

Critical analysis of social impact measurement models: A narrative literature review

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Mini-dissertation submitted in partial fulfillment of the requirements for the degree *Master of Arts* in Positive Psychology at the Potchefstroom Campus of the North-West University

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August 2017

Mini-dissertation

Summary

Companies around the world and their charitable foundations invest billions each year to address some of the most prominent social challenges the world faces, such as lack of access to education, climate change, poverty, lack of justice and many more (KPMG International, 2014). To understand the impact of these investments, the Gross Domestic Product (GDP) is commonly applied as the single important monetary indicator for social change. This implies that subjective, non-monetary outcomes that might increase wellbeing but which decrease GDP, have received little consideration. Subjective indicators of psychosocial wellbeing offer an alternative yardstick of progress that is firmly grounded in ordinary people's descriptions of how well their own lives are. As such, it encourages an ethical approach to understand impact beyond mere economic indicators. Models of impact measurement have an important role to play in the promotion of wellbeing, which has become part of a global dialogue calling for a process to rethink "progress" in terms of wellbeing.

The aim of this narrative literature review was to provide an overview of social impact measurement models in the academic and grey literature and to critically evaluate their ability to accommodate subjective indicators of psychosocial wellbeing in order to understand what is in the best interest of communities as reflected upon by beneficiaries. Two groups of models emerged, namely economic and holistic/multidimensional models. Although both groups of models reflected upon social change, the economic models were mainly focused on the monetization of impact and did not convincingly show the ability to incorporate non-economic factors that provide an indication of human wellbeing. The holistic/multidimensional models, on

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the other hand, acknowledged that social impact is a multidimensional outcome that involves all aspects of human life, above and beyond GDP and economic factors.

The key findings from this review indicated that holistic/multidimensional models, and in particular the addition of subjective indicators of psychosocial wellbeing to social impact measurement, offer viable alternatives to the commonly used economic models. Subjective indicators of psychosocial wellbeing enable comparison across groups, are sensitive to context, offer an understanding of what impact means to those affected by investments, and can therefore satisfy both a social and business need for understanding impact created. Of key importance is the acknowledgement that subjective indicators of psychosocial wellbeing may contribute to the discussion of social impact measurement. It is recommended that the thus far neglected eudaimonic indicators of psychosocial wellbeing should also be included in evaluations to provide a more comprehensive and balanced measurement of social impact.

Keywords: holistic social impact measurement, social impact measurement models, subjective indicators of psychosocial wellbeing, wellbeing.

Acknowledgements

To my beloved wife, Liezl van der Westhuizen, without whom this would not have been possible. Thank you for your endless support and encouragement and for believing in good outcomes.

To my daughter, Ami van der Westhuizen, for blessing me with your humour and kindness.

To my dear friend, Nina Muller van Velden for being a sounding board and source of knowledge and inspiration.

To Ingrid Jones, thank you for your commitment to my story of change.

To Marita van der Riet, thank you for gentle guidance and commitment towards my wellbeing.

To numerous friends and family members for ongoing interest and support along the way.

To Nestus Venter, thank you for willingness, always, to assist me with Library services.

To my fellow MAPP students, for making this a deeply meaningful experience.

To Dr Lusilda Schutte for outstanding support and guidance and for believing in me. I am deeply honoured to have worked with you. Thank you for sharing this vision.

To Professor Marié Wissing, thank you for teaching in a way that inspires growth and dedication. Thank you for being the visionary you are.

To Dr Christi Niesing for your context-specific knowledge and valued guidance.

To Professor Annette Combrink for language and technical editing.

To Lungelwa Ndima for her role as independent reader.

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To all the rural communities in South Africa for allowing me to learn, for inspiring me to find wellbeing solutions for those on the periphery of society.

To the Board of Trustees and Staff of The Social Change Assistance Trust for entrusting to me the position of Development Coordinator, which had a big influence in building the person I am today.

To the North-West University for financial support by means of a Master's Bursary and Merit award.

The support of the DST-NRF Centre of Excellence in Human development at the University of the Witwatersrand, Johannesburg in the Republic of South Africa towards this research is hereby acknowledged. Opinions expressed and conclusions arrived at, are those of the author and are not to be attributed to the CoE in Human Development.

For centuries our land seemed too dark for sunrise, too bloody for healing, too sick for recovery, too hateful for reconciliation. But you have brought us into the daylight of liberation; you have healed us with new hope, you have stirred us to believe our nation can be reborn, we see the eyes of our sisters and brothers shining with resolve to build a new South Africa. Accept our prayers of praise and thanksgiving.

We thank you that democracy has come, and for the wonder of a government of national unity. We thank you for the commitment among all people to seek justice and peace, homes and jobs, education and health, reconciliation and reconstruction. We thank you that because apartheid has gone we can turn for the days of destruction to work of reconstruction together. For our rich variety, our rich vision and our rich land, we thank you.

We thank you for the spiritual power which gives us new birth. We thank you for the Good News that you will always be with us, and will always overcome: that love will conquer hatred, that tolerance will conquer antagonism, that cooperation will conquer conflict, that your Holy Spirit can empower our spirits.

Extract from: South Africa, National Service of Thanksgiving, May 1994

Preface

This mini-dissertation is submitted in article format as indicated in the 2017 General Academic Rules (A4.1.1.1.4 and A4.4.2.9) of the North-West University.

This mini-dissertation is submitted in partial fulfilment of the requirements for the taught Master of Arts degree in Positive Psychology (60 credits of the total of 180 credits for Curriculum G801P).

Although the manuscript in Section 2 has been prepared according to the requirements of the specific journal to which it will be submitted, some exceptions are made for purposes of the mini-dissertation and ease of reading thereof, which includes in particular the length of the manuscript. For the purposes of this mini-dissertation, the page numbering of the mini-dissertation as a whole is consecutive. However, for journal submission purposes, the manuscript will be numbered starting from page 1. In addition, the manuscript will be shortened before submission to the journal.

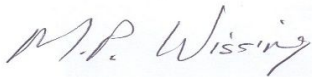
The body of the mini-dissertation consists of three sections, with Section 1 reflecting the first stage and preparation for the main phase of the research and manuscript (research proposal and ethics application), Section 2 including the research report in article format for examination, and Section 3 giving a brief summative conclusion and reflection on the research process.

Letter of Permission

The co-authors hereby give permission to the first author to submit this article for purposes of a mini-dissertation. The first author contributed to theme development, did the major part of the background literature review, conducted the literature search, performed the data analysis and took the lead in the interpretation the data for the narrative literature review. She drafted the manuscript and incorporated all suggestions from the co-authors into the manuscript.

A handwritten signature in black ink, appearing to be 'L. Schutte', with a long horizontal line extending to the right.

Dr L. Schutte (supervisor)

A handwritten signature in black ink, appearing to be 'M.P. Wissing', written in a cursive style.

Prof MP Wissing (co-supervisor)

A handwritten signature in black ink, appearing to be 'C.M. Niesing', written in a cursive style.

Dr CM Niesing (assistant supervisor)

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Section 1

Background and Orientation

As indicated in the Preface this mini-dissertation is conducted in article format as prescribed in the 2017 General Academic Rules (A4.1.1.1.4 and A4.4.2.9) of the North-West University. This section will reflect the first phase of the research process leading up to the manuscript as the main research report for examination that will be presented in Section 2.

A literature exploration was conducted and a research proposal developed that firstly had to be approved by a subject research group and secondly by the AUTHeR Scientific Committee of the Africa Unit for Transdisciplinary Health Research (AUTHeR). Thereafter an application for ethics approval of the study was prepared and submitted to the Human Research Ethics Committee (HREC) of the North-West University. The approved documentation in this regard, as submitted and approved, is included in this section with some minor technical editing. Not all the addenda specified in the list of the HREC application are included for purposes of this mini-dissertation.

It goes without saying that there is an overlap among these documents, as well as with parts of the manuscript in Section 2 as it all concerns the same research project in different phases with the manuscript in Section 2 being the final research report.

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1.1. Approved protocol for this study



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Title of thesis/mini-dissertation/mini-mini-dissertation	Critical analysis of social impact measurement models: A narrative literature review		
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Number of times of submission of this protocol (Mark where applicable)	1 st	X	
	2 nd		
	3 rd		
Does this project fall under a larger umbrella project?	Yes		
	No	X	
If yes, Ethical number of the umbrella project			
Title of the umbrella project			
Leader of the umbrella project			
Specific aims of umbrella project that this study links up with			
Will new data be collected?	Yes		
	No	X	

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Names of small group panel within the school/unit that approved this research protocol (before sent to AUTHeR)	1	Prof MP Wissing
	2	Dr Shinga Chigeza
	3	Dr Christi Niesing
	4	Dr Vicki Koen
	5	Dr Angelina Wilson
	6	Prof Vera Roos
	7	Dr Lanthe Kruger
Date of approval by above-mentioned panel	13/05/2016	

Mini-dissertation**Title**

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Companies around the world and their charitable foundations invest billions each year to address some of the most pressing current social challenges the world faces, such as education, climate change, poverty, lack of access to justice and many more (KPMG International, 2014). To understand the impact of these investments, the Gross Domestic Product (GDP) is commonly applied as the single important monetary indicator for social change which has presented society at large, but also donors, with a challenge. This implies that subjective, non-monetary outcomes that might increase wellbeing but which decrease GDP, have received little consideration (Trotter, Vine, Leach, & Fujiwara, 2014). Models to determine social impact are influenced by

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this understanding. By definition, these models seek to understand whether these social investments hold social value, evaluated against indicators determined by investors and communities. Once these outcomes are determined, they are converted into another metric that holds value in order to understand and interpret its impact. This metric can be non-monetary or more commonly used, monetary by means of the GDP (Fujiwara, 2014). However, literature supports the idea to apply subjective, non-monetary values together with monetary values in order to assess the value of psychosocial benefits in communities (Abdallah, Mahony, & Marks, 2011), but there are differences in opinion as to which models would be the most appropriate (Wiley & Seymour, 2015). Promoting wellbeing has become part of a global dialogue calling for a process to rethink “progress” in terms of wellbeing and to develop applicable measurement tools (Abdallah et al., 2011). This study intends to examine current models of social impact measurement by doing a narrative literature review. It is considered to be the most appropriate methodology because it makes use of subjective methods to collect and interpret information instead of systematically combining results. This process is considered to be the most useful to determine which model, or combination of models, is relevant to inform social impact measurement that is in the best interest of communities, which models are applicable in capturing non-monetary, subjective indicators, and in order to gain insight from models that might not have been used previously in the context of social impact measurement.

The following section will give an overview of key terms used in the context of this study followed by the background and rationale. An overview of current approaches to social impact measurement will be provided with a description of the unique contribution of this study by incorporating methods that will be used.

Definition and clarification of key terms

The term '*social impact measurement*' describes the process of providing evidence of work done that "provides a real and tangible benefit to people or the environment" (Rinaldo, 2010, p. 6) and is done in four phases: (1) 'Plan' where desired impacts are agreed upon by both communities and investors and includes tools to measure the outcome of the intervention (progress towards impact), (2) 'Do' includes actions like the collection, sharing and storing of data usually at investee level, (3) 'Assess' means to investigate the quality and efficacy of the impact of work delivered by both community and investors, evaluated against project indicators (4) 'Review' refers to sharing of insights by all parties that can include strategic decision-making for future work (Impact Measurement Working Group, 2014).

Therefore, social impact measurement is concerned with assessing whether an intervention holds social value (Flynn, 2010; Fujiwara, 2014) and can be defined as "the systematic analysis of lasting or significant change – positive or negative, intended or not – in people's lives brought about by an action or a series of actions" (Flynn, 2010; Simister, 2015). This term is also used in organisations to motivate accountability and offers opportunities for reflection on social investments (Ebrahim & Rangan, 2010).

Monitoring of an intervention is concerned with the ongoing implementation of an intervention and observing what is being done (García-Altés, Navas, & Soriano, 2011).

Evaluation of an intervention involves the set of tools used to measure the usefulness of programmes by determining what works. The purpose of evaluation includes, amongst others, to know which combination of programme activities works best, to establish whether the

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programme is the best value for money and in turn to know how to increase its value (García-Altés et al., 2011).

Monitoring and evaluation form part of the intervention lifecycle that has the goal to regulate changes towards impact in order to determine whether changes can be related to the intervention. Therefore *impact* is concerned with change, either intentionally or unintentionally, that may affect programmes (temporarily or permanently) which assess changes in people's lives (Flynn, 2010; Simister, 2015).

The *assessment of impact* involves understanding the nature of this change and explores questions like 'what has changed?', 'for whom?', 'how significant was it?', 'will it last?' and importantly, 'in what way did a particular programme contribute to these changes?' (Flynn, 2010).

Social Impact assessment describes long-term and sustainable changes that are intended by development interventions. Social impact assessment is in essence about sustainable change as a result of a particular programme (Adams, 2001).

For the purposes of this study, "assessment" and "measurement" will be used interchangeably, denoting the same desirable change, guided by context-specific literature.

Sustainability is a term that refers to the ability of a programme or intervention to sustain itself after the initial inputs from the expert or resources, like funds, and explains the desired state of an intervention after impact has been determined. Universally, a definition of sustainability used is described in the Brundtland Commission of the United Nations (4) Report as "the development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland, 1987). This definition is widely

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accepted and supported by various authors (Grobien, 2013; Harris, 2003; Kuhlman & Farrington, 2010). The term *sustainability* is used synonymously with “quality of life” and “wellbeing” and is also referred to as the desired state where all enjoy the benefits of “improved quality of life” which underscores equality (Tilbury & Cooke, 2005).

Varied terms are used alternately for describing ‘sustainability’. In the more economically developed nations, Governments and funding partners prefer to use the term ‘sustainability’ rather than ‘sustainable development’, whilst others make use of terms such as ‘sustainable futures’, ‘sustainable living’ or ‘sustainable communities’. But the focus of many of these terms nonetheless is ‘quality of life’, the seeking after a better quality of life for all (Tilbury & Cooke, 2005; Tilbury, Keogh, Leighton, & Kent, 2005).

The following section will reflect upon reasons for conducting this particular study by explaining its necessity and the chosen method of analysis. It also intends to show its necessity and contribution to the scientific body of knowledge.

Background and rationale of the study

Despite the global financial crisis, an estimated US\$381 billion was transferred from developed countries to the developing world in 2011, a 35 per cent increase from US\$281 billion in 2009 (KPMG International, 2014). The total Corporate Social Investment (CSI) expenditure in South Africa for 2014/15 was estimated to amount to R8.1 billion (CSI Handbook, 2014). The global shift from public (Governmental) towards more private aid (for example CSI) has significant implications for social impact measurement. Private aid donors are more targeted and selective about the programmes they are willing to support (Kharas, 2007) especially after the global financial crises in 2007-2008, which emphasised the need for impact measurement

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(Konig, 2013). This has contributed to a move towards more strategic and focused financial support to projects in poor and disadvantaged communities (Harding, 2008) and there is now a growing demand to measure social impact. This is evident in private and corporate foundations, in Corporate Social Investment (CSI) Divisions aiming to be more intentional about their investments, in Non-Profit Organisations (NPOs) and Non-Governmental Organisations (NGOs) in an effort to be more accountable for donor money, and among other role-players such as governments and intermediary organisations, to lessen dependency on development aid (Rossouw, 2015). Because aid investments have now grown into a worldwide practice, the ability to measure and demonstrate the impact of investments has become increasingly vital (Impact Measurement Working Group, 2014) hence the significance to examine current models of impact measurement.

