



# INTRO

## CHAPTER CONTENTS.

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📅 9 Oct 2025

Causal mapping has been used in many different fields. In this chapter we look at how it can be applied in evaluation; its strengths and weaknesses.

Causal mapping is particularly useful for evaluations that focus on learning to inform program improvement: visual representation of causal links between context, activities and outcomes can help to facilitate the sharing and collaborative use of findings.

Causal mapping can be used during a program lifespan to inform adaptive management and as part of a final evaluation.

From (Powell et al. 2024)

Causal mapping offers ways to organise, combine, present and make deductions from a large number of relatively unstructured causal claims – the sort of data that are often collected in evaluations.

## References

Powell, Copestake, & Remnant (2024). *Causal Mapping for Evaluators*.  
<https://doi.org/10.1177/13563890231196601>.

## PAGES IN THIS CHAPTER

 **The elephant in the room – causal inference**

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 **Qualitative impact evaluation is less interested in the strength of effects**

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 **Causal mapping can complement contribution analysis**

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 **Causal mapping can complement Outcome Harvesting**

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 **Limitations on causal mapping in evaluation - data quality**

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 **Answering evaluation questions**

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 **Causal mapping can help reconstruct a program theory empirically**

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 **The result of an evaluation is a qualitative causal model**

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