Measuring to Reflect Our Values

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Hi, I’m Harold
Today we’ll cover

- Data practices in the social change space
- What we say we value vs what we actually measure and why
- Why it’s important that we reconsider
- Case Study: Adverse Childhood Experiences
- Intersectional Data
- Vanity metrics and creating more reflective metrics
- Break
Today we’ll cover

- What happens when we measure for the wrong things
- Examples of measuring what you value
- What we can do to measure what we value and display that
- Breakout: Stage a data intervention
Norms

● Today’s discussion is framed around people at the margins
● A lot of my examples will be electoral based
● Everyone's an expert here (especially in this room). Chime in!
● Each one teach one
● Let’s source issues and resolutions
Let’s talk about how data becomes inaccessible
Campaigning has changed
From One Ladder of Engagement
To Many

The Facebook Ladder of Engagement

- Share their donation on Facebook
- Donate for the first time via email
- Advocate and/or join your email list
- Continue engaging and like your Page
- Like, comment on, and share your updates
- Become aware of your cause when friends talk about your Page

Twitter Ladder of Engagement

<table>
<thead>
<tr>
<th>Degree</th>
<th>Action</th>
<th>Motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Low</td>
<td>Reads the tweet</td>
<td>Habit of reading Twitter</td>
</tr>
<tr>
<td>Low</td>
<td>Re-Tweets without modifying the message</td>
<td>Has some passing interest in the Cause, feels they are doing something, may or may not know the original Twitter user</td>
</tr>
<tr>
<td>Medium</td>
<td>Re-Tweets or @replies with a question about Tweet or clicks through link</td>
<td>Trusts the Twitter user or Cause, has a personal or emotional connection to Cause, may have taken some action in the past or influenced by peer group</td>
</tr>
<tr>
<td>High</td>
<td>Makes a donation or takes some action</td>
<td>Has a strong relationship with Twitter user or Cause online/offline, personal experience, reciprocity, or has taken action in the past.</td>
</tr>
<tr>
<td>Very High</td>
<td>Makes a donation or takes action and actively encourages others to do so</td>
<td>Has a strong relationship with Twitter user or Cause online/offline, personal experience, and was asked by the Cause.</td>
</tr>
</tbody>
</table>

Beth Kanter: @kanter

Wellstone
Campaigning has changed
But we’re still solving for the same qs
The rise of the data guru
When we rush to big splashy numbers

- We risk the erasure of people and organizations who’re already doing great work
- We risk making data the purview of certain types of people (college educated, mostly white men, crotchety people who like dark rooms)
- We push people and experiences at the margins further into the margins
- We don’t win our issues
What we say we value

Equality

Diversity

Women’s Rights

Access

#BlackLives

Transparency

Innovation

Leadership
What we say we value

JEMEZ PRINCIPLES

Be inclusive

Emphasis on bottom-up organizing

Let people speak for themselves

Work together in solidarity and mutuality

Build just relationships among ourselves

Commitment to self-transformation
What we actually measure

- How is it shared?
  - Annual Reports
  - Press
  - Internally

- Who do we measure for?
  - Donors
  - Press
  - Leadership
Where’s the disconnect? Why?

- External Pressures
  - Because my boss said so
  - Because funding is tied to this metric
  - Because people respond to bigger numbers/simpler data
  - Inertia
Why is it important that we reconsider?

- Because
  - We’ve lost a ton of legislative seats over the past 10 years
  - Because of things we say we value may not be getting measured
  - Because we will have a browner, queerer, weirder world in the very near future
Case Study: Adverse Childhood Experiences

Whose humanity are we missing when we fail to account for culture, context or properly measure impact of structural inequities?

- Our Values
- Ourselves

Case: Story of ACE
Health disparities & Hidden Crises

Whose humanity are we missing when we fail to account for culture, context or properly measure impact of structural inequities?

The #ChildrenCanThrive campaign seeks to transform our response to the public health crisis of Adverse Childhood Experiences (ACEs) and their long term effects.

WHAT ARE ACEs?
ACEs, or Adverse Childhood Experiences, are traumatic experiences that can have a profound effect on a child's developing brain and body with lasting impacts on a person's health throughout their lifespan. There are ten recognized ACEs which fall into three types—abuse, neglect, and household dysfunction.
What is missing?

Our values, ourselves, our complete communities.

- Context + Culture + Stories
- Solutions are missed (at best)
- Actively reinforce harm to the communities we seek to serve (at worst)
- Data is supposed to give insight - there is no reason to limit our insights because we are uncomfortable with asking for more clarity or with what we may not be aware of.
Measuring to reflect your values

- Who do you measure for?
- De-center external validators (funders, media, etc.)
- Re-center your community and your mission

Guiding Question:
Who are we here to serve and how does their humanity show up in what we measure?
Example: Vanity Metrics

We obsess over “vanity metrics” and warp our actions, internally and externally, in support of them.

- Common Vanity Metrics
  - Social media likes and follows
  - List size
  - Petition Signatures
  - Open rate
  - Website traffic
How do we decolonize these?

Enact an internal data intervention. Re-center mission goals & the community to measure success of your actions:

- Overall list engagement
- Actions taken, shares, etc,... vs. Size of List
- Frequency of action

- Make up of list
- Role (what % of your list is external to your community?)
- Demographic (language, age, gender, etc,...)

- Sensory Evaluation (how are people responding emotionally?)

- Engagement over time (are you creating more leaders and more opportunities to lead?)
Example: Principles of Intersectional Data

- We cannot separate out the complexities of our identities, nor should we;

- Data that does not reflect the realities of our identities erase those identities. It is also fundamentally inaccurate data, and when it is used for any purpose, those effects are exponentially multiplied.

Source: Intersectional Data Manifesto
Decolonizing for Intersectional Data

- Existing concepts of multivariate data are insufficient because they don't articulate the power relations that shape how we live, know, and are known;

- Intersectional data also applies to the collection of data, preservation, use, and re-use, and the ethics deployed in these processes

Source: Intersectional Data Manifesto
Innovate: Make Your Own Metrics
Opportunity: Realign our Metrics and Values

Consider who you’re measuring for - de-center external funders, media, prestige economy - and re-center your community.

What does that look like?

○ Know there is no “perfect metric”
  ■ Your mission should define your metrics.
  ■ Vital to get sequencing right:
  ■ Your organization’s mission.
  ■ What it will take to achieve that mission.
  ■ Metrics for measuring progress.
  ■ Identify and track “leading indicators”. Regularly assess your metrics, and don’t be afraid to change them.
Guiding Question:
Who are we here to serve and how does their humanity show up in what we measure?

- Specify:
  - What is the metric?
  - How you would track it over time?
  - For whom are you measuring?
  - What goals does this metric support?
  - To what strategic success does this metric speak?

Take 15 mins to craft a set of metrics for your campaign:
Take 15 minutes to plan a data intervention:

Thinking about the metrics you just came up with:

- What kind of infrastructure would you need in your organization to make that happen?
- What would it allow you to do if you were tracking these things?
- What are 1-2 barriers might you run into?
- How might you overcome these barriers?