



Manage Successful Impact Evaluation Surveys

June 6 to June 24, 2022

In June 2022, the World Bank's [Development Impact Evaluation \(DIME\)](#) department hosted the third annual [Manage Successful Impact Evaluation Surveys \(MSIES\)](#) course. The course covers the best practices in primary data collection from planning and piloting a survey to ensuring privacy and monitoring data quality once fieldwork begins. It included live lectures, self-paced modules with videos and readings, hands-on exercises, and self-grading quizzes.

Highlights of the 2022 course included a panel discussion on **maximizing the impact of surveys through data integration**, lightning talks on **ethical challenges for data collection**, and a lecture on DIME's [ietoolkit](#) and [iefieldkit](#) Stata packages.

The [course materials](#) are all permanently available to the public through the Open Science Framework. **The MSIES repository was the most downloaded on the OSF platform during the course's first week.**

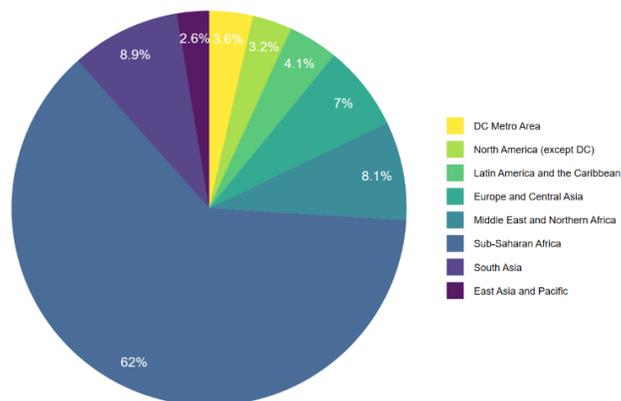
Participation and Outreach

There is substantial and growing global demand for the MSIES course. **2,724 students participated in 2022, a 78% increase compared to 2021, and an 800% increase compared to 2020.**

Majority of the participants are from developing countries (Figure 1). **62% of MSIES students were from Sub-Saharan Africa**, followed by South Asia (9%) and the Middle East and Northern Africa (8%).

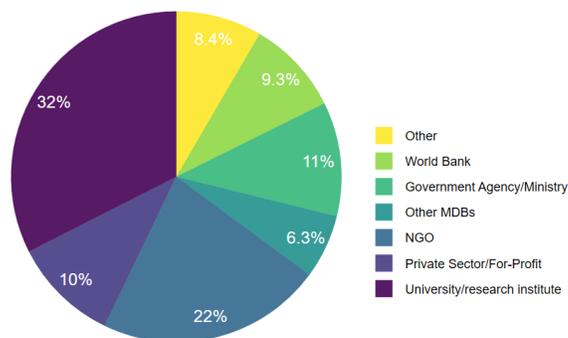
Approximately 10% of participants were World Bank staff and 90% were externals (Figure 2). 32% of the students are affiliated with universities (e.g., Johns Hopkins, Harvard, MIT, Cambridge, Yale, UChicago)

Figure 1: Work region of MSIES participants



or research institutes (e.g., Innovations for Poverty Action, the Poverty Action Lab, the Center for Effective Global Action). 22% work with non-profit organizations (e.g., BRAC, Save the Children). 11% are officials from government or federal think-tanks (from India, Nepal, Nigeria, and Rwanda among others). The remaining participants are affiliated with the private sector and multilateral organizations.

Figure 2: Affiliation of MSIES participants



"This course provides detailed and practical knowledge required for collecting primary data. I took this course right before starting data collection in an LMIC as part of an ASA, and this has been exactly what I needed. The resources are going to be super useful, and I have also shared it with other colleagues who requested it for reference."

- MSIES 2022 Student

“The course provides fundamental knowledge and best practices to carry out the type of data collection that is needed to evaluate the impact of development programs and projects. As such, it has a natural audience within DIME staff, but it also has a much broader appeal towards all sorts of professionals who would like to learn how to carry out surveys so that they can set up or participate in impact evaluations. The more we scale this up, the more we can diffuse a culture of high-quality data to support decisions and policymaking within the development profession.”
 - MSIES 2022 Student

Communication

A Slack workspace allowed all virtual participants to network, discuss course materials, and engage with the instructors. The workspace was highly active with over 2500 messages sent. There were also weekly online office hours with course instructors which provided an interactive platform for participants to ask questions and discuss course materials.

Impact

810 students (30%) successfully passed the MSIES course and received a certificate. To receive a certificate, participants had to complete all quizzes and successfully pass 7 of the course modules (by scoring 80% or higher). The pass rate significantly increased compared to 2021, when just 12% (194 students) successfully completed the course.

Students took subject matter tests before and after the course, to measure knowledge gains. **We see a statistically significant gain of 27% in learning** (Figure 3).

Gains were consistently positive across all regions, with average gains of 28% in sub-Saharan Africa. Women and men had similar levels of knowledge at baseline, but women gained more from the course (Figure 4).

Figure 3. Knowledge gains from MSIES

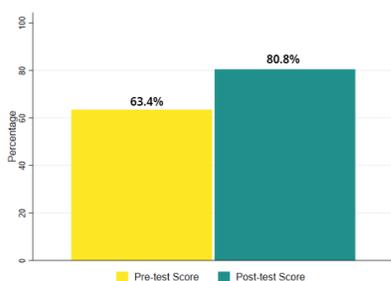
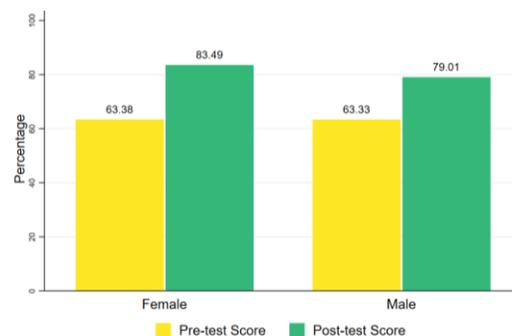


Figure 4: Knowledge gains, by gender



Participant Feedback

Out of the 603 participants who provided post-course feedback, **90%** rated the course as **extremely relevant**. Close to **70%** of participants rated the **quality of modules as excellent** (Figure 5), and **99%** said they would recommend the course to their coworkers and partner agencies.

Figure 5. MSIES course feedback



“The training came at the right time, and I have put what I learned into practice with great results. It was a well-organized and excellently-delivered course.” - MSIES 2022 Student