



# Logic Models

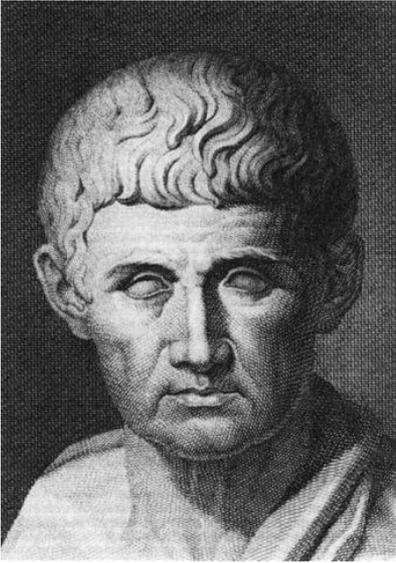
A tool for planning and evaluation

# Agenda - 75 min

- Introduction: A stairway to impact - 20 min
- Small groups exercise - 20-30 min
- Action Logic Models: A broader framework - 15 min
- Wrap-up/ Q&A - 10 min

# Logic Models

## Logic?



*Aristoteles*

## Models??



# Our tasks as Program officers & Evaluators

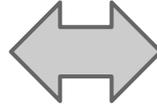
**Plan and execute** *our activities according to achieve certain well-defined outcomes for Wikimedia projects, our movement or the broader society*

**Evaluate** *if our course of action is likely to achieve our intended outcomes and if we reach a certain progress towards them in an effective manner*

# Some background first: Outputs vs. Outcomes

## **Outputs:**

Direct and measurable products of a program's activities and services  
→ *measures of program implementation*



## **Outcomes:**

Short-term or mid-term results of the program's activities and services → *measures of program success*



**What's generated or what happens while working with your participants**

*Examples: Number of workshop participants; participants' activities during a workshop*



**How participants are affected when they go back to their everyday life**

*Example: Workshop participants change their behavior in the course after a workshop*

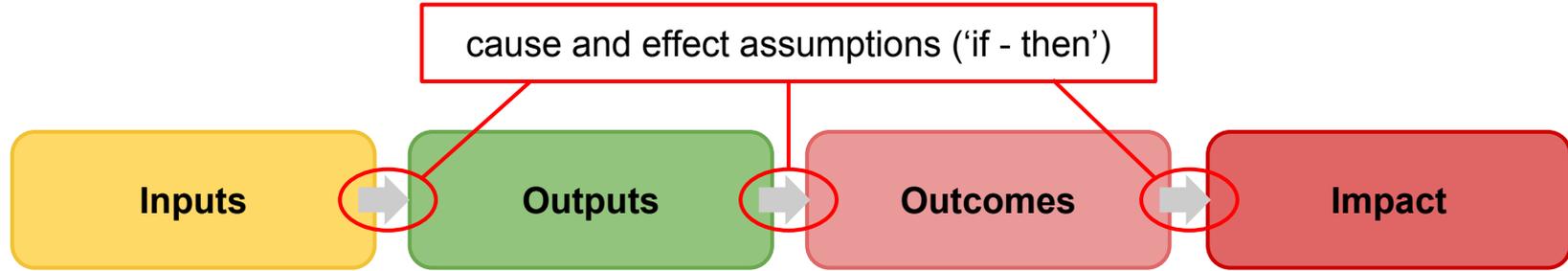
# The common goal of logic models

*Link our actions to intended outcomes/ our mission or program goals!*



- Outline action steps and outputs which may lead to intended outcomes/impact
- Identify and specify program outputs and target group outcomes
- Link resources, action, output and outcomes by logical cause and effect relationships

# Basic elements of Logic Models



## What you invest

- Time
- Money
- Resources

## What you implement

- Activities → *What you do*
- Target group → *Who you reach*
- Direct products → *What you create*

## What you change

- Short term  
→ *Skills & Attitudes, Learning*
- Intermediate  
→ *Behavior & Action*

