

Can I ask you a question?





**Evaluation: The art of
the possible**

Why evaluate?

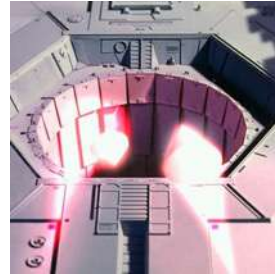
The starting block for every evaluation plan is the project aim. What are you trying to do?
What will you be able to show that proves you have achieved it.

Star Wars: An evaluation plan



Aim:

This project aims to blow up the Death Star



Project method: Torpedoes fired into exhaust port



Marker of success: Death Star is destroyed



Evaluation method: Direct observation

“

*The **demonstrable contribution** that excellent research makes to **society** and the economy*

UK Research and Innovation

“

Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit.

National Coordinating Centre for Public Engagement

I will engage with non-specialist audiences in order to:

- a)
- b)
- c)



Impact: An overall change

Outcome: Something which is different afterward

Output: A product of the initiative



Output



Outcome



Impact



CES Planning Triangle

Impact

Outcomes

Outputs





CES Planning Triangle

Impact

Visually impaired
people feel less
isolated

Outcomes

Outputs

- VI people are connected to other VI people in the community
- Greater understanding of support services available
- Empower VI to make independent journeys
- Buddy scheme established
- Large print information leaflets
- One to one support sessions focusing on travel





