



# Global dev

## Independent Evaluation Report

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October 2025

## Management Note in Response to Evaluation Report

GlobalDev began as a blogging platform to connect research with policy debates. The premise is that research publications respond to specific research questions and incentives, which are at odds with the objective of making knowledge produced by research visible and legible to those who can actually use it in development policy and practice. We decided that hands-on editorial support and a very systematic approach to translation and dissemination on social media were a potential solution to this challenge.

In fall 2024, we took the decision to commission an external evaluation of GlobalDev, a fast-evolving blog project, not only as a due action (since its launch in 2018), but also out of genuine interest.

First, we wanted to understand whether the premise we moved on was proven correct, and how far along we had gotten.

Second, we also wanted to know more about our readership. While we have extensive information about who writes for us, we only have generic data about who reads us (where readers connect from, how long they spend on the blog, and which articles they read most). Knowing who our readers are, when publishing in three languages and across all development topics, is, in itself, a piece of research that calls for a dedicated effort.

Third, we also hoped to better understand what readers and authors look for on GlobalDev. Do readers wish to connect with authors? Do they want to meet one another and debate? Would they take advantage of additional training opportunities? Ultimately, what would they like to see more of?

This evaluation offers some valuable perspectives on these questions, albeit less directly than we had originally hoped for. It turns out GlobalDev's audience remains too broad to be effectively sampled within the scope of this evaluation.

As the GlobalDev team ponders future directions for the platform, this evaluation tells us that there is a strong demand for deeper and more regular engagement with our readership (something we have been exploring). We also learned that GlobalDev, beyond being an online publication, is a tool for many. Researchers mentioned they use it for a number of professional purposes, for their own research and teaching. This is particularly rewarding, given that the blog's original objective was to publish accessible content.

The evaluation also suggests that engaging policymakers would require dedicated efforts: they remained an elusive target group, for the blog as much as for the evaluation team. The evaluation does not include direct feedback from policymakers and therefore does not offer firm conclusions on how best to engage this audience. Nevertheless, it suggests that GlobalDev is a trusted platform offering everyone access to research and researchers, and we are encouraged to explore new activities that could bring policymakers into the conversation.

The evaluation has been valuable to the GlobalDev team as we discuss the future evolution of the blog as a platform for research communications capacity. It is encouraging that several directions we have been exploring align closely with the needs and opportunities identified in the evaluation. We are grateful to the evaluation team and invite our donors and readers to engage with this evaluation as a reflection on current needs in research communications (and research communications capacity).

*The GlobalDev Editorial team at GDN,  
December 2025*

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## Glossary

In order to have a shared understanding of terms used in this evaluation, the evaluation team set the terminology below:

**Table 1. Terminology for this evaluation**

<b>Term</b>	<b>Description related to the GlobalDev blog Program</b>
Authors	Authors of GlobalDev articles
Readers	Readers of articles on GlobalDev articles
Users	People who use information and knowledge one way or another, can be not-yet Readers of the Blog, and are not necessarily Academics
Beneficiaries	Authors, Readers, Users, Subscribers
Site Visitors	People who access the Blog site (for survey purposes)
Subscribers	Subscribers of the GlobalDev Newsletter
Editors	Editorial Staff & External Reviewer Editors
GDN Staff	Communication Officer, other Program Managers, Fellows
Board	Members of organizations or individuals involved in funding and administering GDN
Partners	Organizations involved in the ecosystem that collaborate with GlobalDev

Note: The term Grantees was left aside. They would be participants in other GDN Programs. The term Non-Readers was also left aside.

## Executive Summary

A team of external evaluators conducted an evaluation of GlobalDev from late 2024 to fall 2025. The purpose was to conduct an independent assessment of the GlobalDev Blog and of the project itself, since the beginning of its implementation. This evaluation aimed to identify the main outcomes and inform the Global Development Network's internal reflection on future operating and funding models. Main focuses were on readers and reach of the Blog, editorial process, and content analysis. Following OECD standard categories, such as relevance or effectiveness, the evaluation also analyzed achievements and challenges along the main objectives of the Blog, such as making development research accessible and connecting research to policy.

The dynamic methodology deployed combined quantitative and qualitative methods, utilizing diverse sources of information. These included documentation related to the Blog's activities, such as site traffic and editorial notes, as well as online interviews, grouped discussions with key informants, and questionnaires disseminated to authors, subscribers, and site visitors. Aiming to include a broad geographical scope, the process invited participants from different time zones and languages (Spanish, French, and English). Although not considered representative, a wide set of respondents participated. In total, almost 300 individuals shared their experiences of the Blog and insights for its lasting impact. Continuous exchanges with the Blog's team allowed deep discussions on objectives and practices in and around GlobalDev, as well as precious support to conduct this evaluation.

In analyzing the main findings in relation to evaluation questions and the Blog's four pillars, GlobalDev is considered responsive to the needs of researchers in the Global South by providing a platform that facilitates the dissemination and visibility of research. Readers specifically enjoy access to clear information, evidence-based knowledge, and the role the Blog plays as a bridge between academic insights and real-world problems. Since its launch in 2018, the Blog has achieved the participation of over 440 authors, 40% of whom represent the Global South. From October 2018 to October 2024, the site demonstrated significant growth, with metrics showing a substantial audience increase of +387% and a +274% rise in returning visitors. User shifts (notably, Spanish users rose strongly) are highly significant. However, engagement results are mixed: engaged sessions per user declined, and average session duration is short relative to reported reading times. At the same time, social media interactions remain low despite follower gains on some platforms.

The Blog demonstrates a wide range of uses among researchers, consistent quality content with a dedicated internal team and external editors, and accessibility through visual appeal, social media channels, and newsletters. The Blog's influence is evident in its role in fostering public debates, which can indirectly shape policy through the information it disseminates. However, its role in fostering dialogue between researchers and policymakers to bridge the gap between academia and practical decision-making is less evident.

Greater sustainability of GlobalDev might rely on developing interactive features and communities of users, diversifying partnerships, optimizing resources, and increasing active engagement levels on social media as new diffusion strategies, as well as broader engagement with policy-related stakeholders, grassroots organizations, and civil society representatives. Results of this evaluation include an encouragement to expand on research communication tools and trainings, and setting systematic tracking regarding the Blog's readership, balance of users' gender, regionally diverse authors, and relevant topics for local developments.

# 1 INTRODUCTION

## 1.1 Purpose of the Evaluation

The purpose of this evaluation was to conduct an independent assessment of the GlobalDev Blog project. This evaluation assessed progress toward the GlobalDev Blog's objectives and aimed to identify the main outcomes of its implementation to date (October 2018 – May 2025). This evaluation also aimed to inform GDN's internal reflection on the future operating and funding models of the Blog, accompanied by an internal institutional reflection within the team leading the project.

The primary objectives of this evaluation were to:

- Assess the effectiveness of GlobalDev in achieving its goals of disseminating research findings and fostering discussions on global development issues.
- Evaluate the quality, accessibility, and relevance of the content published on GlobalDev.
- Analyze the user-friendliness and appeal of the blog's revamped visual identity.
- Provide strategic recommendations for the future operating and business model of GlobalDev.

A main focus was on readers and reach, as outlined in the scope established and refined by GDN during discussions for a joint technical proposal from the two evaluators:

### 1. Content Analysis:

- o Quality, accessibility, and relevance of the articles published
- o Balance and diversity in the topics covered
- o Representation of contributions from LMICs and women

### 2. Editorial Process:

- o Assessment of the editorial process, including the selection, review, and publication of articles
- o Evaluation of the editorial standards and practices to ensure quality, accessibility, and credibility

### 3. Audience and Reach:

- o Analysis of the blog's audience demographics
- o Reach and engagement metrics (e.g., website traffic, social media engagement, reader feedback)

### 4. Use cases

- o Analysis of the way our readers use the blog (purposes, and added-value)

This evaluation was carried out by an independent evaluation team composed of Adeline NÉRON, PhD, a social scientist from Europe and Africa, specializing in academic communities and development dynamics, and Mabel Andrade, MBA, a senior evaluator from South America, specializing in international cooperation, public policy, and development projects.

## 1.2 Analysis scope

The evaluation was undertaken to reflect on the main achievements, challenges, and opportunities of the GlobalDev Blog, as an ongoing project. The time scope of implementation of the project for quantitative analysis of secondary data was October 2018 through October 2024, while primary evaluation data was gathered between December 2024 and May 2025, taking into consideration the overall or most recent experiences of key informants and/or the Blog's authors,

email subscribers, and the Blog's site users/readers. It incorporated both qualitative and quantitative methods, with the participation of identified stakeholders of GlobalDev Blog's project. In addition, the evaluation sought to document lessons learned, good practices, and experiences, to make strategic recommendations for the future.

The evaluation focused on responding to the questions following OECD categories (such as relevance, effectiveness, and sustainability), while also analyzing the quality of the content produced through GlobalDev Blog, its reach, and accessibility. The evaluation also aimed to assess its impact and contribution to the project's main objectives and its four pillars: **connecting** research to policy, **Accessible** development research, **Non-academics'** perspective, and **Multilingual** editorial support. Nevertheless, the evaluation did not conduct a conventional impact analysis articulated around the project's indicators, due to the nature of the project. The process was recognized as a dynamic evaluation, taking into consideration the mentioned categories as interdependent and crosscutting (for example, how quality is key for relevance, reach, and effectiveness). The evaluation assessed the project (the Blog) and its products (the articles on the Blog and its connected activities, such as training opportunities). Finally, it is important to mention that efficiency was not taken into consideration as a category of analysis; therefore, the evaluation did not include analysis around organizational resources or budgetary analysis.

### 1.3 Background and Context of the project

The Global Development Network (GDN) is an international organization committed to supporting high-quality, policy-oriented research in Low- and Middle-Income Countries (LMICs) to foster global development. In 2018, GDN launched GlobalDev, a Blog dedicated to disseminating research findings, insights, and discussions on global development issues. The Blog targets a diverse audience, including policymakers, researchers, and the general public. An internal document<sup>1</sup> states that GlobalDev envisions becoming a reference platform for individuals and institutions seeking research-based knowledge to inform policy debates, developing a signature format for presenting, in an accessible way, policy-relevant knowledge from academic work, and in the longer term, impacting the creation of new incentives for researchers and demand from policy actors to engage with such research. GlobalDev publishes articles weekly in English, French, and Spanish. In 2023, the Blog underwent a visual identity revamp to enhance its appeal and usability, and expanded its activities by introducing both in-person and virtual training modules for researchers. Additionally, it expanded its editorial team to accept articles in Spanish, French, and English.

*“GlobalDev is a blog aiming to connect development research to successful policies. We make research accessible to all so that evidence feeds into policy and creates a positive impact!”  
(Welcome page of the Blog)*

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<sup>1</sup> GlobalDev - April 27th, 2018 - Memo for AB BMGF

## 2 EVALUATION METHODOLOGY, LIMITATIONS, AND ETHICAL CONSIDERATIONS

The experience and multidisciplinary background of the evaluation team enabled the integration of diverse regional and thematic perspectives, and rich discussions with the Blog's team and between the evaluators themselves. The evaluation aimed to combine quantitative and qualitative data for a more comprehensive understanding of GlobalDev. By combining methods, it was possible to answer evaluation questions in a creative and rigorous way, complementing the individualized approaches of previous evaluations.

The evaluation has taken longer than initially planned. The desk review and design of data collection tools took place between November 2024 and January 2025, while the data collection phase extended from December 2024 to May 2025. The evaluation team presented the Key findings in June 2025, and a separate recommendations session took place in July 2025. A first draft report was submitted in July 2025 to receive comments and finalize the evaluation by the end of summer 2025. However, the last comments were shared in early October, following the revised version issued on September 17<sup>th</sup>, and the final version was submitted in the third week of October 2025.

Both the methods of data collection and the review of different sources of information, including internal and external sources, were complementary and allowed triangulation of the information collected. Each topic discussed in the evaluation was addressed using these various methods and various sources of information. An evaluation matrix, included in the Annexes, was designed during the Inception Phase. It incorporated a main evaluation question for each of the 7 evaluation categories/axes (see Table 2 below). The evaluation considered the main stakeholders of the project, such as the Blog's team, GDN staff, partners, and, in a global sense, beneficiaries of the project<sup>2</sup>.

**Table 2. Overview of Evaluation Categories/Axis and Questions**

Evaluation Category / Axis	Main Evaluation Question
<b>Relevance</b> Answering to the needs of researchers and policymakers	Q1. To what extent does the GlobalDev Blog project respond to context, needs and demands of global south researchers, policymakers, and other identified stakeholders?
<b>Effectiveness</b> The project of the Blog itself, the resources it mobilizes, and the business model	Q2. What results has the project achieved (or contributed to achieve) so far?
<b>Quality</b> Arguments and accuracy, overall coverage of the topic, data to back up, content analysis, length of the process to publish up-to-date information, selection of authors, editorial and review process, accountability, and transparency of the process	Q3. To what extent does the project ensure the production of high-quality, accurate, and reliable blog content?
<b>Accessibility</b> How readers find the articles, languages, complexity of the writing, user-friendliness, and appeal of the blog	Q4. To what extent are the Blog's articles accessible to the intended beneficiaries?
<b>Reach</b> Who is the audience, how do they reach the content, how often, and website traffic	Q5. How broad and consistent is the Blog's reach among its target users?
<b>Influence/Contribution</b> Influence/Contribution in decision-making or policy-making, uses of the learning from articles, if an article created discussions	Q6. How has the Blog influenced decision-making and contributed to discussions or learning?
<b>Sustainability</b> (of) The editorial process, of the business model, evolutions in research communication	Q7. How sustainable are the Blog's operations and outcomes in supporting the project's long-term goals?

<sup>2</sup> Refer to the terminology used at the beginning of this report, which describes the identified stakeholders.

## 2.1 Methods of Analysis and Collection of Information

As mentioned above, the evaluation employed a combination of quantitative and qualitative methods and various data collection tools. The first source of information was documentation from the Blog's activity. The evaluation team gathered additional data through online questionnaires, a survey hosted on the blog site, semi-structured interviews, and virtual focus groups with key informants and primary stakeholders.