Many models assume the GDP as the single important indicator for social impact measurement and have influenced other models used to measure impact (Trotter et al., 2014). The idea is not to claim that the GDP has become irrelevant or to discard it totally, but to argue that economic exchange “can only be properly understood as a means to an end” (Abdallah et al., 2011, p. 7). Abdallah and colleagues further argue that “we need more than ever to acknowledge the limitations of GDP and to focus on achieving the end goal within” (Abdallah et al., 2011, p. 9). Some authors have gone so far as to argue that “wellbeing is in fact vital to sustainability” (Abdallah et al., 2011, p. 7) and that real measurement, even non-monetary in nature, should reflect people’s own context-specific judgements about their lives and wellbeing (Abdallah et al., 2011; Collicelli, 2013). This therefore has clear implications for models used for measurement.

Models of impact measurement therefore have an important role to play in the promotion of wellbeing, which has become part of a global dialogue calling for a process to rethink

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“progress” in terms of wellbeing and to develop applicable measurement tools (Abdallah et al., 2011). Governments and policy-makers globally are encouraged to find alternative models to social impact measurement (Collicelli, 2013; Kroll & Delhey, 2013). With large amounts spent, it is imperative to be ethically accountable for spending these funds and providing aid to the millions of lives affected by it. It is imperative, therefore, to examine models when it is argued that it has become increasingly important to measure what really matters, that is, improving people’s lives in a way that is sustainable, fair and dignified (Abdallah et al., 2011).

It is also true that the dominant political and economic beliefs and policies determine the current psychosocial and programmatic focus, as seen from the discussions regarding the dominance of the GDP. That which is valued as being the most important features of human life, will inevitably influence our understanding of ethics and the use of particular social impact measurement models. An ethical psychology includes practices and theories that critically review its impact on the broader society and in the way that it is able to incorporate the economic and political influences on human life. It also acknowledges that human beings can only be fully understood as socio-culturally dependent because a person is born as a biological individual into an existing socio-cultural context. As pointed out earlier, “such a psychology is ethical” (Doherty, 2015, p. 4). In reality this means that no intervention can be seen as independent from its social and political realities and therefore urges models of measurement to acknowledge this interpersonal interplay. Ethical decision-making, especially decisions that have an impact on the lives of human beings, is to some extent too narrow in that it does not take intrapersonal aspects into account such as the role of emotions, personal values and other “non-rational” elements of human life (Doherty, 2015). Ethical decision-making is to go beyond individual decision-making (by a source or agency from outside communities or an individual’s life) to acknowledge the

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decision-making that already occurs in a larger social context, influenced by power relations (with reference to poverty, racism, sexism and heterosexism). Based on this analysis, ethical decision-making involves a deeper sense of social responsibility that results in equitable social justice for all. Even though well-meant, the unintended impact or consequences of programmes or interventions can have a negative effect on its beneficiaries, such as community conflict or tension because of the influx of funds (Ghalib, 2009; Morse & McNamara, 2013). This then raises important questions as to what exactly should be included in social impact measurement models moving forward and points to the possible significance in understanding impact, as intended by this study.

Social impact measurement is done globally because of a growing demand to show intended outcomes for billions spent. The mainstream understanding of the GDP and its functions influences models of impact measurement to a large extent. The value and the importance of including non-monetary, subjective indicators, are argued to be an ethical approach. Various models of impact measurement exist, each with its merits and shortfalls. The unique proposed contribution of this study is that it aims to examine the nature and possible overlap of these models by means of a narrative literature review. This methodology enables a review of philosophical and epistemological perspectives of social impact measurement models in an attempt to understand the process of social impact measurements and what exactly then determines whether an activity was in the best interests of the community. Models will be organised into four categories, namely economic models, psychosocial models, ecological models and sustainability models. This approach will attempt to examine whether the models take into account the best interest of communities from four different viewpoints as a starting point but does not imply, at this point in time, that these are the only views nor does it argue for

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or against any current model. It is merely suggested as a starting point in order to help one understand the most appropriate model, or combination of models, which models are available that capture non-monetary indicators and to gain insight from models that might not have been used in the context of social impact measurement. The weaknesses and strengths of each model will be reviewed in terms of its applicability to measure impact as discussed in the context of this study.

The following section will discuss the current approaches to social impact measurement by examining current models of social impact measurement from four perspectives, as discussed above.

Current approaches to social impact measurement

For the purposes of this study, four categories of models will be analysed, namely economic models, psychosocial models, sustainability models as well as ecological models. These models will be examined by exploring their strengths and weaknesses in terms of impact measurement, as well as possible similarities with and differences from other models.

Economic models

Rich literature exists about various social impact measurement approaches. Many of these approaches are tailor-made for specific contexts and organisations although most originate from five established methods, namely the Cost-Benefit Analysis, Social Return on Investment, Cost-Utility Analysis, Cost-Effectiveness Analysis as well as the Multi-Criteria Analysis (Fujiwara, 2014). The following section gives an overview of these methods.

Cost-Benefit Analysis (CBA). CBA is the earliest social impact method that dates back to the 1700s. This method embraces a welfarist approach because it employs methods to

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determine the impact an intervention has on the wellbeing of its beneficiaries. CBA is, therefore, mainly used to determine whether an intervention increases social welfare. In simple terms, CBA is an economic inquiry which offers the opportunity to express the cost of an intervention as well as the outcomes in economic/fiscal value (García-Altés et al., 2011). CBA has a long list of advantages, including the ability to measure impact against cost on the same economic scale and determining whether the methodology is well-informed by theoretical and scientific contributions from various fields such as economics, statistics and psychology (Arvidson & Lyon, 2014; Fujiwara, 2014; Nicholls, 2009). CBA has been criticised for not being context-sensitive enough, for trying to attach economic value to non-monetary items (Fujiwara, 2014).

Social Return on Investment (SROI). Closely linked to CBA, SROI is a type of cost-benefit analysis model developed to reflect the value of immaterial/social benefits in a way that is otherwise challenging for direct cost-benefit analysis (Zappalà & Lyons, 2009). Its goal is to record social value that is not usually reflected in economic terms (Walk, Greenspan, Crossley, & Hande, 2015). SROI goes further than CBA as it assigns economic value to complementary returns such as social change or the environment in order to calculate a comprehensive value of what has been created (Walk et al., 2015). SROI values stakeholder engagement and attempts to translate outcomes into stories for stakeholder purposes. It assists with decision-making of practitioners in NGOs/NPOs and (potential) funders (Walk et al., 2015). SROI has been criticised for its complex measurement processes as it is challenging to understand exactly what is being measured, how figures should be interpreted and it excludes elements such as opinions (Fujiwara, 2014; Ryan & Lyne, 2008). SROI is the only method that is audited by way of a quality assurance process (Fujiwara, 2014).

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Cost-Utility Analysis (CUA). CUA is similar to CBA in that it also makes use of a welfarist approach. CUA only measures health outcomes by applying the valuation technique, “Quality Adjusted Life Years” (QALYs), rather than economic measures. Outcomes are calculated that present welfare impacts where 1 represents ‘perfect health’ and 0 ‘death’” (Fujiwara, 2014, p. 8). The CUA has been criticised for its one-sided measurement as it only focuses on health outcomes and presents challenges with context sensitivity, amongst others (Fujiwara, 2014; García-Altés et al., 2011). For this reason CUA is in a sense narrower than CBA as CBA acknowledges all impacts on society. But CUA is able to address sensitive issues such as putting an economic value on human life whilst still being flexible enough to acknowledge people’s subjective values toward health (Fujiwara, 2014).

Cost-Effectiveness Analysis (CEA). CEA applies a single outcome measure of success and does not try to understand the outcome in a monetary or non-monetary metric. Impact is understood in terms of the cost of the intervention and a cost-effective intervention is seen as one that yields outcomes at the least cost. This method is seen as the most cost-effective as it only focuses on the cost of intervention as outcome and does not necessarily value the outcome in terms of the experiences of its beneficiaries (Fujiwara, 2014; Helliwell, Layard, & Sachs, 2015; Walk et al., 2015). Most criticism centres on this restricted nature because it can only be used to assess one outcome, which may not even relate to what is of value to an individual. Despite this, it is still the quickest and cheapest method being used (Fujiwara, 2014).

Multi-Criteria Analysis (MCA). MCA applies methods that set out certain criteria and measure the outcomes against those criteria to determine success. The organisation or team that applies the method uses their judgement to determine whether the criteria were met. Just like CBA, MCA can apply monetary and non-monetary indicators which gives it the ability to

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capture all elements of an intervention. This makes MCA more effective than CUA and CEA. This method is valued by stakeholders as it is predictable but it cannot prove whether an intervention added value to social welfare or not and is seen as resource-intensive (Fujiwara, 2014; Tanner, 2012).

Some practitioners and researchers propose standardised and formal approaches to measure social impact, such as the five methods described above, and include even more methods such as Impact Reporting and Investment Standards (IRIS), Social Accounting and Auditing (SAA), Cost-Benefit Analysis and Balanced Scorecards (Ebrahim & Rangan, 2010; Nicholls, 2009). However, commonly accepted metrics are yet to be recognised and not all academics and practitioners support these standardised frameworks (Wiley & Seymour, 2015). Some researchers argue that the ultimate goal of measuring social impact is to understand how the social interventions could meet or satisfy the human needs related to social wellbeing (Kroegeer & Weber, 2015). But it is acknowledged that the processes are socially constructed and may be influenced by experiences and expectations of the outcomes and the cultural context in which the intervention is applied (Wiley & Seymour, 2015; Zappalà & Lyons, 2009).

Psychosocial models

Psychosocial models in the context of social impact measurement are scant. Very limited models exist although various principles and methodologies are followed, especially with relation to community psychology.

By definition, psychosocial health refers to a web of health determinants that contribute to wellbeing and are preventative in nature. The most commonly used definition lies in the World Health Organisation's (WHO) description as a "a state of complete physical, mental and social wellbeing, and not merely the absence of disease and infirmity" (Martikainen, Bartley, & Lahelma, 2002). It is also referred to as "the capacity of the individual, the group and the environment to interact with one another in ways that promote subjective wellbeing, the optimal development and use of mental abilities (cognitive, affective, and relational), the achievement of individual and collective goals consistent with justice and the attainment and preservation of conditions of fundamental equality".

The WHO published an article in 2003, "Social determinants of health. The solid facts", reflecting on a multitude of data globally that hints at the important exchange between individuals and their livelihoods. What is known from studies and research, in the context of psychosocial health, is:

1. Poor social and economic circumstances have an impact on health throughout life. The longer people are exposed to stressful economic and social circumstances, the greater the physiological deterioration.

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2. Stressful social and psychological circumstances can cause long-term stress. Ongoing anxiety, insecurity, low self-esteem, social isolation and lack of control over work and home life have detrimental effects on health and lead to poor mental health.
3. Good quality early life is important and a determinant for adult health. Slow growth and poor emotional support increase the risk of poor physical and mental health as well as emotional functioning in adulthood.
4. Social exclusion and poverty have a major impact on health. Social exclusion, informed by power relations such as racism and discrimination that prevent equal participation, is socially and psychologically damaging. The most vulnerable are the institutionalised, prisoners and children living in children's homes.
5. Having a job is better for health than having no job. Results show that the psychosocial environment at work is an important determinant of health and contributor to feelings of social inclusion.
6. On the other hand, unemployment does put health at risk. Job insecurity increases the damaging effects on mental and physical health but it is also important to note that job quality is as important as having a job.
7. Social support and good social relations are important elements of psychological health. It makes people feel protected, loved and well-cared for and therefore has a powerful protective effect on health.
8. Drug use and alcohol dependence are seen as symptoms of social aberrations and are closely linked with markers of social and economic disadvantage.

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9. A balanced diet and sufficient food supply are important factors for promoting health and wellbeing. Poor social and economic conditions may result in social inequalities with dietary differences seen in sources of good nutrients.
10. Access to proper, safe public transport implies less driving and citizens being more active and promoting health in various ways such as to provide physical exercise and increasing social contact.

It can thus be concluded that psychosocial health is influenced by a myriad of factors and that it is sensitive towards its social environment. Furthermore, it is clear that psychological and social factors have an influence on physical health and longevity. It stipulates vital social determinants of health and wellbeing and thus potential pointers to social interventions. By implication, social impact measurement should assist by shaping a psychosocial environment that is more conducive to better health in a sustainable way.

Moreover, another perspective on psychosocial health is given from the context of health promotion which focuses on the enhancement of health and wellbeing by identifying several pathways to mental health (Nelson & Prilleltensky, 2010; Rappaport & Seidman, 2000):

1. Attachment. It describes the benefits of stable early life attachment and its benefits later on in life.
2. Competencies, which include the development and mastering of age-appropriate skills such as social problem-solving and interpersonal skills.
3. Another pathway to psychosocial health is the redirecting of social environments to those that offer wellbeing such as changing of schools or communities.

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4. Skills that offer the possibility to master one's own life and to take control of such. It is described as "empowerment".
5. And lastly, resilience and resources to cope with stress, which include the ability to cope with stressful life events.

Again, the value of psychosocial health is highlighted and it complements the elements mentioned above. The value of preventive interventions is highlighted because when problems occur, they are difficult to deal with. One challenge also often leads to another. Prevention can be cost-effective in the long run (impact) as the cost of hospitalisation or private therapy is enormous and these services not readily available to many individuals and communities. This has been shown in the case of pre-school educational programmes for economically disadvantaged children in the United States of America (USA). Evidence is accumulating that demonstrates the long-term effects of early intervention programmes for young children on indicators of wellbeing and positive mental health (Love, Nelson, Pancer, Loomis, & Hasford, 2013). It was concluded that "prevention programmes provide a solid economic and social return on the original financial investment in such programs" (Nelson & Prilleltensky, 2010, p. 88).

A very valuable contribution in this regard is made by Ed and Carol Diener (Biswas-Diener & Patterson, 2011) in what they refer to as "psychosocial prosperity". It includes important pointers to flourishing such as supportive social relationships, subjective wellbeing and community trust which, in their opinion, "provide societies with valuable standards in addition to materialistic ones against which to evaluate progress" (Biswas-Diener & Patterson, 2011, p. 53). It is also the purpose of "psychosocial prosperity" to communicate other important aspects for flourishing communities by moving beyond economic wealth as the ultimate outcome of lives

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lived well. The authors continue to argue that without a clear idea of what psychosocial prosperity means, the current “economic paradigm” will continue to dominate policies and choices. Psychosocial prosperity is underscored by eight elements used by the Gallup Organisation and includes elements of social prosperity such as the experience of social support, trust in public servants and a lack of corruption, safety and security as well as tolerance. In addition, psychological prosperity refers to people evaluating their own lives as being good through having experiences of competence and growth, life satisfaction, positive engagement and generally more positive feelings than negative ones (Biswas-Diener & Patterson, 2011).

Therefore, in defining psychological prosperity, elements of social and psychological wellbeing “are just as important as economic prosperity in defining flourishing” (Biswas-Diener & Patterson, 2011, p.60). It is clear that context plays an important role in understanding psychosocial models aimed at social impact measurement. The following section intends to help the reader further understand important elements for social impact measurement by reviewing ecological models.

Ecological Models (Wellbeing and Interconnectedness)

Wellbeing is a multidimensional approach to understanding human life at various interrelated levels. The individual’s wellbeing is influenced/predicted by the wellness of the immediate family and the family’s wellness is related to the broader community and social wellbeing. All these levels/needs are largely dictated by social and economic policies determined by Government (Morse & McNamara, 2013) and influenced by policies and relations in the global community. Human wellness depends on the “well enough” interaction between personal, relational and collective spheres (Lomas, Hefferon, & Ivtzan, 2014). To put this into context:

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Elements of personal wellness such as hope cannot replace or account for a lack in relational wellness such as social support, which, in turn, cannot satisfy needs of collective wellness such as access to health services. The balance and co-existence among different levels of wellbeing are disturbed when one need is getting preference above the other (Prilleltensky & Fox, 2007). Helne and Hirvilammi (2015) take it a step further by arguing that human wellbeing and the ecosystem are also interrelated systems and inter-dependent on each other and are closely connected to sustainability.