CES Planning Triangle

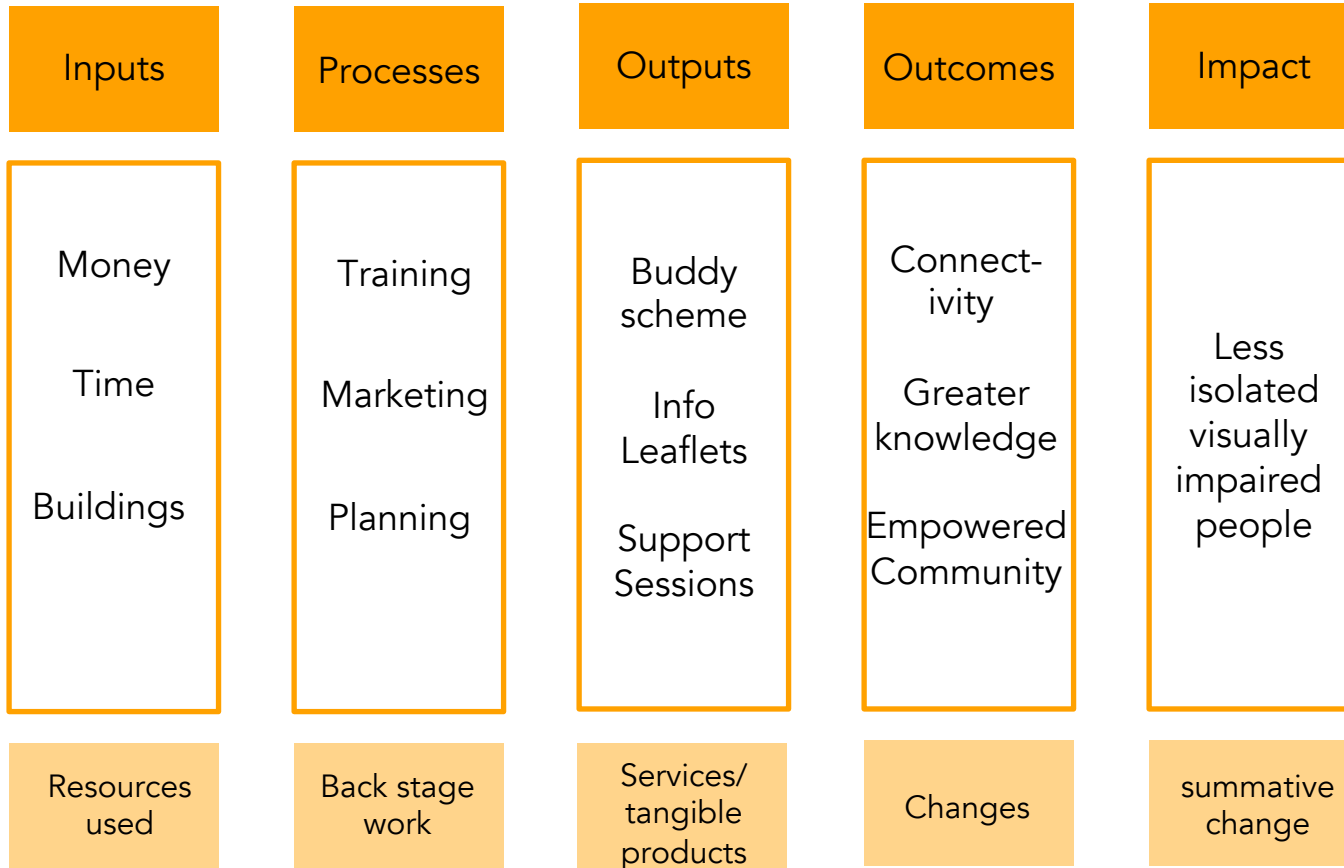
Impact
Demonstrate

Outcomes
Measure

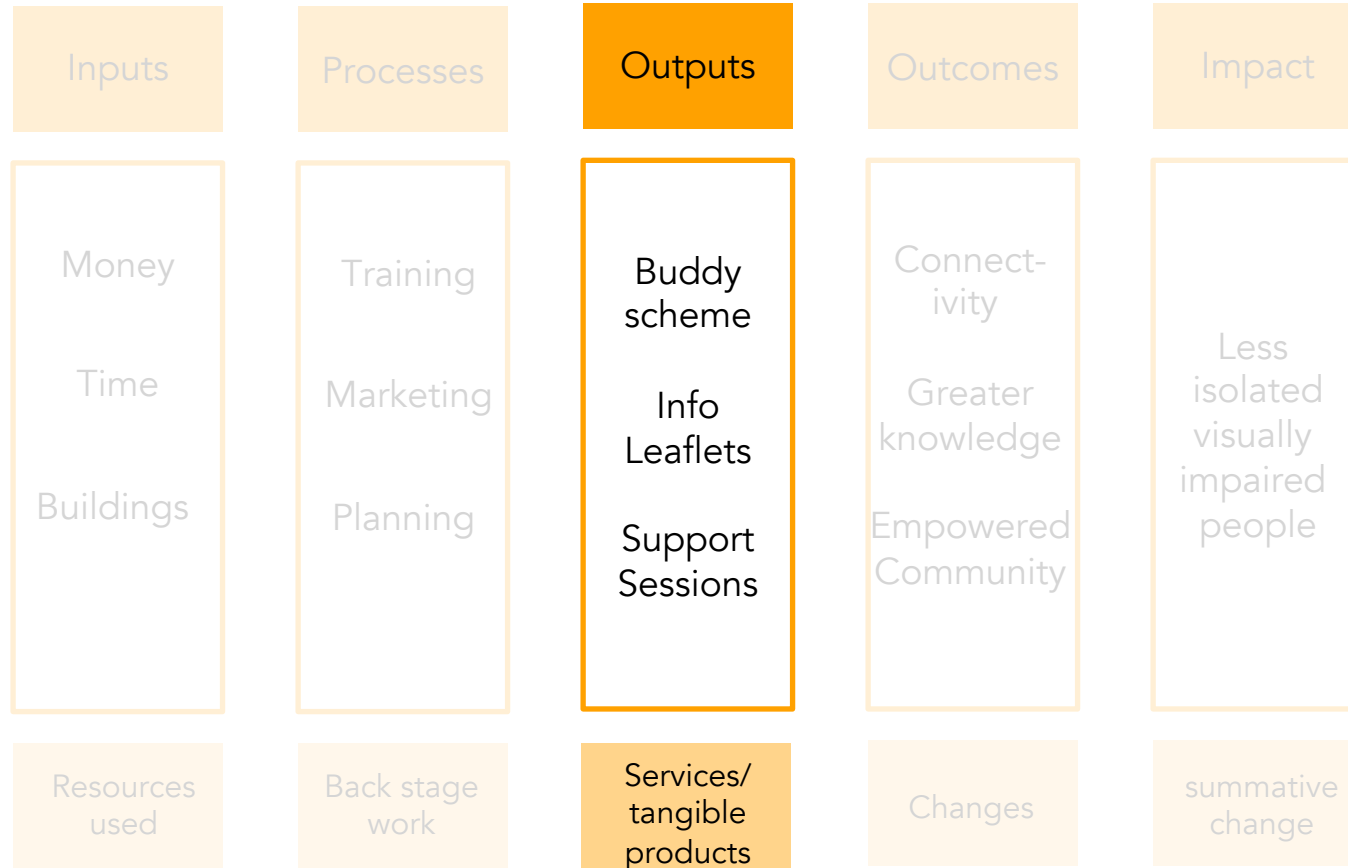
Outputs
Record



Why



Why



Outputs

Buddy
scheme

Info
Leaflets

Support
Sessions

Services/
tangible
products

Output Indicators

Number of pairings
Number of events held

Number of leaflets produced
Number of leaflets delivered

Number of support sessions
Level of satisfaction



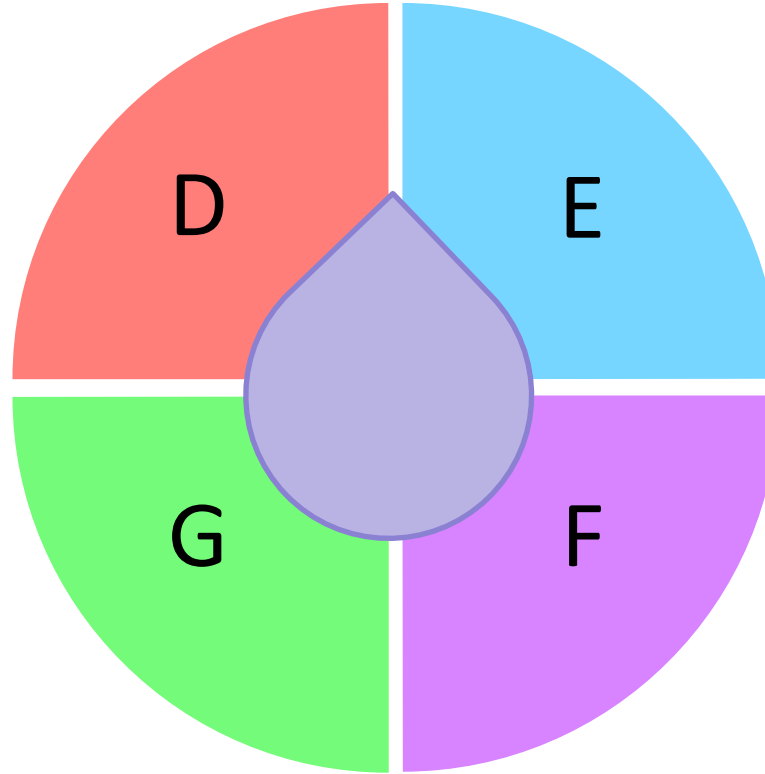
How can we tell we have produced something, and something of quality

Demographic

Evaluation

Feedback

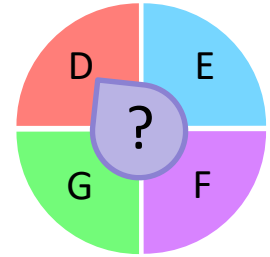
Going forward

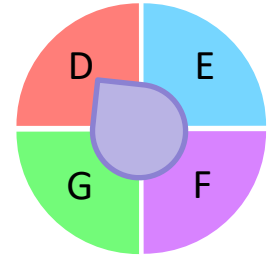


Evaluation area	Question it asks	The use it has
Demographic	Who was involved?	Understand
Evaluation	What change was fostered?	Report
Feedback	Was your project fit for purpose?	Improve
Going forward	What would work next?	Plan

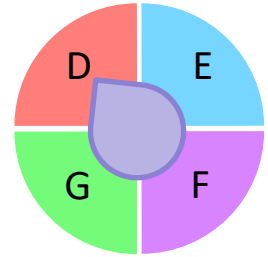
Demographic: Understand

Who was involved and why





1. Ask only for information you require
2. Tell them where and how their data will be used
3. Tell them how long the data will be stored
4. Have information on how to withdraw consent (if possible)
5. Always have contact details for questions
6. Get ethical approval from University