Methodologically, the evaluation considered a broad geographical scope, aiming to include participants from different regions while accounting for varying time zones and languages (Spanish, French, and English) to engage key informants and participants from North America, Latin America, Europe, Africa, Asia, and the Pacific.

The evaluation did not seek a representative sample, but rather a volunteering sample, given the limited available data on readers and users. The evaluation aimed to achieve geographical and gender balance, particularly in interviews and focus group discussions. However, balance could not be ensured entirely, as recruitment was conducted through a combination of general email distribution (including the complete list of subscribers and authors), a direct link to the survey on the Blog's site, and open invitations for focus group discussions. To encourage broader participation, a raffle was offered as an incentive for the Blog's site visitors, serving as a methodological adaptation during the data collection phase. This approach was proposed by the GlobalDev team in agreement and coordination with the evaluation team.

As a result, nearly 300 people were consulted through the different data collection tools mentioned above. Respondents were primarily composed of researchers and students. In contrast, the average 14% of other respondents self-identified as being linked to policy making, analysis, or practice, and fewer represented other sectors (more details are provided in the data collection section below, as well as in the Annex for complete data on all respondents).

### 2.1.1 Review of existing documents

The review of existing documents associated with the Blog provided a wide range of information, from previous evaluation results to site traffic, author profiles, strategies, and notes on the editorial process. This review identified strengths and limitations, while evidencing the need for additional information for this evaluation (see data collection tools below). These sources also provided insights into how the project has been pursuing its objectives, the methods used to achieve them, and the presence or absence of indicators.

### 2.1.2 Data collection

The data collection phase started in December 2024, prioritizing the interview with the Blog Manager exiting the organization during this phase. The data collection phase restarted by the <sup>third</sup> week of January 2025 and lasted till May 16<sup>th</sup> 2025, with different stages that included 1 round of online interviews to key informants and the launch of online questionnaires directed to readers, authors, and newsletter subscribers, and the preparation of 3 focus group discussions (FGD) - in English, French, Spanish - yet only two FGD took place due to lower participation than expected. The FGD in English gathered four participants (female), young researchers, from Africa, and the one in French gathered one participant (male), a senior researcher from Europe. Despite the small number of participants, these spaces enabled a deeper discussion and exploration of the stakes and needs from the researchers' perspective. To complement these views, three additional interviews were conducted to gather additional experiences.

Overall, semi-structured interviews were conducted with **11 key informants**, **2 FGD** with a total of **5 participants**, a **Site Survey** with **226 respondents**, an **Author’s Questionnaire** reaching **16 respondents**, and a **Subscribers’ Questionnaire** accounting for **36 respondents** (see Tables 3 & 4 for details on intended targets and respondents). This sampling provided both an overview and a deeper knowledge of the Blog’s uses, considering that a higher-than-expected number of site visitors responded.

The overview of tools that were used, and their intended targets, during the data collection phase, was the following:

**Table 3. Overview of tools**

<b>TOOLS</b>	<b>#</b>	<b>DESCRIPTION</b>	<b>OBSERVATIONS</b>
<b>GlobalDev Documents review</b>	n/a	PPTs, program strategic documents, monitoring data (such as the Blog’s metrics), databases of authors and participants in trainings, and other relevant materials.	A set of links to all the available documents was provided.
<b>Key informant interviews (GoogleMeets)</b>	11	Semi-structured interviews (similar, with separate sections: one specific section for editors, one for staff, etc.): Editors, project team, other GDN Senior staff, GDN board members, partners	The interviews were held in December 2024 and from February to May 2025. The last round of interviews included authors (May).
<b>Focus Group Discussions (FGD) (GoogleMeets)</b>	3*	Spanish, English, and French FGDs were aimed at the Latin American, African, and Asian Regions. They were directed to everyone interested (Staff, Board members, Authors, Partners, etc.). Each focus group aimed at a range of 6 to 8 participants	The Focus Group Discussions were held on the 23 <sup>rd</sup> -24 <sup>th</sup> of April, 2025. There was 1 participant in the French Focus Group and 4 participants in the English Focus Group. There were no participants in the Spanish Focus Group.
<b>Questionnaire (GoogleForm)</b>	36	<b>For Subscribers of the Newsletter.</b> Available to receive responses for 2-3 weeks, depending on the number of respondents	GDN sent an email to the author’s list. The questionnaire was launched on the <sup>first</sup> week of April, 2025.
<b>Questionnaire (Google Forms)</b>	16	<b>For Authors.</b> Available to receive responses for 2- 3 weeks, depending on the number of respondents	GDN sent an email to the author’s list. The questionnaire was launched during the <sup>first</sup> week of April 2025.
<b>Survey (Google Forms) on the Blog site</b>	226	<b>For users, readers of the Blog (Site visitors).</b> Set up on the GlobalDev site. Available to receive responses for 2-3 weeks, depending on the number of respondents	GDN included a link in the Blog site. The survey was launched during the second week of April 2025. A raffle was advertised for a chance to win a travel grant to attend the 2025 Global Development Conference, taking place in October in France.

A more extended period was provided to allow for more respondents and answers. Information summarizing the characteristics and profiles of the respondents of the two questionnaires and one survey is shown in the following table:

**Table 4. Summary of Characteristics of Questionnaires and Survey Respondents**

Respondents of questionnaires/survey	Geographic Regions where they are based (Number)						Gender (%)			Age (%)			Area of work (%)			
	Africa	Asia	Pacific	Europe	Latin America	North America	Female	Male	Prefer not to say	Under 35	From 35 to 50	Over 50	Researcher	Academic	Policy Analyst	Policy makers
Authors	6	5	-	3	1	2	31	69	-	19	44	37	37,5	37,5	12,5	-
Subscribers	11	7	10	5	1	2	39	61	-	42	19	39	33	17	-	2,8
Site Visitors	97	66	18	21	15	9	64	35	1	25	46	29	27	28	7	4,4
<b>Total or Average</b>	<b>114</b>	<b>78</b>	<b>28</b>	<b>29</b>	<b>17</b>	<b>13</b>	<b>45</b>	<b>55</b>	<b>1</b>	<b>29</b>	<b>36</b>	<b>35</b>	<b>33</b>	<b>28</b>	<b>10</b>	<b>3,6</b>

Source: Survey and Questionnaires responses.

Considering Global South regions, Table 4 shows a significantly higher representation of respondents from Africa and Asia compared to the number of respondents from Latin America. The number of female respondents exceeds that of male respondents in the site visitors survey. In contrast, the number of male respondents for the Authors' and Subscribers' questionnaires is more than double or almost double the number of female respondents, respectively.

As respondents first self-identified their profession, it is interesting to note that distinctions were made between "Academic", "Researcher", "Teacher-Researcher", "Lecturer", "Assistant Professor", and "Professor", or "University Student" and "PhD Fellow", for instance. Then, in each of these questionnaires and survey, as the question was their area of work with selected possibilities to answer, 75% of Authors were "Researcher" and Academic" combined, 75% of Subscribers were "Researcher", "Academic" and "Student" combined, and 62,9% of Site Visitors were "Researcher", "Academic" and "Student" combined.

As such, the sample of the evaluation is composed primarily of members of the research community. Meanwhile, an average of 10% of the respondents identified as "Policy Analyst" and 3,6% as "Policy makers", reflecting the participation of one of the Blog's target audiences - decision makers. Additionally, other respondents in the Subscribers Questionnaire and Site Visitors Survey, in lower numbers, identified as "NGO representative", "Practitioner/Consultant", "Civil servant", or "Humanitarian Communication Specialist", to name a few.

These sets of tools and data collected constitute a valuable resource for gaining a clearer understanding of users and the uses of the Blog. They can provide a baseline for future monitoring and evaluation.

## 2.2 Management and ethical considerations of the data collection process

Google Forms were used for the two questionnaires and one survey, and Google Meets for the focus group discussions. GDN administered the distribution, including sharing questionnaires via mailing lists, setting up the site survey, promoting focus group sessions, and contacting key stakeholders for interviews. A consent and confidentiality statement was included in the introductory section of questionnaires, surveys, interviews, and focus group discussions to ensure ethical data handling. Interviews were recorded and transcribed with *Turboscribe* in most cases or summarized by the evaluation team. *Ailyze* was used for summarizing, cross-referencing, and thematic analysis of data sets. *Grammarly* was used for editorial review on the final version of this Report.

The databases from the respondents of the three tools administered were anonymized and are included as an Annex to this Report (Excel Sheet attachment). An email database of all evaluation respondents could not be shared with the Blog's team, as the question authorizing the sharing of email addresses was not included in the tools. However, the emails of Site Survey respondents who agreed to participate in the raffle were shared as a separate list, without being linked to individual responses.

## 2.3 Evaluation limitations

The process faced challenges due to time zone differences between the evaluation and Blog teams, as well as with participants. Travel schedules and overlapping events also caused some delays. Despite these obstacles, all parties responded with flexibility, allowing the process to move forward collaboratively.

One limitation was the fully remote format of the evaluation, which may have constrained the identification of particular aspects that could have emerged through in-person group exercises.

On the other hand, the evaluation faced limited participation in the focus group discussions (FGD), despite the team offering three sessions across different time zones and in three languages to mitigate this risk. Internet connectivity issues further affected participation, especially among respondents in certain regions. To address these challenges, flexible coordination and scheduling approaches were applied, such as accepting a reduced number of participants per FGD to ensure more effective engagement.

Another challenge was the limited responses and knowledge regarding specific evaluation questions or sub-questions, as some interviewees were new to GlobalDev and/or GDN, which may have resulted in a lack of direct connection with the Blog and the project itself. To balance, the tools included questions that were not directly related to GlobalDev, in order to capture perspectives from those who had limited knowledge of the Blog or the project itself. (An insignificant number of respondents expressed never reading blogs.)

When launching the three questionnaires/surveys through different channels, there was the possibility of respondent duplication. To minimize this, it was requested only to answer the questionnaire/survey once. (There was an insignificant number of respondents who responded twice, in two different questionnaires.)

As mentioned before, during the evaluation process, a participation incentive for the Site Survey was proposed by the GlobalDev team in order to guarantee a relevant number of respondents. This incorporation may have affected respondent motivation and introduced bias, as participation could have been driven by the potential reward, which may have also led to

responses that did not accurately reflect the genuine views or experiences of respondents. (Despite this, only a few successive answers from the same respondents were “No Comment”, “Can’t say”, “N/A”, for instance.)

Finally, in terms of interviewing, there was either no or very low representation of public policy and decision makers, as well as the perspectives of other allied institutions. This lack or low representation may also have introduced a bias, as the evaluation team could only rely on indirect perceptions or assumptions.

### 3 EVALUATION FINDINGS

This section gathers the main findings from the evaluation process. It summarizes information from various sources and tools applied (see introduction of sources and tools in the previous section). The findings are framed within the seven main evaluation questions, which were shaped in the Inception Phase. Direct quotes that are considered telling and relevant are included along with the reflections; however, they are not meant to be exhaustive or representative.

#### 3.1 Q1. To what extent does the GlobalDev Blog project respond to context, needs and demands of global south researchers, policymakers, and other identified stakeholders?

*“Our experience confirms that turning research into knowledge – and turning research on its head to start from a policy challenge rather than a research problem – is far from being intuitive or a simple ‘translation’ task.”*  
*Editorial 2020*

In the provided **Documentation**, the GDN’s Communications Strategy for 2024-2026 highlights, as its first external goals, supporting Southern researchers in producing more and better research and enabling and empowering them to have a stronger voice in global debates. Echoing that, the Authors’ Testimonies collected over the years of the Blog’s activity (since its creation in 2018) highlight their experience as researchers engaging through the platform. They emphasize how the Blog has allowed them to examine their work differently, clarify their findings, sharpen their analysis, adjust their conclusions, and broaden their own view of their topics. They expressed their interest and appreciation for the Editorial Team’s invitation to situate their research into a broader field and/or diverse perspectives. The process has also inspired researchers with new ideas for their work. Authors expressed new confidence in writing more generally, as well as enthusiasm for reading other articles on the Blog. These findings showcase the Blog’s ability to foster connections and engagement within the research community.

A few quotes from these testimonies are as follows:

	“making it appealing to a wider audience”		
	“make the write up sharper and more to the point”	“share our work in a less nerdy language”	“one tends to get stuck in academic language”
“write messages for lay readers”	“improving the quality and focus of the article”	“the editorial team is essential to guide authors to focus on key messages”	
	“improve the clarity and conciseness of my blog”		
“helpful suggestions for communicating with a non-technical reader”		“ensuring that my blog is evidence based yet digestible for the wider audience”	“develop a clear and effective narrative”

Based on the responses collected through the **Data Collection Tools** specifically designed for this evaluation, the findings suggest that the Blog addresses the needs and demands of researchers from the Global South. Its inclusive process and focus on supporting underrepresented voices help build confidence among authors. The emphasis on capacity-building initiatives within the publication is deemed particularly valuable. The Blog is frequently described by respondents as an opportunity to learn to write for a wider audience than strictly the academic one, to refine analysis and arguments, and to gain visibility for their work. As a platform, the Blog is highly appreciated for addressing a variety of timely and impactful topics. It is also underlined that it connects seasoned professionals with younger and emerging ones, simply by associating them in the space that the Blog creates.

The Blog is reported to help researchers extend the impact of their work across borders and sectors. An interesting mention is the perceived value-added of the Blog's posts in being a bridge between insights from academia and real-world problems, thereby addressing an information gap in the Global South. Respondents appreciate deepening and widening their understanding of the world and its issues. The perception of **relevance** (first evaluation category/axis) is that the Blog is bringing "food for thought", research that is "rigorous and directly applicable to policy debates", while informing "regional and national discussions". The experience and views collected refer to the Blog's target audience being quite wide, encompassing not only researchers and policymakers, who are said to be the "core audience," but also a broad audience and the general public.

