Measuring Impact on Social Cohesion
STRENGTHENING SOCIAL COHESION: ADVANCING OPERATIONS, PROGRAMMING AND EVIDENCE
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How WFP measures impact on social cohesion as one of its focus areas in our humanitarian workstream.

Context

Challenges:
- Need ‘large N’
- Contexts with difficult access
- Need to measure quickly

Social cohesion is:
- Multi-dimensional
- Context-specific
- Relational
Measurement Strategies

Key decision points:
- Source of data
- Dimension (and indicator)
- Approach
Measurement Strategies

Key decision points:
- **Source of data**
- Dimension (and indicator)
- Approach

**Case study:**
Review of 26 papers commissioned by UNHCR, World Bank, FCDO in 2022

Studies by source of data

- Primary: 38%
- Secondary: 57%
- Both: 5%

- ACLED
- Gallup World Poll
- National Statistics

[Link to Papers] | [Link to Blog]
Measurement Strategies

Key decision points:
- Source of data
- Dimension (and indicator)
- Approach

Case study:
Systematic Review of 24 studies: Strengthening intergroup social cohesion in fragile settings with 3ie and BMZ/GIZ, 2021

Report | Brief
Measurement Strategies

Key decision points:
- Source of data
- **Dimension (and indicator)**
- Approach

**Case study:**

**Paper**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Wording</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trust</td>
<td>“I can rely on my neighbour to take care of my house if I am away”</td>
<td>Likert scale; 1 = strongly disagree 4 = strongly agree</td>
</tr>
<tr>
<td>Attitudes accepting diversity</td>
<td>“Cultural diversity is good”</td>
<td>Likert scale; 1 = strongly disagree 4 = strongly agree</td>
</tr>
<tr>
<td>Social Participation</td>
<td>Household participates in [X] (ag union, religious group, NGOs, etc.)</td>
<td>Binary; 0 = No 1 = Yes</td>
</tr>
<tr>
<td>Willingness to help*</td>
<td>Number of people who would lend US$10 in time of need</td>
<td>Integer</td>
</tr>
</tbody>
</table>

* categorized as trust in paper
Measurement Strategies

Key decision points:
- Source of data
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- Approach

• ACLED
• Gallup World Poll
• National Statistics
• Direct questioning

Survey experiments/
Lab-in-field

- Gilligan, Pasquale, Samii (2013)
- Ferguson et al. (2022)
- Allen, Ruiz, Carlos (2022)

Network approaches

- Walk, Garimella, Christia (2022)
- COALESCE Lab
Big take-aways:

1. **Secondary data exists**, but will likely be focused on incidents of violence/conflict or opinions on diversity.

2. Collecting primary data requires thought into **which dimensions are relevant** for your intervention; can be simple direct questions.

But...

3. There is still room for tackling the challenges of measuring social cohesion and using innovative tools.
Thank you!

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