Chapter 10
Piloting Crowdsourcing Platform for Monitoring and Evaluation of Projects:
Harnessing Massive Open Online Deliberation (MOOD)

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ABSTRACT

Crowdsourcing can be viewed as a positive catalyst for effective results in many sectors of the economy including business, governance, agriculture, and health to name a few because it provides unlimited opportunities to people to share information among societies around the world. Despite some considerable efforts to adopt this concept in Tanzania, less has been done on its implementation in monitoring and evaluation of projects. This chapter proposes the development of a crowdsourcing platform as an essential step towards combating corruption, misuse, and embezzlement of funds. The developed crowdsourcing platform for monitoring and evaluation

provides an up-to-date status of projects based on key indicators set and from such information, any member in particular organization can monitor and evaluate the progress of a given project. Results of this study show that the platform promotes transparency, collaboration, accountability, and has potential to motivate different actors or stakeholders in monitoring projects funded by government and donors.

INTRODUCTION

This chapter proposes and explores the application of crowdsourcing in monitoring and evaluation (M&E) of projects. It begins by analyzing different ways of involving the crowd in the monitoring process such as through the use of shared spreadsheet, two-way conversation, use of mobile phone and web based systems. It demonstrates how crowdsourcing can be incorporated in a web-based M&E system, followed by a discussion of the preliminary results.

Monitoring and Evaluation (M&E) has been a key component of successful implementation of research and/development projects. Some M&E systems have integrated information and communication technologies (ICTs). However, web applications that allow stakeholders to be effectively involved in monitoring and evaluation have generally been rare. Consequently, stakeholders' have mainly been consulted during periodic M&E leading to limited sharing of knowledge and experiences with the monitoring and evaluation experts and scope for accommodating new ideas and timely adjustments of project activities and implementation schedules. To date there are several participatory web-based ICT monitoring and evaluation systems that can be customized to address these concerns. Web 2.0 applications, in particular, allows prompt sharing of development results and offers new ways for timely measurement of projects' results and outcomes. Web 2.0 applications that have so far been adapted in monitoring and evaluation can be categorized into three forms as detailed in below:

Shared Spreadsheet

Shared spreadsheet allows data to be combined in an online central spreadsheet in which the performance indicators are specified to allow participatory evaluation by various stakeholders through on-line access. Web4forDev article on [1]Monitoring and Evaluation gives an example of Google Doc as a web 2.0 tool used in monitoring and evaluation. The articles hinges on successful cases of blog-based participatory Monitoring and Evaluation systems in South Africa popularized as "I collaborate, e-collaborate and we collaborate[2]". The online document has a worksheet with operational definitions of indicators used; a worksheet where overall target and

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