However, the Blog also faces observations regarding the extent of broad and regionally diverse representation among its authors and topics, particularly from traditionally marginalized contexts. These insights also reflect a tension between maintaining academic rigor and fostering inclusive, locally grounded engagement aligned with policymaking processes in the Global South. To illustrate, a respondent who identifies as a policymaker referred to alignment with the Global South as follows:

*« Yes, GlobalDev blog generally aligns with policymaking and research priorities in the Global South. It brings forward voices from diverse regions and often highlights issues that are context-specific—like governance challenges, development gaps, and implementation realities. The focus on evidence-based insights and the accessibility of the content help bridge the gap between research and policymaking. However, sometimes the framing still leans toward academic discourse, which may limit its reach among frontline practitioners or local policymakers.»*

Although the needs of authors and readers can be differentiated, the perspectives and perceptions of all respondents can be summarized as follows. The Blog is overall reported to:

- Showcase and empower researchers from the Global South, fostering capacity building and disseminating research.
- Cover key issues such as poverty, education, health, climate change, governance, and gender equality that are central to Global South priorities, unveil strengths and areas for improvement in research topics, while also addressing environmental resilience, climate justice, and sustainable development as critical themes for the Global South.
- Promote and apply rigorous and relevant data and methodologies to address specific challenges faced by the Global South.
- Provide evidence-based insights and practical recommendations relevant to the Global South (distinctively from influencing policymaking processes).
- Focus on amplifying voices from various regions within the Global South, promoting inclusivity through accepting submissions and delivering publications in three languages.
- Show limitations and potential for research that further includes grounded knowledge (for instance, voices from NGO field staff and local community leaders) and enhances engagement of researchers with policymakers and grassroots actors.

As a final point, when compared to similar platforms or blogs<sup>3</sup>, GlobalDev's focus on development issues and its consistency are highlighted and appreciated; otherwise, it is generally considered by respondents as being similar to other blogs related to international development issues and debates.

### 3.2 Q2. What results has the project achieved (or contributed to achieve) so far?

According to the GlobalDev blog's **documentation**, the project's structure does not follow a conventional logical framework (logframe), an explicit Theory of Change, or a yearly plan outlining the key activities and objectives of GlobalDev. In this sense, the project's current flexible internal structure lacks a clear pathway to the envisioned goal. Beyond performance metrics, authors' information, and documents that offer strategic and operational guidance, there are no defined monitoring indicators to serve as a reference.<sup>4</sup> to close gaps in information regarding who the users are, key features of the Blog users (e.g. professional background, gender, country, interests), uses (e.g. type, frequency, average time spent on the site) and actual or potential contributions/influence of the Blog. While the operational aspects are addressed in practical terms, the broader direction and evaluative framework remain to be established<sup>5</sup>.

Nonetheless, to assess the Blog's **effectiveness** (second evaluation category/axis), some indicators from the **Google Analytics Report** (see Table 5 below) can be considered. As such, it shows an exponential growth in terms of **users and new users** since the creation of the Blog. In the analysis, it is considered a yearly development from Oct 2018 until Oct 2024<sup>6</sup>. Under this consideration, a 387% growth in users is reported, indicating a yearly increase, except for the years 2022 and 2024.

Another important indicator is the **returning visitors** (274% increase), showing a general increase except for 2022 and 2024, while a doubling of the number of returning visitors is observed in 2023. In line with the mentioned numbers, **engagement sessions** also show an exponential growth of 333% over that year. However, the **engagement session per user** shows a reduction of 86%, moving from the ratio of 3,96 engaged sessions a user has had on average on the respective month (Oct 2018) to 0,55 (Oct 2024), which represents less than one engaged session a user has had on average (Google Analytics defines an engaged session as session that lasts longer than ten seconds, as a key event, or as at least two pageviews or screen views).

A decreasing trend is also observed in the **average session duration** through these periods. However, in the year 2024, this average moved upward, reaching 03:11 compared to 01:02 in 2023. As a result, the overall increase from 2018 to 2024 is 16%. Despite this increase, this becomes a relevant indicator showing that users might spend on average 1 minute 40 seconds or a maximum of 3 minutes 11 seconds when using the site. Nevertheless, the Blog itself reports a reading time range of 5-7 minutes. This indicator raises the question of whether visitors are actually reading the articles thoroughly or not at all. Key informants did not indicate how much time was spent on the Blog; however, the mention of "scrolling down" suggests that articles may not be read thoroughly.

**Table 5. GlobalDev site performance 2018-2024**

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<sup>3</sup> Examples mentioned include ADB Blog, DevAsia, Apolitical, World Bank blogs, OECD blogs, IISD, ...

<sup>4</sup> The questionnaires and survey developed for this evaluation already set potential indicators to continue tracking as M&E future exercises

<sup>5</sup> The evaluation team did not participate in editorial meetings where the Blog's team might discuss such points.

<sup>6</sup> The site reports information from April 2018; however, it is considered data from October 2018 onwards, in order to standardize a one-year unit for data comparison.

Month	Date	Users	New users	Returning visitors	Engagement Sessions	Page views	Eng. session p/user (ratio)	Av. session duration (mm: ss)
Oct-18	31/10/18	1.278	1.187	228	1.841	7.291	3,96	02:44
Oct-19	31/10/19	2.752	2.603	394	3.350	9.129	2,73	01:25
Oct-20	31/10/20	4.408	4.294	483	5.160	12.715	2,46	01:17
Oct-21	31/10/21	8.069	7.927	672	9.098	20.865	2,29	00:56
Oct-22	31/10/22	4.790	4.650	622	5.756	14.852	2,58	01:11
Oct-23	31/10/23	8.115	6.385	1.200	4.162	14.168	0,04	01:02
Oct-24	31/10/24	6.225	5.979	852	7.966	9.839	0,55	03:11
Oct 2018 to Oct 2024		387%	404%	274%	333%	35%	-86%	16%

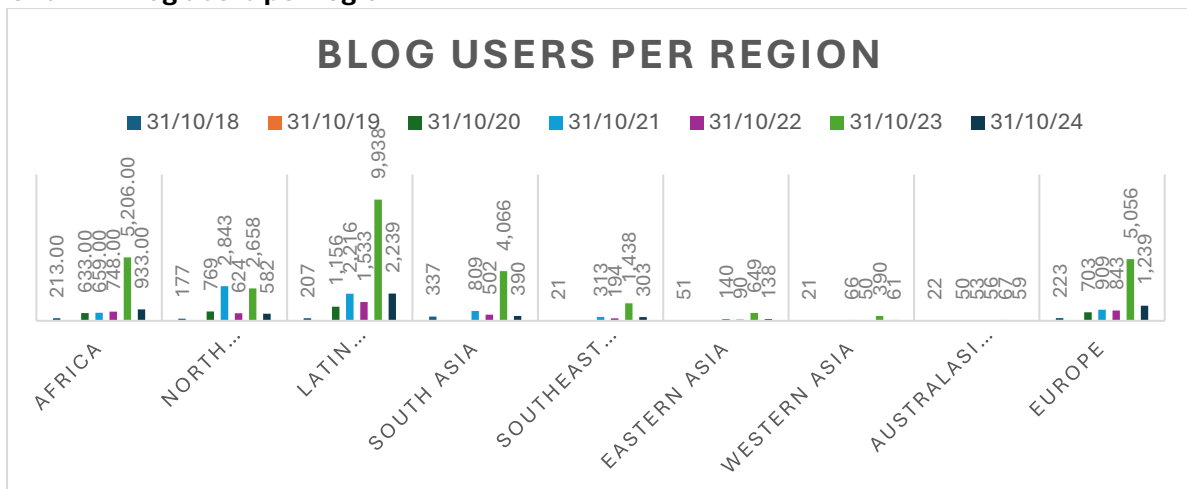
Source: Google Analytics Monthly-Grid view.csv

Through this source of information, data on users per region and per language is also reported (see Charts 1 and 2 below). When analyzing users per region, it is important to mention that this set of information has a few gaps in some of the dates that are reported (Oct 2018-Oct 2024) and that significant variations are reflected and might be related to changes on the site, such as the revamp or peaks of users due to events organized by the GDN. Under these considerations, what is remarkable is the yearly exponential growth evidenced in 2023, but also the high level of representation of Latin America (which has not been reflected in the number of respondents during the evaluation data collection process).

Considering the whole period, October 2018 to October 2024, the number of users increased as follows: users from **Africa** have increased from 233 to 933; users from **North America** from 177 to 582; users from **Latin America and Caribbean** from 207 to 2239 (highest increase); **South Asia** from 337 to 390 users (showing the least increase); **Eastern Asia** users from 51 to 138; **Western Asia** moved from 22 to 59 users; **Austral Asia/Oceania** users from 22 to 59 and finally users from **Europe** reflect an increase from 223 to 1239 by October 2024.

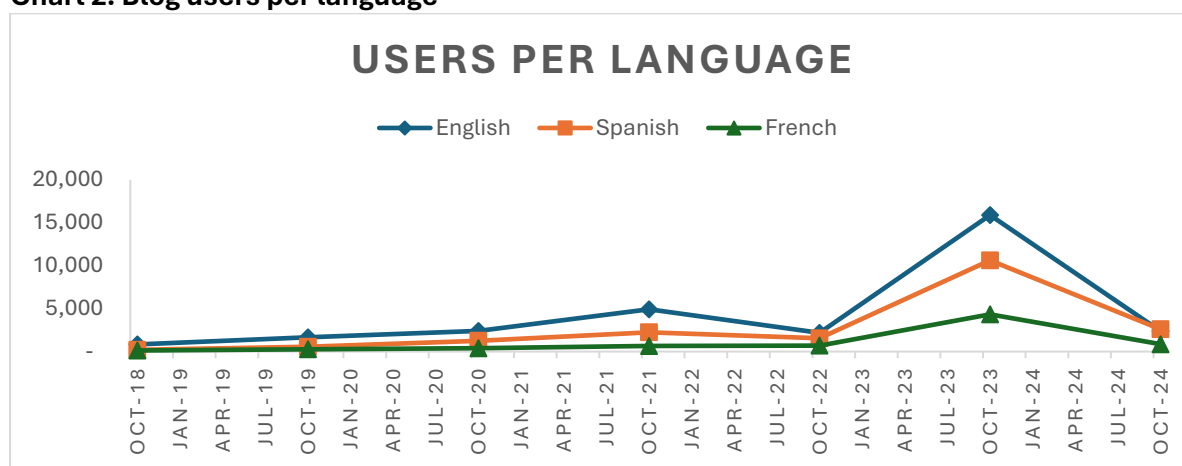
The same trend emerges for the number of users per language. Thus, relatively steady growth is reflected throughout the selected periods. A spike is shown in October 2023. The number of **English language users** has increased from 833 to 2377. **Spanish language users** increased exponentially from 203 to 2602 users, while **French language users** increased from 127 to 852 in that year.

Chart 1. Blog users per region



Source: Google Analytics Monthly-Grid view.csv

**Chart 2. Blog users per language**



Source: Google Analytics Monthly-Grid view.csv

In terms of other results, it is also acknowledged that **engagement levels on social media** have been relatively low, compared to the growth in the number of users. These decreasing engagement levels reflect a general trend seen in other blogs used as benchmarks by GDN (see more detailed analysis in findings for main evaluation question 5 - Reach), indicating that there is room for improvement in promoting content and stimulating dynamic discussions through diversified strategies and channels.

Finally, based on the documentation available to the evaluation team, another notable achievement of the Blog is **its pool of over 440 authors** (at the time of the evaluation) who have been published on the Blog since its launch until late 2024. They can be categorized by gender and region as follows:

**Table 6. Representation of Authors by region and gender (April 2018 to May 2024)**

Hemisphere/ % Authors	Regions	Female (Number)	Female (%)	Male (Number)	Male (%)	Total number of Authors
North (60% of Authors)	Europe	54	34,6	102	65,4	156
	North America	44	37,6	73	62,4	117
South (40% of Authors)	Latin America and the Caribbean	13	37	22	63	35
	Asia	28	44,5	35	55,5	63
	Africa	32	56	25	44	57
	Middle East and Northern Africa	1	100	0	0	1
	Oceania / Pacific	6	50	6	50	12
<b>Total/Average</b>		<b>178</b>	<b>51,39</b>	<b>263</b>	<b>48,61</b>	<b>441</b>

Source: Author's List, GlobalDev.

Altogether, the information on authors is valuable for comprehending them as a community of users of the Blog. It shows, for instance, an integration between North and South (shared publishing on the same platform) or reflects gender differences depending on the regions of contribution. In the same line, the data shows an apparent under-representation in terms of authorship in some regions such as Latin America and the Caribbean, the Middle East, and Northern Africa (MENA).

From a different perspective, the **Data** collected indicated that the Blog's **effectiveness** lies in its positioning as a credible source of insights on critical development issues. Furthermore, the Blog's role in popularizing research and making it attractive and accessible to a broader audience, including students and practitioners, was widely recognized.

Considering respondents' practices in reading and/or writing for blogs in general, and for the GlobalDev Blog in particular, responses showed a pattern of sustained engagement since the Blog's creation. Among the **authors** the Blog has mobilized over the years, and who responded to this evaluation, more than 30% have been engaged as authors for over 3 years. Over 50% of authors reported writing blogs only very rarely. These responses reinforce the Blog's role as a special opportunity and space for authors to publish their work. Almost half of the **Subscribers** who completed the questionnaire had recently joined ("less than 6 months", or "less than a year").