## What you change

- Long term  
→ *Conditions & Society*
- Change the world!** 😊

# Benefits for planning and evaluation

## Planning



- ★ Delivers a graphic overview of a program's activities and goals
- ★ Helps you to identify your outcome goals right from the start ('to plan with the end in mind')
- ★ Makes your assumptions about causal relationships explicit

## Evaluation



- ★ Defines key outcomes and helps you to make them measurable
- ★ Allows for checking your program's logic for gaps
- ★ Long-term: Assumptions about input-output-outcome paths are tested

# Benefits for planning and evaluation

## Planning



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## Evaluation



### **Note: Why is it important?**

#### **Problem:**

It may happen that program activities do not lead to their desired outcomes

#### **Solution:**

Review your assumptions about the 'if-then' statements in your model. Do they make sense? Do your inputs/ activities align with the outcomes you want to achieve in a logical way? If not, adapt them!

★ Defines key outcomes and helps you to make them measurable

★ **Allows for checking your program's logic for gaps**

★ Long-term: Assumptions about input-output-outcome paths are tested

# A stairway to Impact

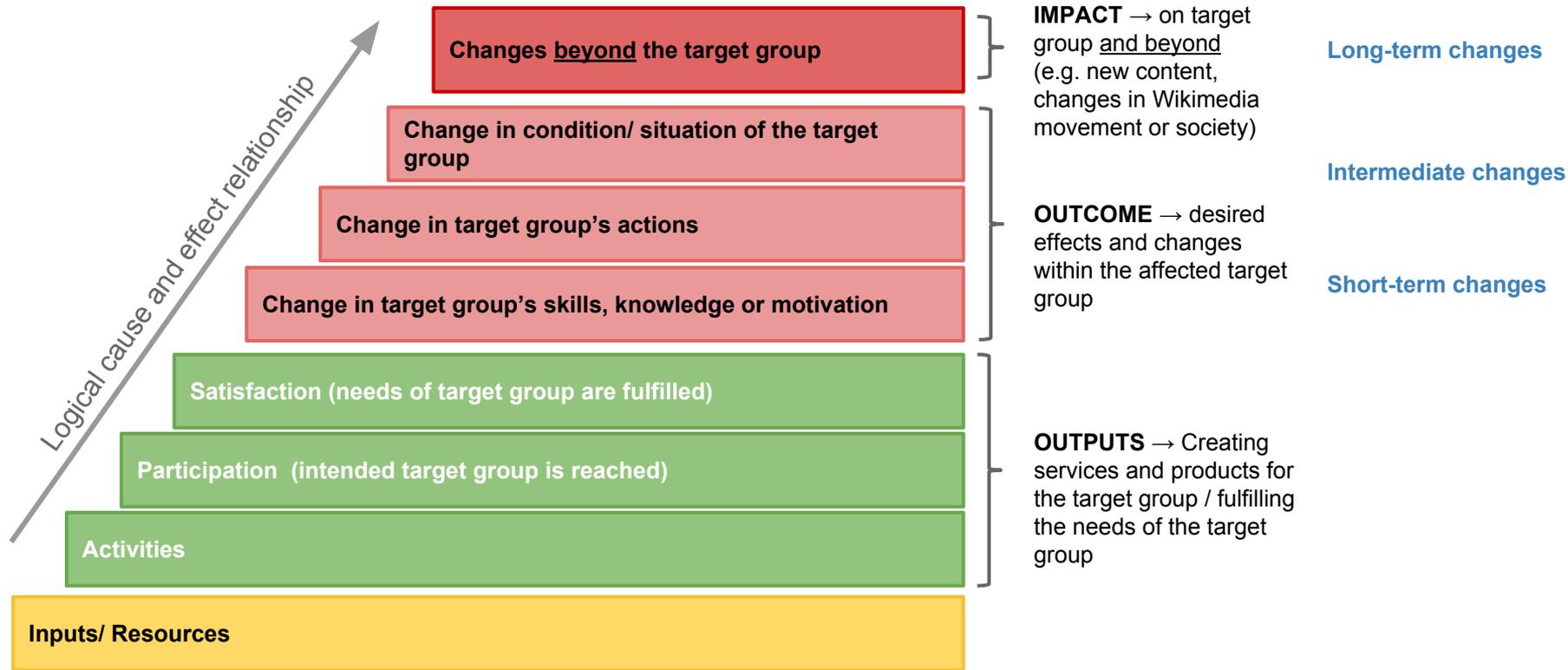
*Use a step-by-step stairway of outputs and outcomes as a tool for planning your actions and evaluation strategy!*

