

# HOW TO MAKE AND MEASURE IMPACT IN ENTERTAINMENT: A QUICK GUIDE

BASED ON RESOURCES BY:




**docsociety**



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The logo icon for SIE Society, featuring three wavy blue lines.



# STENZCO

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# MEASURING IMPACT

The goal of measuring impact is to effectively track, understand and communicate the impact of the film.\* It can be difficult to measure when a story lands in a person's heart, especially when it takes root in unexpected ways, days, weeks, months or even years later. Thus, it is helpful to draw a distinction between measurable and unmeasurable impact. Measurable impact can be understood through what the audience learned, how their attitudes shifted, what actions they have taken, and new behaviors and relationships that have taken root. Effective impact measurement uses techniques that make a connection between a film, the elements of a film campaign, the intended impacts of a campaign, and the changes that indicate the film and the campaign have contributed to intended and unintended impact in a meaningful way. Through this, the creator is able to learn how to adapt strategies to increase impact based on feedback along the way.

\*Applies to any entertainment product that is designed to have social impact. 'Film' will be used as an example throughout.

Impact measurement allows a person to collect data that can inform and communicate the film's story of impact.

Real, tangible impact lends legitimacy and bolsters the sustainability of social impact entertainment. The data collected helps to make future films more powerful and have greater impact. Additionally, strong impact assessment and evaluation helps to secure new funders and maintain existing funders. There are a variety of ways to capture compelling evidence of impact. In this context, we consider four categories of impact: [changing minds](#), [changing behaviors](#), [building communities](#), and [changing structures](#).

# CHANGING MINDS

Mass awareness and understanding –  
creating a shift in public attitudes

## EVIDENCE

Audience engagement with the film and issues  
\*during\* screenings of the film that may indicate the film's impact on the audience.

An improvement of audience attitudes, understanding, intent to take action through data collected  
\*after\* screenings of the film.

Able to demonstrate % of target audience reached.

## TECHNIQUE

Event hosts can capture the general mood of events through direct observational reporting on-site, by filling out a standardized template that allows them to report on the same kinds of data across events.

You can capture feedback during live events using Harvis  
[www.afourthact.com/harvis](http://www.afourthact.com/harvis).

You can host a virtual screening on the Ovee platform.

Maintain unsolicited letters, emails, or calls on conversations related to the film.

Audiences can fill out entry/exit surveys at screenings to help hosts assess changes in viewer attitudes.

Propensity Score Matching: Assess levels of viewer knowledge, attitudes and behaviors on an issue after the screening.

Partner organizations might be able to share target audiences reached by comparative projects or comparative investments.

# CHANGING MINDS

Mass awareness and understanding –  
creating a shift in public attitudes

## EVIDENCE

Improvement in public opinion on the issues that result from the film and campaign activities.



Increase in public awareness of the issues that result from the film and campaign activities.

## TECHNIQUE

Commission a survey of public opinion via an independent agency such as Nielsen or Gallop around the issue, before film's release and repeat after a period for comparison.

A more cost effective technique which can give you one data point is to commission a question through an Omnibus Poll. Some pollsters such as ComRes will offer a charity rate for appropriate projects.

If you cannot afford an agency, try out Google Surveys or an SMS poll.

Track the volume of press articles linking the film to issues raised (not just film reviews but analysis and discussion), which could indicate a new trend.

Run Google Alerts for press coverage or Google Trends to show how an issue trends over time. Correlating against release period of film and major campaign initiatives.

With more funding you could hire a media agency for press evaluation providing Advertising Value Equivalency (AVE) and PR value. Also, try PageOneX which tracks, code, and visualize major news stories based on the proportion of newspaper front pages that they take up: [pageonex.com](http://pageonex.com).

# CHANGING MINDS

Mass awareness and understanding –  
creating a shift in public attitudes

## EVIDENCE

Changes in how the issues are framed in mass media that are associated with the film and impact campaign.



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Change in standing of leading advocates in the media space or creation of new advocates.

## TECHNIQUE

Try Sentiment Analysis. Available tools include [rankspeed.com](http://rankspeed.com) a search tool that does a sentiment analysis on the blogosphere. A service also provided by [trackur.com](http://trackur.com) and [altmetric.com](http://altmetric.com). Monitor the update of issue, frames, language or characters by thought leaders, celebrities, government officials, academics etc.

Look at news archives. And consider tools such as Media Cloud: [mediacloud.org](http://mediacloud.org). Examine how the network public sphere reflects public debate and discourse about key issues; examine a film in relation to the discourse around a key issue.

Other examples are Story Pilot by Harmony Institute and ConText by University of Illinois.

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Review and track how leading advocates are talking about the issues through online and other research (news, public releases, interviews etc.) that are associated with the film and impact campaign.

# CHANGING MINDS

Mass awareness and understanding –  
creating a shift in public attitudes

## EVIDENCE

More engaged users, as evidenced by analysis of the habits of those visitors to your website.



The growth of your email list as well as the open rate of newsletters over the duration of the film impact campaign.

