

MOVEMENT CASE STUDIES DATA COLLECTION TOOL

How to use: This tool is meant as an interview guide to secure data for a focused, coherent case study; it is not to be used as a rigid checklist. You do not need to ask every question—use your judgment to prioritise the prompts that best guide the informant to elucidate the movement’s overall evolutions, key milestones, strategies, and outcomes. Follow the energy of the conversation, probe for concrete examples, and avoid overextending the interview to the point of fatigue. The goal is depth and clarity around the most consequential dynamics, not exhaustive coverage of every topic.

Analysis note: While not included in prompts to avoid confirmation bias, the analysis should explicitly examine whether Freedom Fund’s direct or indirect contributions emerge as a theme.

Informed consent

Thank you for agreeing to participate in this case study interview. The purpose of this interview is to document the evolution, strategies, and accomplishments of [name of movement / initiative] as part of [name of study, evaluation, or project]. Please note that this interview is focused on understanding the movement or initiative as a whole, rather than collecting individual or personal stories. You are not expected to share any personal information, and we are interested only in your perspectives on the broader development, approaches, and achievements of the movement/initiative.

Your participation is voluntary. You may decline to answer any question or stop the interview at any time without consequence. The interview is expected to take approximately [length of time, e.g., 60–90 minutes].

With your permission, we would like to [audio record / take notes during] the interview to ensure accuracy. The information you share will be used to develop a case study. Your name will be kept confidential and will not appear in any reports, publications, or other materials produced from this study.

The case study may be shared with [intended audience, e.g., funders, partners, public report readers]. Any direct quotations will be used in accordance with your attribution preference.

If you have questions about this interview or the broader study, you may contact [researcher name] at [email/phone].

Do you consent to participate in this interview under the terms described above?

☐ Yes

☐ No

Signature (if required): _____

Date: _____

Interview details

- Interviewee Name:
- Interviewee Role/Affiliation:
- Movement/Hotspot Being Assessed:
- Interviewer Name:
- Date of Interview:

Section 1: Narrative account of the movement's evolution

This section captures the movement's story during the period the informant knows best, highlighting key moments, major changes, and what the movement accomplished. The focus is on how events and decisions shaped its trajectory over time.

Prompts

As you answer the following questions, please note that the movement we are discussing is: [Describe the name, associated initiative(s), and purpose of the movement as described within the evaluation. Invite the respondent to ask clarifying questions].

Please describe the movement as you have seen or experienced it. You do not need to know the full history. Focus on the part of the story you know best, and note where your knowledge is limited.

Guidance

1. Your point of entry

- When and how did you first get involved in, or learn about, the movement?
- Which period of the movement's history do you know best?
- How would you describe your role in the movement?

2. Key moments and changes

- What were the most important events or decisions during the period you are describing—whether achievements or setbacks? (These could include campaigns, leadership changes, funding shifts, policy moments)

3. Context and conditions

- What was happening around the movement at the time (politically, socially, or institutionally)?
- How did these conditions shape what the movement could or could not do?

4. Growth, change, and reach

- How, if at all, did the movement change in size, reach, or makeup during this period? (This may include growth, but also times when the movement became smaller.)
- How, if at all, did the movement become accessible to new audiences? (e.g. through online platforms or social media or through special groups, e.g. youth)?
- How, if at all, did the movement's influence change during this period, (e.g. did the movement's visible activity increase or decrease)?
- If the movement stalled or receded at any point, what, if any, actions were taken in response (e.g. did the movement change tactics or strategy, try other avenues to reach members)?
- What lessons were learned from periods of rapid growth, stability, or decline?

5. Challenges and response

- What internal challenges did the movement face during this period? (These could include internal challenges such as capacity, leadership transitions, or attempts to build cohesion).
- What external challenges did the movement face during this period? (These could include political pressure or the political environment, resource constraints, environmental, or geopolitical concerns.)

6. What the movement achieved

- What did the movement accomplish during or after this period? (This could include small or big changes in public thinking, policy, institutions, relationships, or community strength.)

Closing (optional):

Looking back, which moments mattered most, and why?

Section 2: Movement dimensions (characteristics)

This section explores how the movement acted over time, with attention to shifts in shared purpose, networked relationships, and an inclusive approach.

Shared purpose

- Over the period you have been describing, do you believe the movement has exhibited a sense of shared purpose or collective vision? Why or why not?
- How would you describe this shared purpose or collective vision?

Networked relationships

- Over the period you have been describing, have you noticed the connections between individuals, groups, and networks in the movement becoming stronger, weaker or changing in any way? Please describe.
- How have these changes in connections affected the movement, if at all?

Inclusive approach

- Over the period you have been describing, has the movement become more inclusive by welcoming new groups (e.g., youth, marginalised groups, different ethnicities, different sexual identities)? Please describe.
- Over the period you have been describing, has the movement made deliberate attempts to include those with less power in society and/or people in power?
- To the best of your knowledge, which groups are currently not included in the movement that you believe should be?

[Flexible dimension]

- [Insert question(s) on “one flexible dimension” as per the evaluation design.]

Closing

- Do you have any final reflections as to the movement’s story or effectiveness?