Start with a ***simplified logic model*** with only one path of linked outputs/ outcomes

- Helps you to understand your causal assumptions, intended target group and key outcome stage by stage



# A stairway to Impact



Environmental situation (external)

Our values and priorities (internal)

# Example: In-person Wikidata editing workshop



Changes beyond the target group (impact)

*Multiplier effect: increased acceptance of Wikidata for work on Wikipedia → increased integration of Wikidata items in Wikipedia articles → higher quality of Wikipedia content*

Change in condition/ situation

*participants gain greater benefits from using Wikidata for their work on Wikipedia*

Change in action

*participants incorporate Wikidata data items in their daily Wikipedia work*

Change in skills, knowledge or motivation

*participants are motivated to use Wikidata for Wikipedia (and know how to do it)*

Satisfaction

*participants give positive feedback on the workshop topics*

Participation

*18 Wikipedia editors take part in Wikidata editing workshop*

Activity

*half-a-day Wikidata editing workshop with Wikipedia editors takes place*

Inputs/ Resources

*staff & volunteer time, costs of venue, hosting, material, curriculum*

**Target group:** active Wikipedia editors interested in editing Wikidata/ using Wikidata for Wikipedia

# Group exercise: Make your stairway to impact!

## **Work in 4-5 small groups (20-30 min)**

1. Set up a 'stairway to impact' for an (rather simple) activity of your choice
2. Find first ideas for evaluation per step of the stairway
3. Explain your 'stairway to impact' to the others (gallery setting)

1. Please specify for your program

2. Ideas for evaluation

**Changes beyond the target group (impact)**

**Change in condition/ situation**

**Change in action**

**Change in skills, knowledge or motivation**

**Satisfaction**

**Participation**

**Activity**

**Inputs/ Resources**

**Target group:**

# A stairway's benefits and limitations



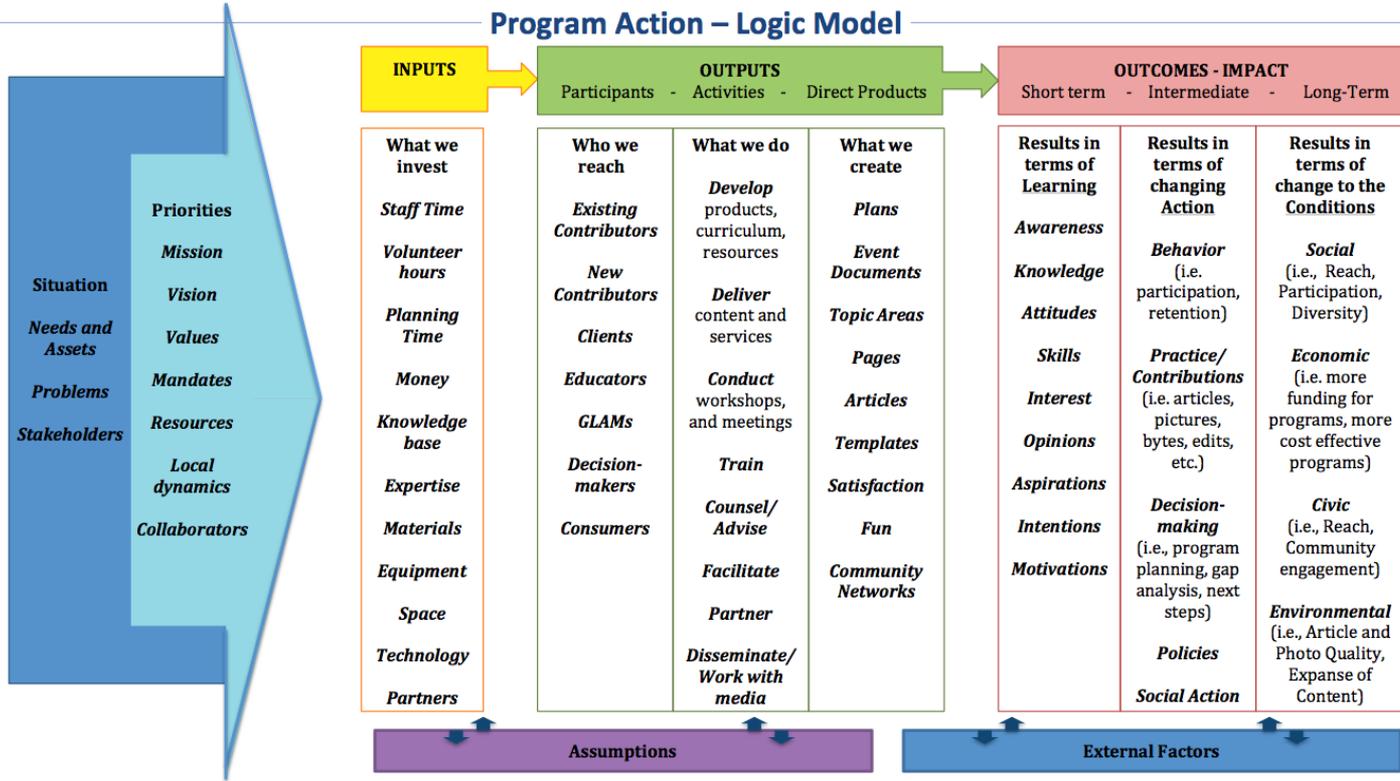
- Helps you to define your core target group
- Helps you to understand one path of output-outcome-impact in-depth
- Highlights inconsistencies in your logic rather directly



