



Moving Beyond 'Faint Evidence': Assessing Gender Differences in the Impact of Entrepreneurship Training in Tanzania

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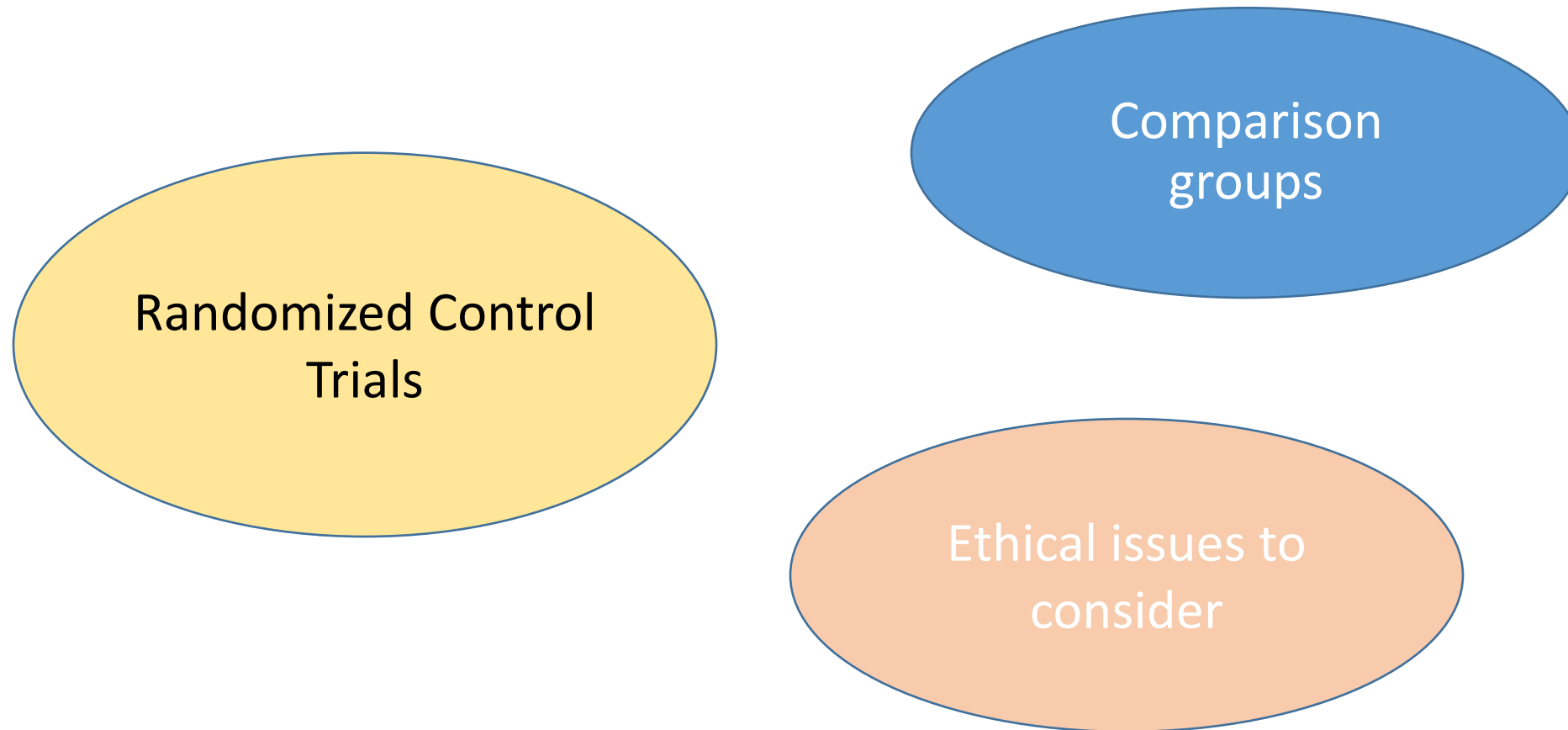
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'Faint evidence'

