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How to choose evaluation methods

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Trusted evidence.
Informed decisions.
Better health.

Step 3

KT Indicators

Do you know WHAT to measure to see whether you're making a difference?

Step 2

Outcomes Map

Are you clear what you want to achieve from your KT?

Step 4

Data Collection Methods

Do you know HOW you will collect information?

Step 1

Stakeholder Map

Who needs to know whether your KT is working?.

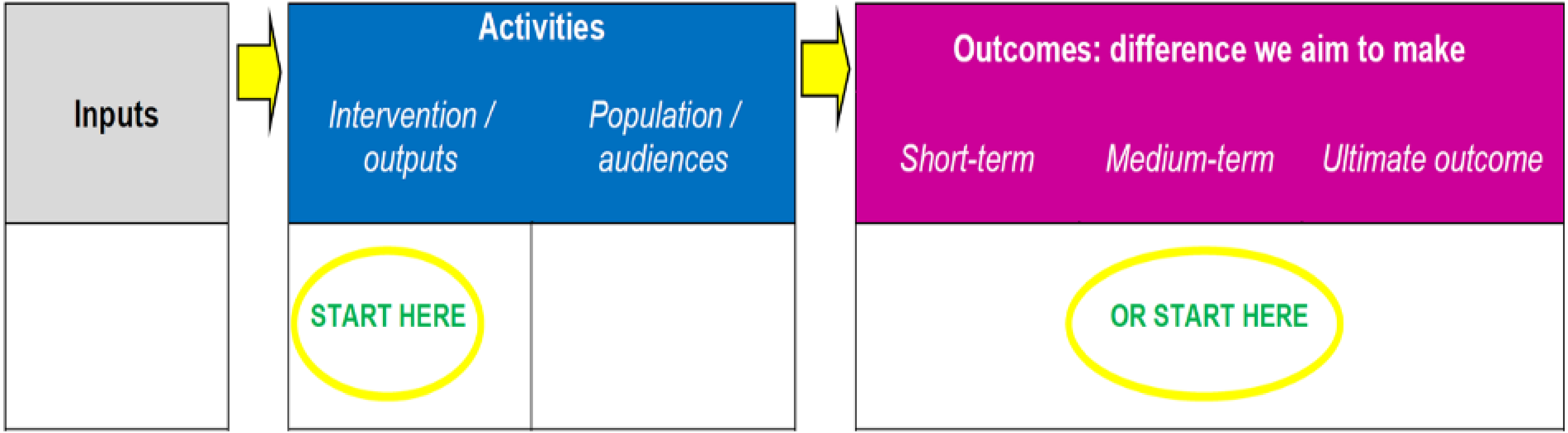
Step 5

Evaluation Plan

Who will collect information, when and how will you share what you learn?

Map your activities and outcomes

- An **Outcomes Map** shows how our KT activities aim to make a difference for our audiences (i.e. outcomes we want to achieve)
- Components of an Outcomes Map:



Creating an evaluation plan

- An Evaluation Plan lists what we will do to evaluate our work, when, how and who will do it.
- Our evaluation plan does not need to be long or complex. It can be a **simple table** listing what to measure and when.

What do you want to achieve from your KT activity? (Outcomes)	How will you know whether you have succeeded?	What methods will you use to measure your successes?	Timeframe	Resources needed	Who will be responsible?

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How do we do this in real life?

Scenario:

Every week a Cochrane Group creates a 1-page newsletter about COVID-19 research.

They search for interesting studies and reviews, summarize in easy to understand words, email to people and put it on their website.

The Group wants to know whether this is worth continuing.

What advice would you give?

- **Put your suggestions in the ‘chat’ box.**

- We might rush to think about what methods to use. BUT we need to <u>ask some questions</u> first :

1. What does the Group want to achieve? (outcomes)
2. How will we judge if the newsletter is worthwhile? (indicators)
3. How much time/money does it take to create? (inputs)
4. What resources does Group have to evaluate their work?