Nevertheless, over half of all three types of respondents reported being frequent and periodical readers ("daily or several times a week", or "bi-weekly or several times per month"). It is remarkable to gather that the Blog is disseminated through multiple channels, including direct recommendations, social networks, and events. It could also be highlighted that respondents appreciated the succinctness of the posts, the added value of the images accompanying the articles, and the evidence-based nature of the Blog. Like other blogs or platforms, it serves to educate and inform, but a specific appreciation of its focus is reflected, for instance, in this direct quote:

*"It distinguishes itself by offering a more direct focus on the Global South, with content often highlighting regional issues, local perspectives, and solutions that are more specific to these areas."*

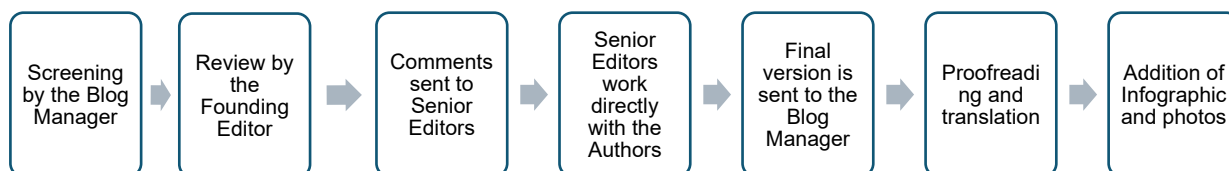
When reflecting on the uses of the Blog, some recurring or unexpected aspects were mentioned. As such, GlobalDev **Users** (Authors, Subscribers of the newsletter, and Site Visitors) overall report that the Blog serves primarily as:

- A tool for research - by identifying research gaps through the Blog - when drafting concept notes, proposals, and academic articles
- A tool for learning and staying informed about current global development issues, trends, and insights
- A tool for drafting policy messages, inspired by the format of the Blog's articles
- A tool for identifying professional opportunities, such as calls for papers, grants, and events<sup>7</sup>

### 3.3 Q3. To what extent does the project ensure the production of high-quality, accurate, and reliable blog content?

In the provided **Documentation**, the Handover Note (from the previous Blog Manager, in December 2024) notably detailed the editorial process.

**Figure 1. Editorial Process**



Source: Handover Note, December 2024

<sup>7</sup> This particular line of response may indicate confusion among some respondents regarding GDN sources of information, the GlobalDev Newsletter, or both.

From **the Authors' Testimonials**, the recurring appreciation relates to a rapid, clear, smooth, and efficient editorial process, with a friendly and professional team. The **Survey** conducted in 2022 displays ratings of content quality. A total of 38 of the 85 respondents rated the quality as 4/5. In a memo, GlobalDev states that "Offering high-quality editorial support, building relationships with authors to develop content together, and translating that into a quality product translated into three languages is resource-intensive, with each post costing around USD 1200 to be published".

This information outlines part of the resources dedicated to producing the content of the Blog. In this sense, a reported challenge involves maintaining the consistent **quality** of multilingual content (third evaluation category/axis) across different versions of the same article. Resource limitations or high costs were also mentioned. Last, external editors being differentiated by language may limit the extent to which such reviews remain consistent and comprehensive across the three languages in which the articles are published.

The responses in the **Data Collection Tools** reinforce the Blog's commitment to high-quality and reliable content, achieved through a rigorous and systematic editorial review process. This mechanism involves collaboration between editors and authors, providing essential feedback that enhances the clarity of the research presented. The vast majority of respondents "agreed" or "strongly agreed" that the arguments presented in the articles are accurate and well-supported by data, and that the content comprehensively addresses key topics while linking evidence to potential policymaking. Moreover, Authors underscored that the Blog's approach allows access to an editorial team, which actively encourages them to adopt evidence-based writing practices, ensuring credibility and reliability in the Blog's outputs.

For younger respondents (age <35), the overall quality of the Blog is shaped by a combination of factors consistently underscored: the clarity and accessibility of its writing, its strong foundation in evidence-based content, and its commitment to policy relevance. Several informants also noted that the Blog stands out for its inclusion of diverse voices - particularly from the Global South - across disciplines, regions, and career stages, which contributes to a rich discourse on development. Contributions from experts as authors further impact the integrity of the content, which is considered vital for maintaining trust among readers.

Recurring or relevant perceptions of respondents were:

- The Blog's current diversity in contributors, topics, disciplines, and regions which enriches the platform with contextual insights.
- The Blog focuses on real-world challenges, including climate change, inequality, education, and health, presenting them through concise, well-edited articles enhanced by engaging visuals and infographics.
- The Blog's non-technical language makes complex ideas digestible for a broad audience, potentially including researchers, policymakers, practitioners, and students.
- The Blog offers a limited diversity of materials in multiple formats (articles, podcasts, videos). Increasing the variety of formats would enhance reader engagement and comprehension.
- The absence of promotion of the participation of persons with disabilities

Lastly, key informants in interviews highlighted a potential risk: the increasing use of AI for content creation and consulting could compromise the Blog's quality, distinctiveness, and credibility, necessitating strategies to detect plagiarism. On the other hand, the analysis identified potential risks that could undermine the Blog's reputation as a reliable source and make its key quality processes - currently considered a competitive advantage (e.g., editorial process, translation) - vulnerable to replication.

### 3.4 Q4. To what extent are the blog articles accessible to the intended beneficiaries?

The Authors' testimonials previously collected by the Blog's team place a high value on the language translation conducted by GlobalDev Blog. Without specifying much about the intended target or beneficiaries of the articles of the Blog, these testimonials focus on the perceived benefits: reaching a wider audience, gaining greater visibility, making their research more accessible, and allegedly more impactful. What is most appreciated is the exposure through publication, regardless of its specific destination.

Responses from the **Data Collection Tools** confirmed that by offering content in English, French, and Spanish, the Blog significantly enhances **accessibility** (fourth evaluation category/axis) for a diverse audience. The perspectives that were collected highlight the focus on three continental regions - Latin America, Africa, and Asia -and particularly those in the Global South who may not be proficient in English. Nonetheless, it should be noted that the articles predominantly rely on research sources published in English.

Participants in questionnaires, the survey, interviews, or group discussions were also asked about potential additional languages for the Blog. Many answers were single mentions (suggestions are illustrated aside). Meanwhile, several responses emphasized that English should remain the main language or that the three current languages were already sufficient.

	Mandarin	
German		Hacusa
Korean		Arabic
Portuguese		Japanese
Kiswahili		Hindi
		Samoa

The editorial aspect was explored in greater depth through these data collection tools. A general perception was that an editorial committee meets to discuss submitted articles and that they are "peer-reviewed". Besides, it was underscored that the current editorial practices - emphasizing clarity and simplicity - make complex research more understandable for non-specialists, fostering greater engagement among a broader audience. Overall, the vast majority of respondents "agreed" or "strongly agreed" that the Blog's articles are easy to access, user-friendly, and visually appealing.

It was gathered that newsletters and social media channels, especially Facebook, play an important role in promoting the Blog, allowing users to access content with relative ease.

Views varied across types of respondents regarding what makes a Blog appealing. **Authors** prioritized visual elements, real-world application and practical recommendations, length and readability, rigorous data and high-quality analysis, diversity of perspectives, and comprehensiveness. **Subscribers** prioritized rigorous data and high-quality analysis, diversity of perspectives, comprehensiveness, expert interviews or personal stories, and visual elements. **Site visitors** prioritized rigorous data and high-quality analysis, real-world applications, visual elements, and expert interviews. Respondents also differed in how they viewed the complexity of the Blog's articles. **Over 85% of authors** expressed that the complexity was low or medium. Over 86% of Subscribers considered the complexity to be medium or high. At the same time, 68.1% of Site Visitors viewed the complexity as being medium.

Lastly, it was also found that there are a few limitations in platform navigation and search functionality that could limit accessibility, making it difficult for users to find specific articles or topic-related articles. Additionally, it was stated that cultural and regional differences affect engagement levels, suggesting that language alone does not guarantee accessibility. For example, some audiences may still prefer local research discussions over global

perspectives. To illustrate this point, quotes with suggestions to make the Blog more accessible from different respondents are the following:

*“greater emphasis on South-South knowledge exchange, and increased focus on localized context and solutions”*

*“collectively identified priorities and context-informed approach”*

*“sharing success stories in south countries”*

*“day to day problems that ordinary people face”*

*“incorporating more region-specific case studies, success stories, and challenges from both Africa and around the world to better address local contexts”*

### 3.5 Q5. How broad and consistent is the Blog’s reach among its target users?

In the review of the provided **Documentation**, besides the number of new users already analyzed in question 2 (Q2) on effectiveness, which has shown an important growth, there is also interesting data about social media channels where the Blog and its content are promoted, and that reflects its **reach** (fifth evaluation category/axis).

The **Facebook page** for the Blog currently registers 11.000 followers. First social media analytics (CSV) in January 2018 showed 255 views, 1069 followers (likes), a reach of 32.549, and post-engagement of 1.764. Compared to September 2024 (last month available), the data indicated 101 views, 11.823 followers (likes), a reach of 398, and post-engagement of 17. The trend was upwards in terms of followers (likes) until 2019, then it started to decrease in number, moving from 13.148 likes in December 2018 to 11.823 in September 2024.

On the **X platform**, the Blog currently accounts for 2071 followers, in a similar trend to Facebook, yet at a lower level. From January 2018 to September 2024, the monthly number of followers increased from 709 to 2.074. Profile visits **averaged** 248 visitors throughout the period, with new followers decreasing from 33 to 19 per month. In terms of X's impressions, they have decreased from 69,100 to 2,300 by September 2024. Nevertheless, it is important to highlight that from December 2021 to August 2024, impressions per month were reported, except for March 4th, which showed 5,600 impressions, and September 2024, which showed 2,300 impressions monthly.

The **LinkedIn** account has been recorded since April 2022. The base of followers has increased steadily from 35 to 982, indicating a moderate growth rate. It has also moved from 31 monthly new followers when it started, to 62 monthly new followers in September 2024 (with an average of 35 new followers monthly). It is also reported that the page views have increased from 17 to 82, reactions from 3 to 82, and the average 'share' per month is 2.

Overall, despite the increase in users of the Blog, the [Social Media Analytics Report](#) shows a downward trend, except for LinkedIn, with a lower base of followers that has slowly increased (compared to the development of the other GlobalDev social media channels). These trends invite the Blog team to consider new strategies for showcasing the Blog's articles and related activities, particularly the recent initiatives implemented by the GlobalDev team, such as trainings in research communication. Furthermore, interviews underscore that there are almost no reactions to the Blog's publications.

From another angle, responses from the **Data Collection Tools** reveal a prevailing view that the Blog has a broad **reach** within the research and academic communities. The Blog has

established itself as a recognized platform within academic circles, helping to promote visibility of research among researchers and academics. The different channels, such as newsletters and social media channels, further enhance engagement, allowing the Blog to connect with a wider audience and maintain a consistent presence. Despite this broad reach, the Blog might face challenges in engaging policymakers or other policy-related stakeholders such as policy analysts, NGO, or civil society representatives. General readership appears (according to respondents of this evaluation, whose data collected can constitute a baseline for future evaluations/analysis) to consist mainly of students and researchers. Uncertainty remains about the readers' identities, as only a small number of profiles responded to the questionnaires and the survey, compared to the reach data of Blog visitors/users provided by analytics. This limitation combines with positioning issues in social media channels, alongside changing media consumption habits. Notably, younger users are favoring podcasts and more interactive content, such as videos and AI platforms. Nonetheless, answers also show general perceptions about other users of the Blog (other than respondents themselves). The perceptions indicated that they would primarily access it through social media channels and direct visits to the website. Perceptions from site visitors indicated that the Blog was primarily used by academic researchers, followed by policy analysts and practitioners/consultants.

In the Authors' Questionnaire, a specific question was whether they had received direct or indirect feedback from readers of their publication on the Blog. Half of their responses mentioned that they had had no feedback or reaction to their publication on the Blog. A few responses mentioned 'likes' on social media (Facebook and LinkedIn). Some distinct quotes are the following:

*"Yes where I have been quoted by different media in my country"*

*"I have received some feedback from readers wanting to know details of research methods"*

Dissemination remains the primary expectation from publishing on the Blog, and half of the respondents explicitly stated that they did not know how their publication was used. Projected aims for publication were the following: informing discussions, supporting research, or guiding policymakers. The Subscribers' responses display a main interest in research and teaching, exploring perspectives on a specific topic, and general curiosity.

### 3.6 Q6. How has the Blog influenced decision-making and contributed to discussions or learning?

There was limited information related to this evaluation question in the provided **Documentation**. Nevertheless, from the **Data collection**, respondents' broader perception is that the Blog is playing a significant role in informing decision-making and enriching discussions by providing accessible, evidence-based research that could resonate with policymakers and the wider public. However, this **Influence** (sixth evaluation category/axis) is likely evidenced through the Blog's role in fostering public debates that indirectly could shape policy through the information and knowledge it disseminates. Less evident is the role the Blog has played in directly fostering dialogue between researchers and policymakers, bridging the gap between academia and practical decision-making in order to promote evidence-informed discussions.

This linkage remains a challenge, and it may reflect a trend for the entire research sector. There is a lack of feedback on how the Blog engages with policymaking and decision-making processes. This gap in interaction suggests that while the Blog successfully disseminates research, it might not fully translate into action. While it aims to influence policy discussions, outreach to these targets is not evident. Cultural differences and preferences for local research can also limit engagement from specific audiences, particularly younger users who often prefer

alternative formats like podcasts, webinars, or other interactive platforms to share knowledge with experts and peers.

As mentioned before, while the Blog provides valuable content, engagement levels of the social media channels remain low (including its existing YouTube channel), limiting the potential for dynamic discussions. Additionally, the absence of a structured system to measure the Blog's contributions to decision-making complicates a clearer understanding of its impact. Perceptions of respondents confirm a central focus on research and learning, and the assumption that the Blog stimulates meaningful discussions or debates among stakeholders, and connects research, evidence-based analysis, or insights, to policy-making or decision-making. In contrast, a unique use of the Blog that was mentioned is the repackaging of the Blog's articles for raising awareness and advocating in communities in informal settings, as per the quote below:

*"I mainly use the GlobalDev blog to access simplified, research-based insights that inform our work at Husisha Initiative—especially in using comics and data storytelling to raise awareness, influence policy, and design programs that resonate with youth and communities in informal settlements. It helps bridge academic research and real-world impact in an accessible way."*

Responses confirm anticipated and discussed challenges to measure the influence of the articles. Despite this lack of proof or testimonies about direct impact on policy decision-making, the dissemination of diverse contributions is a valid positive achievement. Continuous mentions of the quality of the editorial process or the multilingual publication were made in response to questions regarding the Blog's alignment with priorities and contexts. These mentions highlight the significance granted to meaningfully contributing to the development stakes and needs in the Global South, particularly in terms of learning and influence. This space for these publications is recognized for bringing light to issues and dynamics, while amplifying voices from different geographies, which could be considered the core influence that the Blog achieves.