The LIFE Model. The LIFE model is based on the work of Wilber and conceptualised by Lomas, Hefferon and Ivztan (2014). The model argues for a multidimensional understanding of the person by appreciating four ontological dimensions of a person: subjective (mind), objective (body/brain), intersubjective (culture), and inter-objective (society) (Lomas et al., 2014). The LIFE model emphasises the layered nature of wellbeing by viewing each domain as containing various levels that in sequence succeed the levels below it (Lomas et al., 2014). Prilleltensky (2005) also supports the interconnected nature of wellbeing and states that wellness can be seen as the simultaneous realisation of three types of needs. Personal needs (e.g., health, self-determination, and meaning) are intimately tied to the satisfaction of collective needs (such as adequate healthcare, welfare policies, and a measure of economic equality). Personal and collective needs represent two faces of wellness. The third side of wellness concerns relational needs and that refers to the experience of loving, caring relationships, social support and community participation (Prilleltensky, 2005). Another model that supports the multidimensionality and interconnectedness of wellbeing is the Sustainable Livelihoods Approach (Morse & McNamara, 2013).

Sustainability models. The Sustainable Livelihoods Approach

The Sustainable Livelihoods Approach (SLA) is a fusion of many methodologies and is concerned with sustainable livelihoods in practice. It proposes a framework that focuses on people within their contexts (context-specific best lives) which can easily be applied to various settings. It emphasises “sustainability” as it is concerned with a way of work and being that ensures that what we do now does not damage or restrict future livelihood choices.

“Livelihoods” is used to operationalise the idea of sustainability as it is a term that resonates with people’s everyday lives. Livelihoods are the “space” in which context-specific lives take form and do not only refer to survival but also to an arena that provides resources for the development and enjoyment of life (Morse & McNamara, 2013).

The SLA argues that a focus on livelihoods is to put sustainability into practice by contemplating the interchange among three circles or pillars of sustainability: economic, environment and social (Morse & McNamara, 2013). The SLA upholds an approach of being and doing sustainable development. It is a framework that wants to understand the complexities in livelihoods and provide a set of principles to guide actions in order to address these complexities (Morse & McNamara, 2013). SLA is, therefore, a dynamic people-centred process that wishes to understand the interconnected nature of wellbeing across the three domains in livelihoods. It is a holistic approach and acknowledges the broad base of role-players involved in both the public and private sectors by valuing the micro-macro links. It acknowledges the influences of policies and institutions on livelihoods and therefore encourages broad partnerships across the private and public spheres. The SLA is a form of wellbeing inspired framework to help understand context specific wellbeing as it builds on people’s strengths and opportunities

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rather than focusing on perceived deficits (Morse & McNamara, 2013). The SLA seeks to understand the interconnectedness nature of context specific wellbeing.

From the above literature, the use of non-monetary values together with monetary values in models of social impact measurement, is acknowledged. Some practitioners and researchers propose standardised and formal approaches to measure social impact, such as the economic models described above (Ebrahim & Rangan, 2010; Nicholls, 2009). However, commonly accepted metrics are yet to be recognised and not all academics and practitioners support these standardised frameworks (Wiley & Seymour, 2015). Some researchers argue that the ultimate goal of measuring social impact is to understand how the social interventions could meet or satisfy the human needs related to social wellbeing (Kroeger & Weber, 2015). The following section will describe the identified gap that this study wishes to address, including its proposed methodology.

The present study

Various studies have been done to examine economic models of social impact measurement, to emphasize the importance of a psychosocial focus as well as the value of ecological models, but it still has to be seen how these models inform each other. In other words, to what extent do these models “... go beyond economic indicators when assessing societies and social change, ...by establishing subjective social indicators as a tool to get people’s own experiences and assessments on the radar-screen of statisticians and policymakers” (Kroll & Delhey, 2013, p. 2).

This study intends to review literature concerned with current measurement models in order to determine which model, or combination of models, could be relevant to inform ethical

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impact measurement and which models offer insight to capture non-monetary, subjective indicators or a combination of subjective and monetary indicators. In this way, insight could be gained from models that might not have been used previously in the context of social impact measurement. These results could be used to make suggestions towards an impact measurement model that is applied ethically.

Review questions

The questions guiding this research are: What models are currently used to measure social impact from an economic, psychosocial, ecological and sustainability perspective? What are the strengths and weaknesses of each of these models in measuring impact? What are the elements from each model that can inform impact measurement from an ethical wellbeing perspective?

Research aim

The aim of the study is to determine the current practices regarding models guiding social impact measurements through pursuing the following objectives:

- To critically review available literature on current models of social impact measurement;
- To make recommendations towards an impact measurement model that is applied ethically.

Method

Study design: A narrative review

A narrative review of available research material will be done to summarise evidence on the topic through identifying, appraising and synthesising the studies to best answer the research

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question. Narrative overviews are comprehensive narrative syntheses of previously published information (Green, Johnson, & Adams, 2006). A narrative review is preferred as method for this study instead of a systematic review as it uses more subjective methods to collect and interpret information and usually presents evidence in narrative summaries (Armstrong et al., 2007).

Systematic reviews, on the other hand, use very specific methods to analyse and interpret data from previous studies (Armstrong et al., 2007). Both narrative and systematic review objectives are aimed at making available concise reports of huge amounts of scattered information (Cronin, Ryan, & Coughlan, 2008).

A narrative review reports the author's findings in a condensed format that typically summarises the contents of each article and is particularly useful since it pulls many pieces of information together into a readable format. This approach assists in presenting a broad perspective on a topic, often discussing theory and context (Green et al., 2006). To avoid common pitfalls in writing narrative reviews, such as presenting an opinion-orientated argument, the student will use the "best-evidence synthesis" method (Derish & Annesley, 2011; Green et al., 2006). Each data source is reviewed in a systematic and consistent manner and rated according to its usefulness, with reference to the aim of this study. Each piece of evidence is extracted in the same manner to minimise bias that might occur. Evidence tables are created in order to tease out the differences in the results of different studies. This method ensures that presented information is well-structured, that it synthesizes the available evidence related to the topic, and that it conveys a clear message. Within the methodology of narrative reviews, it is possible to include secondary sources such as media (videos and pictures), observations and printed text such as general documents, blogs, social media and interviews with subject matter experts (Onwuegbuzie & Frels, 2016). Literature will be critically analysed by questioning the

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information presented and opinions in literature in an attempt to evaluate current models to social impact measurement.

This method differs from a systematic review because it does not statistically combine the results of all of the studies reviewed (Derish & Annesley, 2011; Green et al., 2006).

Systematic reviews use formal appraisal techniques to conduct searches of primary knowledge that represents the whole population of literature selected in a linear way with very explicit inclusion and exclusion criteria (Onwuegbuzie & Frels, 2016). It does not, therefore, include secondary sources of data as is the case with narrative reviews.

Sources of information

Electronic databases. The researcher worked through the list of databases available in the North-West University (NWU) Ferdinand Postma Library and conducted searches of the various databases. Additionally, EbscoHost, JSTOR and Google Scholar were searched. These databases were purposely selected on grounds of accessibility, appropriateness and comprehensiveness in identifying as many studies as possible in the area of interest. The researcher employed electronic and manual searches for literature.

Manual search. The use of manual search techniques will ensure that materials are not missed through indexing or coverage inadequacies (Petticrew & Roberts, 2006). Therefore, the researcher will additionally search the reference lists of key studies to identify any studies missed during the search of the databases by means of the above research questions.

Media. Media refers to material that assists the researcher in valuing context-specific information and to be able to reflect upon constructs in their natural circumstances. These include photographs, YouTube videos and other social media sources that are purposefully used to answer

the mentioned research questions (Onwuegbuzie & Frels, 2016). Ethical considerations should be applied like permission to take photographs.

Documents. Documents of a wide variety are included in digital and printed form. Technological advances make provision to include sources from Facebook with the main objective being contextualised information sourcing. These sources can include blogs (Onwuegbuzie & Frels, 2016).

Analysing and synthesising literature

The above section explains the process by which appropriate data will be gathered. After an initial examination of data, initial classification and grouping will determine which will be used to undertake a more systematic and critical review of the content. A simple method to which is referred to as the preview, question, read, summarize (PQRS) system will be employed that will facilitate easy identification of the most important components of all literature (Cronin et al., 2008). Questions will be asked of each data source. The use of an indexing or summary system (or a combination of both is recommended to assist with this process. The approach that will be followed is to summarise data into the title of the source, the author, the purpose and methodology used, and findings and outcomes. For the purpose of good record keeping, it is suggested that the source and full reference also be included. Each source will be consulted and critiqued trying to answer the research questions as documented above. A key factor is to determine the purpose of the data source to evaluate the claims to significance that are being made by evaluating its quality, credibility and accuracy. Quality and credibility encompassed issues related to, but not exclusively, to the journal or source, the processes of peer review (when applicable), and the claims being made. For the purpose of this study, inclusion will be considered if a source had been (1) peer-reviewed and published in English; (2) published by reputable organisations managed by an

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Independent Board of Trustees; (3) published by Organisations or Networks that have an internal review process for published data; and whether (4) articles that have more than one author or clearly indicate inputs from professionals or a co-coder. In addition, content is judged for its accuracy and its coherence with what is already known on the subject. Finally, a brief summary of each data source will be written and may include key thoughts, comments, strengths and weaknesses (Cronin et al., 2008).

Transparency

Literature reviews should be “reproducible” in the sense that data collected through the various sources as mentioned above should leave what is described as an audit trail (Onwuegbuzie & Frels, 2016). The purpose is to keep a record of a detailed path followed by the researcher and is related to the credibility and internal validity of the work. This can include:

1. Raw data such as field notes or observation notes and minutes of meetings with experts.
2. Summaries made of the literature as examined by the researcher.
3. Process notes regarding the methodology (procedures used, rationales) as well as trustworthiness notes that include notes on the appropriateness of the data collected.
4. And personal notes such as personal reflections and thoughts (Onwuegbuzie & Frels, 2016).

The validity and reliability of the data will be ensured through the methodology described in this section. The trustworthiness will be ensured by the expert knowledge of the supervisor, co-supervisor, assistant supervisor and the student. The student herself is committed to an ethical approach and honours principles of non-maleficence and beneficence, truthfulness, justice and fairness. In addition, specific key words will be applied to search for the relevant research articles or research-related information applicable to the review question. The primary concepts or themes

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of the topic under study are taken and turned into single words, which can be used as search terms (Green et al., 2006). Search terms have been identified but are not exclusive to a social impact assessment, social impact measurements, social impact measurement models, social impact assessment models, ethical social impact measurement, social impact global trends, measurements, corporate social investment and subjective indicators.

Selection criteria employed

It is important to describe what selection criteria will be used to include or exclude data from the review to ensure the quality and credibility of this study (Green et al., 2006). The inclusion and exclusion criteria determine the types of studies and literature eligible for review, and studies and literature that will be excluded (Petticrew & Roberts, 2006). Selection criteria will be formulated for this study to use studies relevant to the research question in order to ensure that the research is comprehensive but still specific by excluding irrelevant material. Herewith an outline of the proposed inclusion and exclusion criteria for the study:

Inclusion criteria

1. Material had to be published in English.
2. Literature concerning models and frameworks of social impact measurements was included.
3. Articles published between 2011 and 2016 in accordance to King III guidelines. The Institute of Directors in Southern Africa (IoDSA) formally introduced the King Code of Governance Principles and the King Report on Governance (King III). King III came into

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effect on 1 March 2010, until when King II applied. The new Code and Report also fall in line with the Companies Act no 71 of 2008, which became effective on 1 May 2011.

4. Impact reports available from CSI Managers and NGOs between 2011 and 2016 obtained from open sources and online, as discussed in the selection criteria above, that explain impact models used and lessons learnt by using them. The data will be accessed by typing the following key terms into Google: “social impact reports”, csi and “corporate social investment”.

Data will only be considered if it is was published between 2011 and 2016, if it was open source and from organisations that are managed by an Independent Board of Trustees who approved the open source data.

5. Recent media sources such as photographs, YouTube videos and other social media resources that reflect upon impact measurement models employed. The data will be accessed by typing the following key terms into Google: “social impact report”, csi and “corporate social investment”. Data will only be considered if it is was published between 2011 and 2016, if it was open source and from organisations that are managed by an Independent Board of Trustees who approved the relevant open source data.
6. To ensure that included studies were done in an ethical and scientific manner, the following criteria will be used:
 - Peer-reviewed scientific articles published in peer-reviewed scientific journals; or
 - Published by reputable organisations managed by an Independent Board of Trustees;
 - or
 - Published by Organisations or Networks that have an internal review process for published data.

Exclusion criteria

1. Research articles in languages other than English, as the main researcher is English.
2. Duplicate reports of the same study.
3. Studies which contain ethical considerations that are not well-reported or incomplete.
4. Secondary resources where permission was not obtained to use the material.

In addition to the process as described as “Analysing and synthesising data”, data-collection sheets will be used to collect and store all relevant data that will be collected in order to minimise the risk of transcription errors while the data will be analysed (Green et al., 2006). These sheets are designed to keep track of data searched including which databases were used, and these sheets allow visual presentations of evidence for record-keeping purposes and to secure the accuracy of the data. Data extraction sheets will contain standard information for example the name of the review, date of data extraction, title, authors, journal, publication details columns with the findings of each study (Petticrew & Roberts, 2006). To ensure further validity and trustworthiness of the findings, a co-coder will be used to verify findings. This person will be recruited by the research team to ensure objectivity and will be screened in terms of relevant research experience and academic qualifications. The supervisor will, in addition, critique the data extraction process by reviewing the data extraction sheets together with the analysis. The implementation and progress of the research as well as the adherence to the approved protocol will be monitored strictly against the time schedule set as indicated in the proposal as well as adhere to guidelines and deadlines as set by the supervisor.

Ethical considerations

This study will not make use of any human participants and is therefore low risk. This proposal will be submitted to a panel of experts who will share their knowledge on the topic as

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well as the methodology, and furthermore it will be submitted to the scientific committee of AUTHeR (Africa Unit for Trans disciplinary Health Research) and the HREC (Human Research Ethics Committee) of the FHS (Faculty of Health Sciences) of the NWU (North-West University, Potchefstroom Campus) for approval. The data will only be used for the purposes as set out in this proposal and the student commits to, in accordance to ethical principles, no manipulation of or changes to the data. All data will be saved on password-secured computers to which only authorized researchers have access. No significant conflict of interest can be noted as neither the student, nor the research team, is employed by any social investors or responsible to implement intervention that uses measurement models and hence has no preference for any current model. No additional insurance will be taken out apart from that which is provided by the North-West University. The implementation and progress of the research as well as the adherence to the approved protocol will be monitored strictly against the time schedule set as indicated in the proposal as well as adhere to guidelines and deadlines as set by study leader. The supervisor of this study has a master's degree in Statistics, work experience as a statistical consultant and has supervised numerous studies. She is competent to guide the data analysis of the present study. The co-supervisors also have much experience in research output at the post-graduate level and many years of experience in both guiding students and community interventions. The student-researcher has an honours degree in Practical Theology, specialising in community development, and is busy with her Master of Arts degree in Positive Psychology. She has many years of experience in the field of social impact measurement which can be seen as beneficial to this study. As mentioned above, no conflict of interest can be recorded at this stage in this regard. The team is thus deemed competent to deal with the psychological and academic content of the study.

Structure of mini-dissertation

This mini-dissertation will be written in article format in accordance with the North-West University Academic guidelines, with specific reference to point 4.2.2 in this manual (Manual for Master's and Doctoral Studies, October 2015).

Suggested outline (article format):

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Chapter 2: Manuscript

2.1 Journal guidelines

2.2 Manuscript: Critical analysis of social impact measurements from a sustainable wellbeing perspective: A narrative literature review

Chapter 3: Conclusion, reflection and recommendations.

Complete reference list

This manuscript will be submitted to the *South African Journal of Psychology* for possible publication.

