Evaluating KE and impact

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Talk to the LERU Summer School, July 2015
Planning

1. Who is likely to engage with/ be affected by your research?
   - Partners, Audiences, Users, Beneficiaries

2. What will be done to enable impact?
   - Linkages, communication, applications, ...

   • What can you/ your partners and beneficiaries do?

3. What difference would your research make to them?

4. How will you monitor progress/ judge success?

5. What are the resource implications?

A. Oancea, 2015
Evaluation process

• Understand the activity (aims, rationale, approach, conceptualisation of KE) from different perspectives

• Identify questions for the evaluation and build evaluation in process (including cost)

• Reflect on criteria and indicators of success (see diversity of outcomes)

• Monitor activity, collect and analyse data using mix of methods and as part of the process of KE

• Draw conclusions, feed back
What to evaluate?

**Relationships**: Have relationships been established and strengthened as intended?

**Activities**: Have the activities been carried out as planned? How well?

**Objectives**: Have the objectives been met? How fully?

**Impact**: Have (all) partners benefitted from the project? In what ways? To what extent? What are the implications for their clients and beneficiaries? What difference has the project made?

A. Oancea, 2015
Evaluation designs

– **Timeframe**: prospective --- retrospective
– **Goal**: summative --- formative
– **Scope**: cross-sectional --- longitudinal
– **Organisation**: external --- participative
Methods and instruments to capture...

- **Participation**: e.g. analysing administrative data, questionnaires, network analysis, observation
- **Move to action**: e.g. organisational scales and questionnaires, focus groups, observation, text mining...
- **Specific outcomes** (such as skills, attitudinal changes, satisfaction, knowledge...): e.g. scales, questionnaires, (quasi) experiments, interviews
- **Processes of KE**: e.g. established instruments to assess adoption, utilization, and innovation; capacity and application; but see also co-production, collaboration and interaction

A. Oancea, 2015
The methodological landscape of impact capture (Oancea, 2014)

Aggregative

- Analyses of economic value and value chains (return, cost-benefit)
- Measures of cultural provision, participation, and support
- Public and industry surveys of cultural production, offer, access, time use, and participation; other cultural statistics
- Psychological measures of well-being, personal development, and engagement
- Indicators of visibility e.g. audience surveys, social media
- Labour market and graduate careers analyses

Retrospective

- Digital networks
- Value network analysis
- User and partner interviews
- Cultural scholarship interviews
- Cultural participation and experience interviews
- Employer and PhD graduate interviews
- Analysis of institutional documents (e.g. REF)
- Historical case studies
- Case studies of graduate contributions and of technologies
- Crowd-sourced capture of components of cultural value

Prospective

- Qualitative/mixed network mapping, weighing and validation
- Management, researcher, artist, board and partner interviews
- Case studies monitoring processes and outcomes of value-oriented activities
- Narrative approaches

Configurative

- Analysis of trends in administrative data
- Monitoring of institutional datasets and reports
- Scenarios, simulations and strategy analysis
- Attitudinal surveys of partners, beneficiaries graduates and staff
- Management, administration, board and/or stakeholder surveys
- Community and non-formal setting surveys
Some publications


