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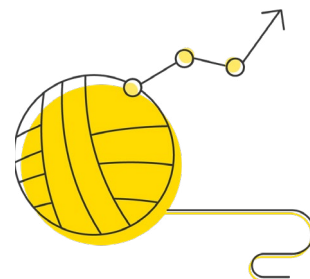
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Brighton , UK

EVANGELIA BERDOU

I am a researcher with 15 years of experience in applied and critical research in international development, with a focus on information and communication technologies 'for' development (ICT4D). I operate at the intersection of research, program evaluation and data science to help individuals and organisations make sense of what they do to support learning, planning and decision-making.

I favour nuanced views of behaviour and social and organizational change and prefer to work iteratively and collaboratively. I design studies responsive to the day-to-day demands and longer-term needs and aspirations of development practitioners, their funders and stakeholders. I have led and been a part of international teams working on a variety of multi-country projects. During the last four years I have conducted research on global health, online training and capacity building for researchers in lower and middle-income countries, youth voice and engagement, inclusive governance, sexual and reproductive health and rights, knowledge translation, women's participation in open source software development and the dynamics peer collaboration in poor settings.

I am passionate about research design and my skills encompass both quantitative and qualitative data collection and analysis methods. I have a particular interest in mixed methods designs that combine big and small (ethnographic) data to answer questions on reach and impact. Recently, I used text mining and text analysis to understand how in-country health professionals in lower and middle-income countries perceive national health priorities. I used social media analytics to examine the target audiences of digital platforms seeking to inform and engage the youth in fragile and conflict states (see RNW Media final and midline evaluations).

I strive to create rich and engaging outputs for sense-making and decision-making that, whenever possible, help generate insights beyond most consultancies' usually limited time horizon. In a recent consultancy for WHO-TDR, I used the idea of personas and trajectories to highlight the barriers and enablers to learning of participants in a Massive Open Online Course(MOOC) on IR (see here).

I have experience managing and contributing to international teams, and I enjoy working with and learning from project implementors, developers and decision-makers.

DOMAIN EXPERTISE

ICTS AND HUMAN DEVELOPMENT
DIGITAL HEALTH
IMPLEMENTATION RESEARCH
CITIZEN VOICE ● INCLUSIVE
GOVERNANCE
TRANSPARENCY & ACCOUNTABILITY
KNOWLEDGE TRANSLATION
YOUTH ENGAGEMENT
PEER COLLABORATION ● OPEN SOURCE
OPEN DATA
SRHR: SEXUAL & REPRODUCTIVE HEALTH
AND RIGHTS

CONSULTANCIES (1)

IIGH & WHO-TDR │ DASHBOARD ON THE PROFILE OF ONLINE LEARNERS

February—May 2022 ● *Research consultant*

In response to the text mining website's study results (see below), I designed and created a PowerBI interactive dashboard to present the resu wlts of a survey of participants in WHO-TDR's Massive Open Online Course (MOOC) on health implementation research.

IIGH &WHO-TDR │ TEXT MINING WEBSITE USABILITY STUDY

September 2021—February 2022 ● *Research consultant*

I examined the value of the text mining & text analysis for the WHO-TDR target audience published online. I made recommendations for immediate fixes and future data analysis and presentation improvements.

IIGH & WHO-TDR │ PERSONAS AND LEARNING TRAJECTORIES OF ONLINE LEARNERS

March 2021—April 2022 ● *Research consultant*

I consolidated evidence on the motivations, enablers, barriers to learning and use of training obtained from WHO-TDR's MOOC on implementation research. I presented the evidence using the format of personas and learning trajectories, two tools used in service and product design to align development with user needs and priorities.

RESEARCH SKILLS

QUALITATIVE RESEARCH

INDIVIDUAL INTERVIEWS
FOCUS GROUPS
PARTICIPANT OBSERVATION

QUANTITATIVE RESEARCH

SURVEY DESIGN & ANALYSIS
DESCRIPTIVE AND INFERENCIAL
STATISTICS

MIXED METHODS

PARTICIPATORY RESEARCH

DATA ANALYTICS

TEXT MINING -TEXT ANALYSIS
SOCIAL MEDIA ANALYTICS

INTERACTIVE REPORTING

DASHBOARD DEVELOPMENT
INTERACTIVE & ENRICHED DOCUMENTS

CONSULTANCIES (2)

RNW MEDIA │ INDEPENDENT FINAL EVALUATION OF NEXT GENERATION PROGRAM

October 2020—June 2021 ● *Project Manager & Principal Investigator*

Led the final evaluation of RNW Media's portfolio on digital platforms to promote sexual reproductive health and rights (SRHR) and inclusive governance amongst the youth across eight countries, including Yemen, Egypt and Burundi.