- Refers only to a limited set of output-outcome-impact relations
- Lacking overview about all activities, target groups, outputs & intended outcomes involved in a certain program

# Action Logic Models: a broader framework

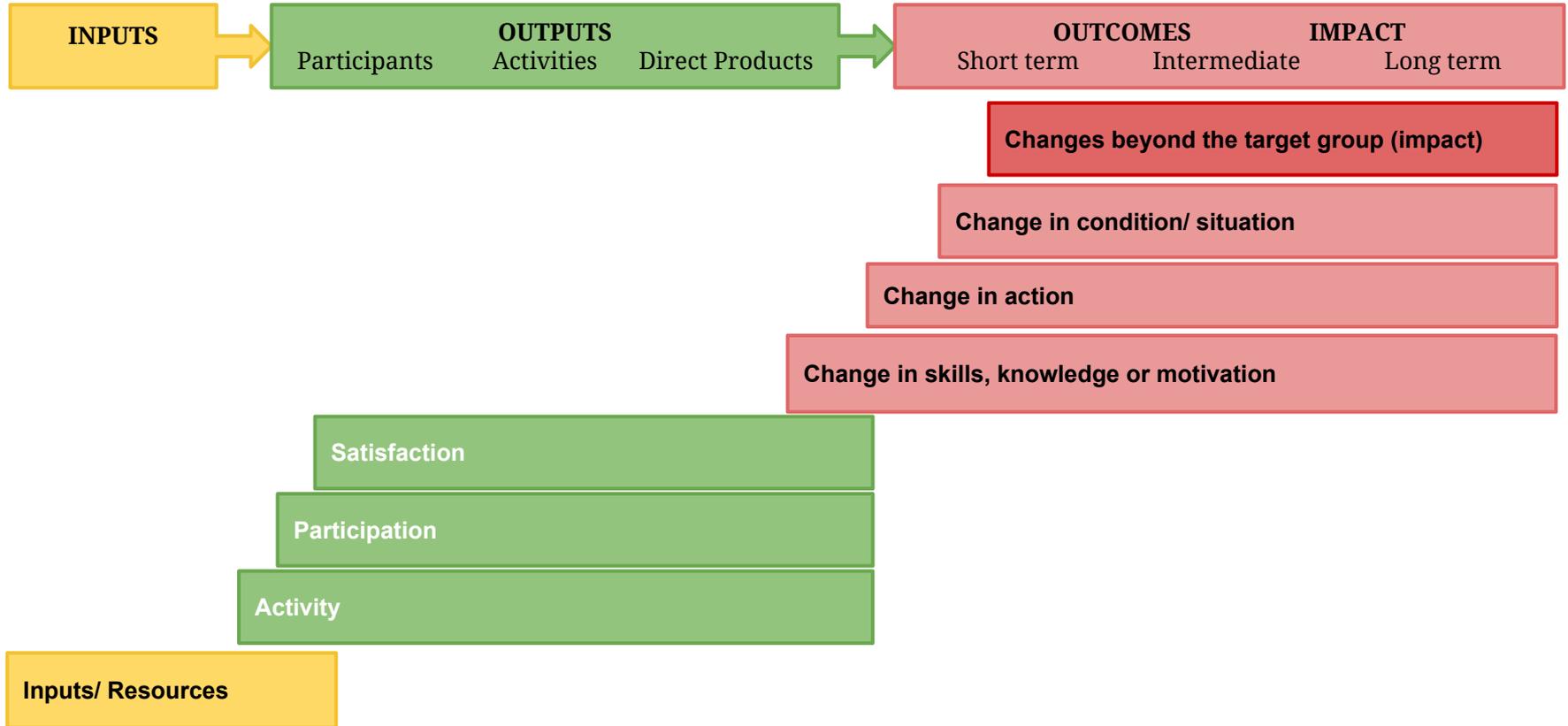
## Program Action – Logic Model



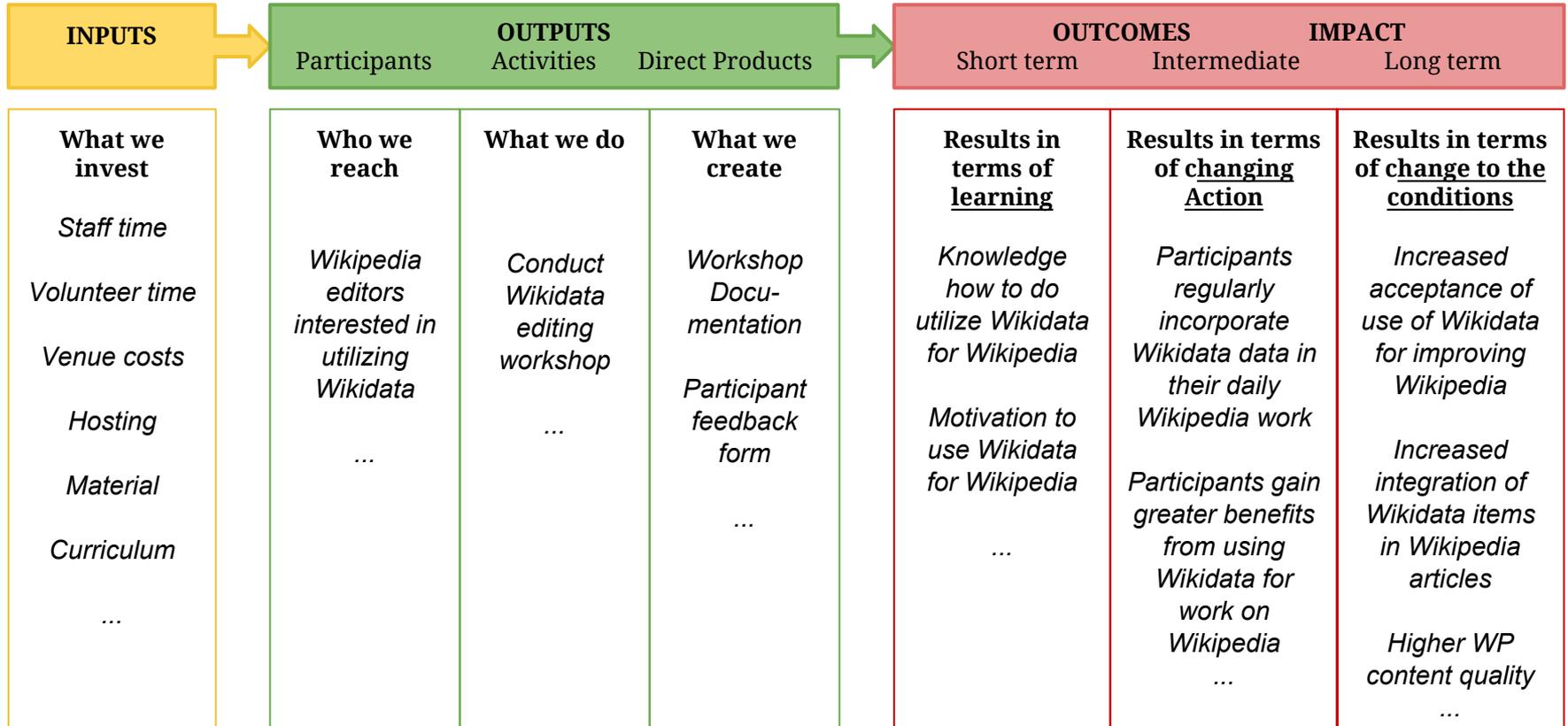
