

Topic 8.

Developing Investigative Journalism Projects



Forms of impact

- 1) individual (personal)
- 2) deliberative
- 3) substantive



To accurately calculate social impact, you need to adjust outcomes for:



- what would have happened anyway
- the action of others
- how far the outcome of the initial intervention is likely to be reduced over time
- the extent to which the original situation was displaced elsewhere or outcomes displaced other potential positive outcomes; and for unintended consequences.

Recommended impact measurement process

- Step 1: Setting Objectives
- Step 2: Analysing Stakeholders
- Step 3: Measuring Results: Outcomes, Impact and Indicators
- Step 4: Verifying & Valuing Impact
- Step 5: Monitoring & Reporting



Step 1: Setting Objectives

Defining the scope of the impact measurement and setting objectives

Setting objectives is a vital step in any impact measurement process.



Step 2: *Analysing Stakeholders*

There are two aspects to stakeholder analysis:

- Stakeholder identification (stakeholder mapping, stakeholder selection & analysis of stakeholder expectations)
- Stakeholder engagement (communicating with the selected stakeholders for understanding their expectations and verifying if their expectations have been met)



Step 3: Measuring Results

This step occurs at two levels:

1. Outputs, outcomes, impact and indicators as per objectives
2. Transforming objectives into measurable results via outputs, outcomes, impact and indicators



Step 4: Verifying & Valuing Impact

Verifying impact can be done via:

- Desk research (confirming whether the trends detected and interpreted can be triangulated with other data)
- Competitive analysis (comparing the results in terms of similar issues, geographies and populations targeted)
- Interviews / focus groups



Step 5: Monitoring & Reporting

Collecting and analysing data on:

- Specific indicators that measure progress towards reaching overarching social objectives.
- Time invested and/or provided in non-financial support



Step 5: Monitoring & Reporting

Reporting

Depending whether the focus is on an internal or an external audience, the various stakeholders may require different types of reports



Defining the narrative structure



Ways of structuring a rich narrative

- ***chronological structure*** (events are ordered by time, with each successive action altering the possibilities for those that follow)
- ***picaresque structure*** (events are ordered by place, as actors move across the landscape)



Chronological structure

This structure replies to three key questions that any reader / viewer will want answered by the report:

- *Why should I care about this story?*
- *How did this terrible / wonderful event come about?*
- *Will it ever be over? How?*



Building and bending the chronology

- 1) Start with the moment that will hook the reader / viewer – the most powerful scene you have.
- 2) Do not subject the reader / viewer to repeated back and forth motion in time.



Writing a story

- *Using the master file*
- *Scene by scene construction with the master file*
- *Making sure that:*
 - Each scene makes a key point that advances your story;
 - The transitions between scenes are evident.



Writing a story

- *Think of facts as details*
- *For each new fact, change the scene*
- *The story tells the facts*



Basic editing

- Is the story coherent? (*Do all the details fit together? Have all contradictions that emerged in the evidence been resolved?*)
- Is it complete? (*Have all questions raised by the story been answered? Are the sources for each fact that is cited appropriate?)*
- Does it move?

