

### **What is Ripple (Effects) Mapping (sometimes abbreviated REM)?**

Ripple mapping is a facilitated, group process to determine consequences of a program/training/event and their relative value/magnitude/impact.

### **How is Ripple Mapping different from other group evaluation techniques?**

- Visual process
- Allows for quantitative and qualitative outcomes
- Captures *unintended* consequences
- Outcomes are organized in a logical fashion (as chosen by the facilitator beforehand)
- Flexible in how it can organize the outcomes:
  - Time horizons: immediate, mid-term, and long-term
  - Thematic: outcomes organized around group-identified themes

### **What benefits are there to using Ripple Mapping?**

- Easy to use; since Ripple Mapping is really a specific application of the familiar technique of “mind mapping,” learning to do REM is rather straightforward; also, it does not require any particular skills/preparation of the participants
- Maintains buy-in of constituents/program benefactors, since it’s a group activity; the ideal group size is 12-20
- Captures long-term and unintended consequences
- Identifies casual relationships between events
- Reports both quantitative and qualitative outcomes
- Generates a colorful visual for reports, presentations
- Findings are easily codified for further analysis, reporting or research

### **What is required to do Ripple Mapping?**

- 45-90 minutes depending on how deep the evaluation needs to be
- Large, white sheets of paper (e.g., multiple sheets of flip chart paper, mounted on a wall to form a rectangle)
- Tape
- Markers
- Paper for participants to write on

### **What is the process for generating a Ripple Map?**

1. Partner interviews (10-15 minutes)  
Have participants identify a partner (preferably someone they do not know well) and interview them using the following questions. Encourage the participants to be detailed in their responses.
  - a. Tell me a story about how you have used the information received through the program.
  - b. Is there anything you are proud to share?
  - c. Were there cost savings?
  - d. New ways to work or productivity gains?

- e. Did you tell others about what you learned? If so, who?
  - f. List an achievement or success you had based on your learning from the program. What made the achievement/success possible?
2. Map the impacts (25-60 minutes)
- a. In the middle of the posted paper, write the name of the program or project being evaluated.
  - b. Have several volunteers share the information learned during the interview, and record the impact information on the sheet so that it extends from the center. **Alternatively**, you can have all participants share the information learned during the interview and group the impacts under appropriate themes; have these themes extend from the center of the map.
  - c. Begin brainstorming impacts by drawing lines from/between related impacts or themes. The facilitator may need to ask probing questions to get ideas on the paper; questions the facilitator might want to ask include:
    - i. What are people doing differently? What attitudes and/or behaviors have changed?
    - ii. How are the changes benefitting or influencing others?
    - iii. What is different in the community today due to the program?Impacts which follow from another (or other) impact(s) are connected with a line; you might also consider using different color makers to track themes or metrics of interest.
3. Reflection (5-15 minutes)
- a. Ask the group to process the information on the map by asking them to identify the most significant change on the map:
    - i. What is the most interesting outcome on the map?
    - ii. What story can be told about how this program made a difference in the community?
    - iii. What should the group do next? Is there a need for additional evaluation (e.g., follow-up interviews to provide additional details)?
    - iv. With whom should this information be shared?
    - v. What new projects/actions can be taken at this point?
    - vi. Are there gaps in the program? If so, where are they?
  - b. Be sure to provide the participants with a summary of the mapping process and findings.
4. Coding (Done after the fact)

## Resources for Ripple Effect Mapping

(Taken from the Stevens County Extension Office website,  
<http://ext100.wsu.edu/stevens/rem-read-more/>)

### **Articles that describe Ripple Effect Mapping\*:**

#### **A Field Guide to Ripple Effects Mapping.**

Chazdon, Scott, Emery, Mary, Hansen, Debra, Higgins, Lorie and Sero, Rebecca. 2017.  
Available at: <http://rrdc.info/files/ripple-effects-mapping.pdf>