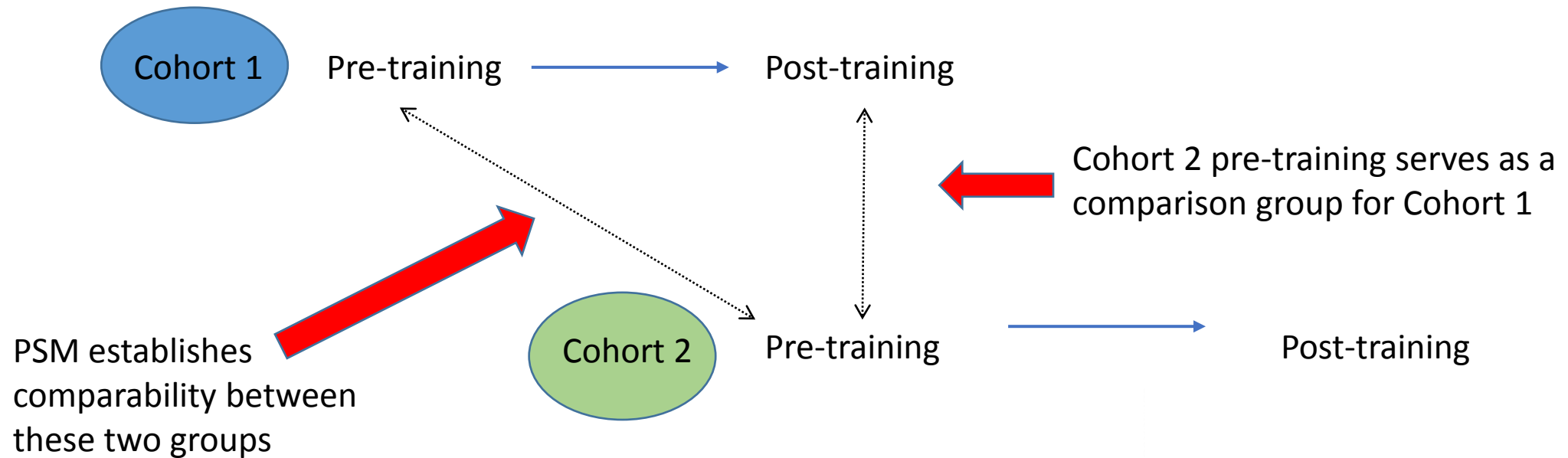
- What is the problem with current evidence?
- Framework for our study in partnership with The MasterCard Foundation
 - We aimed to look at two things
 1. The extent to which youth learned the intended knowledge, skills, and attitudes
 2. The long-term impact of training on youths' livelihoods

This session looks at what youth learned during the training

How to develop strong claims about program impacts in field settings?



The logic behind Propensity Score Matching



An Example: Survey item from the Learn, Earn, and Save Initiative In Tanzania

Question: Do you know how to develop a business plan?

Response options:

- I know almost nothing
- I know a little
- I know some things
- I know a lot

How we used PSM in Tanzania

A map of Tanzania is shown in the background, with the country's outline in brown and its internal regions in light yellow. Major rivers and lakes are depicted in light blue. The title 'How we used PSM in Tanzania' is overlaid on the top left of the map.

- We used PSM to determine differences between the post-training group and pre-training group
 1. First, youth entering the program in Cohort 2 were matched with youth who completed the program in Cohort 1
 2. After matches were made, we tested the differences in means for the two groups for each survey question
 3. We also calculated percent change

How did we match youth?

- We matched youth across two cohorts on 16 demographic characteristics such as:
 - Age
 - Sex
 - Education level
 - # of dependents

Of the 434 youth in this sample, only 24-37 did not match well and were dropped from the analysis



Why is matching important?

- Before matching youth, there were statistically significant differences between the pre-training group and post-training group in terms of having children, having dependents, and coming from a rural area.
- Through matching, these differences between pre-training and post-training groups were removed.

