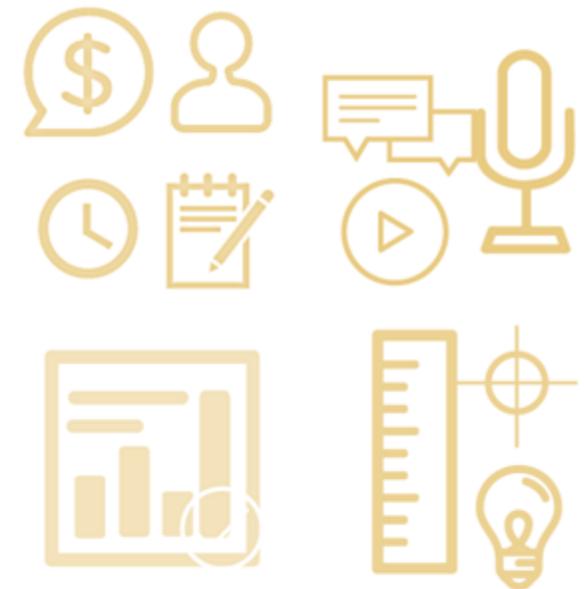


# Dr Morris'

## Engagement with Impact

Evaluation Techniques



# Actions Plans or Resolutions



Ask participants to identify an action or intention that they plan to implement as a result of participating

This process helps participants to reflect

You get an opportunity to identify what outcomes the participants have identified for themselves

# Adverts



Participants (individually or in groups) write a short advertisement of the activity

Participants draw out the key benefits to them, and can identify who they feel the activity is best suited to

You get an insight into the key outcomes of an event, from the participants perspective

# Emotive Cartoons

Participants are provided with a range of cartoons displaying different emotions. They are asked to select which cartoons represent their reaction to the event.

This process can enable people who may find reading/writing difficult a chance to participate.

Offers an opportunity to explore emotive reactions- which may be better aligned to what outcomes you are hoping to achieve

Could be used during an interview, focus group or as part of a questionnaire



# Dropping Pebbles in Boxes/ Stickers on Charts



Ask participants to provide a vote on a topic relating to the activity. You can run the same vote before and after the event (e.g. entrance and exit) to see if a change has occurred

The process is quick, easy and highly visual, and can be very easy to analyse

You get the opportunity to see a change from the beginning to the end of an event

# Focus Groups



Works well with different size groups of up to 8. The process relies strongly on good facilitation.

You'll obtain qualitative information that may lead to deeper insights.

Good facilitation is required to ensure that one or two individuals don't end up 'leading' the other group members' responses

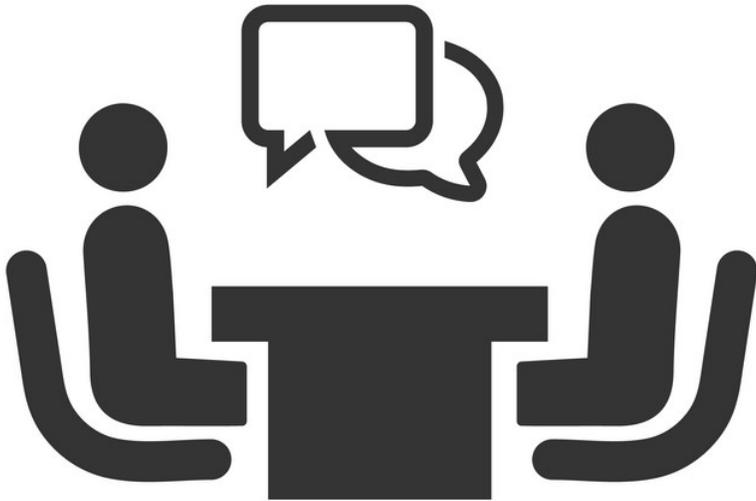
## Activity Based Focus Group

Give a group of participants a task to do together e.g. sort flashcards into a rank order. You can encourage them to discuss their opinions and reasons while they complete the task

This process helps participants to reflect and also work in a team

You get an opportunity to identify what the participants have identified as most important

# Interviews



Opportunity to get an in-depth perspective of people's experiences, and in particular to explore in person the reasons why a participant gives a certain response.

However they can be time consuming to both conduct and analyse/interpret

Can be performed both at the event itself and also as a follow-up afterwards

Can be run according to a fixed set of questions, or freeflow (or somewhere in between!)

# Observations



You can literally observe participant's behaviour during a session

This can be very useful for determining what people are doing

Judgements of behaviour can be subject so its important to develop a consistent approach, such as having a structured observation proforma prepared in advance

# Opinion Postcards

Postcards are provided with specific prompt questions for the respondent to complete.

These can be specific (e.g. "What do you think of the event?") or more abstract (e.g. "I feel...")



# Ranking scales

Can be done in lots of different formats, e.g. as part of a questionnaire or even physically

Any ranking type of question can be asked

In a physical example, by asking people to stand along a line representing different levels of experience/attitude, you can get people moving and interactive whilst also offering opportunities for interaction and discussion



# Predictions



You can ask participants to describe what this project will be like in the next month/next year/in 10 years

This approach can be particularly useful in identifying how participants feel the project could be changed, or what impacts they think could arise

# Questionnaires

Can be paper based or electronic

You can get responses relatively quickly and compare data from larger numbers of respondents

You may not get a full representation of a respondents answers as you may miss out on underlying reasons behind them

Can be used in conjunction with other techniques by including them as part of your survey



# Reflective journaling



This can be a perfect opportunity to ask participants, and all those involved in organising the activity, to reflect on how they think the process is going/has gone.

You can ask participants to, for example, take a note of one thing they learnt and one thing they are looking forward to.

This is a great way for participants to reflect on their own experiences, in their own words and it can gather lots of qualitative information.

# Registration Forms



This can be a perfect opportunity to gather data on participants background and their intentions for joining

You can also use this as a benchmarking opportunity for certain aspects that you can measure again at the end of your events/activities

# Thought Boxes



Everyone is asked to write down their responses to a particular questions of interest and post it in a thought box

This could be done at the start of a session as an ice-breaker. The facilitator could refer to these throughout the session to spark a discussion

The same question could be asked at the end of the session so you can do a comparison

Can be an opportunity for participants to share a thought or reflection that they may not feel comfortable raising in person

# Word Clouds



You can ask participants to describe something in three words e.g. what does science mean to you?

This can be done at the start and end of a programme.

You use word cloud software to generate word cloud before and after a session to get a visual view of different trends

# Web analytics

For any project involving an online component

You can quickly and easily discover who is viewing your content, what areas are attracting the most attentions which ones are less used (which in itself could be a useful insight for you!)

You can find out all sorts of demographic and background information about your viewers, for example their location, or how they found you/where they went after your site

Software, such as Google Analytics (which is free) can be used for this

You may generate meaningful data by also tuning in to what comments or reactions you are receiving or by your ability to generate genuine two-way interactions



# Acknowledgements

These resources have been put together as adaptations from personal experience as well as reports and reviews that have been published. Below is a link to some fantastic resources that may be of some use:

<https://www.publicengagement.ac.uk/do-engagement/evaluating-public-engagement/evaluation-resources>