



# Indicators: What they are and what they do

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# Objectives

- ❖ **Clarify** what indicators are (quantitative and qualitative)
- ❖ How to **develop** proper/strong indicator statements (structures and criteria)
- ❖ Clarify Indicator **classification** according to expected changes
- ❖ Common misconception: **Indicators** and **Targets**

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## Definition: Indicator

There are multiple definitions of indicators

An indicator is a **means of measuring or assessing** actual outcomes and outputs. It can be qualitative or quantitative, and is composed of a unit of measure, a unit of analysis and a context.

Indicators are **neutral**; they neither indicate a direction of change, nor embed a target.

# Quantitative and Qualitative Indicators

	Quantitative indicators	Qualitative indicators
What to measure	Quantitative indicators are used to measure <b>quantities</b> or <b>amounts</b> .	Qualitative indicators capture <b>experiential information</b> , such as the <b>quality</b> of something, or beneficiaries' <b>perception</b> of their situation.  Qualitative indicators can capture <b>contextual information</b> about <b>situations, events</b> and <b>practices</b> .
Examples	<ul style="list-style-type: none"><li>• <b>Number of</b> total children (f/m, age group and rural/urban)</li><li>• <b>Percentage of</b> total children aged 6-15 (f/m and rural/urban) that have been immunized against influenza</li><li>• <b>Ratio of</b> women-to-men in decision-making positions in the government</li></ul>	<ul style="list-style-type: none"><li>• <b>Number of</b> total of local independent journalists (f/m) who plan to continue cross-border investigations beyond the life of the project</li><li>• <b>Percentage of</b> total individuals (f/m) who felt that they were completely or mostly able to participate in democratic management bodies</li></ul>

## Keep in mind for strong indicators

- ❖ **Validity:** *Does it measure what it is intended to measure?*
- ❖ **Reliability:** *Will it be consistent over time?*
- ❖ **Sensitivity:** *Will it measure changes as they happen?*
- ❖ **Simplicity:** *How easy will it be to collect the data?*
- ❖ **Usefulness:** *Will the information collected be useful for decision-making?*
- ❖ **Affordability:** *Do you have the resources to collect data?*

# Types of changes measured by indicators

- Each indicator can be classified according to what level it measures in the logic model: outputs, immediate outcomes, intermediate outcomes and ultimate outcomes.

Output Indicators	Immediate Outcome Indicators	Intermediate Outcome Indicators	Ultimate Outcome Indicators
Measure the products and services stemming from project activities and delivered by the implementer to the intermediaries or beneficiaries.	Measure the changes in capacity, such as skills, knowledge, abilities, or awareness, and sometimes access, of the intermediaries or beneficiaries as a consequence of the outputs.	Measure the changes in behaviour, practice or performance of intermediaries or beneficiaries as a consequence of the immediate outcomes.	Measure the sustainable changes in the lives of beneficiaries as a consequence of the intermediate outcomes.
# of training sessions delivered, or the level of satisfaction (1-4 scale) of female and male training participants.	#/total community health workers (f/m) who pass certification exams.	%/total health institutions (public/private) providing gender sensitive services to ethnic populations in their language of choice.	Annual level of client satisfaction to services provided in public health institutions.

## Common misconception: Indicators and Targets

Indicators	Targets
<p>An indicator is a <b>means of measuring or assessing</b> actual outcomes and outputs. It can be qualitative or quantitative, and is composed of a unit of measure, a unit of analysis and a context. Indicators are <b>neutral</b>; they neither indicate a direction of change, nor embed a target.</p>	<p>A target <b>specifies a particular value</b>, or range of values, that decision makers would like to see in relation to one performance indicator by a specific date in the future. Together, targets measured and validated by the chosen indicators will help determine the level of achievement of outcomes.</p>

Indicators measure, targets set the goals



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