## TECHNIQUE

Use Google Analytics for detailed stats about visitors to your campaign website.

Have a look at 'action' based analytics like Mixpanel [mixpixel.com](http://mixpanel.com) or KISSMetrics [kissmetrics.com](http://kissmetrics.com)

Track within your email program such as MailChimp [mailchimp.com](http://mailchimp.com), or you could use Campaign Monitor [campaignmonitor.com](http://campaignmonitor.com) or Assemble [assemble.me](http://assemble.me).

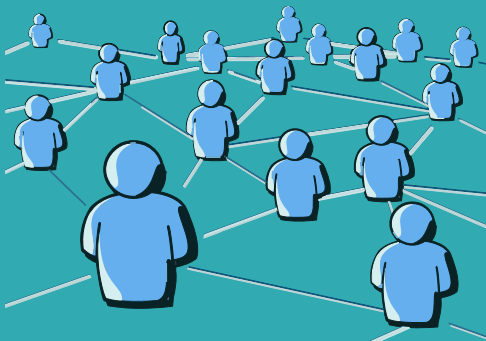


# CHANGING MINDS

Mass awareness and understanding –  
creating a shift in public attitudes

## EVIDENCE

Deeper or more significant focus on the issues raised in the film by influencers and amplifiers and through transmedia engagement.



## TECHNIQUE

Try Facebook insights. Here is a great starter guide from Mashable [mashable.com/2010/09/03/facebookinsights-guide/#A1QHb3tYmiq7](http://mashable.com/2010/09/03/facebookinsights-guide/#A1QHb3tYmiq7).

For managing multiple social media accounts try Hootsuite [hootsuite.com](http://hootsuite.com) or Quantcast [quantcast.com](http://quantcast.com)

Hashttracking.com can provide real and historic hashtag intelligence.

Track the creation of new media content triggered by the film and impact campaign.

Try a search tool that does a sentiment analysis on the blogosphere like [trackur.com](http://trackur.com) or [burrdd.com](http://burrdd.com).

Or a service like [crimsonhexagon.com](http://crimsonhexagon.com) which can track conversations and measure sentiment on a variety of social networks.



# CHANGING BEHAVIORS

Actively mobilizing people to *do* different  
not just *think* different

## EVIDENCE

A rise in the numbers of protests or signatures on a pledge or petition associated with the film campaign.

An increase in fundraising, membership, volunteering or donations for a given partner organization.

A lawsuit is filed which is associated with the film campaign.



## TECHNIQUE

Partners may be able to share data. Or else it might be captured on Avaaz.org or 350.org. Note that Google Analytics offers extensive documentation on how to track various metrics, with easy-to-implement page code and relatively easy event tracking, which can be especially useful for action KPIs such as form completions or donations. Data may be reported in the press.

Note: This can be an affordable way to gather compelling data, but it requires up-front preparation to identify and agree on the right metrics and to establish baseline performance, as well as commitment from partners to track and provide the information.

Use news analysis, court reports, and/or evidence from partners.

# CHANGING BEHAVIORS

Actively mobilizing people to do different  
not just *think* different

## EVIDENCE

Change in purchasing behavior which is associated with the films campaign.



Change in voting patterns and social behavior which is associated with the films campaign.

Target audiences report changes in behavior or \*intent to\* change behavior.

## TECHNIQUE

Sales analytics or Survey ie: Street intercept survey of target community.

Review public records or conduct a survey which makes a direct link to the film. This could be national or targeted.

Review public records on the passage of bills related to the film's topic.

Collect post-screening surveys that include a question about the audience's intent to change their behavior. See next section on drafting surveys.

Commission qualitative data gathering. Work with targeted focus groups and repeat with same sample after 12 months to track longitudinal behavior change.

Quantitative surveying in general population. Commission a survey of public behavior via independent agency such as Neilson or Gallop around the issue, before films release and repeat after a period for comparison. Could also be verified in Public Records.

# CHANGING BEHAVIORS

Actively mobilizing people to *do* different  
not just *think* different

## EVIDENCE

General  
population reports  
change in  
behavior.

Individual  
narratives of  
transformation.

## TECHNIQUE

Behavior Measurement Tool  
[behaviourtool.strikingly.com](http://behaviourtool.strikingly.com). Also try  
out Google Surveys  
[google.com/insights/consumersurveys/home](http://google.com/insights/consumersurveys/home).



Case study of how people's lives are  
transformed by participating in the film  
production / outreach process.

# BUILDING COMMUNITIES

Grassroots organizing – providing the focal point around which people come together

## EVIDENCE

A rise in volunteering, donations, community meetings triggered by the film and impact campaign.

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Leadership development triggered by the film: those who facilitate policy change are identified and commit to change.

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New collaborations between community organizations inspired by the film, uniting around common policy goals and outcomes.

## TECHNIQUE

Partners may be able to share data. Possibly measured through enrollment, membership rosters, anecdotes, or other relevant data.

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Demonstrated through biographical evidence. Testimony from campaign partners. Interviews and press.

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Testimony from campaign partners. Interviews, review of minutes. Press releases.



