

Building the Culture of Monitoring and Evaluation: The Catalyst Role of the Media

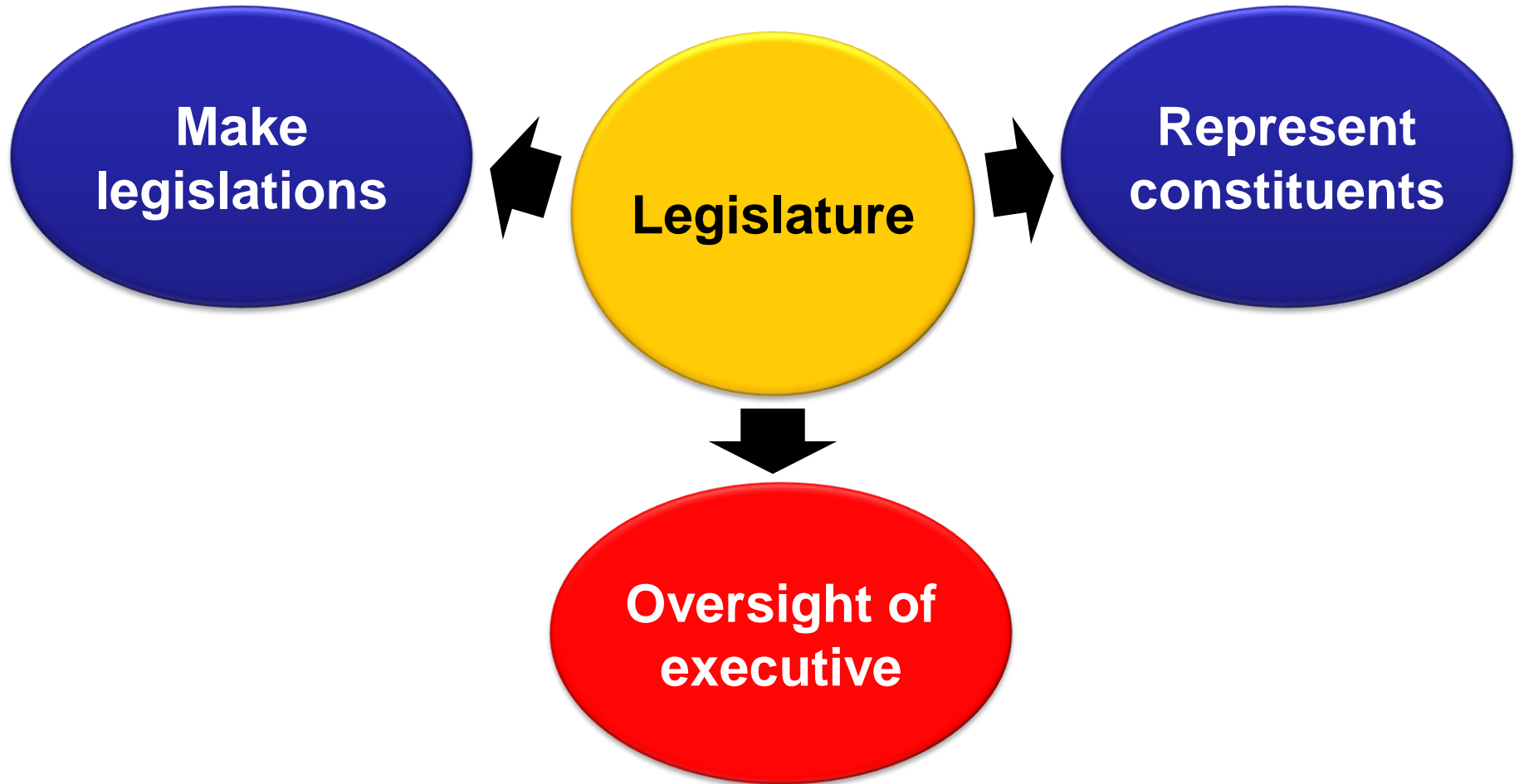
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Main functions of the legislature



