

Media Impact Model

The logo for IMPACT ARCHITECTS features a stylized lowercase 'i' with a blue triangle pointing to its left. To the right of this icon, the word 'IMPACT' is written in a bold, black, sans-serif font, and the word 'ARCHITECTS' is written in a lighter, black, sans-serif font.

Lindsay Green-Barber, PhD

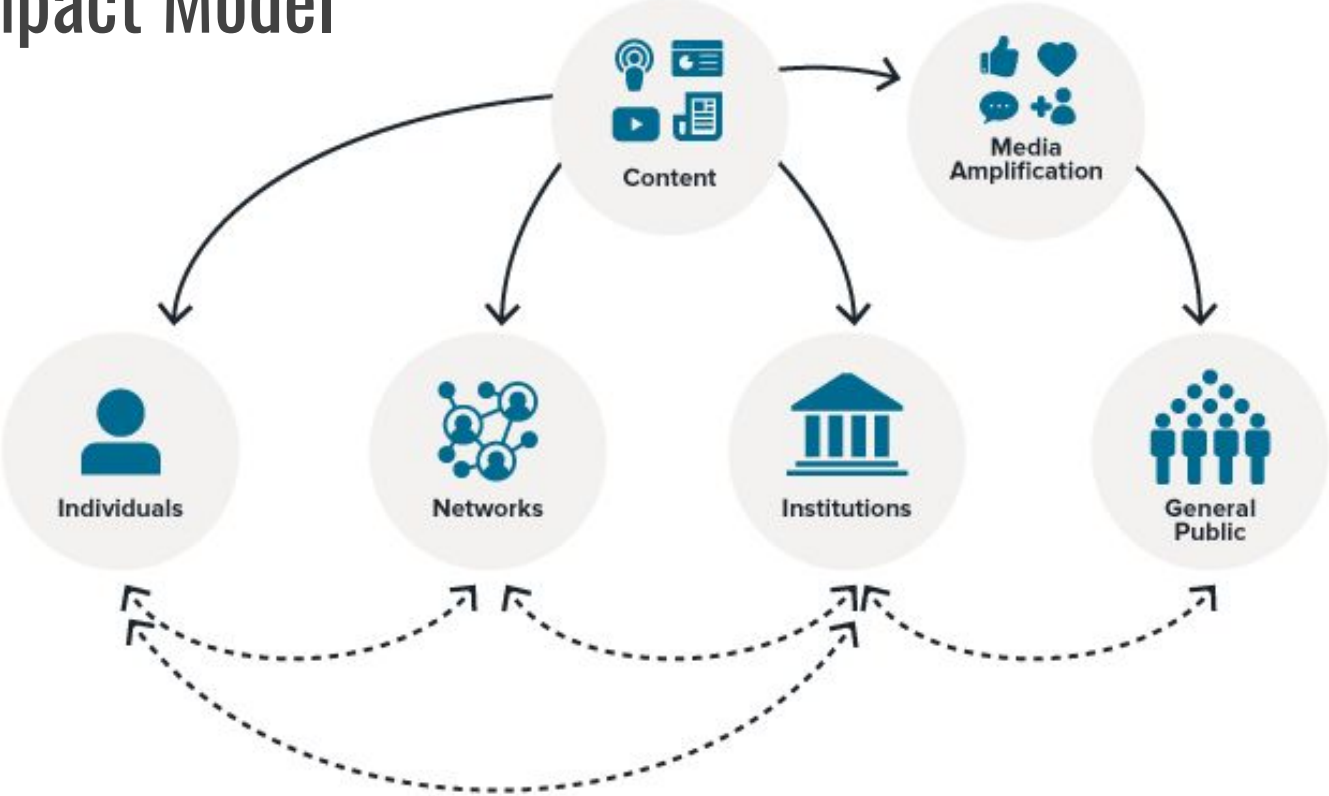
Impact?

What are we even talking about when we say IMPACT?

Impact is a **change in the status quo** resulting from a **direct intervention**, be it a text article, a documentary film, or a live event.

- Institutional change
- Network change
- Individual change
- Media amplification

Impact Architects Media Impact Model



How to measure IMPACT

Methods for measuring IMPACT

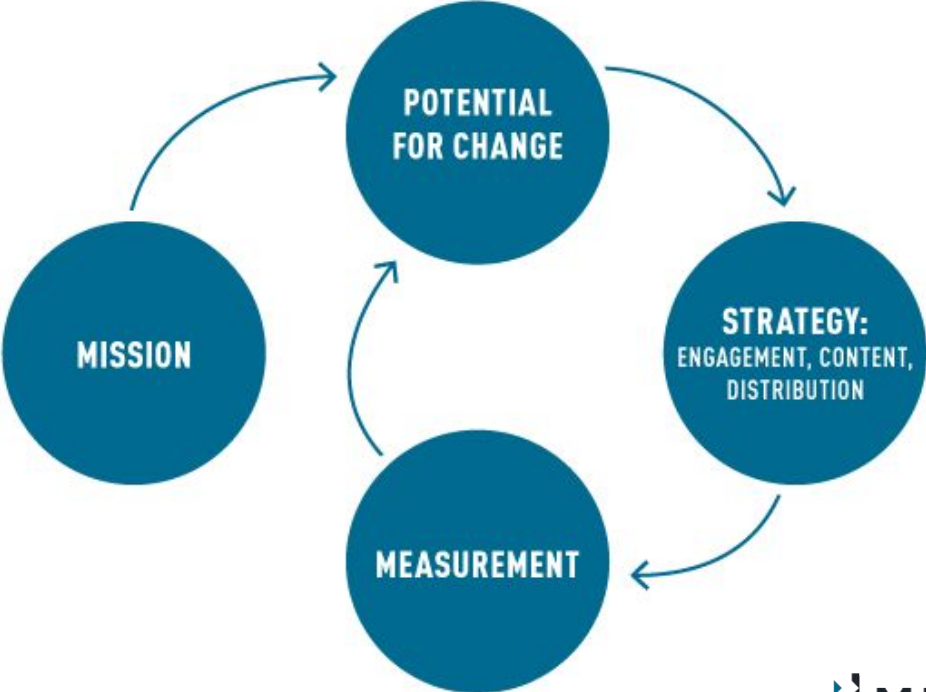
- Case study
- Network analysis
- Content analysis
- Surveys
- Quantitative, statistical analysis
 - Google Analytics

Outcome Indicators

		Google Analytics (Partner &/or FP)		Facebook Insights				Twitter Analytics		YouTube Analytics			Qualitative Data		Public Records		Partners	News clipping service				
		Unique page views	Time on page	Avg. session duration	Facebook fans	Facebook comments	Facebook shares	Facebook video views	Twitter followers	Twitter engagement rate	Subscribers	Views	Watch time	Survey results	Audience feedback	Citations/mentions by orgs.	Public records	Public statements	Print circulation	Media mentions	Localization in media	Content diffusion in media
Audience	Awareness																					
	Knowledge																					
	Action																					
Network	New/strengthened network																					
	Contribute to org. work																					
Institutional/ Structural	Policy change																					
	Institutional change																					
Discourse	Amplification of message																					

Why measure IMPACT?

From Impact to Strategy: Impact Architects Media Impact Process Model



Now what?

1. **Set goals**
2. **Define outcomes clearly**
3. **Be creative + intentional**
4. **Select appropriate methods**
5. **Tools come last**