IIGH & WHO-TDR │ IMPLEMENTATION RESEARCH TRAINING FRAMEWORK

May 2020—February 2021 ● *Research Consultant*

Together with colleagues from IIGH, I developed a framework to inform decisions on investments in implementation research capacity efforts for WHO-TDR. The development of the framework drew on desk research, expert interviews and online workshops with leading experts on implementation research and implementation research training.

IIGH & WHO-TDR │ TEXT MINING OF PROPOSALS SUBMITTED FOR THE MOOC ON IMPLEMENTATION RESEARCH

May 2020—February 2021 ● *Research Consultant*

I contributed to a methodology for mining information from the research proposals submitted as part of the requirements of WHO-TDR's MOOC on implementation research. The project sought to identify emerging trends in implementation research defined by health professionals in lower and middle-income countries.

RNW MEDIA │ INDEPENDENT MID-TERM EVALUATION OF THE NEXT GENERATION PROGRAM

May —October 2019 ● *Project Manager & Principal Investigator*

I led the mid-term evaluation of RNW Media's portfolio on digital platforms to promote sexual reproductive health and rights (SRHR) and inclusive governance amongst the youth across eight (8) countries, including China, Yemen, Egypt and Burundi.

ITAD & GPSDD │ INDEPENDENT EVALUATION OF THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT DATA (GPSDD)

May 2018—February 2021 ● *Research Consultant*

As part of a team at Itad, I evaluated the role and contribution of GPSDD in the data-for-development ecosystem.

IDS & DIAL │ RESEARCH ON WOMEN IN OPEN SOURCE SOFTWARE DEVELOPMENT COMMUNITIES

May — September 2018 ● *Research Consultant*

In collaboration with former colleagues from the Digital Cluster at IDS, I co-designed, researched and co-authored a report on the main challenges of participation of women in open source software communities and how best to overcome them.

CLIENTS

DIAL: DIGITAL IMPACT ALLIANCE ● US

FCDO: FOREIGN, COMMONWEALTH & DEVELOPMENT OFFICE ● UK

GPSDD: GLOBAL PARTNERSHIP FOR DEVELOPMENT DATA ● US

HIF: HUMANITARIAN INNOVATION FUND ● UK

IDS: INSTITUTE OF DEVELOPMENT STUDIES ● UK

IIGH: INTERNATIONAL INSTITUTE FOR GLOBAL HEALTH, UNITED NATIONS UNIVERSITY ● MALAYSIA

ITAD ● UK

RNW MEDIA ● THE NETHERLANDS

UNICEF

WHO-TDR: SPECIAL PROGRAMME FOR RESEARCH AND TRAINING ON NEGLECTED TROPICAL DISEASES

THE **WORLD BANK**

CONSULTANCIES (3)

WAGENINGEN ENVIRONMENTAL RESEARCH (ALTERRA) │ OPEN DATA ON AGRICULTURE AND NUTRITION, GLOBAL OPEN DATA FOR AGRICULTURE AND NUTRITION (GODAN) ACTION

2016—2018 ● *Research Consultant*

I collaborated with colleagues from the Netherlands and the UK to better conceptualize and evaluate the impact of open data on agriculture and nutrition. This piece of consultancy brings together my interests in open data, big data and innovative evaluation methodologies.

HUMANITARIAN INNOVATION FUND │ NPUT ON MONITORING & EVALUATION

2016—2017 ● *IDS Research Fellow*

I supported new HIF grantees in developing practical monitoring and evaluation plans. Some of the grantees I worked with included an organization working to improve early childhood education for refugee camps in Chad and a company seeking to design better body bags. I also supported HIF in improving the design of some of their funding calls, such as on how to best conduct local consultations for designing and using sanitation facilities in the aftermath of humanitarian emergencies. I enjoyed helping develop research plans for various projects and with people from different backgrounds.