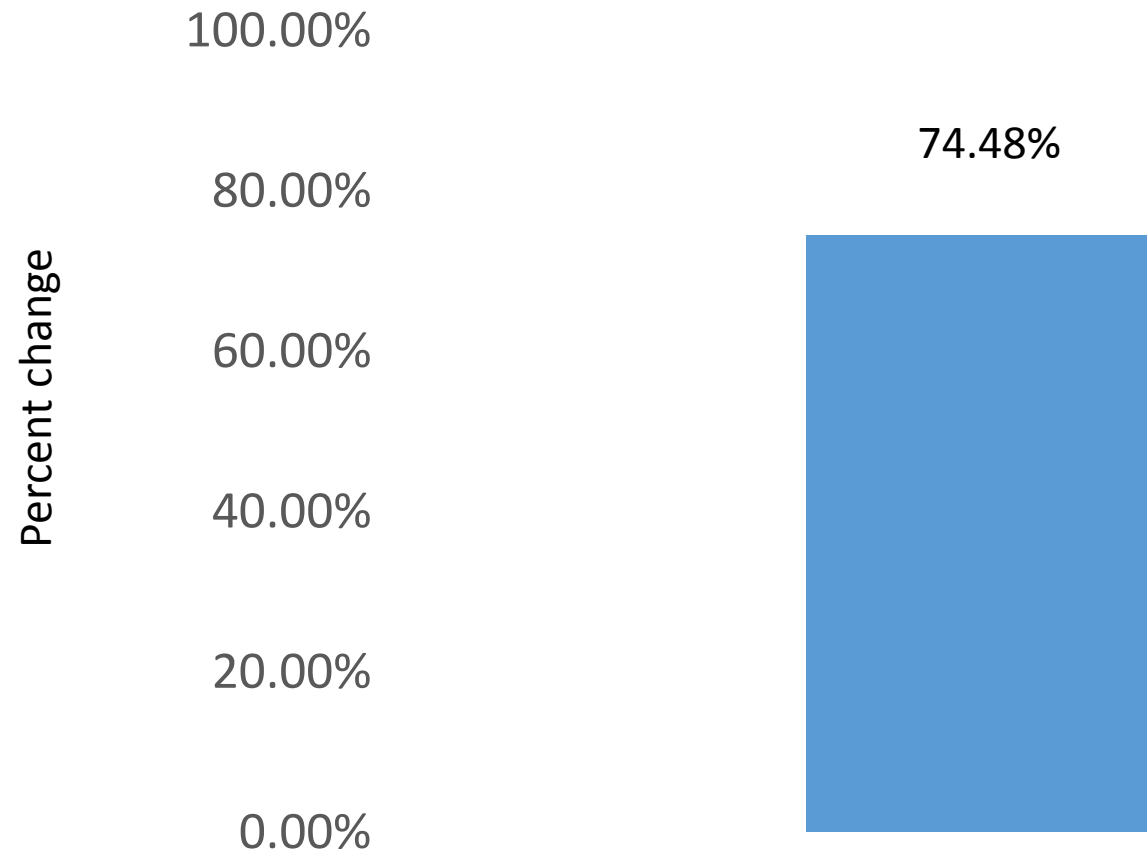
Weaknesses and Limitations to PSM

- Selection of trainees for the program
- Selection of an appropriate population of similar, but non-participating youth
- Cannot fully control for unobservable differences between participants and non-participants