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1.2 Approved HREC application

NORTH-WEST UNIVERSITY
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT

Faculty of Health Sciences Ethics Office for Research, Training and Support

NWU ETHICS APPLICATION FORM FOR HREC
Application for Ethics Approval for a Systematic Review

April 2016

CONFIDENTIAL!

NB! This document contains confidential information that is intended exclusively for the applicant(s), the Health Research Ethics Committee (HREC) of the Faculty of Health Sciences of the North-West University and the designated reviewers. Should this document or parts thereof come into your possession in error, you are requested to return it to the HREC without delay or destroy it. Unauthorised possession, reading, studying, copying or distribution of this material, or any other form of abuse, is illegal and punishable.

Instructions and recommended path for the completion of your application:

- a. The research proposal forms the base document that is evaluated in conjunction with this application form. This application form gives the researcher the opportunity to expand on specific ethical issues required for approval.
- b. All applicants complete § 1, 2, 3, 4, 5, 6 and 7.
- c. Ensure that a proposal that has been approved by an appropriate Scientific/Research Proposal Committee is attached to the application form as well as proof of its approval according to the standardised template (see § 4.1).
- d. Also attach an executive summary of the study (see § 4.1.1).
- e. Attach a 2-page narrative CV for each of the researchers involved in the study.
- f. Liaise with the appropriate officials and colleagues mentioned in § 7, complete and sign a printed copy.
- g. Submit the scanned copies of the signed pages.
- h. Include copies of proof of ethics training for all researchers involved in the study (not older than three years).
- i. Submit the completed Ethics Application Form (with the attached documentation) via e-mail to Ethics-HRECApply@nwu.ac.za.

Critical analysis of social impact measurement models: A narrative literature review

- j. All applicants must please ensure that all required finalised documents as indicated above are included with the application. **No additional attachments or version correction(s) will be accepted.** If this does occur and the application was incomplete then it will have to be resubmitted with all of the documents attached which could mean that the application may not be considered for the applicable meeting date.

NWU Ethics Number			
	N	W	U - 0 0 0 7 4 - 1 6 - S 1
Campus	Potchefstroom		Faculty Health Sciences
Principle Investigator/Study Leader	Mrs L. Schutte		Research entity AUTHeR
Study Title	Critical analysis of social impact measurement models: A narrative literature review		

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1 SECTION 1: STUDY IDENTIFICATION

Provide the necessary descriptions below to identify this study application:

1.1 Full, descriptive title of the study

Critical analysis of social impact measurement models: A narrative literature review

1.2 Name of the Study Leader/Primary investigator **NB! Not the student's name**

Mrs Lusilda Schutte

1.3 Name of the Student (if applicable)

Erna van der Westhuizen

1.4 Student number

26658038

1.5 Research entity e.g. AUTHeR

AUTHeR

1.6 Discipline e.g. Consumer sciences

Positive Psychology

1.7 Envisaged commencement and completion date of the study

More information

Here you can indicate the expected commencement and ending dates of the study, which may be anything from a day to a few years. The full expected duration of the study must be filled in below. Even if the expected duration of the study is uncertain, you can still make an estimate here and report the progress with the annual report. Ensure that the commencement date is at least a few weeks after the date of the HREC meeting at which your application is to be reviewed. The HREC will only grant ethics approval for a one year period. If the study

should take longer, a monitoring report requesting permission for continuation must be submitted to the HREC two months before the expiry of the study.

Commencement Date												Completion Date							
2 0 1 6 - 0 8 - 0 1																			

ccyy
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dd

2 SECTION 2: STUDY CLASSIFICATION

Complete every option of all the questions in this section. This section is used to classify your study and select suitable reviewers.

2.1 Name of Ethics Committee handling application

Health Research Ethics Committee

2.2 Date of first application

Fill in below the date of the first submission of this ethics application

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2.3 Date of revised application (if applicable)

Fill in below the date of submission of the revised ethics application

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2.4 Version number

Fill in the number of times this application has been submitted.

Version:

2

Critical analysis of social impact measurement models: A narrative literature review

2.5 Estimated risk level

Please indicate the estimated risk level of the application for the community in general by using the risk level table indicated.

Estimated risk level of the results for the community in general	
No risk	☐
Minimal risk	x ☐
Medium risk	☐

2.6 Context of the study

Mark ALL options as “Yes” or “No” with X in the appropriate box – more than one option may be “Yes”.

Description		Yes	No
Scientific Research	Study falls within a research entity	x ☐	☐
	Study falls outside a research entity	☐	x ☐
	Study includes postgraduate students (e.g. masters or doctorate)	x ☐	☐
	Study includes contract work	☐	x ☐

2.7 For this study the following persons will be included in the study team:

Fill in the number concerned with ALL options. Ensure that the participant numbers in this table correspond with the individuals indicated in Section 3.1 and **Error! Reference source not found..**

More information

The study leader is generally viewed as the individual who takes the final responsibility for all aspects of the study e.g. study leader or principle investigator. The study supervisor is generally the individual responsible for the day-to-day research management of the study.

Description		Number	
		Local	Foreign
Only for research studies	Study Leader (e.g. study leader/principle investigator)	01	0
	Co-workers (researchers of the North-West University)	02	0
	Co-workers (researchers outside the North-West University)	0	0

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	Co-workers (postgraduate students of the North-West University)	01	0
	Assistants	0	0

Other members of the study team not mentioned above (specify)

Co-coder

I hereby declare that the above information in “Section 0: Study Classification” is complete and correct and that I did not withhold any information.

Yes	No
x ☐	☐

Remember to save your document regularly as you complete it!

3 SECTION 3: DETAIL OF SUPERVISOR/PRINCIPAL INVESTIGATOR AND CO-WORKERS

3.1 Details of supervisor/Principal investigator

Name and details of the Supervisor/Principal Investigator.

More information

NB! Only NWU staff, or extraordinary professors in collaboration with staff of the North-West University, may register as Supervisor. The “Supervisor” accepts final, overall responsibility for the total study.

Surname	Full Names	Title
Schutte	Lusilda	Mrs

NWU Campus	Faculty	Research entity/School
Potchefstroom	Health Sciences	AUTHeR

Position	University No.	Professional Registration (body & category)
Senior Lecturer	13012584	HPCSA, Clinical Psychologist

Critical analysis of social impact measurement models: A narrative literature review

Telephone			NWU-box or Postal Address
Work	Home	Cell	
+27 18 299 1104	Type here	+27 82 725 1055	500

E-mail Address
Lusilda.Schutte@nwu.ac.za

[PLEASE ATTACH THE TWO-PAGE NARRATIVE CV OF THE STUDY LEADER]

More information

NB! A 2-page CV in a narrative format, giving a brief overview of:

- a researcher's qualifications
- career path to date
- specific research experience applicable to the present study (e.g. methodology or skills required)
- supervisory experience
- publication list (for the past 4 years)

3.2 Other Members of the Study Team

Names, qualifications, professional registration and functions of all the other co-workers (researchers, postgraduate students in the case of a research study and assistants who form part of the study team) should be indicated. The information given in this table should correspond with the number of team members given in Section 2.77 (add extra rows to the table if required).

Name	Qualifications	Professional Registration	Association and/or Function
Prof Marié Wissing	DPhil	HPCSA Clinical Psychologist	Co-supervisor
Mrs Christi Niesing	MBA	N/A	Assistant supervisor
Mrs Erna van der Westhuizen	HonDiac	N/A	Master's Degree student
Co-coder	The co-coder will be recruited by the research team to ensure objectivity and will be screened according to relevant research experience and academic qualifications. The co-coder will be trained by the	No professional registration required	Co-coder

Critical analysis of social impact measurement models: A narrative literature review

	research team on how to apply the coding system.		
--	--	--	--

(Type one name per row, or type “none” if there is no other team member)

[PLEASE ATTACH A TWO-PAGE NARRATIVE CV FOR ALL THE MENTIONED RESEARCH TEAM MEMBERS IN THIS SECTION]

More information

NB! A 2-page CV in a narrative format, giving a brief overview of:

- a researcher's qualifications
- career path to date
- specific research experience applicable to the present study (e.g. methodology or skills required)
- supervisory experience
- publication list (for the past 4 years)

3.3 Conflict of Interest

Declare with full details any conflict of interest that any member of the study team might have.

More information

Examples: financial, non-financial: intellectual, bias, overly optimistic promises of potential benefits, role of the researcher/s, desire of professional advancement, desire to make a scientific breakthrough, relationship with participants.

Name of Researcher	Complete description of the conflict and how it will be managed
Not applicable	Type details here, or type “Not applicable”

Note: Type one name per row, or type “Not applicable” if there is no member of the study team or professional supervisor with a conflict of interest. Add extra rows to the table, if required.

3.4 Collaborations (if applicable)

Declare with full details all collaboration agreements, e.g. with researchers or lecturers from another institution, national or international, who will be working on a defined section of the study.

More information

Your local team may collaborate with a team from a different national institution in South Africa or internationally, and thereby incorporate and benefit from their expertise and/or facilities. Typically, in such cases, functions and responsibilities differ for certain parts of the study. These functions and responsibilities must be fully described.

Critical analysis of social impact measurement models: A narrative literature review

Name of Collaborator	National/International (Indicate which)	Full Description of functions and responsibilities
Type name here, or type “Not applicable”	Type name here, or type “Not applicable”	Type details here, or type “Not applicable”

Note: Type one name per row, or type “Not applicable” if there are no contractors. Add extra rows to the table, if required.

Remember to save your document regularly as you complete it!

4 SECTION 4: RESEARCH PROPOSAL AND SCIENTIFIC COMMITTEE APPROVAL

4.1 Research proposal

4.1.1 Executive summary of the study

Provide an executive summary (150 words max) of the study in the following format:

- brief problem statement (approx. 3 sentences)
- aims and objectives of the study
- study design and method.

Models of impact measurement have an important role to play in the promotion of wellbeing, which has become part of a global dialogue calling for a process to rethink “progress” in terms of wellbeing and to develop applicable measurement tools (Abdallah et al., 2011). With large amounts spent, it is imperative to be ethically accountable for spending these funds and providing aid to the millions of lives affected by it. It is imperative, therefore, to examine models when it is argued that it has become increasingly important to measure what really matters, that is, improving people’s lives in a way that is sustainable, fair and dignified (Abdallah et al., 2011).

The aim of the study is to determine the current practices regarding models guiding social impact measurements, through the following objectives:

Critical analysis of social impact measurement models: A narrative literature review

- To critically review available literature on current models of social impact measurement;
- To make recommendations towards an impact measurement model that is applied ethically.

This study intends to examine current models of social impact measurement by doing a narrative literature review. It is considered to be the most appropriate methodology because it makes use of subjective methods to collect and interpret information instead of systematically combining results. This process is considered to be the most useful to determine which model, or combination of models, is relevant to inform social impact measurement that is in the best interest of communities, which models are applicable to capture non-monetary, subjective indicators, and in order to gain insight from models that might not have been used previously in the context of social impact measurement.

4.1.2 Proposal

Note: For each study a descriptive proposal has to be submitted and is used as the main document for evaluation. The proposal should reflect the ethics of the research throughout. Attach a proposal approved by the Scientific/Proposal Committee of your research entity.

[ATTACH THE RESEARCH PROPOSAL]

4.1.3 Scientific/Proposal Committee approval

Has this study been evaluated and approved by a Scientific/Proposal Committee? If “Yes”, provide details. If “No”, provide a reason. (Please mark with X in the relevant block and provide details if “Yes”)

More information

The proposal needs to be approved by a Scientific/Proposal Committee before it will be reviewed by the HREC. The HREC relies on the expertise of a Scientific/Proposal committee regarding the evaluation of the scientific merit and design of the study.

Critical analysis of social impact measurement models: A narrative literature review

Yes	Details	
x ☐	Name of formal Scientific/Proposal Committee:	AUTHeR
	Title, initials and surname of all the members of Scientific/Proposal Committee present during the review.	Dr Lanthe Kruger Prof Daleen van der Merwe Dr Gerda Reitsma Dr Shinga Chigeza
	Date of approval:	23/05/2016
No ☐	Reason: Type here	

4.1.4 Letter confirming approval of protocol

The HREC has to have proof of confirmation of approval by the Scientific/Proposal Committee.

[ATTACH CONFIRMATION OF APPROVAL OF THE STUDY PROPOSAL BY THE SCIENTIFIC/PROPOSAL COMMITTEE ON THE MANDATED TEMPLATE.]

Remember to save your document regularly as you complete it!

5 SECTION 5: ADDITIONALLY REQUIRED INFORMATION ABOUT ETHICAL IMPLICATIONS OF THE SYSTEMATIC REVIEW NOT PROVIDED IN THE PROPOSAL

Note: The information contained in this part is *additional* to what is contained in the proposal.

5.1 Please describe the study characteristics according to the PICOS (participants, interventions, comparisons, outcomes and study design) assessment:

More information

The PICOS assessment highlights the core strategy and purpose of the systematic review to be undertaken by defining exactly the parameters to be followed. The “**participants**” aspect indicates the study populations that will be investigated i.e. which population groups will be included in the analysis? The “**intervention**” aspect highlights the specific therapeutic strategy that is being investigated e.g. a new medication or psychological intervention. The “**comparisons**” aspect defines the alternative therapeutic strategy that the intervention is being compared to, in order to determine if the intervention has greater efficacy e.g. the current standard of care or a placebo. The “**outcomes**” aspect refers to the actual variable that is being measured in the analysis to determine the efficacy of the intervention e.g. weight loss over time or reduced cholesterol levels. The “**study design**” aspect highlights the types of studies that are to be included in the systematic review e.g. randomised control trials or epidemiological studies. For each aspect that is indicated in the table, please give an explanation for the choice of the specific aspect e.g. the black South African population is being investigated due to the increased probability of side-effects and non-efficacy of standard pharmaceutical agents in the treatment of hypertension in this population.

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Aspect	Decision	Explanation
Participants	N/A	This study will review literature that concerns models and frameworks of social impact measurement and is not a review of empirical studies that involves participants.
Interventions	Community interventions	This study will review literature that concerns models and frameworks of social impact measurement, which involves the evaluation of community interventions.
Comparisons	N/A	This study will review literature that concerns models and frameworks of social impact measurement and is not a review of empirical studies where different therapeutic approaches are compared.
Outcomes	Social impact	This study will review literature that concerns models and frameworks of social impact measurement.
Study design	N/A	This study will review literature that concerns models and frameworks of social impact measurement and is not a review of empirical studies with a specific study design.

5.2 Rationale for the specific methodology of the review

As applicable to your study, with reference to available alternatives (if applicable), motivate your choice of the specific systematic review procedures/techniques/methods/approaches being undertaken to achieve your study's aims.

More information

It must be clear to the evaluators that you have chosen a meaningful/best study design to achieve your study aims. Particularly where alternative review procedures/techniques/methods/approaches exist to what you used in the study, it is important to motivate your alternative choice.

A narrative review of available research material will be done to summarise evidence on the topic through identifying, appraising and synthesising the studies to best answer the research question. A narrative review is preferred as method for this study instead of a systematic review as it uses more subjective methods to collect and interpret information and usually presents evidence in narrative summaries (Armstrong et al., 2004). Systematic reviews, on the other hand, use very specific methods to analyse and interpret data from previous studies

Critical analysis of social impact measurement models: A narrative literature review

(Armstrong et al., 2007). Both narrative and systematic review objectives are aimed at making available concise reports of huge amounts of scattered information (Cronin et al., 2008).

Within the methodology of narrative reviews, it is possible to include secondary sources such as media (videos and pictures), observations and printed texts such as general documents, blogs, social media and interviews with subject matter experts (Onwuegbuzie & Frels, 2016).

Literature will be critically analysed by assessing the information presented and opinions in literature in an attempt to evaluate current models to social impact measurement.