# BUILDING COMMUNITIES

Grassroots organizing – providing the focal point around which people come together

## EVIDENCE

Formation of cross disciplinary committees.

Strengthened organizational capacity triggered by the campaign.

Legal action filed by community groups due to film and impact campaign.

The creation of new political advocates due to the film and impact campaign.

## TECHNIQUE

Number and frequency of information sharing opportunities. Interviews, progress reports, meeting minutes.

Formal agreements for sharing information and responsibilities.

Try Issue Crawler, the network visualization tool. [issuecrawler.net](http://issuecrawler.net), is used by researchers to answer questions about specific networks and effective networking.

Advocacy Capacity Assessment Tool.

News analysis. Lawsuit records.



Review Public Record and press to capture quotes by politicians / lawmakers that make reference to the film.

# CHANGING STRUCTURES

Directly influencing law and policy to change the context

## EVIDENCE

Evidence of screenings, use of the film & associated campaign by advocates are indicators that these groups think the film is useful.

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Increased pressure on elected officials to take up the issue.

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Government policy changes in alignment with campaign goals.



## TECHNIQUE

Press or Public Record for record of events and key quotes, and where possible also note key audience members.

Make a forensic record of smaller influencer screenings, note who attended, who spoke and track where this leads.

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Lawmakers referring to the film or campaign.

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Review public record to show when film is cited in the amendment or formation of new legislation.

Check record of legislative sessions and oversight committees.  
[www.opencongress.org](http://www.opencongress.org).

You can also track policy change in Lexus Nexus (which operates with Boolean search terms) for free if someone on your team has an affiliation with a university.

# CHANGING STRUCTURES

Directly influencing law and policy to change the context

## EVIDENCE

Film / campaign mentioned during court proceedings. Fine or penalty is levied, firing is triggered or criminal charges are brought.

Changes to corporate bottom line or budget monitoring.

Changes in marketing campaigns, CSR priorities, new purchasing/sales strategy.

Corporate partnerships terminated due to the film and impact campaign.

## TECHNIQUE

Press or Public Record that makes reference to the film.



Press announcements or Annual Reviews that cite the film.

Evidence that the Institution stops or starts releasing relevant data.

Fiscal press announcements or corporate Annual Reviews that make reference to the film & campaign or that can be otherwise linked to it.

Also reporting from leadership at those institutions.

Press or Public Record that makes reference to the film as well as reporting from leadership at those institutions.

# 10 STEP GUIDE TO DEVELOPING A GREAT SURVEY

## 01. Audience

Films land differently across various audiences. Write down each audience on which you want to have an impact. Then, follow the rest of the process for each audience separately

## 02. Goals

Go back to your original list of impact goals, and filter it for goals that are relevant to the audience.

## 03. Questions

Generate a first draft list of questions for the specific audience starting from each of the impact goals. What would you love to know?

## 04. 'So What' Test

Review the recently curated list of questions and determine what you *need* to know. How will these answers help you? Each question beyond the first few will get less & less attention.

## 05. Baseline

You need a baseline of what to expect, otherwise you cannot claim the results. Contact researchers in your specific area, get familiar with comparison studies, and do a pre and post-screening survey.

## 06. Two-in-One

Look out for alarm words such as 'and' and 'or.' This will prevent you from accidentally bringing two questions into one.

## 07. Leading

Do not lead the respondent. Check for the framing of each question.

## 08. Closed Questions

Make sure the questions can be answered simply, ideally by checking a box. The more yes/no questions and checkboxes, the more responses. Also ideal to include 1 to 2 open-ended questions.

## 09. Best Medium

Think about the best medium for the survey. The actual questions should be written, but you can decide between SMS, paper-based, online etc. Evaluators often recommend electronic data collection to help with streamlining flow.

## 10. Pilot Test

Always check the language and test the survey before you go live. Get 10 friends to try it out first, or try it out at a rough cut screening.



# SOCIAL & BEHAVIOR CHANGE COMMUNICATION

Social and Behavior Change Communication (SBCC) uses science and data as well as creative ideas to focus on:

- Changing or positively influencing social norms in support of long-term, sustainable behavior change at the population level
- Fostering long-term, normative shifts in behavior in support of increasing the practice of healthy behaviors
- Improving health services provider-client interactions
- Strengthening community responses to issues
- Influencing decision-makers and family and peer networks
- Increasing demand for health services and products
- Increasing correct use of health services and products
- Influencing policy
- Encouraging an increased capacity for local planning and implementation of health improvement efforts

SBCC efforts, in order to be most effective, should be matched with efforts to expand services, increase access to commodities, and train and equip providers to meet increased demand for products and services

## TRADITIONAL MEASUREMENT TECHNIQUES TO REMEMBER:

CONTENT ANALYSIS

SOCIAL MEDIA ANALYSIS

FOCUS GROUPS

INTERVIEWS

SURVEYS

WEB CRAWLERS

VIEWER DATA

FOR MORE  
INFORMATION ON  
SBCC, VISIT:



HEALTH  
COMMUNICATION  
CAPACITY  
COLLABORATIVE