### 3.7 Q7. How sustainable are the Blog's operations and outcomes in supporting the project's long-term goals?

In the provided **Documentation**, the [2021 Benchmarking Exercise](#) identified pathways to improve and expand the **sustainability** (seventh evaluation category/axis) of the Blog. For instance, it was identified that the benchmarked blogs (such as Vox EU, Brookings, Southern Voice, UNU Wider, and CGD Blogs) used more multimedia tools and formats. This exercise also highlighted the challenge of categorizing topics and identifying distinct target audiences. The *persona* exercise that was conducted (to characterize potential profiles of users and their ways of using blogs) reinforces the findings below on the importance of expanding and/or refocusing goals, and specifying the intended audiences (policy analysts, academics, journalists, practitioners, citizens in general). The [GlobalDev Strategy](#) builds on the *persona* exercise to strengthen the community (readers and authors), thereby contributing to greater sustainability. This community surrounding the Blog may include forms of emancipation, with direct, horizontal connections among members, while offering potential resources for the Blog (donors, partners). It also frames the discussions below on optimization (search engines and keywords on the Blog) and knowledge connections (direct links to sources or additional publications).

Responses through the **Data Collection Tools** indicate that the Blog's operations largely depend on maintaining a consistent flow of contributions from authors motivated by the impact their work can have on knowledge and policy. A vigilant editorial team plays a key role in this, actively engaging with ongoing research outputs to ensure all content aligns with the Blog's mission. Respondents provided several suggestions for improving the publication process. Additionally, they mentioned that feedback could be more detailed and expressed interest in receiving feedback on the actual visibility of their publication on the Blog. Open responses around

sustainability renewed their regard for the Blog's high quality and array of topics included and addressed. Overall, based on the suggestions and inputs shared by respondents, some factors that might contribute to the Blog's sustainability include:

- Fostering a sense of community among users (authors and readers) to support ongoing engagement and involvement.
- Encouraging participation through discussions, events, or user-generated content can enhance reader loyalty, attract new audiences, and broaden reach.
- Strengthening the editorial team's capacity, particularly through more senior editors, to enhance long-term effectiveness.
- Adapting to the digital landscape that increasingly prioritizes inclusivity and interactivity
- Leveraging technology to overcome local language barriers and expand influence across diverse communities.
- Emphasizing liaison between local and global scales, with regional focuses, to support representation and impact in local development.
- Establishing operational independence (e.g., from donors or partners) to maintain flexibility in responding to evolving audience demands and global political events.

Lastly, a key concern stated by numerous respondents is the need for diverse funding strategies. The idea of "diversifying funding sources through collaboration" illustrates an understanding of the financial challenges non-profits and research blogs typically face.

Suggestions on how to enhance financial stability and reduce vulnerability underlined exploring partnerships with varied institutions, and securing diverse funding sources and multiple revenue streams. In terms of networks to expand into, the GDN network itself was mentioned as one of the first targets. Respondents invite youth and critical voices from the field to get more space for joint dialogue. In terms of monetizing certain activities of the Blog, suggestions were sponsored posts, partnerships with development organizations, charged online courses, or direct donations from appreciative readers. A continuous argument revolves around community, creating and strengthening a community (or communities) around the Blog. Quotes from different respondents that provide different information at once are the following:

*"To make GlobalDev blog more appealing to readers, I'd suggest adding more region-specific content, creating interactive features like Q&A sessions or polls, and offering downloadable resources such as summaries or infographics. Highlighting trending topics and improving content categorization could also enhance user engagement"*

*"For GlobalDev blog's sustainability, I'd suggest diversifying funding sources (e.g., grants, partnerships), expanding its audience through targeted outreach, and investing in capacity-building for contributors. Additionally, regularly updating its content strategy to align with emerging global trends will ensure long-term relevance"*

*"Local Insights and Global Solutions Localized Focus: Offer content that covers local development challenges in various regions of the world, along with global solutions. This would highlight how diverse issues are tackled differently in different areas"*

## 4 CONCLUSIONS, TAKEAWAYS & RECOMMENDATIONS

### 4.1 Conclusions

This first sub-section of Conclusions summarizes the findings above. This section provides a recap of the information gathered from the Blog's team documentation and the responses collected through the data collection tools developed for this evaluation, organized by the seven evaluation criteria.

#### 4.1.1 Relevance

GlobalDev Blog is responsive to the needs of researchers of the Global South, particularly authors, by providing a platform that facilitates the dissemination and visibility of their work, in addition to enabling researchers to clarify findings, sharpen analysis, and situate their work within broader perspectives. Readers specifically enjoy access to clear information and evidence-based knowledge. The Blog's relevance is further supported by its perceived rigor and its role as a bridge between academic insights and real-world problems, as well as its direct applicability to policy debates, dialogues, and discussions at regional and national levels. Nonetheless, it has faced some observations on limits in the representation of regionally diverse authors and local perspectives.

#### 4.1.2 Effectiveness

The Blog has shown a very significant growth, in terms of new users, it has grown 387% since its launch, and returning visitors reflect a 274% increase. A contrasting trend is the amount of time users spend on the site; despite a 333% increase in engagement sessions, the ratio of engaged sessions per user decreases. The Blog has achieved the participation of 441 authors since its creation, 40% of whom represent the Global South. Some regions, such as Latin America and the Caribbean, Oceania, and MENA, are underrepresented in terms of the number of authors. On the other hand, in the most representative regions, male authorship is predominant. The Blog demonstrates a wide range of uses among researchers. It is highlighted not only as a research and learning tool, but also as a source of inspiration for further research work, such as identifying research gaps. The flexible internal structure of the Blog's project may limit the visibility and scope of its effectiveness.

#### 4.1.3 Quality

The Blog ensures high-quality and reliable content through a rigorous and systematic editorial process. Despite the high costs of the editorial process, including an internal team and external editors, as well as challenges in maintaining quality consistency in multilingual content, the Blog maintains its quality. This mechanism involves collaboration between editors and authors, providing essential feedback that enhances the clarity and accuracy of the research presented. There is general agreement that the Blog articles are accurate and well-supported by data, comprehensively addressing key topics and linking evidence to potential policymaking.

#### 4.1.4 Accessibility

One of the perceived main traits of the Blog is its accessibility, the fact that the articles can be written and displayed in 3 languages backs it up, particularly for authors, it gives them a sense of gaining more visibility, more exposure to a broader audience, making their research not only more accessible, but perceived as being more impactful. It is also gathered that having the Blog in 3 languages enhances its accessibility for readers in the Global South who may not be proficient in English. However, the sources linked throughout the articles remain mostly in English. Additionally, it was stated that cultural and regional differences affect engagement levels, suggesting that language alone does not guarantee accessibility. The Blog is considered user-friendly and visually appealing, and its diffusion through newsletters and social media channels makes it more accessible. Certain aspects of platform navigation and search functionality can hinder users' ability to locate specific articles or those related to particular topics. Perceptions of what makes the Blog appealing varied deeply between authors, subscribers, and visitors, from visual elements or rigorous data to diversity of perspectives and real-world recommendations. These findings highlight the interest in mapping and addressing the specific needs of diverse audiences, depending on how they access the Blog and their role and experience with it. The perception of the articles' complexity varies depending on one's relationship to the Blog, but it is generally considered to have "medium" complexity.

#### 4.1.5 Reach

While the number of users of the site and followers of the blog, through its social media channels, particularly on Facebook, has exponentially grown, other metrics, such as 'views' or 'post-engagement', show the opposite trend, which aligns with the trend for other blogs. Engagement sessions per user have declined, and the average session duration is relatively short compared to reported reading times. Meanwhile, social media interactions remain low, despite gains in followers on some platforms. In this sense, the limited reactions on social media - that are consistent across the channels - raise questions about the adequacy of these platforms for the nature of the Blog. While efforts have been made to identify and typologize potential readers, differentiated strategies and clear reach goals for these profiles remain absent.

In contrast, according to the different respondents, there is a generalized view that the Blog has a broad reach among the research and academic communities. The various channels, including newsletters and social media, enable the Blog to maintain a consistent presence. Despite its extensive reach, the representation of policy-related stakeholders in the collected data is limited. This limitation also restricts the information available regarding how the Blog is engaging with these stakeholders.

#### 4.1.6 Influence/Contribution

The Blog's influence is evident in its role in fostering public debates, which can indirectly shape policy through the information it disseminates. However, its role in fostering dialogue between researchers and policymakers to bridge the gap between academia and practical decision-making is less evident. While the Blog provides valuable content, active engagement levels of the social media channels remain low, limiting the potential for dynamic discussions in digital spaces. Moreover, the lack of systematic tracking of the Blog's impact limits our understanding of its influence on decision-making. Despite this, there are perceptions and assumptions among respondents that the Blog stimulates meaningful discussions or debates among stakeholders, and connects research, evidence-based analysis, or insights, to policymaking or decision-making.

#### 4.1.7 Sustainability

The Blog's operations largely depend on the ability to maintain a consistent flow of contributions from authors and the active engagement of the editorial team with ongoing research outputs to ensure all content aligns with the Blog's mission. Greater sustainability may depend on several factors, including the development of a community of users (authors and readers) of the Blog, participatory efforts to incorporate more young experiences and voices, adaptation to the digital landscape, mobilization of technological tools, and regional focuses. Diversifying funding strategies was highlighted as a means to optimize resources within the GDN, ensure long-term security, and maintain independence in editing and content.

### 4.2 Takeaways

Evaluation categories/axes were created for this evaluation during the Inception Phase, as the conventional monitoring and evaluation results/indicators framework in the Blog's project did not pre-exist. Despite this, the Blog's documentation presents pillars to frame intention and action in the implementation of the project. Some key takeaways from this evaluation process can also be highlighted within the pillars of the Blog. Hence, this sub-section, based on evaluation findings and analysis, showcases lessons regarding the Blog's four pillars.

Corresponding Category/Axis	BLOG'S PILLARS	TAKEAWAYS
<b>Influence/ Contributions Reach</b>	<b>Connecting Research to Policy</b> "GlobalDev is a blog that strives to bridge the gap between development research and policy debates"	<ul style="list-style-type: none"> <li>●The Blog enjoys broad engagement within academic circles</li> <li>●The project lacks clear and differentiated strategies for engaging journalists, civil society organizations, policymakers, and younger audiences.</li> <li>●A central point is the contribution to debates through support for research communication.</li> <li>●Having a majority of single-time authors can be a limitation in the optimization of authors' recruitment, as well as regular updates on topics.</li> </ul>
<b>Effectiveness Accessibility</b>	<b>Accessible development research</b> "We want research on international development to be compelling and accessible to all, not just academics."	<ul style="list-style-type: none"> <li>●The Blog's user base shows loyal users, but with more episodic consultations than continuous engagement.</li> <li>●Navigation limits, new trends, and cultural barriers indicate a need for improved user experience and targeted outreach to ensure full access for all intended beneficiaries.</li> </ul>
<b>Relevance Quality</b>	<b>Non-academics' perspective</b> "Rather than summarizing their research, we ask researchers to write about a policy challenge and tell us what they have learned about it from research."	<ul style="list-style-type: none"> <li>●The Blog provides rigorous data and high-quality analysis, as well as a variety of insights on numerous topics.</li> <li>●An achievement of the Blog is to support researchers by making them more at ease with publishing their work and refining their arguments.</li> <li>●The academic centrality tends to set aside presentation or discussion on solutions to development issues.</li> <li>●A non-academic perspective can include further diversity of voices</li> <li>●An interesting distinction sits between scales: local or global debate, local or global impact</li> </ul>
<b>Quality Effectiveness Reach Sustainability</b>	<b>Multilingual editorial support</b> "We offer a multi-step, multilingual editorial support, and accompany authors in communicating knowledge to a larger, international audience."	<ul style="list-style-type: none"> <li>●The multilingual publication and editorial process are highly praised, although English is predominantly used.</li> <li>●As a potential indirect audience, the Blog reaches readers who may inform themselves and then inform public debates and support evidence-based policymaking.</li> <li>●Attention to local needs, debates, and communities highlights that an international audience may not always be the driving force for addressing challenges and development.</li> <li>●High costs and resource limitations may hinder continuous high-quality production and comprehensive editorial oversight.</li> <li>●Profiles of editors and their levels of engagement contribute to shaping the sustainability of the Blog, as well as leadership changes that would affect its future operations and viability.</li> </ul>

## 4.3 Recommendations

### 4.3.1 Recommendations from respondents

As part of the data collection process, respondents were asked to provide suggestions for improving GlobalDev Blog through various questions and evaluation criteria. The most recurrent recommendations from respondents, and/or the recommendations considered most relevant by

the evaluation team, are shown below. For readability, they were organized, by the evaluators, under the evaluation criteria:

### **Relevance**

- Discuss new technologies and their potential impact on global development: explore topics such as artificial intelligence, blockchain, or renewable energy technologies, and include maps for digital transformation projects.
- Offer content that covers local development challenges in various regions of the world, along with global discussions, in order to link local insights and focus, and increase region-specific content that highlights trending topics of the countries/regions.

### **Effectiveness**

- Streamline submissions by introducing preparatory questions to help authors better align their articles with guidelines.
- Utilize Global Dev more efficiently for GDN research projects, and leverage GDN for other projects to enhance the Blog's visibility and reach.
- Propose pre-submission capacity building through MOOCs in different languages.

