CHANGE
WILDLIFE CONSUMERS

Measuring the tricky things

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There are **two fundamental challenges** in **measuring** your impact in behaviour change.

Challenge 1:

Are you **measuring** what you **think** you're measuring?

Example: ***An NGO in Hong Kong is conducting a baseline survey to assess the level of interest in illegal wildlife products. They include the following questions:***

1. **Have you ever bought ivory products?**

2. **Do you intend to buy rhino horn?**

Challenge 2:

Are you **causing** what you **think** you're causing?

Example:

A local NGO in Japan asks 500 people if they would like to participate in a workshop about the harm illegal wildlife.

About 240 people join for a program that lasts 1 hour and focuses on the threat that illegal wildlife trade poses to the survival of the species.

After the program, the NGO elicits attitudes from the 240 people who joined and the 260 people who did not.

The number of people who indicate they intend to purchase illegal wildlife trade is lower in the program group.

Goal of this session

Provide a deep dive on measurement to give you the **tools to lead projects and teams** that use rigorous methods

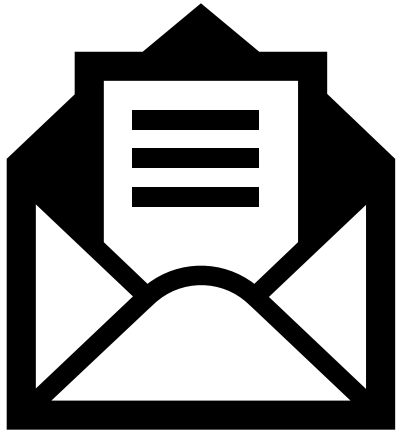
Challenge 1:

Are you **measuring** what you **think** you're measuring?

Measurement

Measuring the outcome of an intervention is tricky for two main reasons:

First, it may be logistically impossible to directly observe the behaviour, for instance because it is illegal or simply not observable ex-post.



Second, it might be hard to rely on interview or self-reported data – for example, if it is culturally sensitive.

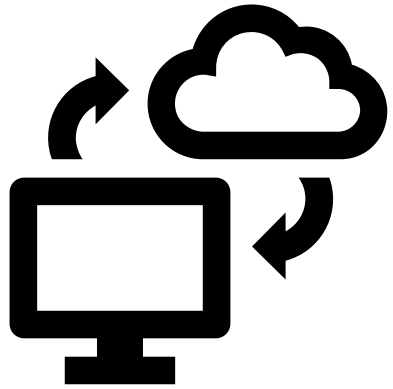
7 strategies for measuring tricky things

Strategy 1

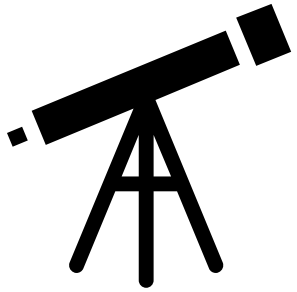
Audit studies using “mystery shoppers”

Strategy 2

Online and Administrative Sources



Strategy 3
Observational Data



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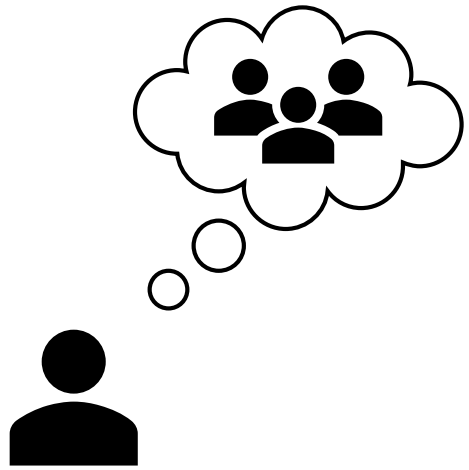
Strategy 4

Measuring social norms

using incentivized Vignette Studies



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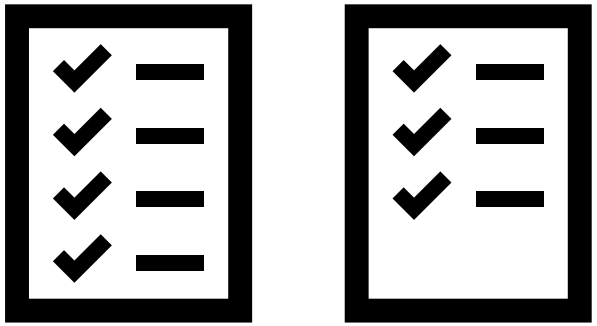
Strategy 5

Measuring illicit behaviors using **unmatched count** techniques



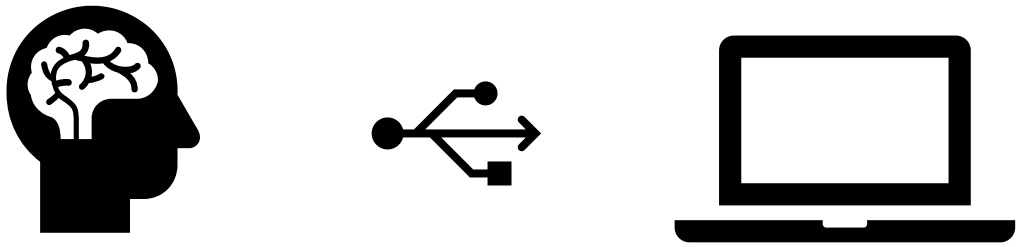
Strategy 6

Measuring illicit preferences using computerized data collection and privacy

Strategy 7

Measuring implicit attitudes

using implicit the association test



Challenge 2:

Are you **causing** what you **think** you're causing?

