

A Perspective of Anticipation, Reflexivity, Inclusion and Responsiveness to Study the Sustainability and Impact of Communicative Interventions. Learning from the GRI-RC Study

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Abstract: Although the cases presented in the policy paper on evidence based approaches for Rural Communication Services seem to either draw on Communication for Development (ComDev) approaches or augment traditional linear logic approaches to leverage RCS, various methodological challenges are still evident in most of the cases. The core of these challenges lies mainly in the difficulty to align donor-funding requirements, project objectives and appropriate RCS evaluation approaches that integrate ComDev frameworks. Against this background it is not a surprise that the evaluation methodologies employed seem to converge on the more accepted methods to build evidence that indeed demonstrate the outcome or impact generated from RCS intervention. This paper will propose to reframe the issue of evaluation into a perspective of responsible innovation highlighting dimensions of anticipation, reflexivity, inclusion and responsiveness. Examples from the GRI study will be used to exemplify this proposed perspective.

Reference

Stilgoe, J., Owen, R., & Macnaghten, P. P. (2013). Developing a framework for responsible innovation. *Research Policy*, 42(9), 1568–1580.