### **Quality**

- Include the main takeaway at the beginning of each post to immediately engage readers and clarify the added value of the article.
- Consider other formats in order to read “little less like a news article” with more visuals such as images, infographics (frequently mentioned) and charts as well as reports or briefs, webinars (frequently mentioned), podcasts and social media posts, or photo essays in order to support the interest on diversity of views and spaces for deepening information and knowledge – potentially including, for instance, to publish photo essays or short videos (≤2 mins) of grassroots practitioners (e.g. a Nigerian midwife using telemedicine tools in rural clinics, a Peruvian farmer leveraging climate-smart apps for crop rotation).
- Improve content categorization and provide clearer "tagging" to help readers find content by region, topic, or contributor type.
- Ensure fast blog loads by providing an alternative 'text-based website' that adapts to low-bandwidth conditions and supports a wide range of devices, including those with older versions.
- Create a GlobalDev e-library or resource hub on a mobile app.
- Add comment sections and discussion forums to encourage deeper engagement of readers with research and researchers, and more widely foster community building.
- Include highly interactive resources such as maps, Cost-Benefit Analysis Calculators, tailored to low-resource settings<sup>8</sup>, Q&A chat with authors (within the Blog), and consider other features that could instantly engage readers, such as quizzes, polls, and surveys.
- Partner with local universities or think tanks for region-specific translation and curation.

### **Accessibility**

- Build a “GlobalDev Toolkit” Repository that could include curated/downloadable key readings and resources, such as summaries or infographics, and other resources, such as data and statistics, based on specific themes or regions, that could help readers quickly access the most relevant content, as well as tables of contents for navigation.

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<sup>8</sup> This refers to an interactive calculator/tool, with low-bandwidth connectivity requirements within the blog site that considers data provided from research and allows for further calculations (e.g., investing 1 USD per person in health represents 100 USD savings in the health system).

## **Reach**

- Promote forums or social media groups to foster a sense of belonging and encourage repeat visits, incorporating quizzes and surveys for users, as well as gathering feedback from readers.
- Consider building a closer approach to authors and the articles through interviews, short videos, and Q&A sessions with authors (synchronic, in person).
- Include social sharing plugins that encourage readers to share posts on their networks for greater reach (tags and 'like' buttons).

## **Influence/Contribution**

- Focus on solutions and actionable takeaways to problems, rather than just describing stakes and dynamics.
- Include a feature on the real-world impact of policies based on the research disseminated by the Blog, in order to help bridge the gap between theory and practice.
- Consider thematic series to showcase practitioner voices and inputs from younger researchers.
- Prioritize authentic voices from diverse backgrounds, including less formally trained contributors, to broaden the focus and audience, such as through a section on "Voices from the Frontlines".
- Consider a publication format with minimal editorial intervention to promote authenticity and spontaneity, authorial freedom and immediacy, aiming to preserve genuine voices and reduce editorial bottlenecks, thus offering a distinct additional editorial philosophy.
- Consider adopting a territorial approach with researchers who are more territorialized, focusing on local content to foster engagement with local stakeholders.
- Launch a "Policy Hack" Series, where researchers and policymakers co-design solutions to pressing issues (e.g., "AI for Informal Sector Taxation"), with winning teams receiving seed funding and featured blog coverage.
- Fund research based on public policies being discussed, and research that is clearly expected to have an impact on policymaking.

### **4.3.2 Recommendations from evaluators**

Based on the information gathered and discussions during the evaluation process, the external evaluators propose the following additional recommendations, organized by the seven evaluation criteria.

## **Relevance**

- Create a strategic committee and a strategic Editorial Team to strategize together and help transition to a stronger platform. The composition of this sort of board could, for instance, include representatives from another GDN project, senior researchers/authors, and young researchers/authors, with an overall geographic and gender balance.
- Expand on the Blog as a global platform by deepening the balance of topics, as well as the geographical and gender representation of authors.

## **Effectiveness**

- Develop a visible Theory of Change for GlobalDev, encompassing both the project and process aspects, and incorporate monitoring and evaluation mechanisms to track the Blog's evolution. These efforts may involve regular processes to collect qualitative and quantitative data on the Blog's usage level, quality, and influence.

- Create a dedicated space within the Blog for researchers and practitioners to write with minimal editorial control, serving as a tribune or platform for open opinion pieces, thereby providing a space to amplify and showcase diverse voices.

### **Quality**

- Migrate to an interactive platform rather than being a classic blog and mobilize Artificial Intelligence for interacting with readers, asking feedback about the usefulness of the article and how they are planning to use the information, as the quality of a process includes the possibility of feedback from users.
- Evaluate the feasibility of including a visual icon and number of views of articles that update automatically, a direct question/ feedback mechanism for the authors, and mechanisms of rating or approval, such as 'like', 'recommend', etc., as such features would support automated measurement metrics.
- Consider sharing databases provided by authors and setting links to research papers and references to facilitate deeper dives into the research for readers.

### **Accessibility**

- Reinvest in GlobalDev's existing YouTube channel and leverage in-person training events to create shareable videos and online content, including behind-the-scenes insights and discussions between authors and practitioners about published articles on the Blog.

### **Reach**

- Consider adopting new diffusion strategies and reflecting more deeply on whether the Blog is effectively reaching its intended audience, and who that audience actually is.
- Attend conferences and events to showcase the Blog, proactively creating connections that support its role as a bridge between decision-makers and policymakers.
- Invite more systematically international, regional, or national decision-making organizations to determine a thematic call for proposals on a topic of interest to them.
- Build on the baseline established by this evaluation to continue learning about users, readers, and authors, address existing gaps regarding stakeholders, and set precise targets for increased visible reach.
- Facilitate connections and visibility, interaction, and a sense of belonging among peers and senior, well-known researchers through webinars, in-person events, and the publication of extended profiles that include contact details and related work.

### **Influence/Contributions**

- Embrace the Blog as a Research Communication Platform, in the role of disseminating information and knowledge to the general public, any interested body, including those going to be directly affected by decisions in development interventions.
- Expand on the Blog as a capacity-building platform - for instance, by opening an initiative that facilitates and trains researchers on peer-reviewing as they do or will have to play such roles in academic journals.
- Enhance the visibility and accessibility of GlobalDev for other GDN programs and grantees to increase its influence and contributions.
- Promote the democratization of sources and references in articles/posts from different countries, in various languages, to keep diversifying research. For instance, if articles are in Spanish, it would be beneficial to include more Spanish sources and references.

### **Sustainability**

- Imagine a subscription to readers of the Blog, offering benefits akin to those of GlobalDev membership, including capacity-building opportunities, grant opportunities, and the chance to serve as a guest editor or strategic board member for the entire platform.

- Consider charging for publication by inviting policy-makers or governmental and inter-governmental organizations to sponsor specific contributions through calls for articles.
- Base a sustainable business model on an interactive platform in order to know more deeply who the authors and readers are, who the Blog is influencing, and to respond to demands, with differentiated services for free, freemium, and premium memberships.

*"This is a very useful blog. It is destined to shine in the long term."  
(Author's Questionnaire)*

## 5 LIST OF ANNEXES

1. List of Consulted Documents and Sources
2. List of Interviews conducted by the Evaluation Team
3. Evaluation Matrix
4. Timeline
5. Data Collection Tools
6. All answers from the 2 Questionnaires and 1 Site Survey

# ANNEXES

## 1. List of Consulted Documents and Sources

### Documents provided by the Blog's team:

- Editorials
- Survey Results 2022
- Blog competition for youth from the 2019 Global Development Conference
- Testimonials of published authors
- List of submitting authors since 2018
- List of published authors since 2018
- Google Analytics 2018-2024
- Social Media Analytics 2018-2024
- GlobalDev Partners (under the name of socialmedia analytics)
- Introduction to the Communication Hub & Certificate
- Comms Training Evaluation (Nov. 2023)
- 2018 One Pager & Memo for BMGF
- 2021 Benchmark analysis
- GlobalDev related content on the GDN Youtube Channel
- Handover note from the Blog Manager
- 2022 Editorial process Auto-Evaluation
- Old guidelines for authors /Old leaflet
- New guidelines for authors
- GlobalDev Publication Calendar
- Table of authors who submitted articles through our platform since April 2023
- GlobalDev Comms strategy

## 2. List of Interviews conducted by the Evaluation Team

Name	Role	Date
Francesco Obino	Director of Research and Programmes	13 and 20 of February
Stephania Cajero	Membership Manager	18 of February
Catherine Otayek	Former Blog Manager	23 of December
Dharani Thangavelu	Current Blog Manager	5 of March
Sambhavi Mathiyazhagan	Communication Officer	12 of February
Pablo Varela	Programme Officer	4 of February
Wendyam Sawadogo	Programme Officer	20 of February
Shantayanan Deverajan	Board Chair	24 of February
Antonio Savoia	Author	7 of May
Elizabeth Bermeo	Author	16 of May
Romesh Vaitilingam	Former Editor	15 of May

### 3. Evaluation Matrix

Category / Axis	Question
<b>Relevance</b>  Answering to the needs of researchers and policymakers	<b>1. To what extent does the GlobalDev Blog Project respond to context, needs and demands of global south researchers, policymakers, and other identified stakeholders?</b>
	1.1. Is the project aligned to policy making, research mechanisms and priorities of Global South?
	1.2. To what extent does the GlobalDev Blog Project respond to needs and demands of targeted population?
	1.3. To what extent the project has responded to changes in context/new needs and priorities in the global South?
<b>Effectiveness</b>  The project of the Blog itself, the resources it mobilizes, the business model	<b>2. What results has the project achieved (or contributed to achieve) so far?</b>
	2.1. What has the project achieved at this point?
	2.2. What internal and external factors influenced the project's ability to achieve its results and targets?
	2.3. What key strategies, approaches, and activities have been implemented to achieve the project's results to date?
<b>Quality</b>  Arguments and accuracy, overall coverage of the topic, data to back-up, content analysis, length of the process to publish up-to-date information, selection of authors, editorial and review process, accountability and transparency of the process	<b>3. To what extent does the project ensure the production of high-quality, accurate, and reliable blog content?</b>
	3.1. How accurate and well-supported by data are the arguments presented in the blog articles?
	3.2. Does the blog content comprehensively address key topics while linking evidence with policy making?
	3.3. How effective and transparent is the editorial and review process in ensuring accountability and quality standards?
<b>Accessibility</b>  How readers find the articles, languages, complexity of the writing, user-friendliness and appeal of the blog	<b>4. To what extent are the blog articles accessible to the intended beneficiaries?</b>
	4.1. How easily can readers access the Blog articles?
	4.2. Are the articles' languages suitable for the authors?
	4.3. Are the articles' complexity level suitable for the readers?
	4.4. Is the blog platform user-friendly and visually appealing?
	4.5. How accessible is the publishing process for authors?
<b>Reach</b>  Who is the audience, how do they reach the content, how often, website traffic	<b>5. How broad and consistent is the Blog's reach among its target users?</b>
	5.1. Who are the primary users of the Blog?
	5.2. How do beneficiaries typically access the Blog (e.g., direct visits, social media, referrals)?
	5.3. What patterns or trends can be identified in website traffic and engagement?
	5.4. What types of second-degree reach have you noticed?
<b>Influence / Contribution</b>  Influence/contribution in decision-making or policy-making, uses of the learning from articles, if an article created discussions	<b>6. How has the blog influenced decision-making and contributed to discussions or learning?</b>
	6.1. How are the insights or learnings from the articles being applied or used?
	6.2. Have the articles stimulated meaningful discussions or debates among stakeholders?
	6.3. In what ways has the Blog influenced decision-making or policy-making?
<b>Sustainability</b>  (of) the editorial process, of the business model, evolutions in research communication	<b>7. How sustainable are the Blog's operations and outcomes in supporting the project's long-term goals?</b>
	7.1. What strategies are in place to ensure the continued production and dissemination of high-quality content?
	7.2. How is the project securing financial, technical, or human resources to sustain the blog in the long term?
	7.3. What are the key learnings so far from this project that are important for other projects/initiatives for GDN?
	7.4. What do you think are GlobalDev's good practices so far?
	7.5. What recommendations can you provide for the sustainability of GlobalDev?

## 4. Timeline

The Timeline for this Evaluation spans over Winter 2024-25 to Summer 2025.

PHASES/ACTIVITIES IN THE EVALUATION	PERIOD (MONTH(S))
<b>INITIAL INCEPTION PHASE</b>	
Kick-off/coordination meeting with GlobalDev Team	November 2024
Secondary Data Review	December 2024
Elaboration of preliminary inception report (with methodology and work plan)	January 2025
Review of inception report by GlobalDev Team	January 2025
Delivery of a preliminary version of tools (interview grids, questionnaires, survey)	February 2025
<b>DATA COLLECTION AND ANALYSIS PHASE</b>	
Data collection preparation (includes organization of qualitative and quantitative data collection)	December - February 2025
Data collection and analysis	December - May 2025
Findings session with GlobalDev team	June 2025
<b>ANALYSIS AND PREPARATION OF EXTERNAL EVALUATION REPORT</b>	
Elaboration and delivery of Preliminary Evaluation report	June 2025
Review of Preliminary Evaluation report by the GlobalDev team	July 2025
Recommendations session with GlobalDev team	July 2025
Delivery of final version of the Evaluation report	August 2025

## 5. Data Collection Tools

### > Interview Grid

The interviews followed a semi-structured interview grid. This was used with different internal participants from GlobalDev team and GDN more widely, as well as with other participants who were external to GDN such as randomly selected authors.

<b>Interview Grid</b>	
<b>Section</b>	<b>Question</b>
<b>Background Information</b>	What is your profession?
	What is your role and organization?
	How long have you been in this position?
	What is your nationality?
	In which country are you based?
	What is your experience with GlobalDev Blog Project?
<b>Relevance</b>	Do you consider GlobalDev Blog relevant? Why or why not?
	Do you think GlobalDev Blog aligns to policy making, research mechanisms and priorities of Global South? Why or why not?
	To what extent does GlobalDev Blog address the needs and demands of its beneficiaries/target population (e.g., researchers, policymakers, etc.)?
	To what extent the GlobalDev Blog has responded to changes in context and new needs and priorities in the global South?
	From your perspective, what key aspects could make the Blog more relevant?
<b>Effectiveness</b>	What do you think GlobalDev Blog has achieved at this point?