Causality

When evaluating the success of an intervention, we want to know that it causes behavioral change—not just that it is correlated with it.

To establish whether an intervention causes behavioral change, we must imagine what happened if the intervention had never taken place.

Simple before-and-after (pre/post) comparison

	Exposed to intervention	Not exposed to intervention
Before		
After		

Participant non-participant comparison

	Exposed to intervention	Not exposed to intervention
Before		
After		

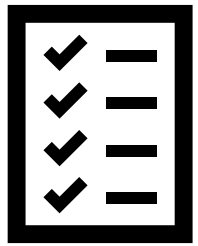
Difference-in-difference comparison

	Exposed to intervention	Not exposed to intervention
Before		
After		

Randomized control trial

	Exposed to intervention	Not exposed to intervention
Before		
After		

7 steps for running a randomized trial

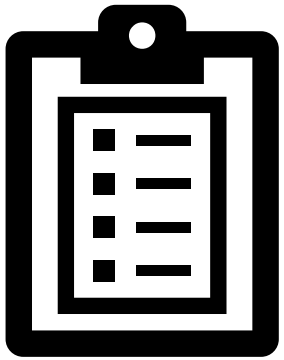


Step 1

Select the **target group** you want to work with

Step 2

Collect basic **data** on your population



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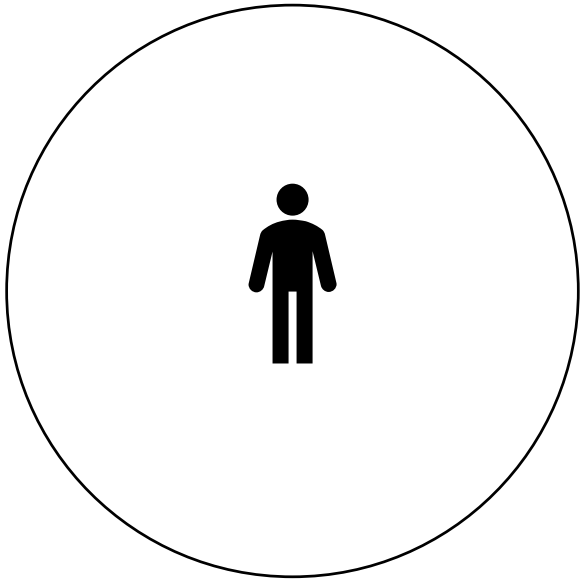
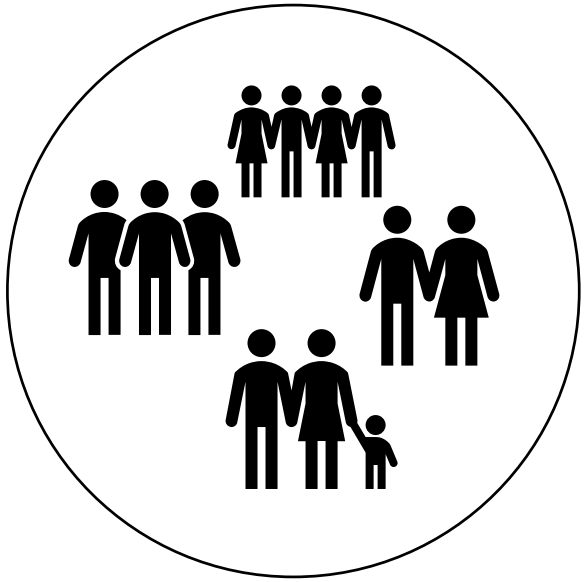
Step 3

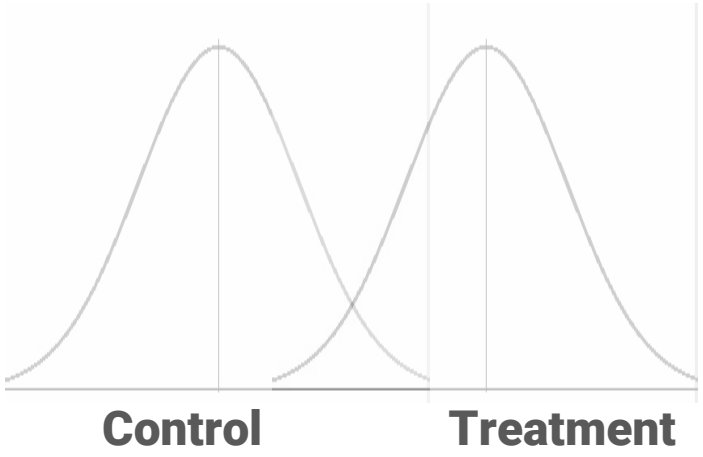
Select the **unit** of randomization





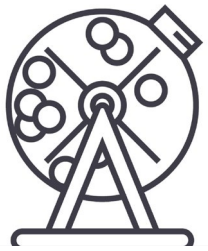
Step 4

Conduct your **power** analysis



Step 5

Assign each unit **at random** to either the treatment or the control group work with

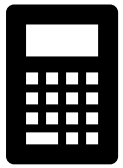


Step 6

Implement the **intervention** only for the unit in the treatment group

Step 7

Compare the **average score** on the **variable of interest** in the treatment and control groups



Thank you!