What is your gender?
Male / Female / Other

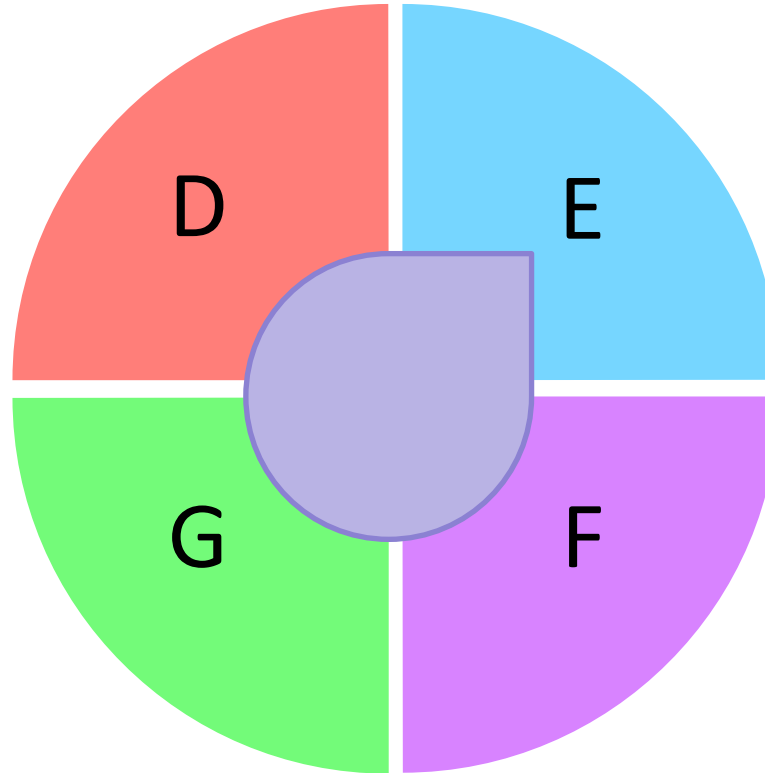
What best describes your gender?
Female
Male
Prefer to self-describe
Prefer not to say

