

## TERMS OF REFERENCE

### **BE INTERNET CITIZENS: MONITORING & EVALUATION CONSULTANT**

- **Organisation:** Institute for Strategic Dialogue (ISD)
  - **Contract type:** Consultancy
  - **Reporting to:** Project Manager, *Be Internet Citizens*
  - **Location:** Remote (with possibility of meetings in Central London office)
  - **Preferred Start Date:** April 2021, with some limited scope for negotiation
  - **Remuneration:** £350 per day, for 3-5 days' work
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#### **About ISD**

The Institute for Strategic Dialogue (ISD) is an independent, non-profit organisation dedicated to safeguarding human rights and reversing the rising tide of polarisation, extremism and disinformation worldwide. For over 10 years we have responded to the rising challenge of extremist movements and the ideologies that underpin them, delivering cutting-edge programmes built from world-leading expertise in communications and technology, grassroots networks, frontline research, and policy advice.

ISD partners with governments, cities, businesses and communities, working to deliver solutions at all levels of society and empower those who can really impact change. We are headquartered in London with a [global footprint](#) that includes teams in Washington DC, Berlin, Beirut, Amman, Nairobi and Paris.

#### **About Be Internet Citizens**

[Be Internet Citizens \(BIC\)](#) is a digital citizenship education programme, delivered by ISD in partnership with YouTube. It was launched in 2017 with the objective of empowering young people to build resilience to online harms, including hate and disinformation. In doing so, the programme seeks to foster an understanding of how to participate positively in the online world as accountable and conscientious digital citizens.

Since its inception, BIC has reached an estimated 70,000 young people across the UK, while over 700 teachers and youth workers have been trained to deliver the curriculum independently. The programme has been recognised by experts at the Department for Education (DfE) and the Department for Culture, Media and Sport (DCMS), and received direct engagement from MPs across government including Education Secretary Gavin Williamson, former DCMS Parliamentary Chair Damian Collins, and Home Secretary Priti Patel. Over 20 cross-party MPs have attended workshops in person, and even [highlighted Be Internet Citizens](#) in the House of Commons.

As our [2019 project evaluation showed](#), students taught the previous BIC curriculum were better able to critically analyse information, build empathy towards others and effectively respond to harmful content. Programme surveying revealed that:

- 92% of participating teenagers felt they had gained new knowledge on digital citizenship and media literacy topics;
- 71% felt that they would behave differently online as a result;
- 97% of participating teachers and youth workers were 'very likely' to deliver the *Be Internet Citizens* lessons to their students in the future.

From 2018-2020, the programme was delivered directly to students via in-school workshops, while teachers and youth workers were trained in the curriculum through a series of 'off-site' CPD sessions. Since the start of the COVID-19 pandemic, direct delivery to students has been paused, while practitioner trainings have moved online to a digital webinar format.

In November 2020, ISD and YouTube launched the brand-new BIC curriculum via two educational resources: the 'Unit of Work' for secondary school teachers, and 'Community Toolkit' for non-formal education and youth sector practitioners. These resources reflect the lived experiences and challenges young people face online in 2021, and include a series of action-oriented sessions to unpack key topics such as:

- How to identify mis- and disinformation (e.g. conspiracy theories, clickbait, manipulated media);
- Exploring fact versus opinion, including how sensational content can be used to drive user engagement;
- The benefits and pitfalls of a 'personalised web', including algorithms and filter bubbles;
- Understanding unconscious bias and how it influences our worldview;
- Analysing 'us vs them' narratives, and how online echo chambers may widen social divides;
- Responding effectively to hate speech and forging more inclusive digital communities;
- Creating inspiring digital content to champion causes, promote positive messages and support peers.

The BIC 2021 teaching resources can be downloaded from:

<https://internetcitizens.withyoutube.com>

### **Scope of work**

In light of the new materials, ISD is seeking a consultant to work with the *Be Internet Citizens* team on developing our monitoring and evaluation capabilities, supporting upcoming activities funded by YouTube's EMEA Marketing team.

As we begin roll-out among the teaching community, the *Be Internet Citizens* team need to measure the extent of attitudinal and behavioural change among participating students (and to a lesser extent the practitioners delivering content). We are also keen to push the boundaries of M&E efforts to date in the Media and Digital Literacy field, moving beyond pre- and post-surveying to more creative methods – after 4+ years of frontline work, we acknowledge the limitations of static self-reporting and hope to test/develop new models which can be shared beyond BIC. Such a process must be grounded in a robust Theory of Change and should support wider discussions underway with key partners including DfE, DCMS, Ofcom and EU counterparts (e.g. the European Digital Media Observatory), for whom M&E is a clear priority in the coming years.

### **Deliverables:**

The consultant will provide the following services:

- Conduct a review of the existing *Be Internet Citizens* M&E framework relating to outcome-level indicators;
- Assist in the creation of an evidenced-based Theory of Change for BIC, including surfacing mental models of thinking and assumptions that underpin our programme;

- Advise on the development of an accompanying set of standard indicators for the upcoming evaluation phase of the project;
- Advise on the development of qualitative and quantitative data collection and analysis methods to understand: the magnitude of change; how and why change has or has not occurred; and the extent of improved project performance;
  - Data collection is planned with the following project beneficiaries:
    - Secondary school students aged 13+
    - Trained teachers who deliver the curriculum to their students;
- Co-produce a process and timeline for qualitative and quantitative data collection, analysis, and evaluation of BIC in 2021, including a budget estimate for M&E for ISD to submit to the project donor.

Though the majority of work will be conducted remotely, the consultant may be expected to attend occasional meetings at ISD's office during the framework design stage, COVID-restrictions permitting.

The consultant will report into ISD's *Be Internet Citizens* Project Manager, with oversight from a Senior Policy Manager. They will be supported by the Project Manager and Associate in executing their deliverables.

## Timing

It is anticipated that the consultant will produce all of the deliverables outlined below within a timeframe of 3 to 5 days' work maximum over the period April 2021 to mid-May 2021 (**where a day = 8 hours**).

Immediate start dates are preferred, dependent on availability, and the latest possible start date is **Monday 26 April**.

## Consultant specifications

The successful candidate will be a collaborative and solutions-focused professional with the ability to work to tight deadlines, delegate responsibilities clearly, and oversee the production of high quality outputs. We welcome applications from consultants who meet the following criteria:

### Essential

- Experience at senior levels designing and delivering M&E capabilities and tools for educational and/or charitable programmes;
- Expertise on the development of diagrammatic and narrative Theories of Change for educational initiatives;
- Extensive experience in conducting evaluations for a variety of project types;
- Highly organised with the ability to be flexible, multi-task and respond proactively;
- Excellent written and verbal communication skills;
- An understanding of and commitment to the core mission of ISD and *Be Internet Citizens*;
- Intercultural and interpersonal awareness.

### Desirable

- Familiarity with statistical analysis;
- Experience developing and delivering M&E systems, tools and training for digital citizenship education, media literacy, online safety, and/or or P/CVE programmes (or related fields);
- Knowledge of the UK secondary school curriculum;

- Experience in using innovative or complex data collection and analysis methods for assessing behavioural change

### **Application process**

To apply, please submit:

- A CV and a brief (500 to 1000-word max) proposed methodology for meeting the deliverables outlined above.

Proposals must be submitted via email to [beinternetcitizens@isdglobal.org](mailto:beinternetcitizens@isdglobal.org) by **9am GMT on Tuesday 13 of April 2021**.

Subject of the email must be '**Be Internet Citizens M&E consultancy role**'.

ISD reserves the right to interview and appoint applicants prior to the closing date of this vacancy.