### Evaluation

Identification – Design – Implementation – Completion/Follow-up

# From 'impact stairways' to action logic models



# Example: In-person Wikidata editing workshop

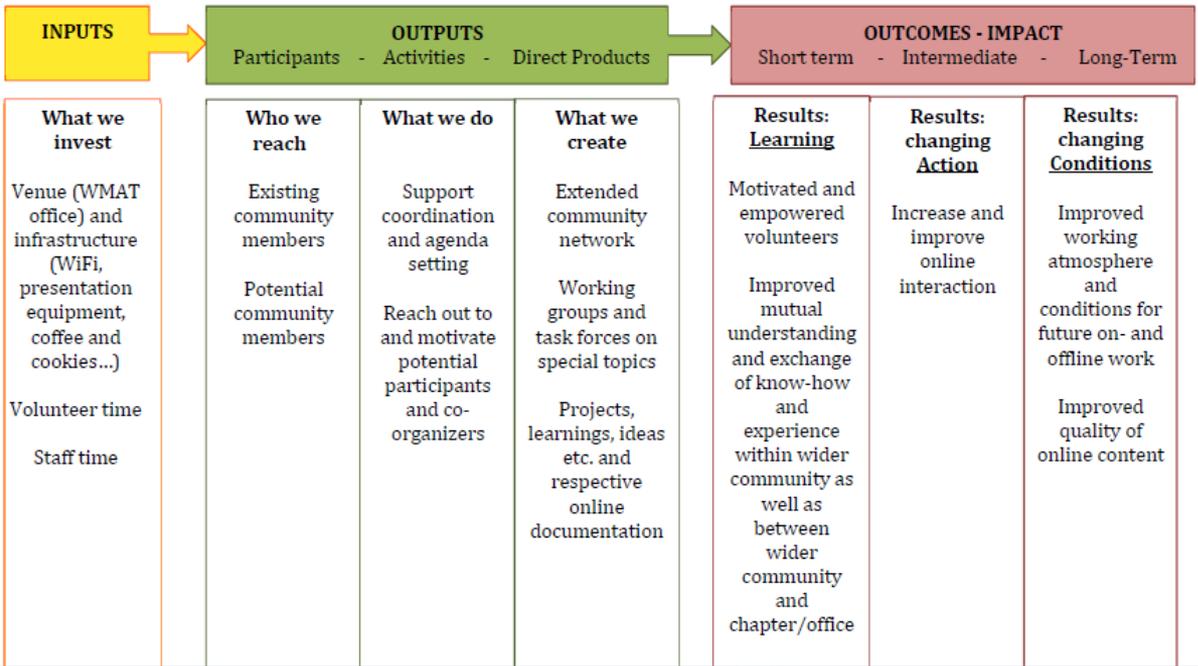


# Example 2: WikiTuesday (WMAT)

## WikiTuesday – Logic Model

**Situation**  
 In the context of our social events we realized a growing demand of our community for exchange and collaboration concerning their online work that result in more tangible and specific results: "A little less conversation, a little more action please". The weekly WikiTuesdays are designed as a method to ca