Demographic
Understand

Evaluation

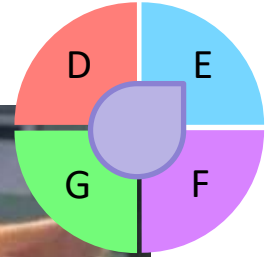
Feedback

Going forward



Evaluation

What has changed

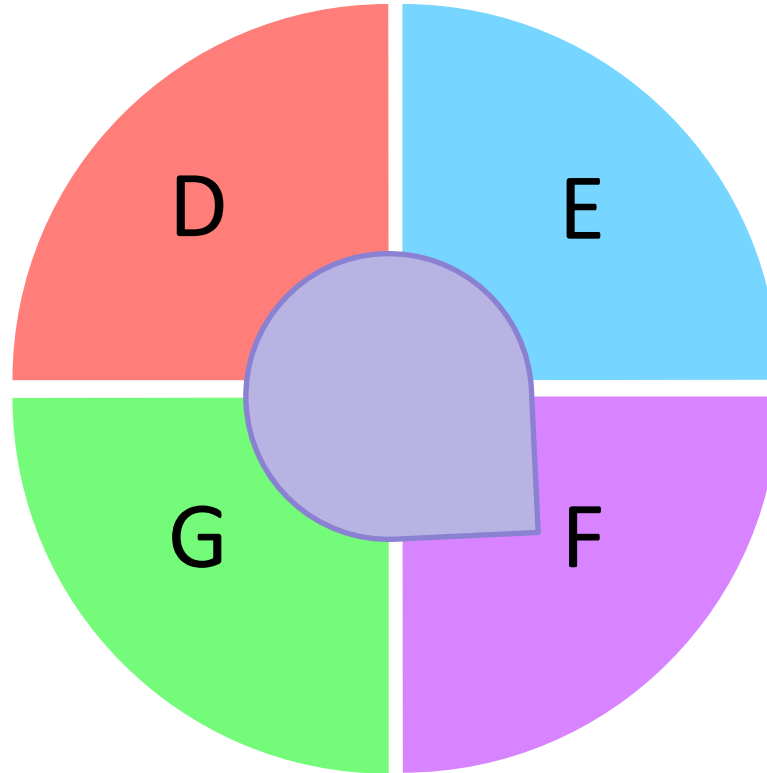


Demographic
Understand

Evaluation
Report

Going forward

Feedback



Feedback: Improve

Was it fit for purpose

Venue was accessible

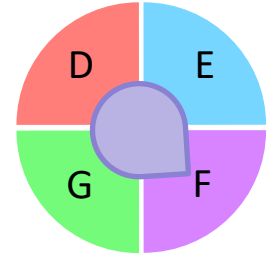
Right length



Confident
asking questions

Comfortable

Felt safe

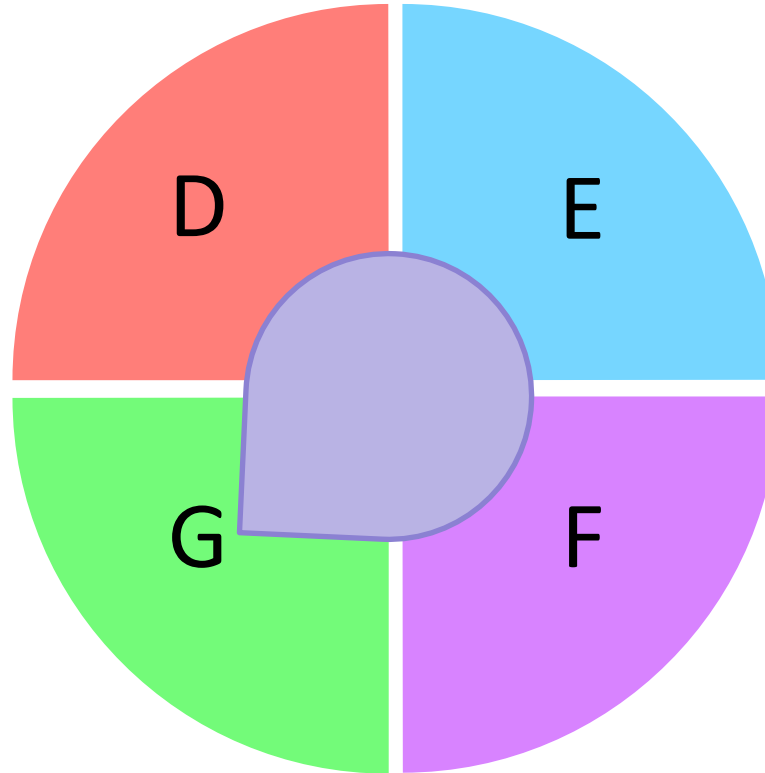


Demographic
Understand

Evaluation
Report

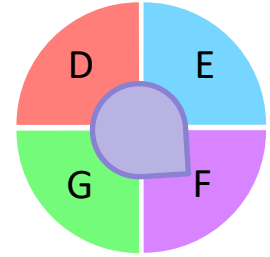
Feedback
Improve

Going forward



Going forward: Plan

What do you need to know for future

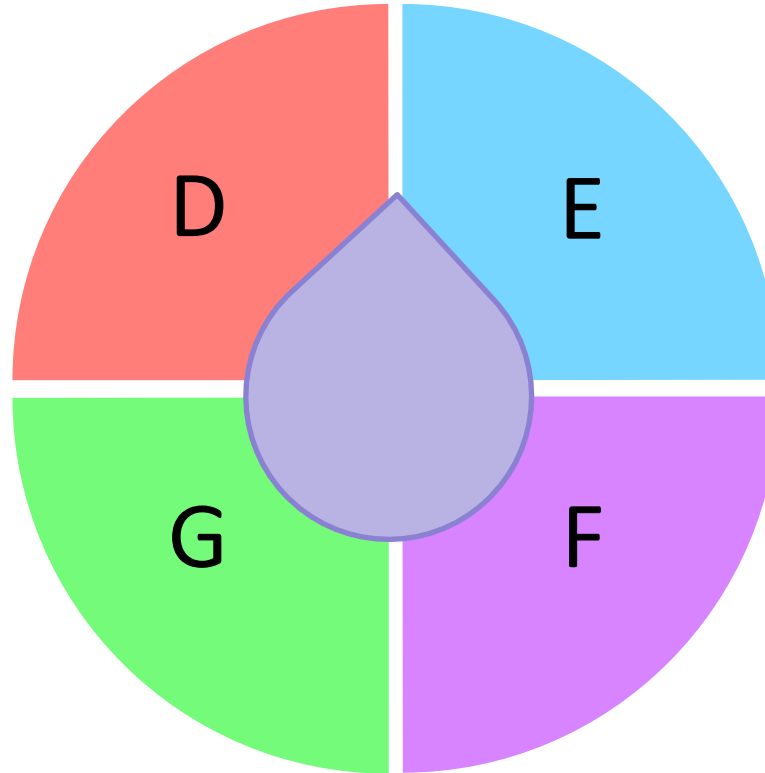


Demographic
Understand

Evaluation
Report

Going forward:
Plan

Feedback
Improve



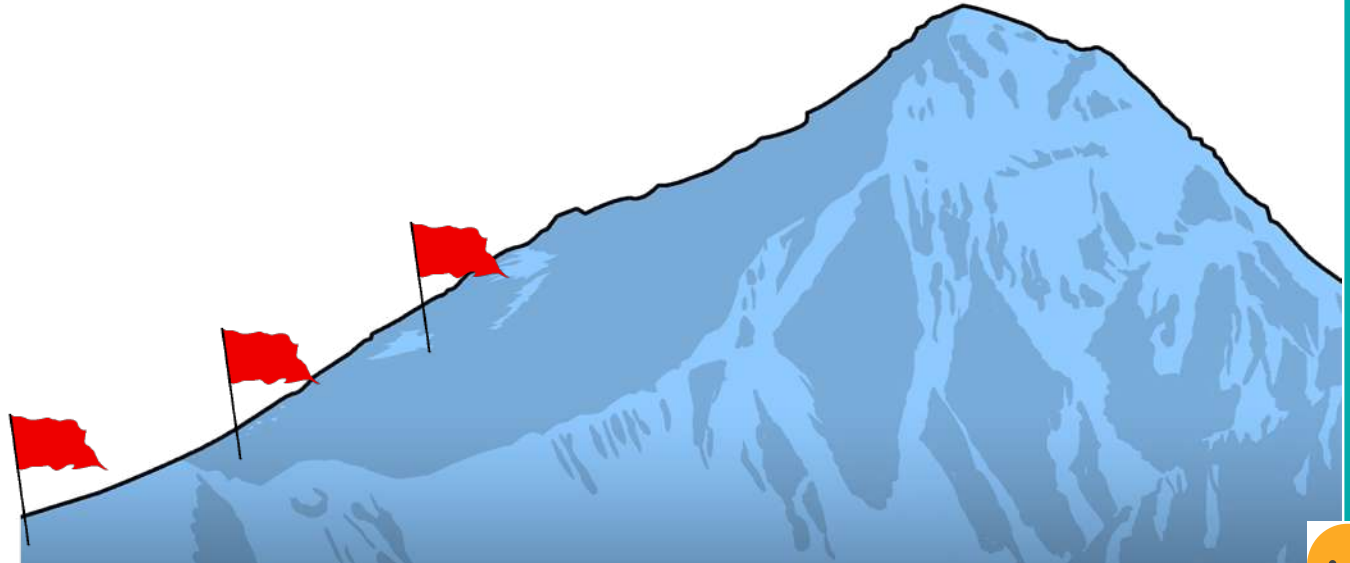
Narrative

1. How has an opportunity presented itself?



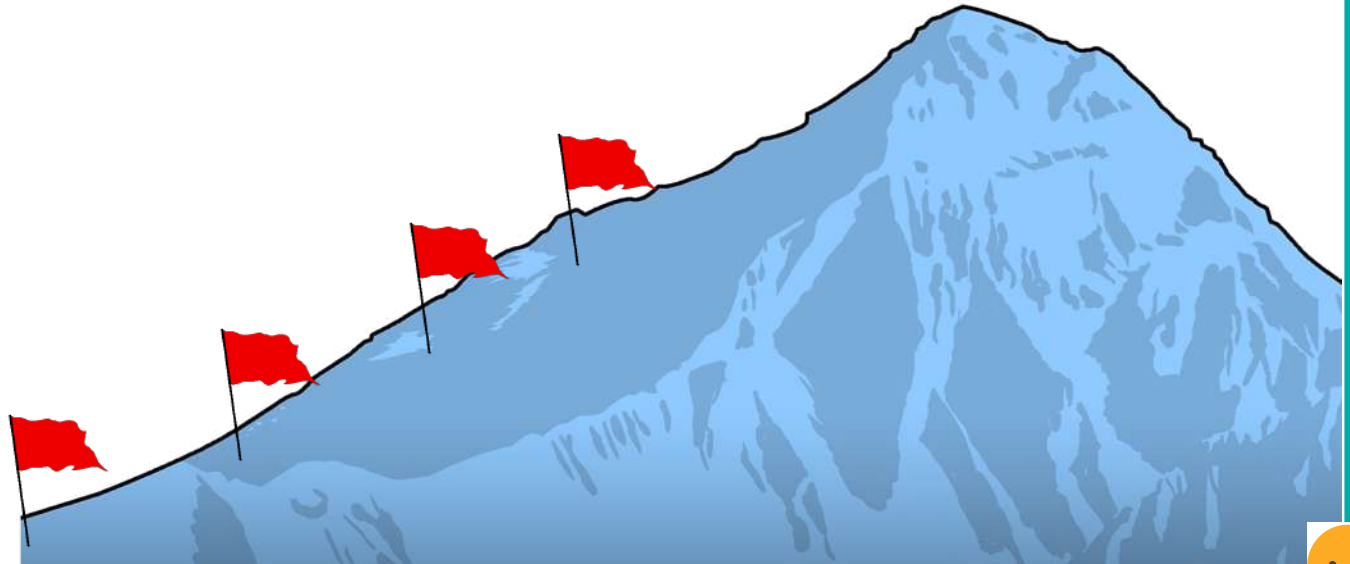
Narrative

1. How has an opportunity presented itself?
2. What did you make or do that didn't exist before?
3. How many people interacted with you/it and for how long?



Narrative

1. How has an opportunity presented itself?
2. What did you make or do that didn't exist before?
3. How many people interacted with you/it and for how long?
4. Did they have a positive experience?