	What internal and external factors influenced the project's ability to achieve its results and targets?
	What key strategies, approaches, and activities have been implemented to achieve GlobalDev Blog Project's results to date?
	What do you think makes a research & policy blog engaging?
	What additional formats would you consider most effective for the GlobalDev Blog?
<b>Quality</b>	What key aspects do you think contribute to the overall quality of GlobalDev Blog?
	How accurate and well-supported by data are the arguments presented in the Blog's articles?
	Does the Blog content comprehensively address key topics while linking evidence with policy making?
	How effective and transparent is the editorial and review process in ensuring accountability and quality standards?
<b>Accessibility</b>	How easily can beneficiaries (readers, authors, users) access the Blog's articles?
	Are the articles' complexity level suitable for the beneficiaries?
	Is the Blog's platform user-friendly and visually appealing?
	How accessible is the publishing process for beneficiaries?
<b>Reach</b>	Who are the primary beneficiaries/users of the Blog?
	How do beneficiaries typically access the Blog (e.g., direct visits, social media, referrals)?
	What patterns or trends can be identified in website traffic and users engagement?
	What types of second-degree reach have you noticed?
<b>Influence/ Contributions</b>	What did you aim as outcome(s) of your publication(s)?
	Does the blog give elements regarding what is known from existing research on an important topic or challenge?
	How are the insights or learnings from the articles being applied or used?
	Have the articles stimulated meaningful discussions or debates among stakeholders?
	In what ways has the blog influenced decision-making or policy-making?
<b>Sustainability</b>	What strategies are in place to ensure the continued production and dissemination of high-quality content?
	How is the project securing financial, technical, or human resources to sustain the blog in the long term?
	What would you suggest to improve the review, editorial and publishing process?
	What would you suggest to make GlobalDev's Blog more appealing or useful to beneficiaries (readers, authors, users)?
	What are the key learnings so far from this project that are important for other projects/initiatives for GDN?
	What do you think are GlobalDev's good practices so far?
	What would you suggest for Global Dev Blog' sustainability in the mid and long term?

## > Questionnaire for authors

This questionnaire, destined to authors of articles/posts on the Blog, was delivered through a GoogleForm link and sent by the GDN team through authors' e-mails. Over a month was possible for respondents to provide answers.

Authors questionnaire			
Section	Question	Type	Options/Instructions
<b>Background Information</b>	What is your profession?	Open-ended	<i>Write your response here.</i>
	What is your role or area of work?	Multiple Choice	- Researcher - Policy Analyst - Policy Maker - Academic - Student - Practitioner/ Consultant - NGO Representative - Other (Specify)
	What is your main field of work?	Multiple Choice (maximum 1)	- Environment - Finance - Education - Health - Gender - International relations - Other (specify)
	What is your nationality?	Open-ended	<i>Write your response here.</i>
	In which country are you based?	Open-ended	<i>Write your response here.</i>
	Which age group do you belong to?	Single choice	- Less than 35 - Between 35 and 50 - Over 50
	How do you identify?	Multiple choice	- - Female - Male - Other - Prefer not to say
<b>Author's Experience</b>	In general, how often do you write blogs related to research and policy?	Multiple Choice	- Frequently (multiple times per week) - Periodically (biweekly or several times per month) - Occasionally (a few times per year) - Rarely (once a year or less) - Never

	In general, how often do you read blogs related to research and policy?	Multiple Choice	<ul style="list-style-type: none"> <li>-Frequently (multiple times per week)</li> <li>-Periodically (biweekly or several times per month)</li> <li>-Occasionally (a few times per year)</li> <li>-Rarely (once a year or less)</li> <li>-Never</li> </ul>
	How often do you use Global Dev Blog?	Multiple Choice	<ul style="list-style-type: none"> <li>-Frequently (multiple times per week)</li> <li>-Periodically (biweekly or several times per month)</li> <li>-Occasionally (a few times per year)</li> <li>-Rarely (once a year or less)</li> <li>-Never</li> </ul>
	How long have you been using GlobalDev blog?	Multiple Choice (maximum 1)	<ul style="list-style-type: none"> <li>-Less than 6 months</li> <li>-Less than 1 year</li> <li>-1-2 years</li> <li>-2-3 years</li> <li>-Over 3 years</li> <li>-I am unsure</li> </ul>
	How long have you been engaged as an author to Global Dev Blog?	Multiple Choice (maximum 1)	<ul style="list-style-type: none"> <li>-Less than 6 months</li> <li>-Less than 1 year</li> <li>-1-2 years</li> <li>-2-3 years</li> <li>-Over 3 years</li> <li>-I am unsure</li> </ul>
	How did you become an author of GlobalDev Blog?	Multiple Choice (maximum 1)	<ul style="list-style-type: none"> <li>-Received an invitation</li> <li>-Social networks</li> <li>-Email</li> <li>-Newsletter</li> <li>-Recommended by someone</li> <li>-Event organized by the GDN</li> <li>-Referred by my or other organization</li> <li>-Other (specify)</li> <li>I am unsure</li> </ul>
	How many times have you authored a GlobalDev Blog?	Multiple Choice (maximum 1)	<ul style="list-style-type: none"> <li>-1 time</li> <li>-2 times</li> <li>-3 times</li> <li>-3 to 5 times</li> <li>-more than 5 times</li> </ul>
	How has your experience as an author been? Please elaborate.	Open-ended	<i>Write your response here.</i>
	How different or similar was it compared to an	Open-ended	<i>Write your response here.</i>

	experience writing on other platforms or formats?		
<b>Relevance</b>	Do you consider GlobalDev Blog relevant? Why or why not?	Open-ended	<i>Write your response here.</i>
	Do you think GlobalDev Blog aligns to policy making, research mechanisms, priorities and contexts in the Global South? Why or why not?	Open-ended	<i>Write your response here.</i>
	To what extent does GlobalDev Blog address the needs and demands of its audience (e.g., researchers, policymakers, etc.)?	Open-ended	<i>Write your response here.</i>
	From your perspective, what key aspects could make GlobalDev Blog more relevant?	Open-ended	<i>Write your response here.</i>
<b>Effectiveness</b>	What do you think GlobalDev Blog has achieved so far?	Open-ended	<i>Write your response here.</i>
	Have you received direct or indirect feedback from readers of your publication(s) on the Blog? Please elaborate.	Open-ended	<i>Write your response here.</i>
	What do you think makes a research & policy blog engaging?	Multiple Choice (Choose maximum 5 options)	<ul style="list-style-type: none"> <li>-Rigorous data and high-quality analysis.</li> <li>-Diversity of perspectives and comprehensiveness</li> <li>-Length and readability of posts and articles</li> <li>-Visual elements (charts, infographics, photos, etc.)</li> <li>-Site features (e.g speed, structure, user's friendliness)</li> <li>-Interactive features (polls, comment sections, etc.)</li> </ul>

			<ul style="list-style-type: none"> <li>-Expert interviews or personal stories</li> <li>-Real-world application and practical recommendations</li> <li>-Frequent or regular updates or newsletters</li> <li>-Articles authored by specific individuals or from specific institutions</li> <li>-Other (specify)</li> </ul>
	What additional formats do you consider most effective beside the articles of the Blog?	(Choose maximum 3)	<ul style="list-style-type: none"> <li>- Reports or briefs</li> <li>- Webinars</li> <li>- Infographics</li> <li>- Videos</li> <li>- Podcasts</li> <li>- Social media posts</li> <li>-Other (specify)</li> </ul>
Quality	What key aspects do you think contribute to the overall quality of GlobalDev Blog?	Open-ended	<i>Write your response here.</i>
	The arguments presented in the Blog articles are accurate and well-supported by data.	Rating	Please rate: 1 - I strongly disagree 2 - I disagree 3 - Neutral 4 - I agree 5 - I strongly agree 6 - Not applicable / Unsure
	The GlobalDev Blog's content comprehensively addresses key topics while linking evidence with policy making.	Rating	1 - I strongly disagree 2 - I disagree 3 - Neutral 4 - I agree 5 - I strongly agree 6 - Not applicable / Unsure
	How has the editorial and review process been for you?	Open-ended	<i>Write your response here.</i>
	How has the publishing process been for you?	Open-ended	<i>Write your response here.</i>
	How effective and transparent has the process been in	Open-ended	<i>Write your response here.</i>

	ensuring accountability and quality standards?		
<b>Accessibility</b>	The GlobalDev Blog's articles are easy to <b>access</b> .	Rating	1 - I strongly disagree 2 - I disagree 3 - Neutral 4 - I agree 5 - I strongly agree 6 - Not applicable / Unsure
	The GlobalDev Blog's articles are easy to <b>write</b> .	Rating	1 - I strongly disagree 2 - I disagree 3 - Neutral 4 - I agree 5 - I strongly agree 6 - Not applicable / Unsure
	The articles' languages are suitable for authors.	Rating	1 - I strongly disagree 2 - I disagree 3 - Neutral 4 - I agree 5 - I strongly agree 6 - Not applicable / Unsure
	In which other languages do you think the Blog should also publish?	Open-ended	<i>Write your response here.</i>
	What level of complexity do you think the articles have for readers?	Multiple Choice (Choose 1 option)	-High -Medium -Low -I am unsure
	Is the Blog's platform user-friendly and visually appealing? Please explain your response.	Multiple Choice (Choose 1 option)	-Yes -No -I am unsure Explain your response
<b>Reach</b>	Who do you think uses the Blog (regularly or sometimes)?	Multiple Choice (Choose maximum 3 options)	- Academic Researchers - Students - Policy Analysts - Policy Makers - NGO Representatives - Practitioners / Consultants - Other (specify)
	How do you think users typically access the blog?	Multiple Choice (Choose the applicable ones)	-Direct visits to website -Search engines -Social media channels -Referrals -Newsletter link -Other (specify)

<b>Influence/ Contributions</b>	What did you aim as outcome(s) of your publication(s)?	Multiple Choice (Choose maximum 3 options)	-Dissemination -Clarification -Individual or collective visibility -Action taking -Policy influence -Other (specify)
	Do you know in what way(s) your publication(s) on the Blog are used?	Open-ended	<i>Write your response here.</i>
	Does GlobalDev Blog give elements regarding what is known from existing research on an important topic or challenge?	Multiple Choice (Choose 1 option) and space for comment	-Yes -No -I don't know -Please explain your response
	Has the Blog provided insights for researchers ?	Multiple Choice (Choose 1 option)	-Yes -No -I don't know -Please explain your response
	Have the articles stimulated meaningful discussions or debates among stakeholders?	Multiple Choice (Choose 1 option)	-Yes -No -I don't know
	Has the blog influenced decision-making or policy-making?	Multiple Choice (Choose 1 option)	-Yes -No -I don't know
<b>Sustainability</b>	What do you identify as strategies that GlobalDev Blog uses to produce and disseminate high-quality content?	Open-ended	<i>Write your response here.</i>
	What would you suggest to improve the review, editorial and publishing process?	Open-ended	<i>Write your response here.</i>
	What would you suggest to make GlobalDev's Blog more appealing or useful to <b>authors</b> ?	Open-ended	<i>Write your response here.</i>
	What would you suggest to make GlobalDev's Blog more appealing or useful to <b>readers</b> ?	Open-ended	<i>Write your response here.</i>
	What would you suggest for GlobalDev Blog' sustainability in the mid and long term?	Open-ended	<i>Write your response here.</i>
	Please add any additional suggestion or comment you might have regarding the Blog.	Open-ended	<i>Write your response here.</i>

## > Questionnaire for Subscribers (to the Blog's Newsletter)

This questionnaire was disseminated to the subscribers of the GlobalDev Blog's Newsletter. It was delivered through a GoogleForm link and sent by GDN through the e-mail distribution list. Over a month was possible to provide answers.

Questionnaire for subscribers			
Section	Question	Type	Options/Instructions
Background Information	What is your profession?	Open-ended	<i>Write your response here.</i>
	What is your role or area of work?	Multiple Choice	-Researcher -Policy Analyst -Policy Maker -Academic -Student -Practitioner/ Consultant -NGO Representative -Other (Specify)
	What is your main field of work?	Multiple Choice (maximum 1)	-Environment -Finance -Education -Health -Gender -International relations -Other (specify)
	What is your nationality?	Open-ended	<i>Write your response here.</i>
	In which country are you based?	Open-ended	<i>Write your response here.</i>
	Which age group do you belong to?	Single choice	-Less than 35 -Between 35 and 50 -Over 50
	How do you identify?	Multiple choice	-Female -Male -Other -Prefer not to say
Subscriber's Experience	In general, which formats do you use to access knowledge related to your field and/or research and policy?	(Choose maximum 3)	-Reports or briefs -Webinars -Infographics -Videos -Podcasts -Social media posts -Other (specify)
	In general, how often do you write blogs	Multiple Choice	-Frequently (multiple times per week)

	related to research and policy?		<ul style="list-style-type: none"> <li>-Periodically (biweekly or several times per month)</li> <li>-Occasionally (a few times per year)</li> <li>-Rarely (once a year or less)</li> <li>- Never</li> </ul>
	In general, how often do you read blogs related to research and policy?	Multiple Choice	<ul style="list-style-type: none"> <li>-Frequently (multiple times per week)</li> <li>-Periodically (biweekly or several times per month)</li> <li>-Occasionally (a few times per year)</li> <li>-Rarely (once a year or less)</li> <li>- Never</li> </ul>
	How long have you been subscribed to the Newsletter?		<ul style="list-style-type: none"> <li>-Less than 6 months</li> <li>-Less than 1 year</li> <li>-1-2 years</li> <li>-2-3 years</li> <li>-Over 3 years</li> <li>-I am unsure</li> </ul>
	Are you familiar to GlobalDev Blog?	Multiple Choice (maximum 1)	<ul style="list-style-type: none"> <li>-Yes</li> <li>-No</li> <li>-I am unsure</li> </ul> <p>[if the answer is no or unsure continue with question 21 and 22 (adapted referring to blogs in general) close the survey</p>
	How often do you use GlobalDev Blog?	Multiple Choice	<ul style="list-style-type: none"> <li>-Frequently (daily, multiple times per week)</li> <li>-Periodically (biweekly or several times per month)</li> <li>-Occasionally (a few times per year).</li> <li>-Rarely (once a year or less)</li> <li>-Never</li> </ul>
	How long have you been using GlobalDev Blog ?	Multiple Choice (maximum 1)	<ul style="list-style-type: none"> <li>-Less than 6 months</li> <li>-Less than 1 year</li> <li>-1-2 years</li> <li>-2-3 years</li> <li>-Over 3 years</li> <li>-I am unsure</li> </ul>
	How did you become a user of GlobalDev Blog ?	Multiple Choice (maximum 1)	<ul style="list-style-type: none"> <li>-Received an invitation</li> <li>-Social networks</li> <li>-Email</li> <li>-Newsletter</li> <li>-Recommended by someone</li> <li>-Event organized by the GDN</li> <li>-refer by my or other organization</li> <li>-Other (specify)</li> <li>-I am unsure</li> </ul>

