

ORB offers Audience Insight and Evaluation to complement the other strands of programming in the proposal. ORB has conducted over 10,000 individual interviews and hundreds of focus groups in Syria over the past four years, and are well experienced in assessing public opinion in Syria by using household and community survey tools, face to face interviewing, and polling. ORB will manage the monitoring and evaluation process, by providing the framework, the indicators and data collection and tools, and the overall reporting on activities. By using ORB as a consortium member not conducting strategic communications work themselves, further independent verification of results can be achieved.

ORB will produce an evaluation plan with a comprehensive set of indicators, measurements and methods, and work plan before the *Syrian Moderate Opposition Resilience (MOR) Strategic Communications Project* begins funded activities. This plan will allow for planned data collection and design at regular intervals and provide systematic feedback on the programming for both the organizations involved and the CSSF. ORB will conduct a baseline and end-line evaluation of programming activities, along with guiding mid-line data gathering, at month 1, month 3, and month 7 during the project.

The baseline evaluation will provide insight into where current pre-MOR programming has failed to reach, in terms of geographic stretch and messaging. The intended audience of the proposal is those Syrian citizens living in opposition held areas, particularly areas with CSSF programming. It is necessary then, to target these populations and provide initial feedback on sentiment towards MAOs, sentiment towards media more generally, and feedback on current messaging and unified narratives.

The baseline evaluation will also provide data on current civilian perceptions of civil society organizations, their communications, and the current strategies of MAOs operating in Syria. The midline evaluation will provide additional measures on the initial baseline indicators. The data collected at the midpoint can be used for program course correction to programming in progress but also to provide a midline evaluation of changing Syrian attitudes towards MAOs and increased knowledge of programming, regime abuses, and atmospheric analysis. The endline evaluation will provide insight into overall audience targeting success, programming effects, and to inform both the final evaluation report as well as standalone lessons learned document to be addressed to two audiences: one, the Syrian target audience, and two, the donor and implementer communities. Data collection is suggested by utilizing three methods: a quantitative targeted survey during baseline and endline that address specific targeted populations as described in the ITT, focus groups conducted throughout all stages of the evaluation that can be used to generate qualitative insights, comparable coded measures, and further questions for social network/desk analysis, and then social network/desk analysis that provides research support for geographic distributions of messaging, assesses regime abuse claims, and provides further insight into the perceived success and support of MAO messaging.

The goals of the program are two-fold-the promotion and reinforcement of **moderate values** – and exposing the **abuses and excesses of the regime** and its backers-through the cohesion and disbursement of new narratives and strengthened communications mechanisms and campaigns. To measure this, the key indicators utilized will focus on the following frame of reference.

Objective	Outcome	Indicators	Collection Method
<b>Contribute towards positive attitudinal change and behavioural change</b>	Improved, High-Quality Communications Products	<ol style="list-style-type: none"> <li>1. Perception of Quality of Communications Products</li> <li>2. Pre-testing of Products</li> <li>3. Perception of Effect of Communications Products</li> </ol>	<ol style="list-style-type: none"> <li>a) Quantitative survey data</li> <li>b) social network analysis</li> <li>c) desk analysis</li> </ol>
	Emerging Syrian Media Strengthened	<ol style="list-style-type: none"> <li>1. Perceptions of Syrians towards new media outlets</li> <li>2. Perceptions of Syrians towards new media types</li> <li>3. Perceptions of Syrians towards other sources of media and messaging (government, ISIS/Daesh, and international sources) as a counter measure to generate a positivity index score</li> </ol>	<ol style="list-style-type: none"> <li>a) Quantitative survey data</li> <li>b) Qualitative focus group data</li> </ol>
	Effective communication of civilian structures with all civilian groups	<ol style="list-style-type: none"> <li>1. Perception measure of communications between civilians and MAO/community leaders</li> </ol>	<ol style="list-style-type: none"> <li>a) Quantitative survey data</li> <li>b) Qualitative focus group data</li> </ol>
	Strategic Communications of MAOS	<ol style="list-style-type: none"> <li>1. Perception measure of effect, trust, and believability of MAOS</li> </ol>	<ol style="list-style-type: none"> <li>a) Quantitative survey data</li> <li>b) Qualitative focus group data</li> </ol>