Narrative

1. How has an opportunity presented itself?
2. What did you make or do that didn't exist before?
3. How many people interacted with you/it and for how long?
4. Did they have a positive experience?
5. Has there been a change in thoughts or knowledge?



Narrative

1. How has an opportunity presented itself?
2. What did you make or do that didn't exist before?
3. How many people interacted with you/it and for how long?
4. Did they have a positive experience?
5. Has there been a change in thoughts or knowledge?
6. Has there been a change in policy?



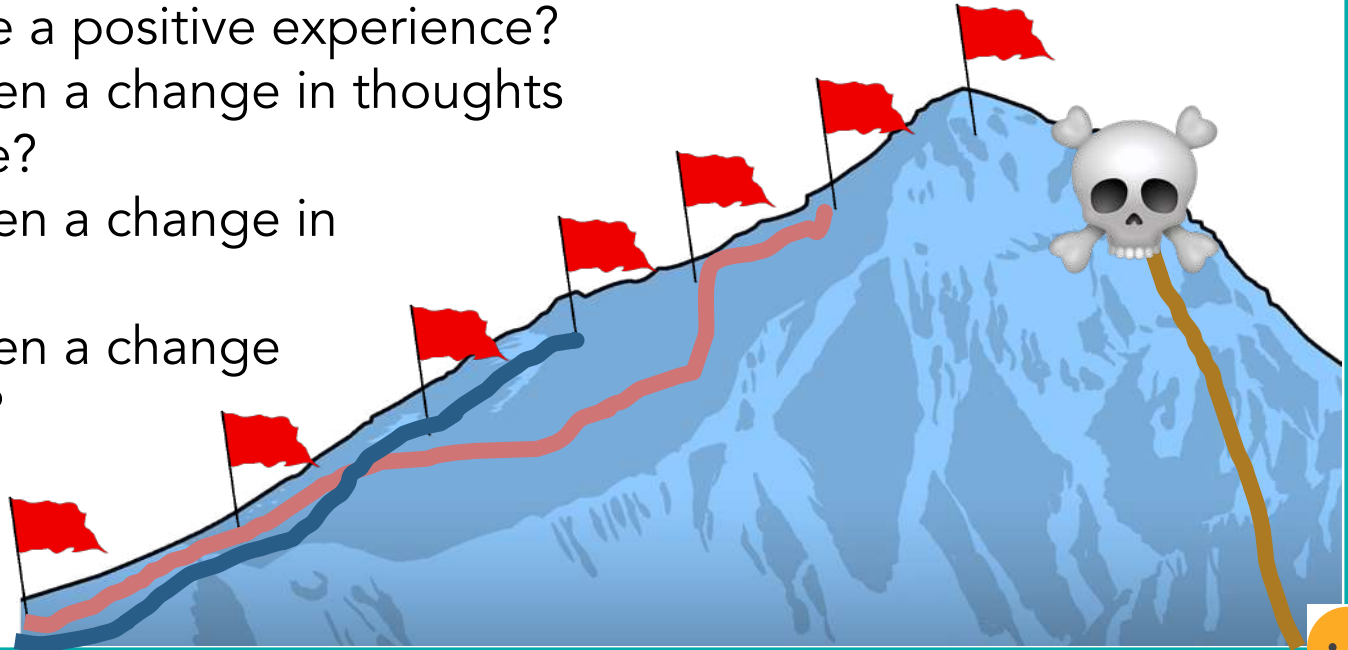
Narrative

1. How has an opportunity presented itself?
2. What did you make or do that didn't exist before?
3. How many people interacted with you/it and for how long?
4. Did they have a positive experience?
5. Has there been a change in thoughts or knowledge?
6. Has there been a change in policy?
7. Has there been a change in behaviour?



Narrative

1. How has an opportunity presented itself?
2. What did you make or do that didn't exist before?
3. How many people interacted with you/it and for how long?
4. Did they have a positive experience?
5. Has there been a change in thoughts or knowledge?
6. Has there been a change in policy?
7. Has there been a change in behaviour?



