**Key Takeaways:**

Your story competes with others; it’s a market—survival of the fittest!

[Sentiment140.com](http://www.sentiment140.com/)

It is not always easy to come up with a measurement to evaluate the impact of qualitative changes.

In M&E, more effort should be focused on lead & coincident indicators as they look to the future & present respectively.

Effects of movies – interesting!

Amount of metric instruments available on the Internet

**Want More of This:**

Want more online analytics

How to design a project

Differences between mid-term and long term indicators for behavior change