MAKING ALL VOICES COUNT (MAVC) PROJECT │ CROWDSOURCING INTERMEDIARIES IN SUPPORT OF CITIZEN ACTION AND IMPROVED PUBLIC SERVICE DELIVERY

2014—2016 ● *IDS Research Fellow* ● *Principal investigator*

I examined how crowdsourcing projects -which collect and analyze citizen feedback, usually obtained via mobile phones-explain, their strategies for data collection, analysis and privacy to participants. This research combines my interests in data ethics, transparency and accountability.

THE WORLD BANK │ EVALUATION FRAMEWORK FOR DIGITAL CITIZEN ENGAGEMENT

2014—2015 ● *IDS Research Fellow* ● *Co-author*

This was a challenging project as our goal was to provide a practical how-to-guide without losing sight of the critical issues which underlie the design, deployment and evaluation of digital citizen engagement. The report drew on three extensive empirical studies, one of which was of Maji Voice, a mobile platform for improving water service delivery in Kenya. I was lucky to be part of a fantastic team.

THE WORLD BANK │ EVALUATION OF UNICEF'S U-REPORT UGANDA

2014—2015 ● *IDS Research Fellow* ● *Principal investigator*

I led the first large-scale evaluation of U-Report Uganda, a prominent mobile and SMS platform created by UNICEF. We developed an ambitious methodology that, among other things, contextualized the analysis of U-Report's system data with insights from participants elicited through qualitative interviews. This study reinforced my belief in the value of combining small and big data.

COUNTRY EXPERIENCE

FIELDWORK

EGYPT
KENYA
UGANDA
ZAMBIA
TANZANIA
INDIA
UK
FINLAND
NORWAY

REMOTELY

YEMEN
CHINA
BURUNDI
MALI
MALAYSIA

LANGUAGES

GREEK (NATIVE SPEAKER)
ENGLISH (FLUENTLY)
FRENCH (BASIC)

CONSULTANCIES (4)

UNICEF ZAMBIA | **NEW TECHNOLOGIES IN THE SERVICE OF VULNERABILITY AND WELLBEING MONITORING,**
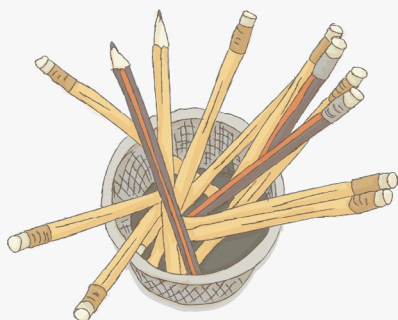
2011—2012 ● *IDS Research Fellow* ● *Principal investigator*

I worked with software developers from the UK and researchers from Zambia to develop a mobile survey data collection platform for tablets. Our goal was to test whether such a tool could help speed up the analysis process. This data collection platform sought to improve research that monitored well-being to mitigate the effects of natural and man-made crises for vulnerable groups.

FCDO/DFID | **MEDIATING VOICES AND COMMUNICATING REALITIES: USING INFORMATION CROWDSOURCING TOOLS, OPEN DATA INITIATIVES AND DIGITAL MEDIA CAN PROTECT THE VULNERABLE AND MARGINALIZEC**

2010—2011 ● *IDS Research Fellow* ● *Principal investigator*

This research provided the opportunity to delve deeper into participatory research and learn more about how open data and crowdsourcing projects work on the ground.

TECHNICAL SKILLS

QUALITATIVE ANALYSIS

MAXQDA
NVIVO
ATLASTI

QUANTITATIVE ANALYSIS

R/RSTUDIO

DATA VISUALISATION

R/RSTUDIO
TABLEAU
POWERBI

PUBLISHING / GRAPHIC DESIGN

ADOBE ILLUSTRATOR
ADOBE INDESIGN

EMPLOYMENT HISTORY

April 2017— to date — *Independent Research Consultant* | *Data Yarns Research Limited*

2008-2017 — *Research Fellow* | *Institute of Development Studies, UK*
- Developed and led research programs with a focus on development and digital technologies
- Co-convened the MA on Poverty and Development between 2012-2015.
- Co-designed and ran the Institute's first MA level course on research design.

2007-2008 — *ESRC Postdoctoral Research Fellow* | *SPRU (Science and Technology Policy Research)* | *University of Sussex*
Worked towards developing a publication record and developed my expertise in innovation, governance and policy. The fellowship allowed me to publish my first book.