Data Capture

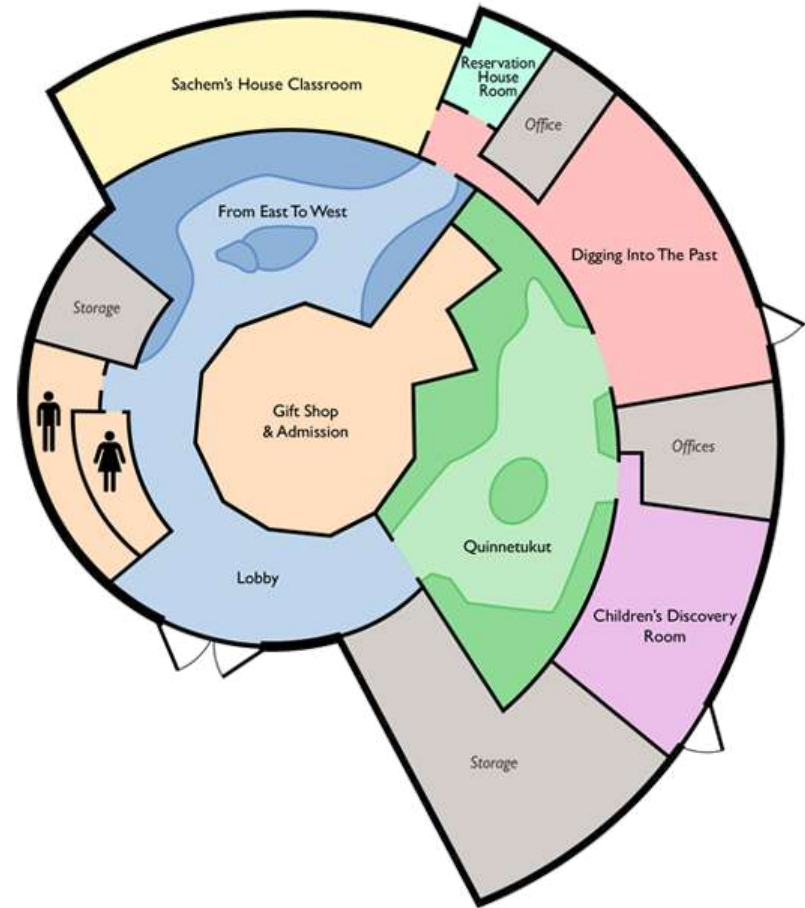
Choosing event specific evaluation

Visitor tracking

- Observe and record visitors interaction with exhibits
- Follow rules (eg. every third person)
- Create a map showing median time.

Limitations:

Doesn't tell you why they behave in that manner.
Ethically complicated



(New Audience)

3.1K people ⓘ

People on Facebook**Demographics**

Page Likes

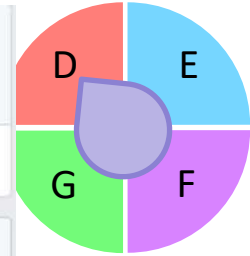
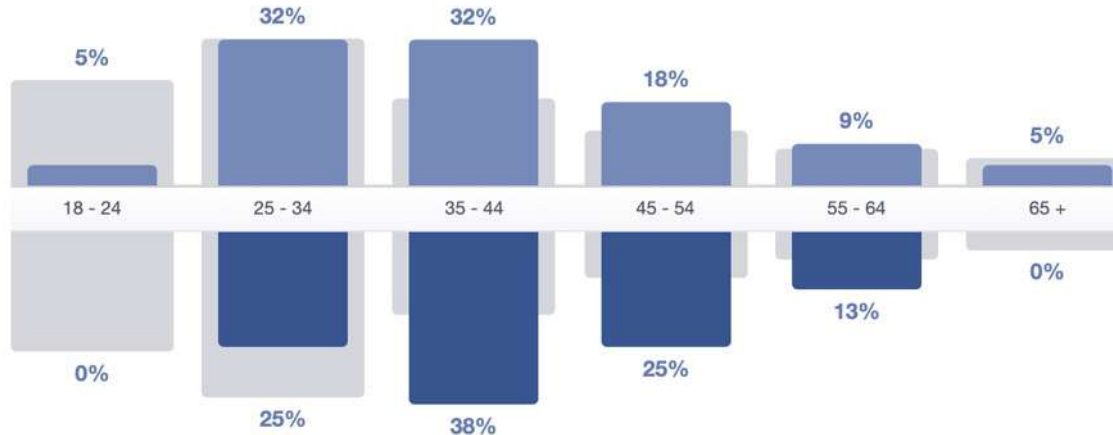
Location

Activity

Age and Gender

72% Women
44% All Facebook

28% Men
56% All Facebook



Jul 2020 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 44.7K impressions

Quantum physics is queer, pass it on.

twitter.com/Channel4News/s...

↩ 5 ↗ 162 ❤ 547

View Tweet activity

View all Tweet activity

Top Follower followed by 103K people**Academic Chatter**[@AcademicChatter](https://twitter.com/AcademicChatter) · FOLLOWS YOU

Join the [#AcademicChatter](https://twitter.com/AcademicChatter) community & connect with grad students, ECRs, and senior academics. Tag us with # or [@academicchatter](https://twitter.com/academicchatter). Book reviews: [@acreviewofbooks](https://twitter.com/acreviewofbooks)

[View profile](#)**Top mention** earned 335 engagements**Lilja Kupua - WEAR A MASK** ❤️💜

@KoloheChica · Jul 11

Every day of lockdown, at 7pm, a little group of us have been watching Star Trek Voyager.

My mom very kindly made these amazing Star Trek face masks for me and my Voyager fam.