#### **Ripple effect mapping: A “radiant” way to capture program impacts.**

Hansen Kollock, D. A., Flage, L., Chazdon, S., Paine, N., & Higgins, L. (2012). *Journal of Extension* [On-line], 50(5) Article 5TOT6. Available at:  
<http://www.joe.org/joe/2012october/tt6.php>

#### **Using Ripple Effect Mapping to Evaluate Program Impact: Choosing or Combining the Methods That Work Best for You.**

Emery, M., Higgins, L., Chazdon, S., and Hansen, D. (2015). *Journal of Extension* [On-line], 53(2) Article 2TOT1. Available at: <http://www.joe.org/joe/2015april/tt1.php>

#### **Ripple Effects Mapping for Evaluation.**

Kollock, Debra A. (2011). Pullman, WA: Washington State University Extension. Available at: <http://ext100.wsu.edu/stevens/wp-content/uploads/sites/15/2013/12/REM.Complete.pdf>

### **Articles that reference Ripple Effect Mapping:**

#### **Evaluating for Public Value: Clarifying the Relationship Between Public Value and Program Evaluation.**

Chazdon, S., and Paine, N. (2014). *Journal of Human Sciences and Extension*. Volume 2, Number 2. Available at:  
[http://media.wix.com/ugd/c8fe6e\\_8b2458db408640e580cfbeb5f8c339ca.pdf](http://media.wix.com/ugd/c8fe6e_8b2458db408640e580cfbeb5f8c339ca.pdf)

#### **Capturing the Ripples from Community-Driven Business Retention and Expansion Programs.**

Darger, M. (2012). (2014). *Journal of Extension* [On-line], 52(2) Article 2TOT6. Available at: <http://www.joe.org/joe/2014april/tt6.php>

### **References that support the concept:**

Baker, B., Calvert, M., Emery, M., Enfield, R., Williams, B. (2011). Contribution of 4-H participation to the development of social capital: What are we learning? Presentation to USDA.

Buzan, T. (2003). *The mind map book*. London: BBC Books.

Cooperrider, D.L. & Whitney, D. (2007). Appreciative inquiry: A positive revolution in change. Pp. 73-88 in P. Holman & T. Devane (eds.), *The Change Handbook, 2<sup>nd</sup> edition*. San Francisco: Berrett-Koehler Publishers, Inc.

Douthwaite, B., Alvarez, S., Thiele, G., & MacKay, R. (2008). Participatory impact pathways analysis: A practical method for project planning and evaluation. ILAC Brief 17.

Emery, M., & Flora, C.B. (2006). Spiraling-up: Mapping community transformation with community capitals framework. *Community Development: Journal of the Community Development Society* 37(1), 19-35.

Hearn, S. (2010). Introduction to outcome mapping. Presentation on <http://www.outcomemapping.ca>

Organization for Economic Cooperation and Development (2006). Management for development results – Principles in action: Sourcebook on emerging good practices. Retrieved from [www.oecd.org/publications](http://www.oecd.org/publications)

Outcome Mapping Learning Community (2011). <http://www.outcomemapping.ca>

Participatory Impact Pathways Analysis Wiki (2011).

<http://boru.pbworks.com/w/page/13774903/FrontPage>

Van Ongevalle, J. & Huyse, H. (2010). Dealing with complex reality in planning, monitoring and evaluation – Choosing the most suitable approach for a specific context. Working paper retrieved from

[http://www.outcomemapping.ca/download.php?file=/resource/files/janvozol.co.zw\\_en\\_working\\_paper-dealing\\_with\\_complex\\_reality\\_in\\_planning\\_monitoring\\_and\\_evaluation.pdf](http://www.outcomemapping.ca/download.php?file=/resource/files/janvozol.co.zw_en_working_paper-dealing_with_complex_reality_in_planning_monitoring_and_evaluation.pdf)

#### **Software to Digitize/Code a Ripple Map:**

Xmind <http://www.xmind.net>

MindMeister <https://www.mindmeister.com/>

MindJet <https://www.mindjet.com>