EDUCATION

2002 – 2007 — *PhD* | *Media and Communications* | *London School of Economics and Political Science*
Thesis title: Managing the bazaar Commercialization and peripheral participation in mature, community-led free/open source software projects.

2001-2002 — *MSc* | *New Media, Information and Society* | *London School of Economics and Political Science, UK*

1995 – 1999 — *BA (hons)* | *Mass Media and Communication* | *Panteion University Athens, Greece*

DISTINCTIONS

2007 – 2008 — *Economic and Social Research Council (ESRC) Postdoctoral Fellowship Award*

2006-2007 — *LSE's Robert McKenzie award for outstanding performance in a PhD degree program*

2001-2004 — *Greek State Scholarships' Foundation (IKY) Scholarship for Postgraduate Studies Award*

SELECT PUBLICATIONS

Penkunas, M. J., Shiau, Y.C., Rhule, E.L., Berdou, E. and Allotey P. (2021). Designing the next Generation of Implementation Research Training for Learners in Low- and Middle-Income Countries. *Globalization and Health* 17, no. 1: 63. https://doi.org/10.1186/s12992-021-00714-3

Penkunas, M. J., **Berdou, E.**, et al. (2021). Increasing Knowledge Translation Capacity in Low- and Middle-Income Countries: A Model for Implementation Research Training. *Frontiers in Tropical Diseases* 2:762966 doi:10.3389/fitd.2021.762966

Faith, B., Roberts, T., **Berdou, E**. (2018). Towards a More Gender-Inclusive Open Source Community. Washington, DC: Digital Impact Alliance

Berdou, E., Abreu Lopes, C., Sjoberg, F. M., & Mellon, J. (2017). The Case of UNICEF's U-Report Uganda. In T. Peixoto & M. L. Sifry (Eds.), **Civic Tech in the Global South: Assessing Technology for the Public Good** (pp. 93-175). Washington DC and New York: The World Bank and Personal Democracy Press

Bloom, G., **Berdou, E.**, Standing, H., Guo, Z., and Rebrique, A. (2017). ICTs and the Challenge of Health System Transition in Low and Middle Income Countries. *Globalization and Health*, DOI 10.1186/s12992-017-0276-y

Berdou, E. (2017). Open Development in Poor Communities: Opportunities, Tensions and Dilemmas *Information Technologies & International Development* 13: 18-32

Berdou, E., and C. Shutt (2017). Shifting the Spotlight: Understanding Crowdsourcing Intermediaries in Transparency and Accountability Initiatives. Brighton: Making All Voices Count Research Report, Institute of Development Studies

Haikin, M., S. Bailur, **Berdou E.**, Dudding J., and C. Abreu Lopes (2016). **Evaluating Digital Citizen Engagement: A Practical Guide**. Washington, DC: World Bank Group

Lucas, H., Batchelor, S. J., and **Berdou, E.** (2013). Real-Time Monitoring and the New Information Technologies. *IDS Bulletin* 44(2): 31-39

Berdou, E. (2012). Participatory Methodologies and Participatory Technologies: Ways Forward for Innovative Thinking and Practice. IKM Emergent Working Paper

Berdou, E., D. Chiwele Kaputo, N. Whitestone, and E. Aguilar-Nova (2012). New Technologies in the Service of Vulnerability and Wellbeing Monitoring. Final Report for UNICEF-Zambia. Brighton: Institute of Development Studies

Berdou, E. (2011). Reimagining Participation: Opportunities and Challenges of the Open Source Model of Collaboration for Development Thinking and Practice *IDS Bulletin* 42(5): 104-8.

Berdou, E. (2011). **Organization in Open Source Communities: At the Crossroads of the Gift and Market Economies**. New York: Routledge

Berdou, E. (2011). Mediating Voices, Communicating Realities: Using Information Crowdsourcing Tools, Open Data Initiatives and Digital Media to Support and Protect the Vulnerable. Final Project Report, DFID project no PO 40035949

Mansell, R., and E. Berdou (2010). Political Economy, the Internet and Free/open Source Software Development. In **the International Handbook for Internet Research**, edited by M. Allen, J. Hunsinger, and L. Klastrup: 341-61. London; New York: Springer