Thank you for being my lockdown crew
[@DanNouveau](https://twitter.com/DanNouveau) [@eleanor_scope](https://twitter.com/eleanor_scope)
[@JamieBGall](https://twitter.com/JamieBGall) [@DrLeeworthy](https://twitter.com/DrLeeworthy) [@Chris_Ince](https://twitter.com/Chris_Ince)
pic.twitter.com/HjhBBQgj6h



↩ 4 ↗ 2 ❤ 21

[View Tweet](#)

JUL 2020 SUMMARY

Tweets

570

Tweet impressions

533K

Profile visits

4,097

Mentions

1,076

New followers

85

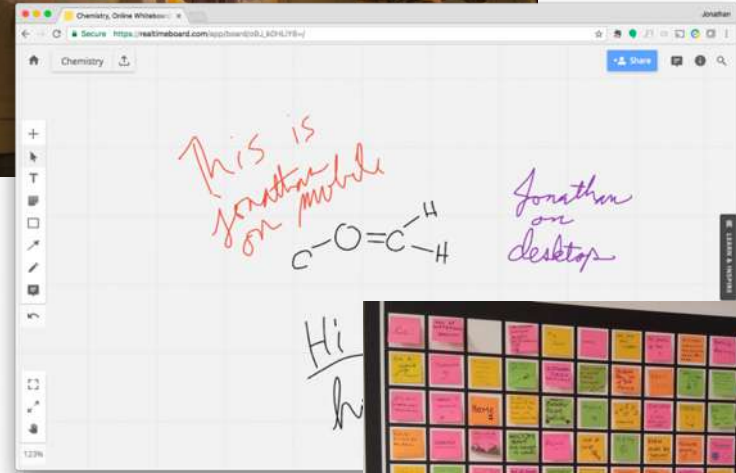
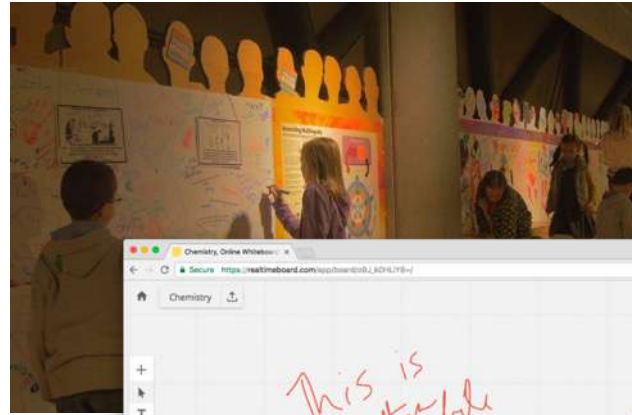
Graffiti/Comment wall

Advantages:

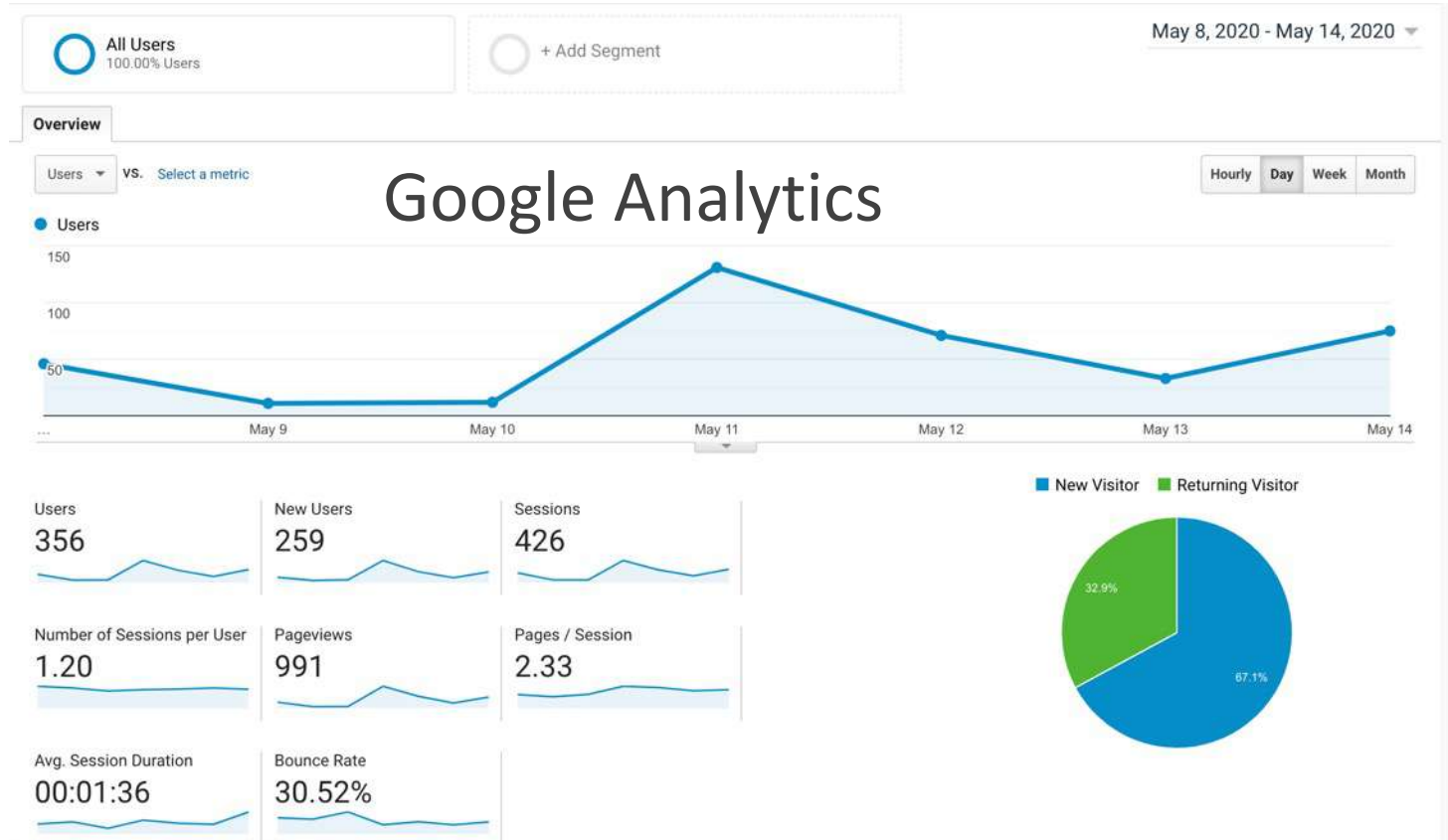
- Potential for qualitative data
- Visual
- Interactive
- Stand alone

Limitations:

- Requires interpretation
- Potential for bias if previous answers are visible



Evidence



Evidence

Focus group



Voting use boxes or sheets to ask a single question

Advantages:

- Simple
- Visual
- Interactive
- Stand alone

Limitations:

- Single questions
- Must be answerable
- Potential for bias if previous answers are visible



Live voting

Advantages:

- Interactive
- Instant
- Stand alone

Limitations:

- Quantitative only
- Accessibility issues
- Technology reliant



Mentimeter



Recordings

Advantages:

- Potential for qualitative data
- Additional way to present data
- Stand alone

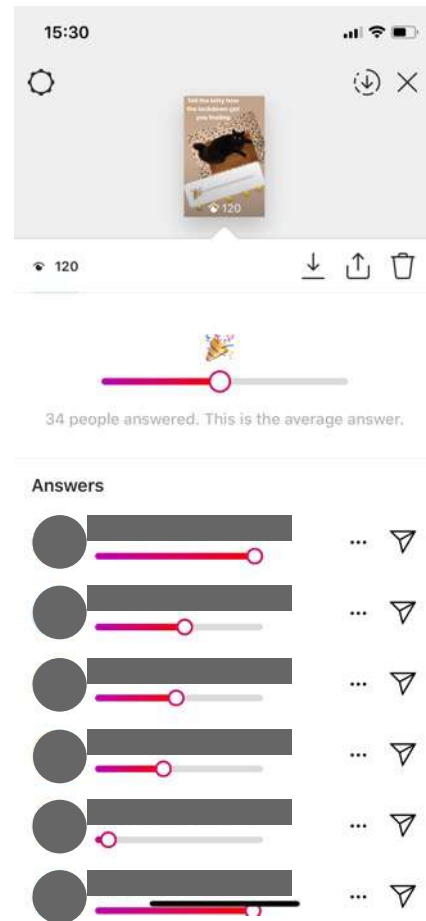
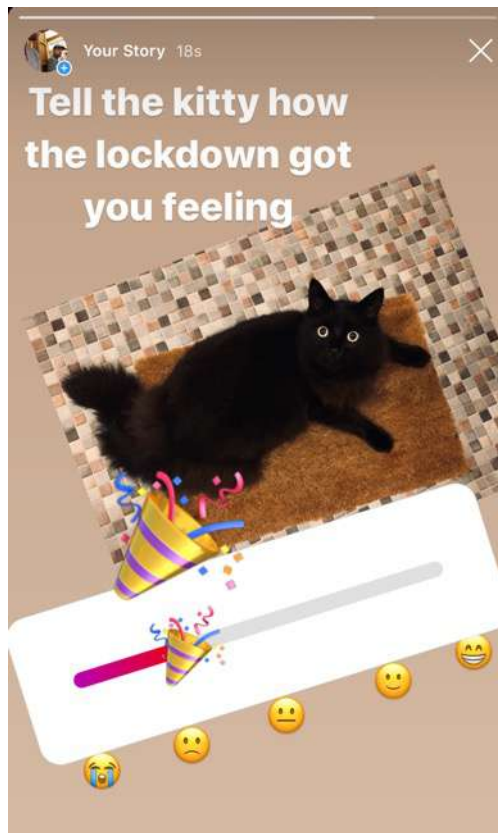
Limitations:

- Requires interpretation
- Needs physical resources
- May be stressful to participant
- Additional permissions required



Evidence

Polling



Evidence

Comments

The image shows a screenshot of a Twitter thread. The thread starts with a tweet from SnoopyDoo, followed by a reply from ApricotPit, and then three replies to ApricotPit's tweet. Hand-drawn ovals in various colors (red, purple, green) highlight specific comments within the thread.

SnoopyDoo 4 years ago
When they say it's all in your head, they really mean it.
3.4K REPLY

ApricotPit 3 years ago
So when my mom used to kiss my arm when I bumped it and it suddenly felt better was just the Placebo Effect in action?
REPLY

Karun Divij Balachandar 4 years ago
The Placebo Effect makes sense. To quote Kung Fu Panda: "To make something special, you just have to BELIEVE that it's special."
REPLY

IamCarbon 4 years ago
Can i imagine that my homework is done and then have it miraculously complete, without me having actually do any work.
REPLY

Harley smith 4 years ago
Plot twist: When we know how Placebos work, they won't anymore.
REPLY

Guillermo López 4 years ago
There also exists the "nocebo" effect. One can literally kill oneself if one believes one is very sick.
REPLY

Evidence

Reviews



Evidence

Awards



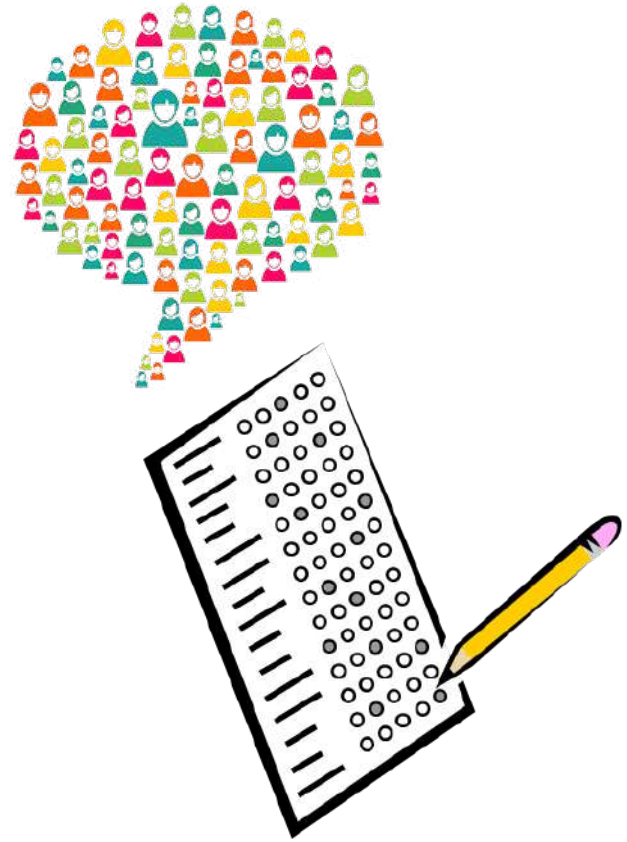
8. Surveys

Advantages:

- Quantitative and qualitative
- Standardised
- Show patterns in populations

Limitations:

- Need carefully planned
- Require interpretation
- Self selecting sample





Thanks!

Keep in touch:

Email: Jamie@jamiebgall.co.uk

Twitter: [@Jamiebgall](https://twitter.com/Jamiebgall)