	Organized strategic messaging by the opposition	<ol style="list-style-type: none"> <li>1. Measure of Narrative Unity</li> <li>2. Measure of Narrative Disbursement</li> <li>3. Measure of Narrative Credibility</li> <li>4. Targeted Audience Response Sentiment to Narrative</li> <li>5. Non-Targeted Audience Response Sentiment to Narrative</li> </ol>	<ol style="list-style-type: none"> <li>a) Quantitative data derived from survey</li> <li>b) Qualitative focus group data</li> </ol>
	Gender Sensitive Communications	<ol style="list-style-type: none"> <li>1. Female representation measures in story creation and development</li> <li>2. Audience response stratified by gender</li> <li>3. Gender representation in narrative content</li> </ol>	<ol style="list-style-type: none"> <li>a) Quantitative data derived from survey</li> <li>b) Qualitative focus group data</li> </ol>
<b>Expose abuses and excesses of the regime and its backers</b>	Communications that credibly illustrate regime abuses	<ol style="list-style-type: none"> <li>1) Perception index of attitudes towards opposition</li> <li>2) Perception index of attitudes towards regime</li> <li>3) Believability index of regime abuse claims</li> <li>4) Trust index of regime abuse claims</li> </ol>	<ol style="list-style-type: none"> <li>a) Quantitative data derived from survey</li> <li>b) Qualitative focus group data</li> </ol>

### Assumptions:

- Citizenry has equal access to the messaging and is not blocked by technological, social, or political means
- Citizenry is unconnected politically or sentiment before is assessed in an objective framework
- Programming follows the key dates specified without significant implementation delays

### Key Performance Indicators

The five key indicators of program effect and performance are:

1. A Measure of Positivity Index Score towards MAO messaging and efforts, quantitatively derived through a focused survey as well as qualitative evidence and social media analysis
2. A Measure of Positivity Index Score towards alternative and counter MAO messaging and efforts, quantitatively derived through a focused survey as well as qualitative evidence and social media analysis
3. A measure of increase in Geographical Spread of messaging in moderate value spectrum (to be delineated during the desk research/analysis phase) and measured vis-à-vis focus groups and other forms of analysis, including social mapping of geographic reach
4. An index measure in Analytics and Source of Messaging, Trust and Confidence in Sourcing over time and measuring positive/non-positive effect. This is measured through focus groups, survey data, and secondary source data from previous evaluations.
5. An index measurement of new narratives, sources and spread of stories about regime and abuses, as measured through focus groups and social media analysis

ORB will manage the data collection through a local team of enumerators and qualitative data collectors, with a rigorous data quality process including geo-coding of data, audio checks, and durational checks. External reviews of reporting will be conducted by a Syrian partner.

### Learning and Integration, Capacity Building and Participation

Particularly key to the M&E approach but also to the project more generally is the integration of Syrian perspectives in programming, indicators of success, and knowledge management and learning. To this end, Syrian resources will be utilized to monitor baseline, midline, and end line evaluations. All data collection will be carried out by Syrian teams, with input on questionnaire development, research tools, and presentation of results.

### Best Practices

Of utmost importance to ORB is the provision of safety and security of team members working in difficult environments. To that end, surveyors and qualitative focus group moderators work in teams with a supervisor. This ensures both safety and quality control. Data is thoroughly checked on the ground for completion, fraud and first-level validation before being sent to ORB's in-house quality control process. ORB practices anonymity in response, gender, security and data protection training with an ORB executive before any work is conducted, and refresher courses are conducted at every wave. All research personnel must meet the minimum threshold for education and experiential requirements. Because of years of work in Syria, local conducts and permissions have been carefully cultivated, even in regime areas. Furthermore, ORB team members respect these necessities of work for both the safety of survey participants and surveyed citizens. ORB practices gender sensitivity in preparing for the survey, hiring enumerators, and in stratifying data to discern gender concerns.