5.3 Search strategy

Please indicate the reasoning behind the specific search strategy being implemented with specific reference to the:

- databases to be investigated,
- motivation for the databases being used,
- time period being investigated,
- languages to be investigated,
- specific search string to be used and
- curation strategy to be implemented i.e. the manner in which objectivity will be ensured during the search phase.

The researcher will work through the list of databases available in the North-West University (NWU) Ferdinand Postma Library and conduct searches of the various databases. Additionally, EbscoHost, JSTOR and Google Scholar will be searched. These databases were purposely selected on grounds of accessibility, appropriateness and comprehensiveness in identifying as many studies as possible in the area of interest. In addition, articles published between 2011 and 2016 in accordance with King III guidelines. The Institute of Directors in Southern Africa (IoDSA) formally introduced the King Code of Governance Principles and the King Report on Governance (King III). King III came into effect on 1 March 2010, and until then King II applied. The new Code and Report also fall in line with the Companies Act

Critical analysis of social impact measurement models: A narrative literature review

no 71 of 2008, which became effective on 1 May 2011. Impact reports available from CSI Managers and NGOs between 2011 and 2016 obtained from open sources and online, as discussed in the selection criteria above, that explain impact models used and lessons learnt by using it. Peer-reviewed articles published in English, as the main researcher is English. Search terms have been identified but are not exclusive to a social impact assessment, social impact measurements, social impact measurement models, social impact assessment models, ethical social impact measurement, social impact global trends, measurements, corporate social investment and subjective indicators.

5.4 Criteria for article selection

Describe in full which inclusion and exclusion criteria will be used to select the manuscripts to be included in the systematic review and motivate (justification).

More information

Include also criteria for evaluating that the research undertaken in the manuscripts being chosen for review was ethical e.g. indication of ethics committee review, obtaining written informed consent etc.

Inclusion criteria	Justification
1. Material had to be published in English. 2. Literature concerning models and frameworks of social impact measurements will be included. 3. Articles published between 2011 and 2016 in accordance with King III guidelines. The Institute of Directors in Southern Africa (IoDSA) formally introduced the King Code of	10. Time frames according to King III guidelines. Literature and media according to search items as well as relevancy to research goals. Language chosen on the basis of the language of the researcher.

Governance Principles and the King Report on Governance (King III). King III came into effect on 1 March 2010, and until then King II had applied. The new Code and Report also fall in line with the Companies Act no 71 of 2008, which became effective on 1 May 2011.

4. Impact reports available from CSI Managers and NGOs between 2011 and 2016 obtained from open sources and online, as discussed in the selection criteria above, that explains impact models used and lessons learnt by using it. The data will be accessed by typing the following key terms into Google: “social impact report”, csi, and “corporate social investment”.

Data will only be considered if it is was open source and from organisations that are managed by an Independent Board of Trustees whom have approved this open source data. Data will only be considered from organisations that are

managed by an Independent Board of Trustees whom have approved this open source data.

5. Recent media sources such as photographs, YouTube videos and other social media resources that reflect upon impact measurement models employed. The data will be accessed by typing the following key terms into Google: “social impact report”, csi and “corporate social investment”. Data will only be considered if it is was open source and from organisations that are managed by an Independent Board of Trustees whom have approved this open source data. Data will only be considered from organisations that are managed by an Independent Board of Trustees whom have approved this open source data.
6. To ensure that included studies were done in an ethical and scientific manner, the following criteria will be used:

Critical analysis of social impact measurement models: A narrative literature review

7. Peer-reviewed scientific articles published in peer-reviewed scientific journals; or 8. Published by reputable organisations managed by an Independent Board of Trustees; or 9. Published by organisations or networks that have an internal review process for published data.	
Exclusion criteria	Justification
5. Research articles in languages other than English, as the main researcher is English. 6. Duplicate reports of the same study. 7. Studies which contain ethical considerations that are not well-reported or incomplete. 8. Secondary resources where permission was not obtained to use the material.	Reasons as explained.

5.5 Risk of bias and trustworthiness

Please explain the procedures that will be implemented in order to ensure that bias is limited in the process of the systematic review and that the articles and information sources being used for the review will be trustworthy. If a meta-analysis or meta-synthesis is being performed, please indicate the summary measures that will be used to evaluate inter-study bias.

A simple method to which is referred to as the preview, question, read, summarize (PQRS) system will be employed that will facilitate easy identification of the most important components of all literature (Cronin et al., 2008). Questions will be asked of each data source. The use of an indexing or summary system (or a combination of both) is recommended to assist with this process. The approach that will be followed is to summarise data into the title of the source, the author, the purpose and methodology used, and findings and outcomes. Each source will be consulted and critiqued trying to answer the research questions as documented above. A key factor is to determine the purpose of the data source to evaluate the claims to significance that are being made by evaluating its quality, credibility and accuracy. Quality and credibility encompassed issues related to, but not exclusively, to the journal or source, the processes of peer review (when applicable), and the claims being made. Each data source will be evaluated with regards to ethical aspects which will further guide credibility. For the purpose of this study, inclusion will be considered if it was: (1) Peer-reviewed scientific articles published in peer-reviewed scientific journals; or (2) Published by reputable organisations managed by an Independent Board of Trustees; or (3) Published by organisations or networks that has an internal review process for published data. In addition, content is judged for its accuracy and its coherence with what is already known on the subject. Finally, a brief summary of each data source will be written and may include key thoughts, comments, strengths and weaknesses (Cronin et al., 2008). The validity and reliability of the data will be ensured through the methodology described in this section. The trustworthiness will be ensured by the expert knowledge of the supervisor, co-supervisor, assistant supervisor and the student. The student herself is committed to an ethical approach and honours principles of non-maleficence and beneficence, truthfulness,

justice and fairness. In addition, specific key words will be applied to search for the relevant research articles or research-related information applicable to the review question.

5.6 Benefits for participants

Describe the potential *indirect* benefits that the study holds for the society at large or for the researchers and the organisations/institutions they are working for, through the knowledge gained.

Indirect benefits for society at large or for the researchers/institution

Society at large might benefit in that this study will motivate for ethical accountability when spending aid funds. In addition, it argues that it has become increasingly important to measure what really matters, that is, improving people's lives in a way that is sustainable, fair and dignified.

5.7 Synthesis of results

Discuss the process by which the results will be determined from this analysis by highlighting the reasons for the use of the methodology indicated e.g. the use of a data synthesis table. If a meta-analysis or meta-synthesis is being performed, please indicate and justify the statistical procedures that will be implemented as well as the software to be used.

Data-collection sheets will be used to collect and store all relevant data that will be collected in order to minimise the risk of transcription errors while the data will be analysed (Green et al., 2006). These sheets are designed to keep track of data searched including which databases were used, and these sheets allow visual presentations of evidence for record-keeping purposes and to secure the accuracy of the data. Data extraction sheets will contain standard information for example the name of the review, date of data extraction, title, authors, journal, publication details columns with the findings of each study (Petticrew & Roberts, 2006). To ensure further validity and trustworthiness of the findings, a co-coder will be used to verify findings. This

person will be recruited by the research team to ensure objectivity and will be screened according to relevant research experience and academic qualifications. The person will be trained by the research team on how to apply the coding system.

5.8 Expertise, skills and legal competencies

What expertise is needed to implement the systematic review? Do the study leader/researcher(s)/assistants/fieldworkers have at their disposal the necessary expertise to implement the techniques concerned? If not and as applicable, explain how the necessary training will be provided before the study commences.

Supervisor	Researchers/Assistants/Fieldworkers
The supervisor's research expertise and experience lie within the field of the measurement of psychosocial wellbeing which is the topic under investigation in the present study. The co-supervisor is skilled and experienced in conducting literature reviews and is an expert in the field of positive psychology, which includes expertise in the measurement of psychosocial wellbeing. She has many years' experience in research and guiding post-graduate students. She will act as a mentor for the other supervisors in the present study. The assistant supervisor is an expert in community interventions and the measurement of the impact thereof. Altogether, the members of the team of supervisors have the necessary expertise and skills to guide the present study.	The researcher (student) has extensive experience in community interventions and the evaluation of the impact thereof. The student is also pursuing a master's degree in Positive Psychology and has almost completed the taught aspects thereof which pertains specifically to psychosocial wellbeing and the improvement thereof. Guidance in terms of research methodology and narrative reviews as well as subject-related guidance will be provided by the team of supervisors. The co-coder will be recruited by the research team to ensure objectivity and will be screened according to relevant research experience and academic qualifications. The co-coder will be trained by the research team on how to apply the coding system.

5.9 Monitoring of research

Describe how you as the researcher will monitor both the implementation and the progress of the research, compliance with the approved protocol, the management of ethics throughout the research process, as well as the need for amendments during the execution of the research study.

To ensure further validity and trustworthiness of the findings, a co-coder will be used to verify findings. This person will be recruited by the research team to ensure objectivity and will be screened according to relevant research experience and academic qualifications. The study leader will, in addition, critique the data extraction process by reviewing the data extraction sheets together with the analysis done. The implementation and progress of the research as

Critical analysis of social impact measurement models: A narrative literature review

well as the adherence to the approved protocol will be monitored strictly against the time schedule set as indicated in the proposal as well as adhere to guidelines and deadlines as set by study leader.

Remember to save your document regularly as you complete it!

6 SECTION 6: OTHER RESEARCH ETHICS EVALUATIONS

6.1 Evaluation by other Research Ethics Committees

Please complete this section if this study has been or will be reviewed by any other research ethics committees, for example with multi-institutional studies. Provide information about all research ethics committees involved in the evaluation and approval of this study.

Name of Research Ethics Committee	Date of Approval/In process	Contact Number or E-mail address of the research ethics committee	Approval no.
Type name here, or type "None"	Type details here	Type details here, or type "Not applicable"	Type details here, or type "Not applicable"
Type name here, or type "None"	Type details here	Type details here, or type "Not applicable"	Type details here, or type "Not applicable"
Type name here, or type "None"	Type details here	Type details here, or type "Not applicable"	Type details here, or type "Not applicable"

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7 SECTION 7: DECLARATIONS

Applications and declaration are filled in and signed by:

Sec 7a: Supervisor

Sec 7b: Research Director

The pages with declarations and signatures must be uploaded with this form.

[PLEASE UPLOAD ALL SIGNED DECLARATIONS]

NWU Ethics Application

Supervisor (Title, Initials and Surname)	Study Title (see § 0)
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Critical analysis of social impact measurement models: A narrative literature review

Mrs L Schutte

Critical analysis of social impact measurement models: A narrative literature review

NWU Ethics Number

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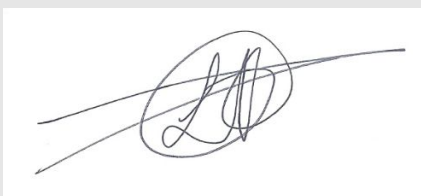
7.1 Sec 7a: Supervisor

Application and Declarations by Supervisor

I, the undersigned, hereby apply for approval of the research study as described in the preceding proposal and declare that:

- 7.1.1 The information in this application is, to the best of my knowledge, correct and that no ethical codes will be violated with the study;
- 7.1.2 I will make sure that the study is managed ethically justifiably from start to finish;
- 7.1.3 I and all co-workers/assistants/field workers are appropriately qualified, capable and legally competent to implement the proposed studies/procedures/interventions;
- 7.1.4 I will not deviate from the approved proposal and that I understand approval for the study will be cancelled if I deviate from the proposal without the approval of the Health Research Ethics Committee;
- 7.1.5 the study is scientifically justifiable;
- 7.1.6 I undertake to respect intellectual property rights throughout and to avoid any form of plagiarism;
- 7.1.7 I will report annually to the Health Research Ethics Committee (or half-yearly as determined by the Health Research Ethics Committee) on the prescribed monitoring report concerning progress of the study;
- 7.1.8 I will notify the Health Research Ethics Committee should the study be terminated.

Name (Title, Full Names and Surname)	Qualifications
L Schutte	M.Sc. Clinical Psychology M.Sc. Statistics



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c	c	y	y		m	m		d	d

Signature

Date

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Critical analysis of social impact measurement models: A narrative literature review

NWU Ethics Application

Supervisor (Title, Initials and Surname)	Study Title (see § 0)
Mrs L. Schutte	Critical analysis of social impact measurement models: A narrative literature review

NWU Ethics Number														
N	W	U	-						-			-		

7.2 Sec 7b: Research Director

I, the undersigned, hereby declare that the above study has been reviewed by a Scientific/Proposal Committee and may proceed to the Health Research Ethics Committee and that the Study Leader/Researcher has enough physical facilities, equipment and money at his/her disposal to implement and complete the study.

7.2.1 Research Director:

The director of the research entity signs here.

Name (Title, Full Names and Surname)	Capacity
Prof Petra Bester	Research Director

	2 0 1 6 c c y y	-	0 8 m m	-	0 5 d d
	Signature	Date			

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Credits

Compiled by the Faculty of Health Sciences Ethics Office for Research, Training and Support

1.3 Summary

This chapter illustrates that an acceptable research proposal had been developed taking into account existing literature on the topic and general scientific requirements, and that ethical aspects that could be foreseen had satisfactorily been considered and taken into account in planning. After obtaining all necessary approvals, the study proceeded. The research reports on the importance of including subjective indicators of psychosocial wellbeing, together with economic indicators, to truly gauge if an intervention were in the best interest of communities. This was done by doing an analysis of social impact measurement models from an economic and holistic point of view. These results will be presented in the next section as a manuscript in article format.

Section 2

Manuscript for Examination

2.1 Manuscript in Article Format

This mini-dissertation has been done in article format as indicated in the 2017 General Academic Rules (A4.1.1.1.4 and A4.4.2.9) of the North-West University. The manuscript and article style follow the requirements of the specific journal, *South African Journal of Psychology*, to which it will be submitted, with some exceptions to ease the reading of this mini-dissertation. This applies specifically to the length as applicable to mini-dissertation examination purposes and to page numbering which follows consecutively from the previous sections. The manuscript will be shortened before submission to the journal and page numbering will then be changed to start at 1 for the article.

2.1.1 Guidelines to authors for the *South African Journal of Psychology*

Declaration of conflicting interests

Within your Journal Contributor's Publishing Agreement you will be required to make a certification with respect to a declaration of conflicting interests. The **South African Journal of Psychology** does not require a declaration of conflicting interests but recommends you review the good practice guidelines on the SAGE Journal Author Gateway.

Other conventions

Research ethics. Authors should specify the steps taken to facilitate ethical clearance – that is, the ways in which they comply with all ethical issues pertaining to their study, including obtaining informed consent. The manuscript must include the name of the institution that granted ethical approval for the research (if applicable).

Acknowledgements

In order to ensure a blind-review, acknowledgments should be included in the final stages of the manuscript review process, i.e. on final acceptance. Any acknowledgements should appear first at the end of your article prior to your Declaration of Conflicting Interests (if applicable), any notes and your References. All contributors who do not meet the criteria for authorship should be listed in an 'Acknowledgements' section. Examples of those who might be acknowledged include a person who provided purely technical help, writing assistance, or a department chair who provided only general support. Authors should disclose whether they had any writing assistance and identify the entity that paid for this assistance.

Funding Acknowledgement. To comply with the guidance for Research Funders, Authors and Publishers issued by the Research Information Network (RIN), the **South African Journal of Psychology** additionally requires all Authors to acknowledge their funding in a consistent fashion under a separate heading. Please visit Funding Acknowledgements on the SAGE Journal Author Gateway to confirm the format of the acknowledgment text in the event of funding or state in your acknowledgments that: This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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Manuscript style

File types. Only electronic files conforming to the journal's guidelines will be accepted. Preferred format for the text and tables of your manuscript is Word DOC. Please also refer to additional guidelines on submitting artwork below.