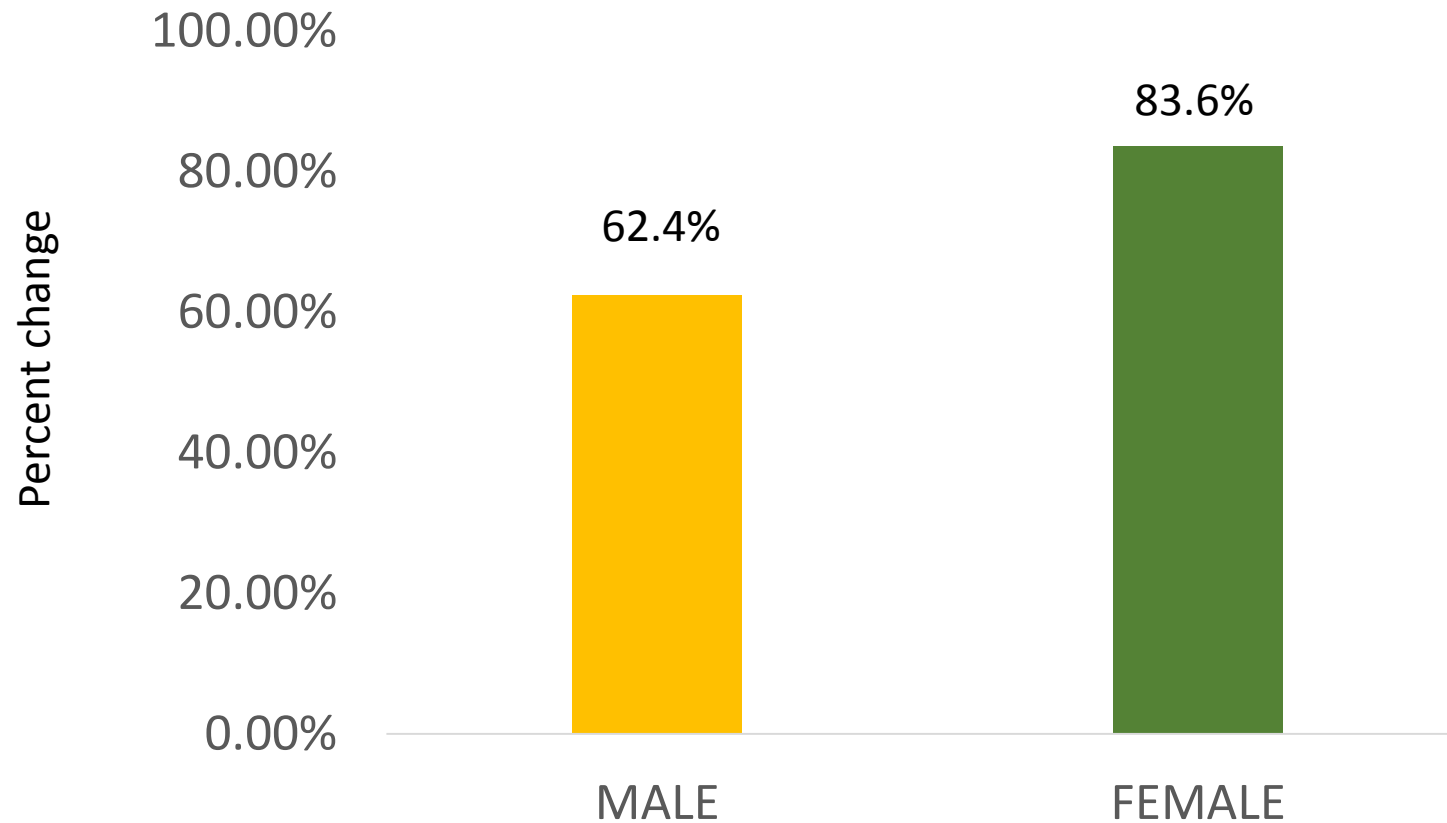
How can PSM be a useful tool in disaggregating data?

- Overall findings may mask differences by groups
 - Gender
 - Location
 - Youth with dependents
 - Other subgroups

Percent change (pre to post) in knowledge of developing a business plan – overall sample



Percent change (pre to post) in knowledge of how to develop a business plan – by females and males



Main findings from PSM by gender in Tanzania

- Female youth in Tanzania reported greater increases in their financial literacy as compared to male youth
 - Tracking expenses
 - Creating a budget
 - Considering the options before spending money
 - And that group savings helped them to save on their own)
- Female youth also reported greater increases in setting goals, taking action to achieve those goals, and that making good decisions has improved their lives



So what?

- We are using PSM, in addition to interviewing a subset of youth annually over 5 years, to learn how participation in the training program has impacted youths'
 - Knowledge, attitudes and beliefs related to learning, earning, and saving
 - Long-term well-being

While youth learned important technical, financial literacy, and life skills during the program, five years later they were not yet out of poverty.

Questions for small group discussion

1. How do you measure impact with your work?
2. How feasible might PSM be for your projects or programs?
3. What problems might you encounter using PSM?