	How different or similar is it compared to an experience on other platforms or formats?	Open-ended	<i>Write your response here.</i>
<b>Relevance</b>	Do you consider GlobalDev Blog relevant? Why or why not?	Open-ended	<i>Write your response here.</i>
	Do you think GlobalDev Blog aligns to policy making, research mechanisms, priorities and contexts in the Global South? Why or why not?	Open-ended	<i>Write your response here.</i>
	To what extent does GlobalDev Blog address the needs and demands of its audience (e.g., researchers, policymakers, etc.)?	Open-ended	<i>Write your response here.</i>
	From your perspective, what key aspects could make GlobalDev Blog more relevant?	Open-ended	<i>Write your response here.</i>
	What do you think makes a research & policy blog engaging?	Multiple Choice (Choose maximum 5)	<ul style="list-style-type: none"> <li>-Rigorous data and high-quality analysis</li> <li>-Diversity of perspectives and comprehensiveness</li> <li>-Length and readability of posts and articles</li> <li>-Visual elements (charts, infographics, photos, etc.)</li> <li>-Site features (e.g. speed, structure, user's friendliness)</li> <li>-Interactive features (polls, comment sections, etc.)</li> <li>-Expert interviews or personal stories.</li> <li>-Real-world application and practical recommendations</li> <li>-Frequent or regular updates or newsletters</li> <li>-Articles authored by specific individuals or from specific institutions (specify)</li> <li>-Other (specify)</li> </ul>
	What additional formats do you consider most effective beside the articles of a blog?	(Choose maximum 3)	<ul style="list-style-type: none"> <li>-Reports or briefs</li> <li>-Webinars</li> <li>-Infographics</li> <li>-Videos</li> <li>-Podcasts</li> <li>-Social media posts</li> </ul>

			-Other (specify)
<b>Quality</b>	What key aspects do you think contribute to the overall quality of GlobalDev Blog?	Open-ended	<i>Write your response here.</i>
	The arguments presented in the Blog's articles are accurate and well-supported by data.	Rating	Please rate: 1 - I strongly disagree 2 - I disagree 3 - Neutral 4 - I agree 5 - I strongly agree 6 - Not applicable / Unsure
	The GlobalDev Blog's content comprehensively addresses key topics while linking evidence with policy making.	Rating	1 - I strongly disagree 2 - I disagree 3 - Neutral 4 - I agree 5 - I strongly agree 6 - Not applicable / Unsure
	If you are familiar, how effective and transparent is the editorial and review process in ensuring accountability and quality standards?	Open-ended	<i>Write your response here.</i>
<b>Accessibility</b>	The GlobalDev Blog's articles are easy to access.	Rating	1 - I strongly disagree 2 - I disagree 3 - Neutral 4 - I agree 5 - I strongly agree 6 - Not applicable / Unsure
	In which other languages do you think the Blog should also publish?	Open-ended	<i>Write your response here.</i>
	What level of complexity do you think the articles have for users?	Multiple Choice (Choose 1 option)	-High -Medium -Low -I am unsure
	Is the Blog platform user-friendly and visually appealing?	Multiple Choice (Choose 1 option)	-Yes -No -I am unsure
<b>Reach</b>	Who do you think uses the Blog (regularly or sometimes)?	Multiple Choice (Choose maximum 3)	- Academic Researchers - Students - Policy Analysts - Policy Makers - NGO Representatives - Practitioners / Consultants -Other (specify)
	How do you think other users typically access the Blog?	Multiple Choice	-Direct visits to website -Search Engines -Social media channels -Referrals

		(Choose the applicable ones)	-Newsletter link -Other (specify)
	What do you mainly use GlobalDev Blog for?	Open-ended	<i>Write your response here.</i>
<b>Influence/ Contributions</b>	Does GlobalDev blog give elements regarding what is known from existing research on an important topic or challenge?	Multiple Choice (Choose 1 option)	-Yes -No -I am unsure
	Does the Blog give elements regarding what is known from existing research on an important topic or challenge?	Multiple Choice (Choose 1 option)	-Yes -No -I am unsure
	Has the Blog provided actionable insights?	Multiple Choice (Choose 1 option)	-Yes -No -I am unsure
	Have the articles stimulated meaningful discussions or debates among stakeholders?	Multiple Choice (Choose 1 option)	-Yes -No -I am unsure
	Has the Blog influenced decision-making or policy-making?	Multiple Choice (Choose 1 option)	-Yes -No -I am unsure
<b>Sustainability</b>	Can you identify some good practices from using GlobalDev Blog?	Open-ended	<i>Write your response here.</i>
	What would you suggest to make GlobalDev's Blog more appealing or useful?	Open-ended	<i>Write your response here.</i>
	What would you suggest for GlobalDev Blog' sustainability in the mid and long term?	Open-ended	<i>Write your response here.</i>
	Please add any additional suggestion or comment you might have regarding the Blog.	Open-ended	<i>Write your response here.</i>

### > Focus Group Guide (remote format)

Three Focus Group sessions were proposed through GoogleMeets as an open invitation (through the communication channels of GDN) to whoever was interested and available to participate amongst GDN/GlobalDev network: authors, readers, partners, editors, etc. The sessions were similarly offered in Spanish, English and French at different time slots to welcome participants from different time zones.

FGD guide			
Section	Time	Activity	Questions/Prompts
<b>Welcome Icebreaker General contextualization</b>	10 min	Introduce the purpose of the session. Share ground rules. Icebreaker questions	Do you read blogs? What other sources/blogs do you use? Do you read GlobalDev Blog? How frequently? How often do you access/read GlobalDev Blog?
<b>Relevance</b>	15 min	Address relevance, and coverage of topics	What motivates you to read blogs/ GlobalDev Blog? Are the topics relevant to your work/interests? What topics are missing? Do you think it responds to needs and priorities of your region / of the Global South ? Responds to changes in context, needs and priorities in the Global South?
<b>Effectiveness</b>	15 min	Discuss results from different points of view	From your point of view, what results has GlobalDev Blog achieved so far?
<b>Quality</b>	15 min	Discuss clarity, user-friendliness, lay-out, content, visuals, design, ease of navigation, etc)	What qualities of GlobalDev, would you like to highlight? (clarity, accuracy, etc) What do you like the most of GlobalDev?
<b>Accessibility</b>	15 min	Discuss experience	Are the articles' accessible for you? (language, complexity level, publishing process (for authors))?
<b>Reach</b>	15 min	Discuss readers	Who do think uses the Blog? How do they typically reach it? Can you recognize any trends in website traffic and user engagement? What types of second-degree reach have you seen?
<b>Influence/ Contributions</b>	15 min	Discuss the blog's practical value and engagement level	Have you used GlobalDev Blog (e.g. articles, themes, photographs, etc.)? How? How do you think the Blog has contributed to you (your work, studies)? How do you think the Blog has contributed region, global South? How do you think the Blog has contributed linkage between evidence and decision-making and/or policy-making?
<b>Sustainability</b>	15 min	Gather ideas for enhancements to content, design, or engagement sustainability strategies	Are there any learnings that GlobalDev has left you? Can you recognize a good practice of GlobalDev? What improvements would you suggest?
<b>Closing and Thank You</b>	5 min	Summarize key points from the discussion Thank participants and outline next steps	Final comments or suggestions?

## > Survey on the Blog itself

This survey was destined to GlobalDev blog visitors, readers, users. It was accessed through a direct link on the site. In order to have some comparable results, for a broader analysis, it integrated some of the questions that had been used in the past by the GlobalDev team, however not necessarily in the same number nor order. Over a month was possible to provide answers. A raffle for a chance to win a travel grant to attend the 2025 Global Development Conference was proposed to encourage participation.

Survey on the blog site			
Section	Question	Type	Options/Instructions
<b>Background Information</b>	What is your profession?	Open-ended	<i>Write your response here.</i>
	What is your role or area of work?	Multiple Choice	-Researcher -Policy Analyst -Policymaker -Academic -Student -Practitioner/Consultant -NGO Representative -Other (Specify)
	What is your main field of work?	Multiple Choice (maximum 1)	-Environment -Finance -Education -Health -Gender -International relations -Other (specify)
	What is your nationality?	Open-ended	<i>Write your response here.</i>
	In which country are you based?	Open-ended	<i>Write your response here.</i>
	Which age group do you belong to?	Single choice	-Less than 35 -Between 35 and 50 -Over 50
	How do you identify?	Multiple choice	-Female -Male -Other -Prefer not to say
	How often do you use GlobalDev Blog?	Multiple Choice	-Frequently (daily, multiple times per week) -Periodically (biweekly or several times per month) -Occasionally (a few times per year) -Rarely (once a year or less) -Never

	How long have you been using GlobalDev Blog?	Multiple Choice (maximum 1)	<ul style="list-style-type: none"> <li>-Less than 6 months</li> <li>-Less than 1 year</li> <li>-1-2 years</li> <li>-2-3 years</li> <li>-Over 3 years</li> <li>-I am unsure</li> </ul>
	How did you become a user of GlobalDev Blog?	Multiple Choice (maximum 1)	<ul style="list-style-type: none"> <li>-Received an invitation</li> <li>-Social networks</li> <li>-Email</li> <li>-Newsletter</li> <li>-Recommended by someone</li> <li>-Event organized by the GDN</li> <li>-Referred by my or other organization</li> <li>-Other (specify)</li> <li>-I am unsure</li> </ul>
	How has your experience as a GlobalDev Blog user been?	Scale (1-5)	<p>Please rate:</p> <ul style="list-style-type: none"> <li>1 - Not good</li> <li>2 - Regular</li> <li>3 - Good</li> <li>4 - Very Good</li> <li>5 - Excellent</li> </ul>
	If you use other blogs related to research and policy, how different or similar is it compared to Global dev Blog?	Open-ended	<i>Write your response here.</i>
<b>Relevance</b>	Do you think GlobalDev Blog aligns to policy making, research mechanisms and priorities of Global South? Why or why not?	Open-ended	<i>Write your response here.</i>
	To what extent does the Blog address the needs and demands of its audience (e.g., researchers, policymakers, etc.)?	Open-ended	<i>Write your response here.</i>
	From your perspective, what key aspects could make the Blog more relevant?	Open-ended	<i>Write your response here.</i>
<b>Effectiveness</b>	What do you think makes a research & policy blog engaging?	Multiple Choice (Choose maximum 5)	<ul style="list-style-type: none"> <li>-Rigorous data and high-quality analysis</li> <li>-Diversity of perspectives and comprehensiveness</li> <li>-Length and readability of posts and articles</li> <li>-Visual elements (charts, infographics, photos, etc.).</li> <li>-Site features (e.g. speed, structure, user's friendliness)</li> <li>-Interactive features (polls, comment sections, etc.)</li> <li>-Expert interviews or personal stories</li> <li>-Real-world application and practical recommendations</li> <li>-Frequent or regular updates or newsletters</li> </ul>

			-Articles authored by specific individuals or from specific institutions -Other (specify)
	What additional formats do you consider most effective beside the articles of the Blog?	(Choose maximum 3)	-Reports or briefs -Webinars -Infographics -Videos -Podcasts -Social media posts -Other (specify)
Quality	What key aspects do you think contribute to the overall quality of GlobalDev Blog?	Open-ended	<i>Write your response here.</i>
	The arguments presented in the blog articles are accurate and well-supported by data.	Rating	Please rate: 1 - I strongly disagree 2 - I disagree 3 - Neutral 4 - I agree 5 - I strongly agree 6 - Not applicable / Unsure
	The GlobalDev Blog's content comprehensively address key topics while linking evidence with policy making.	Rating	1 - I strongly disagree 2 - I disagree 3 - Neutral 4 - I agree 5 - I strongly agree 6 - Not applicable / Unsure
Accessibility	In which other languages do you think the Blog should also publish?	Open-ended	<i>Write your response here.</i>
	What level of complexity do you think the articles have for users?	Multiple Choice (Choose 1)	-High -Medium -Low -I am unsure
	Is the Blog platform user-friendly and visually appealing?	Multiple Choice (Choose 1)	-Yes -No -I am unsure
Reach	Who do you think uses the Blog (regularly or sometimes)?	Multiple Choice (Choose maximum 3 options)	-Academic Researchers -Students -Policy Analysts -Policymakers -NGO Representatives -Practitioners / Consultants -Other (specify)
	How do you think other users typically access the Blog?	Multiple Choice	-Direct visits to website -Search Engines -Social media channels -Referrals

		(Choose the applicable ones)	-Newsletter link -Other (specify)
<b>Influence/ Contributions</b>	What do you mainly use GlobalDev Blog for?	Open-ended	<i>Write your response here.</i>
	Does GlobalDev Blog give elements regarding what is known from existing research on an important topic or challenge?	Multiple Choice (Choose 1)	-Yes -No -I am unsure
	Has the Blog provided actionable insights?	Multiple Choice (Choose 1)	-Yes -No -I am unsure
	Have the articles stimulated meaningful discussions or debates among stakeholders?	Multiple Choice (Choose 1)	-Yes -No -I am unsure
	Has the Blog influenced decision-making or policy-making?	Multiple Choice (Choose 1)	-Yes -No -I am unsure
<b>Sustainability</b>	What would you suggest to make GlobalDev Blog more appealing or useful?	Open-ended	<i>Write your response here.</i>
	What would you suggest for GlobalDev Blog' sustainability in the mid and long term?	Open-ended	<i>Write your response here.</i>
	Please add any additional suggestion or comment you might have regarding the Blog.	Open-ended	<i>Write your response here.</i>