Journal Style. The **South African Journal of Psychology** conforms to the SAGE house style. Research-based manuscripts should use the following format: The introductory/literature review section does not require a heading, thereafter the following headings /subheadings should be used: Method (Participants; Instruments; Procedure; Ethical considerations; Data analysis (which includes the statistical techniques or computerized analytic programmes, if applicable); Results; Discussion; Conclusion; References.

The “Ethical considerations” section must include the name of the institution that granted the ethical approval for the study (if applicable).

Reference Style. The **South African Journal of Psychology** adheres to the APA reference style.

Manuscript Preparation. The text should be double-spaced throughout and with a minimum of 3cm for left and right hand margins and 5cm at head and foot. Text should be standard 12 point.

Keywords and Abstracts: Helping readers find your article online. Authors should include (a) an Abstract of up to 250 words and (b) up to 6 alphabetised keywords.

The title, keywords and abstract are key to ensuring readers find your article online through online search engines such as Google. Please refer to the information and guidance on how best to title your article, write your abstract and select your keywords by visiting SAGE’s Journal Author Gateway Guidelines on How to Help Readers Find Your Article Online.

Corresponding Author Contact details. Provide full contact details for the corresponding author including email, mailing address and telephone numbers. Academic affiliations are required for all co-authors. These details should be presented separately of the main text of the article to facilitate anonymous peer review.

Guidelines for submitting artwork, figures and other graphics. For guidance on the preparation of illustrations, pictures and graphs in electronic format, please visit SAGE's Manuscript Submission Guidelines. Figures supplied in colour will appear in colour online regardless of whether or not these illustrations are reproduced in colour in the printed version. For specifically requested colour reproduction in print, you will receive information regarding the costs from SAGE after receipt of your accepted article. The inclusion of photographs is generally discouraged.

Guidelines for submitting supplemental files. The **South African Journal of Psychology** does not currently accept supplemental files.

2.2 Manuscript

Critical analysis of social impact measurement models: A narrative literature review

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Author affiliations

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Abstract

Background: Social impact measurement models provide outlines that intend to determine whether investments at the community level hold social value and therefore have an important role to play in the promotion of psychosocial wellbeing. This is part of a global dialogue calling for a process to rethink “progress” in terms of wellbeing.

Aim: The purpose of this review was to analyse and integrate perspectives on social impact measurement models as found in the academic and grey literature and to evaluate to what degree they accommodate subjective indicators of psychosocial wellbeing.

Method: A narrative literature review was conducted, including data sources accessed from EbscoHost, JSTOR, ScienceDirect, Google Scholar and Google.

Results and Conclusions: Two groups of models emerged, namely economic and holistic/multidimensional models. Although both groups of models reflected upon social change, the economic models were mainly focused on the monetization of impact and did not convincingly show an ability to incorporate non-economic factors that provide an indication of human wellbeing. The holistic/multidimensional models, on the other hand, acknowledged that social impact is a multidimensional outcome that involves all aspects of human life, above and beyond GDP and economic factors. Many of the holistic/multidimensional models allowed for the inclusion of subjective indicators of psychosocial wellbeing when measuring social impact. It is recommended that the thus far neglected eudaimonic indicators of psychosocial wellbeing should also be included in evaluations to provide a more comprehensive and balanced measurement of social impact.

Key terms: holistic evaluation of impact, psychosocial wellbeing, social impact measurement models, subjective indicators of psychosocial wellbeing.

Critical analysis of social impact measurement models: A narrative literature review

Companies around the world and their charitable foundations invest billions each year to address some of the current social challenges the world faces, such as lack of access to education, climate change, poverty, lack of justice and many more (KPMG International, 2014). The global shift from public (governmental) towards more private funding (for example Corporate Social Investments) has significant implications for social impact measurement as private aid donors are more targeted and selective about the programmes they are willing to support (Kharas, 2007), especially after the global financial crisis in 2007-2008. This is evident in private and corporate foundations and Corporate Social Investment (CSI) Divisions aiming to be more intentional about their investments, in the Third Sector (Non-profit Organisations and Non-governmental Organisations) trying to be more accountable for donor money, and among other role-players such as governments and intermediary organisations endeavouring to be less dependent on donor investments (Rossouw, 2015a).

Because private aid investments have now grown into a worldwide phenomenon, the ability to measure and demonstrate the impact of investments has become increasingly vital (Impact Measurement Working Group, 2014). To understand the impact of investments, the Gross Domestic Product (GDP) is commonly applied as the single most important monetary indicator for social change (Abdallah, Mahony, & Marks, 2011; European Union, 2010; Fioramonti, 2016; Helliwell, Layard, & Sachs, 2015; Stiglitz, Sen, & Fitoussi, 2009). The use of GDP has presented society at large, but also donors, with a challenge in the sense that subjective, non-monetary outcomes that might increase wellbeing but decrease GDP have received little consideration (Trotter, Vine, Leach, & Fujiwara, 2014). In recent years, there has been an increase in quantitative surveys that measure impact in more than merely economic terms, and a

growing number of scholars researching social indicators in a profound desire to go beyond economic indicators as measures of psychosocial wellbeing (Collicelli, 2013; Crothers, 2011; Hicks, Tinkler, & Allin, 2013; Kroll & Delhey, 2013; Lee & Kim, 2015; Neff, 2007; Noll, 2016; Rojas, 2016). However, this is not a new aspiration. The “social indicators movement”, from as early as the 1960s (Neff, 2007; Rojas, 2016; Fioramonti, 2016), developed a wide range of subjective psychosocial indicators which provided an insight into how citizens experience and evaluate their communities and societies. This shed light on paths towards wellbeing for individuals and communities and guided policy making (Kroll & Delhey, 2013; Rojas, 2016). A detailed history of the movement is beyond the scope of this review but it is important to note that this movement has for a considerable time already aimed to understand paths to wellbeing for ordinary people.

Key contributions to social impact measurement that go beyond merely economic indicators were also made by the Organisation for Economic Cooperation and Development (OECD) as early as 1960, who focused on the measurement of subjective wellbeing (OECD, 2013; 2015a). The measures developed for this purpose assessed an individual’s evaluation of his or her life as a whole, a person’s emotional state, as well as a sense of meaning and purpose (OECD, 2013). Notably, these measures went beyond happiness and feeling good, which is strongly associated with the term “subjective wellbeing”, in their understanding of wellbeing, to include aspects such as meaning and purpose. More recent and ongoing work has been published which reflects on several global discussions among the 35 OECD member countries. The work of the OECD marks an important turning point in knowledge of how impact and subjective wellbeing can, and should, be measured (OECD, 2013; 2015a; 2015b)

The idea to apply subjective, non-monetary indicators together with monetary indicators to assess the value of investments in terms of the psychosocial benefits for communities is well supported (e.g., Abdallah, Mahoney, & Marks, 2011; OECD, 2013), but there are differences in opinion as to which models of social impact measurement would be the most appropriate (Wiley & Seymour, 2015). The role of social impact measurement models will now be explored, in particular the contribution it can make to provide a richer understanding of human experiences and to assess the impact of interventions on beneficiaries' psychosocial wellbeing.

The role of social impact measurement models and their potential to reflect on wellbeing

Social impact measurement models provide outlines which intend to determine whether social investments hold social value, evaluated against indicators determined by investors, investees and target communities. The metric used to understand and interpret the impact of interventions can be non-monetary or, as is more commonly used, monetary by means of the GDP (Fujiwara, 2014; Trotter et al., 2014). Although the focus falls strongly on economic indicators when it comes to impact measurement, this narrative review will also investigate models that go beyond these. The idea is not to claim that the GDP has become irrelevant or to discard it totally, but to argue that economic exchange should only be considered as a means to an end (Abdallah et al., 2011). Abdallah and colleagues (2011) argue that “we need more than ever to acknowledge the limitations of GDP and to focus on achieving the end goal within” (p. 9). Some authors have gone so far as to argue that wellbeing is crucial for sustainability and that real measurement should reflect people's own context-specific judgements about their lives and wellbeing (Abdallah et al., 2011; Collicelli, 2013; Kroll & Delhey, 2013). This has clear implications for models used for impact measurement.

Models of impact measurement have an important role to play in the promotion of psychosocial wellbeing, which has become part of a global dialogue calling for a process to rethink “progress” in terms of wellbeing and to develop applicable measurement tools (Abdallah et al., 2011). Governments and policy-makers globally are encouraged to find alternative models, that go beyond economic indicators for social impact measurement (Collicelli, 2013; Kroll & Delhey, 2013). With large amounts being spent on social interventions, it is imperative to be ethically accountable when spending these funds and providing aid to the millions of people affected by it. From an ethical perspective it is therefore essential to measure what really matters, that is, where people’s lives are improved in ways that are sustainable, fair and dignified (Abdallah et al., 2011; Rojas, 2016). Models used to guide social impact measurement should reflect this focus.

The inclusion of subjective measures of psychosocial wellbeing in social impact measurement models can potentially provide guidance in this regard. These measures provide an alternative benchmark of progress, deeply rooted in the experiences of people. It identifies the drivers of wellbeing across individuals and groups but also globally (OECD, 2013; Rojas, 2016). Policy-makers and investors should recognise the value of subjective indicators of psychosocial wellbeing as it could would reflect on the changes in the beneficiaries’ psychosocial wellbeing as reported by ordinary people themselves (Diener, 2005; OECD, 2013; Hicks et al., 2013).

It is important to draw attention to the specific meaning of key terms and definitions as used in the context of this review.

Definitions and clarification of key terms

The following key terms are defined as applicable to this review: social impact measurement, model/framework/approach, psychosocial wellbeing and subjective indicators of psychosocial wellbeing.

Social impact measurement intends to go beyond the basic fulfilment of contractual obligations to funders and social investors by being interested in gauging the extent to which societal and social needs are met by the interventions they funded. The aim is to measure the extent to which change (in terms of outcomes) has been achieved in the lives of those it touches (Meldrum, Read, & Harrison, 1999; GECES Sub-group on Impact Measurement, 2014). Social impact measurement is concerned with evaluating whether an action or intervention serves the interests of society (Fujiwara, 2014).

By unpacking the phrase “social impact measurement”, the term “social” concerns the wider societal concerns that reflect complex societal processes (Gentile, 2002) whereas the term “impact” refers to the result of an intervention, beyond that which had in any case been expected (Rosenzweig, Long, Clark, & Olsen, 2004). Impact can be intentional or unintentional in the lives of communities and individuals as well as staff and other stakeholders involved in the delivery of a (democratic and inclusive) service (GECES Sub-group on Impact Measurement, 2014; Vanclay, Esteves, Aucamp, & Franks, 2015). Outcomes are typically grouped into “social” impact, describing outcomes such as health and “economic” impact, involving GDP growth. Social impact measurement is interested in capturing all types of impact (e.g., social, economic, environment) because it all influences the lives of people. As per the definitions above, social impact measurement is concerned with understanding those elements that are in the best interest

of society. It is guided by a welfarist approach, which evaluates an intervention against the degree to which it impacts on wellbeing (Fujiwara, 2014; Vanclay et al., 2015).

When conducting social impact measurement, the practitioner or researcher would use some model, framework, or approach to guide his or her way of measurement. A model of social impact measurement presents a graphic representation of how a programme functions under specific conditions in order to achieve desired results (Meldrum et al, 1999; Rauscher, Schober, & Milner, 2012). A framework of social impact measurement is understood as a matrix of expected outcomes as related to specific areas of intervention such as quality of life, education, employment and so forth (GECES Sub-group on Impact Measurement, 2014). In the literature, there is no clear distinction between the concepts model, framework or approach when it comes to social impact measurement. Therefore, for the purposes of this paper, these terms are used interchangeably and refer to the structure/guidelines applied when the social impact of an intervention is measured.

As stated previously, social impact measurement models have an important role to play in the promotion of psychosocial wellbeing. Psychosocial wellbeing has been defined as the experience of optimal psychological functioning (Diener, 1984) which is mostly understood in subjective terms as it is best explained by people themselves (Diener, 1984; Fujiwara, 2014; Rojas, 2016; OECD, 2013). In the literature, psychosocial wellbeing is viewed from two broad perspectives, namely *hedonia* and *eudaimonia*. From a hedonic point of view, psychosocial wellbeing is concerned with happiness and the experience of pleasure (often referred to as “subjective wellbeing”), whereas eudaimonia expresses elements of meaning and reaching one’s full potential (Deci & Ryan, 2008; Seligman & Csikszentmihalyi, 2000). Although subjective wellbeing has been strongly associated with the hedonic perspective on wellbeing in the

literature, subjective indicators of psychosocial wellbeing include all the different judgements, both positive and negative and from both hedonic and eudaimonic viewpoints that people make about their lives. It has been argued that the measurement of subjective indicators of psychosocial wellbeing should be included when the impact of social interventions is assessed in order to derive a more comprehensive evaluation of people's quality of life and the determinants thereof (OECD, 2013). These measures could be potentially important to the broad agenda of measuring progress as it provides an empirical way to test whether the outcomes align well with the factors that determine people's perceptions of their wellbeing (OECD, 2013). Subjective indicators of psychosocial wellbeing provide key information about people's quality of life (Noll, 2011) and could, therefore, include a person's overall evaluation of his or her satisfaction in many concrete areas of life. These elements can be classified into broad life domains such as family, friendship, work and leisure and could therefore be of importance in social impact measurement. Furthermore, subjective well-being allows for comparison across groups, is sensitive to context, promotes an understanding of what impact means to those affected by investments and can fulfill both the social and business needs for understanding the impact created (Edwards et al., 2015; Agarwala et al., 2014).

The present study

In view of the role that social impact measurement models play in guiding how social impact measurement is approached and in that way promoting ethically responsible social interventions that enhance the wellbeing of the people involved, the aim of this narrative review was to critically review social impact measurement models. This was done through pursuing the following objectives: (1) to review and analyse available literature on models / frameworks / approaches of social impact measurement; and (2) to critically evaluate the extent to which the

social impact measurement models incorporate subjective indicators of psychosocial wellbeing.

Method

Design

A narrative review of available research material was done to summarise evidence on the topic through identifying and appraising studies that best address the research objectives stipulated above (Derish & Annesley, 2011). Narrative reviews are comprehensive narrative syntheses of previously published information that reports previous findings in a condensed format and that typically summarises the content of different articles (Green, Johnson, & Adams, 2006; Murphy, 2012). This narrative review was conducted by doing a database search to identify articles that report on models / frameworks / approaches that inform social impact measurement and to establish the extent to which subjective indicators of psychosocial wellbeing are incorporated in these. Grey literature (literature outside traditional academic publishing, such as Annual Reports) was also included in the search because these sources could contain important information about social impact measurement models used in practice.

Inclusion and exclusion criteria

Inclusion criteria. Literature sources were included in the review if they (1) were published in English; and (2) explicitly indicated a social impact measurement model / framework / approach. Original searches included only literature published between 2011 and 2017 in accordance with King III guidelines. King III, South African based but informed internationally, came into effect on 1 March 2010 and has been written to explain a principle-based approach to corporate governance. The reference lists of articles that were included in the study were examined for additional relevant sources, which lead to the inclusion of material that had been published before 2011.

Exclusion criteria. Literature sources were excluded from the review if they (1) were published in languages other than English, (2) were duplicate reports of the same study, (3) contained ethical considerations that are not well-reported or incomplete and (4) were secondary resources where permission was not obtained to use the material.

Procedure

Literature searches were done via both electronic academic databases (EbscoHost, JSTOR, ScienceDirect, and Google Scholar) and Google to obtain relevant academic literature and to identify relevant grey literature. An initial literature search using broad search terms such as “social impact”, “measurement”, “evaluation” and “assessment” resulted in a vast and unmanageable results list. Since this study aimed to understand the extent to which existing social impact measurement models go beyond merely economic indicators in order to provide a richer understanding of human experiences and to assess the impact of interventions on beneficiaries’ psychosocial wellbeing, the search was refined by adding terms that would specifically identify literature that refers to different life domains, such as “life domains”, “life dimensions”, “wellbeing”, “quality of life”, “subjective wellbeing”, “subjective indicators”, “economic”, “ecological”, “sustainability”, and “psychosocial”. The resulting literature was evaluated against the inclusion criteria. The first author conducted the literature searches and analysed all the data, while the second, third and fourth authors, as well as an independent reader, analysed different parts of the resulting literature to check whether they agreed with the first author’s findings. Discrepancies were handled by discussing them with the rest of the authors.

