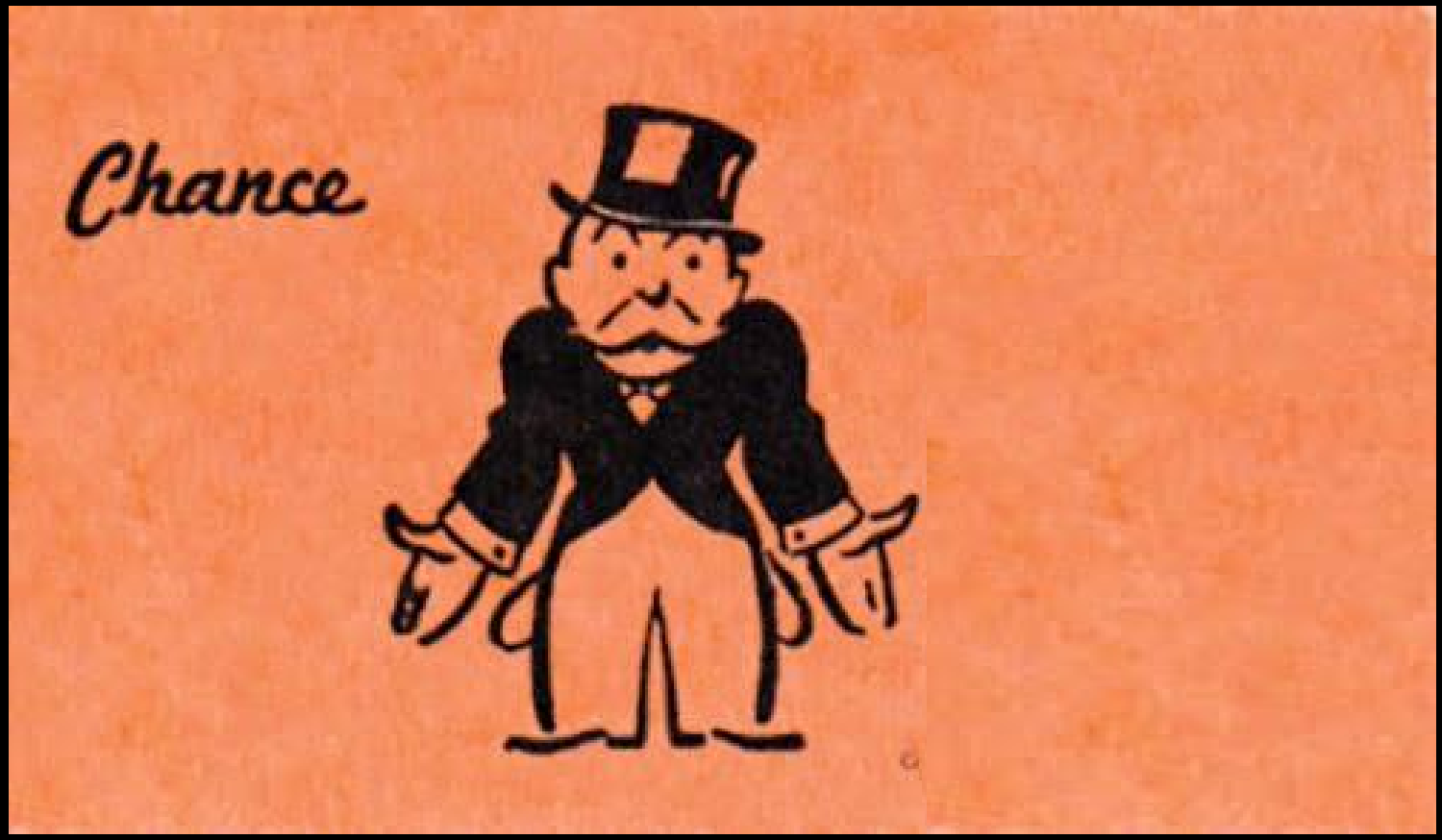
Evaluation Challenges

Misplaced Expectations

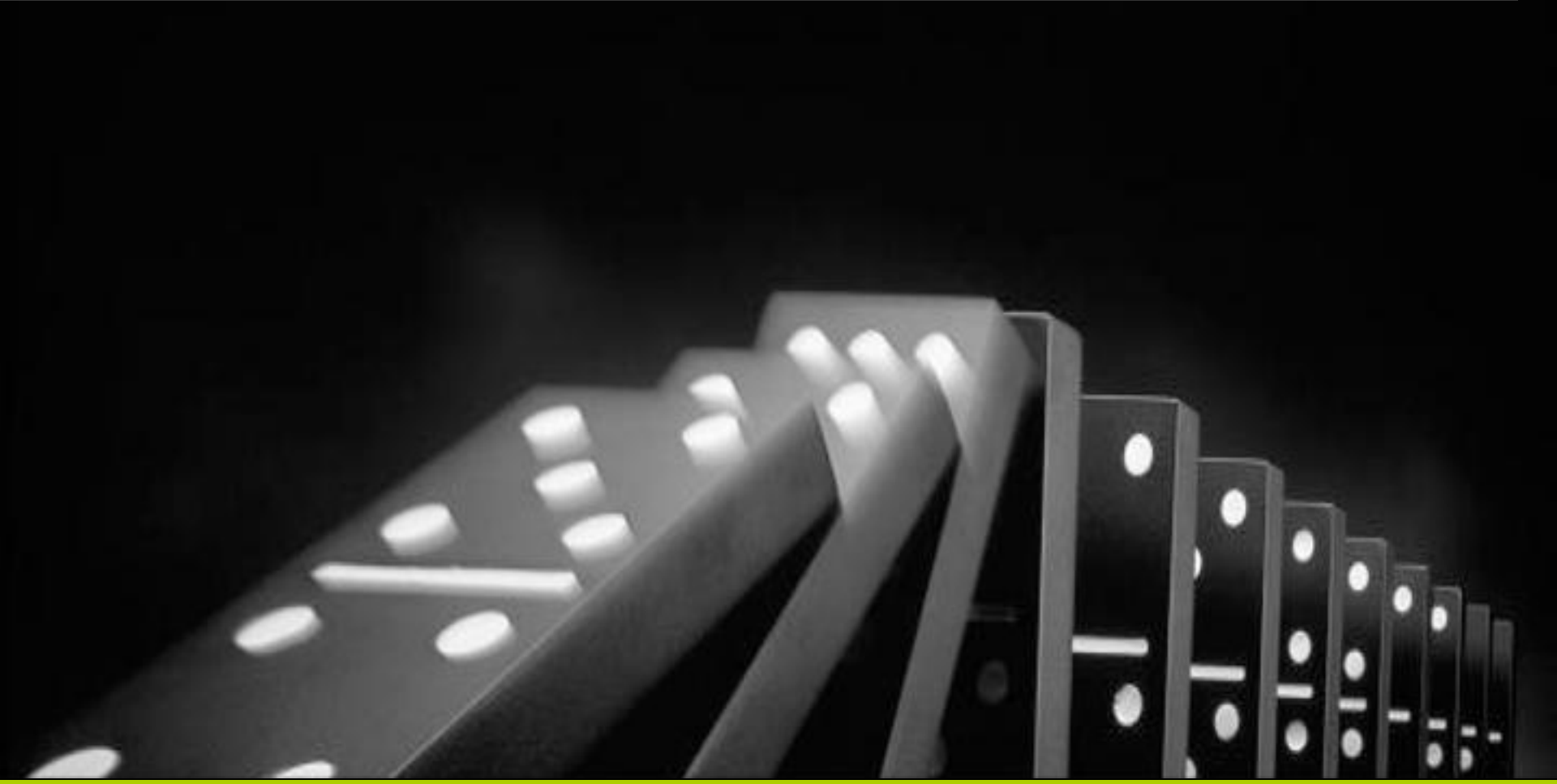


Resources…

Financial, Technological, Human



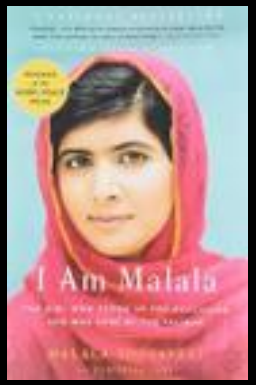
Assessing Causation



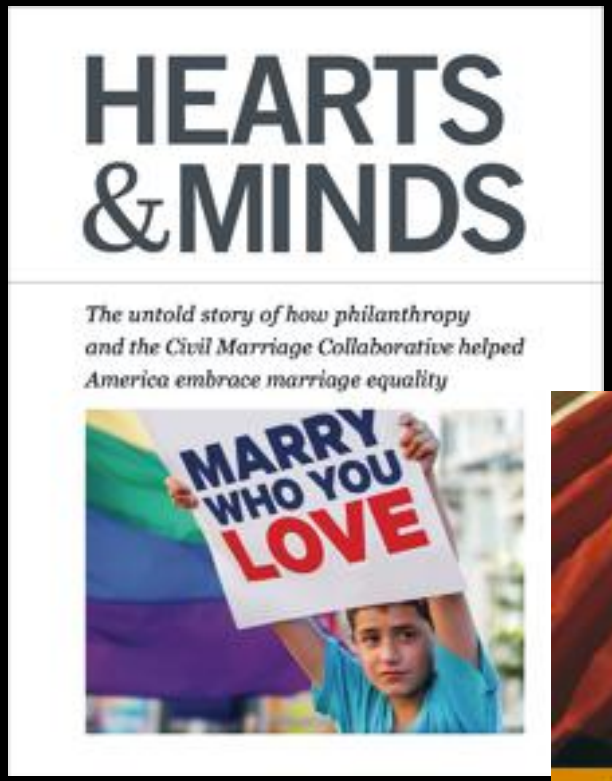
Measuring Long-Term Change

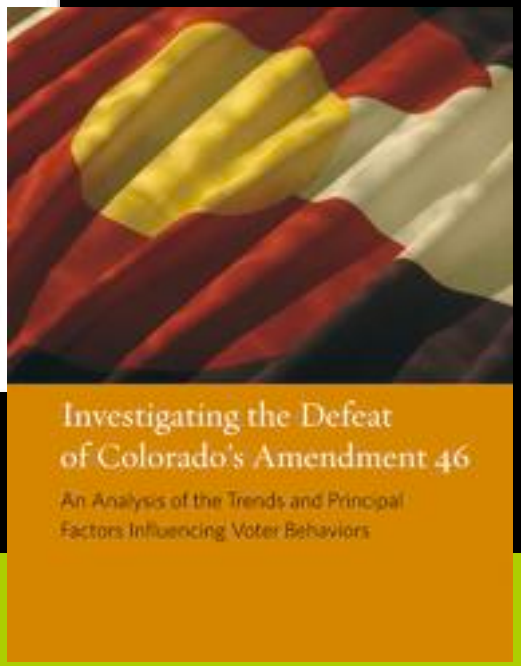
Assessing Collaborative Efforts

Calculating Transformative Change



It can be done!





It can be done!

The Invisible War (Kirby Dick, 2012) built on long-term advocacy efforts to inspire legislative change regarding the U.S. military's handling of sexual assault cases. The film was screened for Secretary of Defense Leon Panetta, who immediately issued a directive to elevate the level of sexual assault investigations. The 2013 National Defense Authorization Act signed by President Barack Obama included a full subsection with provisions to prevent and investigate instances of sexual assault in the military.

It can be done!

16 and Pregnant

“Kearney and Levine looked at **Nielsen ratings as well as search data** from **Google Trends** and **Twitter** to determine the show's potential impact on teen birth rates. They **recorded spikes in Google searches and Twitter mentions** about the show when new episodes aired and looked specifically for searches on **terms** such as **"birth control" and "abortion"** alongside those spikes.

They then **analyzed geographic data** to see whether locations with **higher search activity and tweets** about "16 and Pregnant" showed **higher levels of searches and tweets about birth control and abortion**.

They did.

The researchers also looked to see whether **high viewership in certain areas** corresponded with a **bigger drop in teen births**.

It did.”

Questions? Ideas?

Identify Narrative Change Metrics

– For one person in your group, identify one…

- Activity Measurement
- Reach Measurement
- Engagement Measurement
- Impact Measurement

Thanks!

Alan Jenkins
@Opportuinity1

www.**Opportunity**Agenda.org