Media and Society



1. Media plays watchdog role
2. Educate and build culture of society

Generate evidence through
M&E strategies

Package & communicate
findings from parliament to
citizens

Citizens assess the
performance of parliament
and take informed decisions

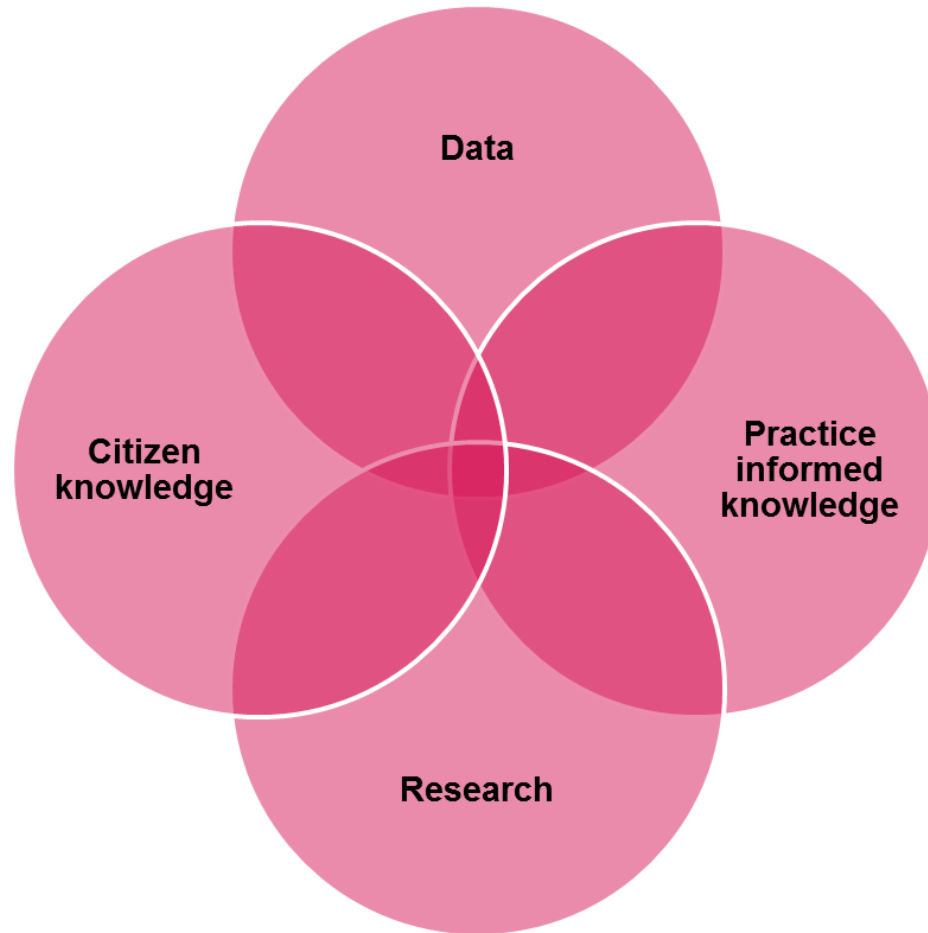
The role of
media in a
democratic
nation

Evidence...

“Evidence for policy making is any information that helps policymakers make decisions and get results that are concrete, manageable and achievable.”

(Author based on Michael Harrison –in Shaxson, 2005)

Types of evidence



Why research evidence?

- Challenging perceptions— common sense isn't always right!
- Reducing bias
- Differentiating between correlation and causality
- Ensuring value for money by showing what interventions can work

Method

- Qualitative and case study
- Sample 17
 - Journalists 8
 - Experts from academia and civil society 4
 - Members of Parliament 4
 - Development partner 1

Data collection methods

In-depth interviews and observations

LESSONS LEARNT



Nature

- *Plenary discussions*
- *Parliamentary document.*
- *Cordial relationship with MPs*
- *Follow-up technique*
- *cross-checking with the citizens and civil society*

Challenges of Evidence gathering in Ghana

- *Lack of value for evidence*
- *Constitutional Limitation*
- *Lack of access to Committee meetings*
- *Poor remuneration*
- *Weak human capacity on technical matters*

Conclusion

- Demand and supply for value for evidence in Ghanaian parliament itself is weak
- The motivation for the media to build the culture of evidence generation and usage is seriously undermined
- The need for support and education

Conclusion

- Promoting a culture of evidence-informed policy and evaluation requires a conducive and enabling institutional framework or environment that sees media as “an eye of the principals” or citizenry and that they need to be provided the space to accumulate relevant information to be conveyed to the citizenry.



**Thank you very
much for your
attention!!!**