Ethical considerations

The study obtained ethical approval from the Health Research Ethics Committee of the North-West University with ethics number NWU-00074-16-A1.

Data Analysis

Each model obtained from the search was reviewed and recorded on a data-collection sheet in a consistent manner to minimise bias. The following information was captured from the selected literature sources: (1) description of the model; (2) perspectives on measurement when the model is applied; and (3) the context in which the model was used. The extent to which each model incorporates subjective indicators of psychosocial wellbeing was particularly noted.

Results and Discussion**Overview of the findings**

Based on a preliminary search, it was expected that it would be possible to group models according to the domains reflected by the model, which would lead to a classification of the models as economic, ecological, sustainability-based or psychosocial. However, the results did not indicate a clear categorisation into these groups. Instead, categorizing the models as either economic or holistic/multidimensional appeared to be the most sensible grouping as it reflected the two dominant groups of models emerging from the analysis.

An important initial discovery was the multitude of diverse takes on social impact measurement, and therefore it is important to note at this point that the models discussed in this review may constitute only a sample of the existing models of social impact measurement and the list is not intended to be exhaustive. The decision to include a model in this study was based on the prominence thereof in the literature searches. In addition, the extent to which the model

reflected on the holistic/multidimensional impact in addition to the economic impact was used to determine which models would be included.

Economic models

Several models were found in the literature that would explain a process of return on investment through the monetisation of social benefits and are therefore considered economic models.

Description of models

A brief description of each of the selected economic models follows.

Social Return on Investment (SROI). SROI is considered a primary impact measurement model in the sense that it is the most widely used and referred to model of social impact (Antadze & Westley, 2012; Arvidson, Lyon, McKay, & Moro, 2013; Banke-Thomas, Madaj, Charles, & Van den Broek, 2015; Gibbon & Dey, 2011; Manetti, 2014; Watson, Evans, Karvonen, & Whitley, 2016). SROI is a framework by which investors and investees can understand the value of an intervention by comparing the investment (cost) with the returns (benefit) experienced in social, environmental and economic dimensions. This model suggests a six-phased process to determine impact (SROI Network, 2012). Firstly, objectives and scopes are defined in order to demarcate the boundaries of the project or intervention, including the identification of all key stakeholders. Secondly, through a consultative process, stakeholders participate in an outcome-mapping exercise in order to identify the inputs and outcomes related to the theory of change. The aim of the third stage is to find data in order to determine whether the outcomes have been reached. This is used to establish impact in stage four. In step five, financial value is attributed to inputs and outcomes and then used to calculate the SROI ratio. In order to estimate the positive (or negative) social value of non-market “goods” (such as social

benefits), the SROI framework uses financial proxies. This enables communication of benefits to a wide audience. The outcome, that is, the value created, should be related to the investments made and is expressed through this ratio. Finally, stage six focuses on the communication of the return on investment to beneficiaries and investors through which results are verified accordingly (Antadze & Westley, 2012; Arvidson et al., 2013; Banke-Thomas et al., 2015; Gibbon & Dey, 2011; Manetti, 2014; Watson et al., 2016).

Other economic models. Several other economic models exist that use processes similar to SROI to determine return on investment. These will now be briefly introduced.

Cost-Benefit analysis, the oldest approach to social impact measurement, measures changes in people's welfare by monetising these changes. It calculates a net benefit score by subtracting the total benefits from the total costs (Fujiwara, 2014). Cost-Utility analysis, closely associated with Cost-Benefit analysis, compares the costs and outcomes (effects) and is often used in the field of health services (Fujiwara, 2014). This model primarily measures health outcomes by means of a non-monetary valuation technique labelled Quality Adjusted Life Years (QALYs) in order to assess the cost per QALY of an intervention (Fujiwara, 2014).

Social Accounting and Audit is a flexible approach which aims to prove, improve and account for impact created (Gibbon & Dey, 2011) in order to enable organisations to improve planning, to demonstrate impact across social, environmental and economic dimensions and to stimulate accountable practices. Social Accounting and Audit values some key principles, which include stakeholder engagement and the verification of results by ensuring that its processes are accommodated within an organization's existing processes (embedded process). This approach also employs financial proxies in order to make appropriate comparisons which encourage transparency (Gibbon & Dey, 2011).

Blended Value Accounting is an emerging conceptual framework through which non-profit organizations, businesses, and investments are evaluated based on their ability to generate a blend of financial, social, and environmental value (Manetti, 2014). The Relentless Monetization methodology aims to compare diverse interventions' ability to reduce poverty by employing economic and Cost-Benefit analysis (Cunningham, 2013). The True Impact method intends to analyse how interventions affect operating costs as well as social impact by communicating these in a return on investment which allows for analysis and comparisons across interventions (Cunningham, 2013). The Investment Impact index aims to communicate impact in a well-organised way as it has tools, libraries and templates that are readily available to be used and adapted by various users (Rossouw, 2015b). This index provides an indicator library that is useful in finding a common language to communicate return on investment through 12 dimensions across economic, social and environmental aspects. This index is able to measure impact that is short, medium and long term, positive and negative as well as direct and indirect. The library enables social investors to rate programmes and to assess both impact and return (Rossouw, 2015b).

Critical discussion of economic models

The aim of social impact measurement is to understand whether an intervention was in the best interests of society and whether it holds social value. The following section will evaluate the economic models introduced above against their ability to truly reflect the best interests of society and to account for changes in the psychosocial wellbeing of the people affected by the intervention.

Social interventions involve financial investments. Investors call upon investees to be accountable and transparent about the value of investments in order to evaluate its effectiveness,

and to make strategic decisions about future investments (Antadze & Westley, 2012; Banke-Thomas et al., 2015; Manetti, 2014). This requires a common language which is able to accommodate both process (Third Sector) and product (social investor) interests. Economic models are well known for their ability to use the “language of money” to communicate social impact created in order to make it understandable to a wide range of stakeholders (Antadze & Westley, 2012; Arvidson et al., 2013, p. 13; Banke-Thomas et al., 2015; Gibbon & Dey, 2011; Krlev, Munscher, & Mulbert, 2013; Manetti, 2014; Watson et al., 2016). However, social impact evaluated in monetary terms may pose an imminent threat to ethical social impact measurement (Antadze & Westley, 2012; Banke-Thomas et al., 2015; Manetti, 2014) as economic models often lack the ability to distinguish between positive and negative impact on wellbeing. These models do not convincingly show the ability to incorporate non-economic factors that provide an indication of human wellbeing (European Union, 2010).

The creation of financial proxies as units of measurement is often the source of considerable controversy in literature. It has been critiqued to show unintentional support to a one-dimensional, business-like approach to social processes and to fail to acknowledge social impact as a complex multi-dimensional process rather than a product. Further to this, the use of financial proxies does not support an in-depth understanding of how and why impact occurs, the complexity involved in social change and the fact that not all elements of social impact can be monetised (Antadze & Westley, 2012; Arvidson et al., 2013; Gibbon & Dey, 2011; Krlev et al., 2013). Concerns have been raised about economic models’ ability to account for broader systemic change (Beyazit, 2011; Schlör, Zapp, Marx, Schreiber & Hake, 2015) and those elements affecting the lives of beneficiaries, especially concerning subjective psychosocial wellbeing (Fujiwara & Dolan, 2014; Trotter et al., 2014).

Despite some attempts (e.g. the Investment Impact Index of Rossouw, 2015b) no standardised database of financial proxies currently exists which makes ethical comparison between interventions very difficult when economic models are applied to measure social impact (Antadze & Westley, 2012; Arvidson et al., 2013; Banke-Thomas et al., 2015; Gibbon & Dey, 2011; Krlev et al., 2013). Comparability between interventions would have promoted an understanding of what interventions or components of interventions are in the best interests of society and how interventions contribute towards progress in terms of quality of life (Krlev et al., 2013; Gibbon & Dey, 2011).

Although economic models contribute to the communication of social impact in monetary terms and to establish whether an intervention was effective, other models need to be explored to determine whether an intervention was really in the best interests of society, which can, inter alia, be done by incorporating subjective indicators of psychosocial wellbeing. Such models will be discussed in the subsequent section.

Holistic / Multidimensional models

Several models of social impact measurement were found in the literature that describe the interplay between different life domains such as the economic, social and ecological domains. These models, for example, explore how wellbeing is affected by changes in, and the quality of, the environment. These models reflect a systemic approach to wellbeing and are labelled “holistic/multidimensional models” in this study.

Description of models

A brief abstraction of each of the models that were classified as “holistic/multidimensional models” will follow.

Millennium Ecosystem Assessment. The Millennium Ecosystem Assessment (Martinez-Juarez, Chiabai, Taylor, & Quiroga Gómez, 2015) is a proposed framework that is interested in the association between the ecosystem and human wellbeing by defining five elements that influence human wellbeing, called for by the United Nations Secretary-General Kofi Annan in 2000. The elements are security (safety in general and protection from disasters); basic material needs such as shelter and nutrition; health (not just the prevention of illness) which includes elements such as clean water, social relations and freedom of choice and action to feel adequately able to influence one's own environment. More specifically, to understand the benefits that ecosystems offer, the Millennium Ecosystem Assessment proposes that there should be a distinction between the mechanism of exposure as being passive (benefits provided by open green and blue spaces), consumptive (usage of elements such as water and air) and active (activity in the natural environment such as leisure) (Martinez-Juarez et al., 2015).

The Wellbeing in Developing Countries framework. This framework, initiated by the Wellbeing in Developing Countries Research Group (Gough, McGregor, & Camfield, 2006), emphasises the importance of context-specific wellbeing. The framework defines wellbeing as the presence of both objective circumstances and an individual's subjective experiences rooted in both societal and cultural experiences. Wellbeing is seen as ever-evolving because the socio-cultural context evolves all the time. The framework is built upon the theory of human needs and distinguishes between "universal needs and local wants" (Agarwala et al., 2014, p. 8) which are in turn influenced by socio-cultural experiences. Psychological needs play a pivotal role in this framework, which proposes that autonomy, competence and relatedness must be satisfied in order to experience wellbeing (Deci & Ryan, 2008). The framework also states that wellbeing can be understood as an accumulation of physical (equipment) and natural (water) resources and,

in particular, social benefits through networks of relationships and their cultural meaningfulness (Agarwala et al., 2014).

3D Wellbeing Framework. The 3D Wellbeing framework (Britton & Coulthard, 2013) sets out a three-dimensional approach to the conceptualisation of human wellbeing, where it distinguishes among material wellbeing (such as food, shelter, and employment), relational wellbeing (interaction with others, the state, political and other social institutions) and subjective wellbeing (evaluation of life satisfaction). According to this model all three wellbeing domains must be present in order for human wellbeing to be achieved.

Sustainable Livelihoods Approach and Social Wellbeing Framework. Both the Sustainable Livelihoods Approach and the Social Wellbeing Framework (built upon the Sustainable Livelihoods Approach), recognise the interconnected nature of wellbeing across three life domains (economic, environment and social) in the context of livelihoods. These approaches seek to understand the complexities in livelihoods (Morse & McNamara, 2013) by describing the assets (such as material and social resources), capabilities and activities needed for existence. A livelihood is described as sustainable when it is able to manage and recover from stresses and shocks in order to maintain its capabilities and assets (Agarwala et al., 2014). These frameworks are particularly cognisant of the relevance of context, where people are positioned within a network of relations, and indicates an outcome achieved over time through relationships with others within the household, the community and wider social spheres (Agarwala et al., 2014; Britton & Coulthard, 2013).

Capability Approach and Choice Framework. The Capability Approach (Sen, 2005) is interested in understanding systemic inequalities by means of “functionings” which would refer to the possibility of experiencing fulfilled needs (e.g., being healthy) and “capabilities” as the

opportunities persons have to use their “functionings” in order to achieve wellbeing (e.g., democracy, freedom) (Beyazit, 2011; Kleine, Light, & Montero, 2012; Schlör et al., 2015). The Choice Framework operationalises the Capability Approach by means of project analysis against the framework of capabilities and functionings. It employs a process of outcome mapping by identifying project components which will improve people’s ability to make choices they value (Kleine et al., 2012) and enables an analysis of project goals against the framework of capabilities and functionings.

Conceptual Framework for Multidimensional Wellbeing. Inspired by Sen’s Capability Approach (Sen, 2005) as well as the sustainable livelihood approach (Stephen & McNamara, 2013), this framework considers (Dawson & Martin, 2015) the interrelationship between resources (natural, material, human, cultural and social), wellbeing outcomes and factors influencing the meaning that a group attaches to resources, specifically in the context of developing countries. This approach is not only interested in understanding what people have and can do, but is also concerned with understanding subjective experiences of wellbeing. It suggests that wellbeing outcomes are the total of individual and collective factors which shaped individual choices (Dawson & Martin, 2015).

Happy Planet Index. The happy planet index, developed by Nic Marks (fellow of the New Economics Forum) (Jeffrey, Wheatley, & Abdallah, 2016) is based on the notion that wellbeing increases with an increase of income where it has been found that citizens of wealthy countries tend to be happier than those in poorer countries, but that happiness does not increase proportionally with income (Agarwala et al., 2014). In particular, the happy planet index operationalises this economic concept of wellbeing by combining four elements to indicate to what extent citizens make use of environmental resources to live happy lives (Agarwala et al.,

2014). Happiness is calculated by means of a formula where wellbeing (to what extent people are satisfied with their lives) is multiplied by life expectancy and inequalities of outcomes (inequalities between people) divided by the ecological footprint (Happy Planet Index = (wellbeing x life expectancy x inequality of outcomes) / the impact on the environment). The Happy Planet Index therefore provides a clearly defined measure of the effects of changes in the living standards against environmental costs or benefits (Agarwala et al., 2014).

Domains of life approach. This approach defines wellbeing as the total of satisfaction across certain life domains (Rojas, 2004). These domains include income and employment, family relations, social status, health and nutrition as well as security. It examines the various domains in order to establish which domains score the highest or lowest and could thus provide useful information for interventions. The domains of life approach has been operationalised by the World Health Organisation's Quality of Life instruments (Agarwala et al., 2014) which gather information across several domains. This measure is considered to be culturally and context sensitive enough to yield valid insights into context-specific quality of life (Agarwala et al., 2014). According to this model, social impact measurement involves evaluating the extent to which domain satisfaction has occurred.

Gross National Happiness. This framework supports an intersectoral understanding of wellbeing and argues that wellbeing is influenced by a number of contributors, including public policy, health, social factors, environmental factors, economic factors, culture and governance as key contributors to wellbeing (Pennock & Ura, 2011).

Critical discussion of holistic/multidimensional models

As already highlighted, the aim of social impact measurement is to understand whether an intervention had been in the best interest of society and whether it holds social value. The

holistic/multidimensional models described above acknowledge that social impact is a multidimensional outcome that involves all aspects of human life, above and beyond GDP indicators (Agarwala et al., 2014; Michel & Hudon, 2015).

Holistic/multidimensional models maintain that human lives are directly affected by changes in and the quality of the environment, social dimensions and economic realities (Agarwala et al., 2014; Dawson & Martin, 2015; Martinez-Juarez et al., 2015). As such, holistic/multidimensional models argue that, in order to understand individual and shared wellbeing, human beings ought to be viewed as holistic beings within a cultural, political, religious, institutional and socio-economic context. In addition, holistic/multidimensional models advocate for balancing the satisfaction of human needs and preserving natural capital to achieve sustainable development (Silvius & Schipper, 2015; Agarwala et al., 2014).