**Priorities**  
 Community building  
 Foster collaborative problem solving by face-to-face interaction  
 Share, discuss and plan projects and new ideas  
 Intensify integration of chapter and office into community life



More examples on Meta: [http://meta.wikimedia.org/wiki/Grants:Evaluation/Logic\\_models](http://meta.wikimedia.org/wiki/Grants:Evaluation/Logic_models)

Assumptions

External Factors

# Benefits and limitations of action logic models

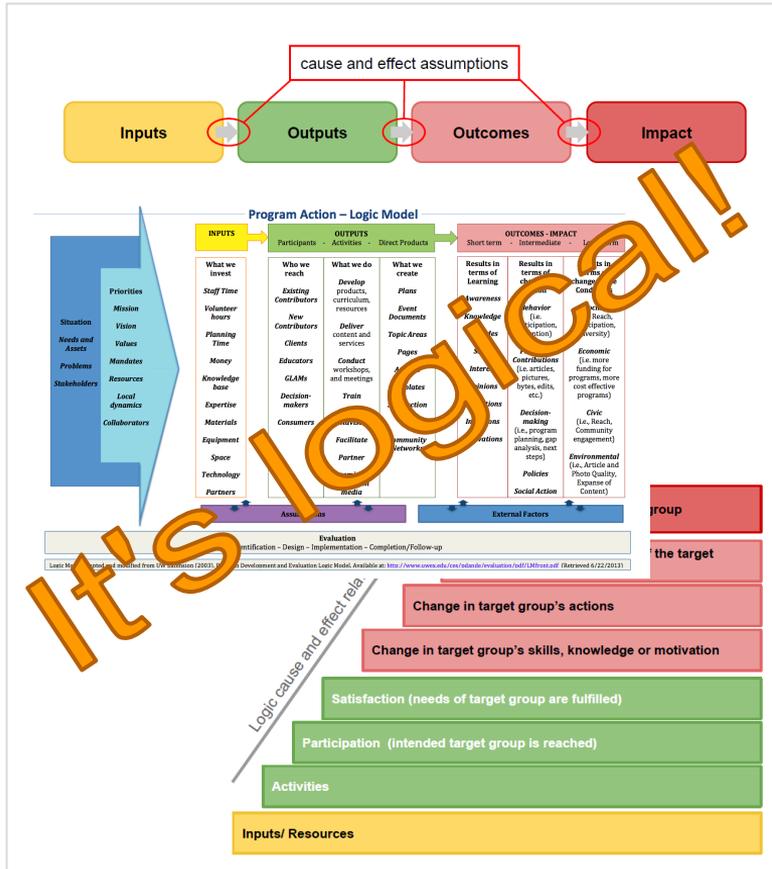


- Suitable to provide a broader overview about a program's elements
- Also includes context and other external factors
- Allows to state different kinds of activities, target groups, outputs & potential outcomes



- Harder to focus on the most central outcomes / main target group
- For more complex programs: relationships between single outputs and outcomes become somewhat blurred
- Inconsistencies in your logic may be less obvious

# Wrap-up / Outlook



## Logic Models can help us...

- to plan our programs and review its logic
- to determine which outcomes really matter to us
- to outline who, what, and when to measure for evaluation purposes
- to set up an evaluation strategy aligned to our program's real 'DNA'

## The next sessions will go on with:

Data sources and metrics, useful tools for measurement, proposals & plans, survey design, strategies for reporting & storytelling...

**Stay tuned! :-)**

# Questions?



# References

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- Press conference: [https://commons.wikimedia.org/wiki/File:News\\_conference\\_of\\_Vladimir\\_Putin\\_2012-12-20\\_17.jpeg](https://commons.wikimedia.org/wiki/File:News_conference_of_Vladimir_Putin_2012-12-20_17.jpeg)