Several models reflect upon subjective psychosocial wellbeing, such as the happy planet index (Agarwala et al., 2014), the domains of life approach (Agarwala et al., 2014), the sustainable livelihoods framework (Agarwala et al., 2014), the 3D wellbeing framework (Britton & Coulthard, 2013), the social wellbeing framework (Britton & Coulthard, 2013) as well as gross national happiness as a framework (Pennock & Ura, 2012). In all these models, social impact measurement would to some degree be interested in understanding to what extent an intervention increases wellbeing, as reflected by beneficiaries themselves.

Measures of subjective psychosocial wellbeing could offer the opportunity to gauge progress made with regards to changes in individual and shared wellbeing and to determine if an intervention holds social value (Hicks et al., 2013). In this regard, several holistic models maintain that life satisfaction (Pennock & Ura, 2011; Agarwala et al., 2014) and gross national happiness (Pennock & Ura, 2012) may constitute appropriate constructs for operationalisation of

impact measurement. Life satisfaction, as a measurement unit, has many strengths, which includes the reliability of life satisfaction scores over time (Pennock & Ura, 2011; Agarwala et al., 2014). Further to this, life satisfaction as a construct appreciates life holistically and reflects upon lived experiences of beneficiaries (Pennock & Ura, 2011; Agarwala et al., 2014). It is also able to acknowledge the strong interdependencies between wellbeing and the environment by acknowledging that human lives are inevitably influenced by changes in and the quality of their environments (Edwards et al., 2015; Kroeger & Weber, 2014; Silvius & Schipper, 2015).

In addition to life satisfaction, some of the holistic/multidimensional models value social capital as an indicator to account for systemic social change by indicating the nature, necessity and complexity of relations within social structures (Edwards et al., 2015; Agarwala et al., 2014). It has been argued that social impact measurement is only useful to the extent that it is able to account for various forms of social capital, appreciating this complex nature of social change (Edwards et al., 2015). Holistic models appreciate social change as a complex process which is not easily analysed in monetary terms, is multi-dimensional, is context-specific and provides protection for psychological wellbeing (Edwards et al., 2015; Agarwala et al., 2014).

Indicators of subjective psychosocial wellbeing that were incorporated in the models above are labelled “subjective wellbeing” or “happiness” and focus strongly on the hedonic and life satisfaction side of psychosocial wellbeing (Wenneberg, 2012; Rojas, 2016). However, psychosocial wellbeing can also be conceptualized from a eudaimonic perspective, and hedonic and eudaimonic perspectives can overlap (Henderson & Knight, 2012; Sirgy & Wu, 2009; Ryff & Keyes, 1995). Eudaimonia describes meaning and purpose in life (OECD, 2013; Conceição & Bandura, 2008; Ryff, 1989) and expressing one’s true nature in becoming a fully functioning person (Deci & Ryan, 2008; Keyes, 2002; Ryff & Keyes, 1995). The social impact measurement

models indicated in the holistic/multidimensional group showed a gap with regard to recognizing eudaimonic conceptualizations of wellbeing. Holistic/multidimensional models could benefit from harmonizing perspectives on hedonic and eudaimonic wellbeing, and use a balance of measures to indicate psychosocial wellbeing.

Rojas (2016) indicates that a lack of interest in theory-building regarding social impact measurement can be potentially harmful to the social indicators movement. In his opinion, the popularity of the use of GDP as the indicator of social impact is because it has been constructed upon a proper theoretical framework, which makes its components comprehensible. Subjective indicators of psychosocial wellbeing appeal to people because it reflect truths about their daily-lived experiences and therefore catch the attention of people. However, theory building could provide insight into the development of a “wellbeing accounting system” (Rojas, 2016. p. 7) that goes beyond a mere description of social conditions by providing a structure to the information gathered. This work therefore calls for further theory development in terms of models of social impact measurement that make provision for the assessment of people’s experiences and evaluation of their life as a whole as indicated by Rojas (2016).

Conclusions and Recommendations

This review explored models of social impact measurement in order to understand the extent to which social impact measurement models are able to take account of subjective indicators of psychosocial wellbeing as a way to assess impact as perceived by the beneficiaries themselves in order to make valid contributions to policy development. Two groups of models emerged, namely economic and holistic models. Economic models explained a process of return on investment through the monetisation of social benefits, whilst holistic/multidimensional

models described the interplay between life domains such as the economic, social and ecological domains.

Economic models often lack the ability to distinguish between positive and negative impact on psychosocial wellbeing, which may pose an imminent threat to ethical social impact measurement (Antadze & Westley, 2012; Banke-Thomas et al., 2015; Manetti, 2014). These models do not convincingly show the ability to incorporate non-economic factors that provide an indication of human wellbeing (European Union, 2010). The holistic models that were analysed in this study acknowledge that social impact is a multidimensional outcome that involves all aspects of human life, above and beyond GDP indicators (Agarwala et al., 2014; Michel & Hudon, 2015). Holistic/multidimensional models maintain that human lives are directly affected by changes in and the quality of the environment, social dimensions and economic realities (Agarwala et al., 2014; Dawson & Martin, 2015; Martinez-Juarez et al., 2015) and as such view humans as holistic beings within cultural, political, religious, institutional and socio-economic contexts (Agarwala et al., 2014). Although many of the holistic/multidimensional models included the measurement of psychosocial wellbeing in their approach to social impact measurement, they focused mainly on a hedonic understanding of psychosocial wellbeing and lacked cognisance of eudaimonic conceptualizations of wellbeing and related measures.

Recommendations for social impact measurement and models used to guide the process flow from this study. It is widely argued that economic indicators alone are no longer sufficient to measure social impact if social investors and the Third Sector are serious about understanding exactly what is in the best interest of communities. Of key importance is the acknowledgement that subjective indicators of psychosocial wellbeing may contribute to the discussion of social impact measurement as it offers a multidimensional and more holistic view of a person's life, it

acknowledges that social impact is closely linked to the lived experience of the beneficiaries as voiced by themselves, and it goes beyond a merely economic return on investment approach. It is recommended that subjective (hedonic and eudaimonic) indicators of psychosocial wellbeing should be incorporated with economic indicators in models that guide social impact measurement. The findings call upon academics and practitioners to jointly explore the complexity of social impact measurement, and to develop more comprehensive theories and models for social impact measurement that also include subjective indicators of psychosocial wellbeing, that is, measures that determine how people experience and evaluate their lives as a whole.

Limitations

Although this narrative literature review made some contributions of value, it is not without its limitations. Despite efforts to provide a comprehensive account that includes all the most relevant and important previous studies and opinions, there is a risk that relevant models and resources could have been omitted. In addition, a formal quality evaluation of the included literature sources had not been conducted other than as stated in the inclusion and exclusion criteria of this review. This is, however, also a reflection of the state of the art in social impact measurement research where there is still a lot of ‘grey’ literature that needs to be further scientifically evaluated and empirically explored.

Acknowledgements

Sincere appreciation is expressed to Lungelwa Ndimma for serving as an independent reader of a selection of the sources included in this review.

The support of the DST-NRF Centre of Excellence in Human development at the University of the Witwatersrand, Johannesburg in the Republic of South Africa towards this research is hereby

acknowledged. Opinions expressed and conclusions arrived at are those of the author and are not to be attributed to the CoE in Human Development.

Declaration of Conflicting Interests

The authors have no conflicting interests to declare.

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Section 3

Conclusion and reflection

Conclusion

The key findings of this critical analysis concerning social impact measurement models were described through examining economic and holistic/multidimensional models. The value of subjective indicators of psychosocial wellbeing were argued which "... go beyond economic indicators when assessing societies and social change, ... by establishing subjective social indicators as a tool to get people's own experiences and assessments on the radar-screen of statisticians and policymakers" (Kroll & Delhey, 2013). A narrative review, the chosen methodology of this study, provided an opportunity to critically analyse a sample of social impact measurement models and the extent to which they include subjective indicators of psychosocial wellbeing. The following key findings emerged.

Models of social impact measurement should be able to communicate both social and business components, together with the inclusion of multiple elements (Antadze & Westley, 2012; Arvidson, Lyon, McKay, & Moro, 2013; Banke-Thomas, Madaj, Charles, & Van den Broek, 2015; Gibbon & Dey, 2011; Grieco, Michelini, & Iasevoli, 2015; Krlev, Munscher, & Mulbert, 2013; Manetti, 2014; Watson, Evans, Karvonen, & Whitley, 2016; McCreless & Trelstad, 2012; Polonsky & Grau, 2011; Rossouw, 2015; Cunningham, 2013). This is because social impact is a complex process that cannot be sufficiently and ethically understood by a mere cause and effect economic measure. In other words, economic indicators alone are not sufficient to measure social impact if social investors and the Third Sector (Non-profit Organisations and Non-governmental Organisations) are serious about understanding exactly what is in the best interest of communities (Meldrum, Read, & Harrison, 1999; Rauscher, Schober, & Milner, 2012; Schlör et al., 2015; Silvius & Schipper,

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2015; Cunningham, 2013; Antadze & Westley, 2012; Arvidson et al., 2013; Banke-Thomas et al., 2015; Gibbon & Dey, 2011; Krlev et al., 2013; Manetti, 2014; Watson et al., 2016).

Subjective indicators of psychosocial wellbeing offer a viable addition that enables comparison between groups, offer an understanding of what impact means to those affected by investments, and can therefore satisfy both a social and businesses' need for understanding an impact created (Edwards et al., 2015; Agarwala et al., 2014).

The findings from this study call upon academics and practitioners to explore the complexity of social impact and to contribute to the development of models and theories that will also create space for the voices of those whose lives are impacted on and whose subjective wellbeing experiences should be captured by indicators (Arvidson et al., 2013; Banke-Thomas et al., 2015; Gibbon & Dey, 2011; Grieco et al., 2015; Krlev et al., 2013; Michel & Hudon, 2015; Cunningham, 2013).

A positive psychology perspective on social impact measurement

The present study was conducted in partial fulfilment of the requirements of the Masters of Arts in Positive Psychology. The aim of positive psychology is essentially to stimulate change by enhancing positive qualities, instead of repairing the worst in life (Biswas-Diener & Patterson, 2011; Boniwell, 2006). From a positive psychology perspective, it would be important to understand how social interventions can build positive communities and foster resilience, as well as increasing satisfaction with life and encouraging opportunities for happiness (hedonic wellbeing)(Biswas-Diener & Patterson, 2011) as well as meaning and purpose in life (eudaimonic wellbeing) (OECD, 2013; Conceição & Bandura, 2008).

Upon reflection, wellbeing as social impact outcome has not been included widely in the models that were identified and analysed in Chapter 2 and, in addition, no one model

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reflected upon the measurement of inequality in wellbeing. The Institute of Developmental Studies (IDS) challenges conventional views about poverty and urges an understanding of poverty that is interlinked with social and economic inequalities because of classist social structures (Karver, Kenny, & Sumner, 2012; Sumner & Melamed, 2010). Relationships among the poor, middle class, donors and the Third Sector are key in understanding this challenge. The IDS made several inputs into the revision of the current Millennium Development Goals (MDGs) in as far as it is able to conceptualise the linkage between poverty, inequality and wellbeing. This could give rise to a “second generation of MDGs” which seeks to understand the links between poverty, vulnerability and wellbeing and how these are changing globally across various social groups, age groups and gender, with the implications thereof for policy and research (Karver et al., 2012; Sumner & Melamed, 2010).

Helliwell (2016) contributed to this discussion by advocating for a shift in focus when it comes to sources of inequality from economic factors to subjective wellbeing. Globally, the measurement of inequality has been dominated by a focus on distribution of income and GDP measures. This was also clear from the narrative literature review presented in this study.

Helliwell (2016) poses the question:

If subjective wellbeing provides a better measure of welfare than that provided by income and wealth, should inequality in the distribution of subjective wellbeing not provide a superior measure of inequality? Should it not also be expected to reveal the combined consequences of various sorts of inequality? (Helliwell, 2016, para 1).

Attempts to measure wellbeing inequality through the standard deviation of life satisfaction significantly outperformed income inequality as a predictor of life satisfaction. This was clear from three international datasets (the World Values Survey, the European Social Survey, and the Gallup World Poll, Goff, Helliwell & Mayraz, 2016). It is important to note that “subjective wellbeing” as conceptualised by both Helliwell (2016) and Goff et al.

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(2016) focused mainly on a hedonic perspective of wellbeing and excluded a eudaimonic view. It has been recommended that both hedonic and eudaimonic wellbeing should be included when subjective wellbeing is measured, as it offers a holistic view of the progress made in societies (Hicks, Tinkler, & Allin, 2013).

The key findings of this narrative review can potentially contribute to a wider discussion about the use and value of subjective indicators of wellbeing to understand social impact created. Models of measurement should be able to account for changes in wellbeing (from both hedonic and eudaimonic perspectives) as an impact indicator.

Personal Reflection

Achieving this Master's Degree and writing the mini-dissertation were both a personal goal and victory and offered an ideal opportunity to critically reflect upon years of experience working in rural communities across South Africa. Valuable learning opportunities presented themselves through integrating knowledge of positive psychology, the skill of academic writing and presenting matters of collective wellbeing through this alternative paradigm.

The academic process of deciding on a researchable topic was a learning curve in itself. A world of discovery followed through the process of an extensive literature review required to compile a research proposal. This required critical thinking and the skill of focused reading to purposefully select material in order to contribute to a logical discussion.

The submission of this proposal to two academic committees for approval provided significant guidelines to focused reasoning and scientific writing. This was followed by the application to the Human Research Ethics Committee, a rigorous process aimed at promoting and upholding ethical research standards as well as guidelines to treat literature with respect. It emphasised ethical standards involved in the research process, accountability to a scientific

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committee as well as to the reader of this work. The researcher acknowledges that her work with marginalised communities may have influenced her interest in understanding inequality. The long academic process caused frustration at times whilst a realisation of the lack of empirical work in practice was reflected upon often.

The two applications mentioned above as presented in Section 1 of this mini-dissertation were the first steps in the development of this mini-dissertation. Multiple processes were involved which resulted in a crucial understanding of literature which aided in laying a foundation for the manuscript which followed.

The process of conducting a narrative literature review together with its practical implications was explored in order to design a practical and attainable process. Data were sourced via carefully designed search terms. The volume of data was overwhelming during this phase but with the will to deliver quality work, it was narrowed down to a workable sample. All the data were worked through in order to discern its purpose and contribution to this literature review. A data-extraction sheet was designed to aid in this process. Key themes emerged as a result of intense detailed work and making logical links among various data sources. These themes were sorted into overarching themes and sub-themes in order to make discussions clear and concise. Continuous feedback from the supervising team kept me focused and was invaluable in understanding and applying the data and research process in a responsible manner.

The mini-dissertation process provided the opportunity to practise critical thinking and problem-solving skills, especially in an academic context as such. Tenacity and commitment ensured ongoing effective time management to produce work that could potentially add value to the body of knowledge and inform future research in the field of positive psychology and social impact measurement.

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The exceptional guidance, support and mentorship from supervisors' input were invaluable for the completion and success of this work. Every phase of the research was subject to review and inputs from a qualified, competent team which inspired the student to do better and search for solutions to challenges. Their ongoing ethical awareness and high regard for related academic processes provided an excellent source of reflection. Quite frankly, this would not have been possible without their professional, caring, wise and timeous inputs.

The mini-dissertation process, as part of a bigger academic process in completing the MA in Positive Psychology, provided a reflective surface for deep insights into academic processes and the development and refinement of skills. New insights and skills were developed by the researcher in preparation for scholarly publication. Personal growth and insights were gained which positively influenced life and work experiences far beyond this study. It was both a privilege and a great challenge to conduct this work and the entire enterprise is deemed as life experience worth noting. It is a great honour to have contributed to the field of positive psychology with regards to social impact measurement and to help stimulate future research and ethical considerations for, most especially, vulnerable groups.

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