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Start with an Outcomes Map

It takes the Group 6 hours each week to select new research, summarize, edit and share. Two people do this

The ‘output’ is a 1 page newsletter.

It is targeted to doctors, nurses and students

Short term: We want to give people **easy to understand, relevant** and **up to date** evidence.

WHY? So they **USE EVIDENCE** when they make decisions… Leading to better healthcare

Then start planning our methods

What do you want to achieve from your KT activity? (Outcomes)	How will you know whether you have succeeded?	What methods will you use to measure your successes?	Timeframe	Resources needed	Who will be responsible?

Doctors, nurses and students have easy to understand, relevant, up to date evidence and USE it

- 100 people look at newsletter every week
- 50% say it is relevant, up to date and easy to understand
- 30% say they use it

Web and email stats

Survey online and by email

- Monitor usage for one month in November 2020
- Survey in Nov 2020
- Need 5 hours of time to design and analyse
- Need help putting survey online
- Karen will do this

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You asked us…

- How should we decide the most effective and feasible **evaluation methods** to use?
- What **metrics (indicators)** could we use to know whether we are succeeding?

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How do we choose 'best' methods?

What do you want to achieve from your KT activity? (Outcomes)	How will you know whether you have succeeded?	What methods will you use to measure your successes?	Timeframe

- Observation
- Interviews
- Cost analysis
- Website usage stats
- Focus groups
- Surveys
- Inclusion in guidelines
- Case stories
- Emailed feedback
- Altmetric scores

1. Start with what you want to find out

Focus	Description	Method EXAMPLES
Processes	How we are doing things e.g. how long it takes, inputs, costs, systems to create KT	• **Document review** • **Observation / interviews** • **Cost analysis** • **Activity logs**
Reach **(quantitative)**	Who and how many people are looking at our work (not whether people are using it)	• **Citations / Altmetrics** • **Usage stats / analytics** • **Surveys**
Usability (qualitative)	What people think of our KT work, whether it is easy to get and understand, and whether it is relevant to our target audiences	• **Surveys** • **Interviews** • **Focus groups**
Use	Whether people do something as a result of our KT work, e.g. have increased knowledge or confidence, inform decisions or behaviour	• **Observation** • **Before and after surveys** • **Interviews/focus groups** • **Citation in guidelines**

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2. Narrow down based on practicalities

Think about	Some	Not much
How much time and money do you have to plan, collect and analyse?	Interviews Focus groups	Usage stats Survey
Do you have people with some eval skills?	Interviews Focus groups Observation	Usage stats Survey
Do you need to generalize / prove things or track changes over time?	Survey Usage stats	Interviews Focus groups
What methods will be acceptable to your target audience?		

- Use more than one method if you can
- Monitor changes over time if you can

Method	Good if you …	Not good if you …
Web / social media stats	• Do not have time or money • Want to track over time	• Want to know what people think or want
Surveys	• Want to reach lots of people • Don’t have time or money • Want to track over time	• Want to know details / why • Want to engage people • Want feedback from those not comfortable reading and writing in the survey language
Interviews	• Want to probe for details • Don’t need to generalise • Want to build relationships	• Don’t have time to plan and analyse • Have someone judgmental or talkative as interviewer
Focus groups	• Want details in shorter time • Want people to build on / learn from each other	• Don’t have time to plan and analyse • Have hierarchies that inhibit

What metrics / indicators could we use?

Measuring ‘reach’: website metrics

- **Online traffic** over time (e.g. page views/sessions, unique users)
- How many and which of your webpages people look at
- **How long** people spend looking at your content
- Whether people keep coming back to your content (**return users**)
- Sharing and referrals e.g. ‘Link clicks’ on social media
- Tracking where search engines rank you for relevance (e.g. first page)

These things do not tell us what people think of our content or whether it is changing their attitudes, knowledge or behaviour.

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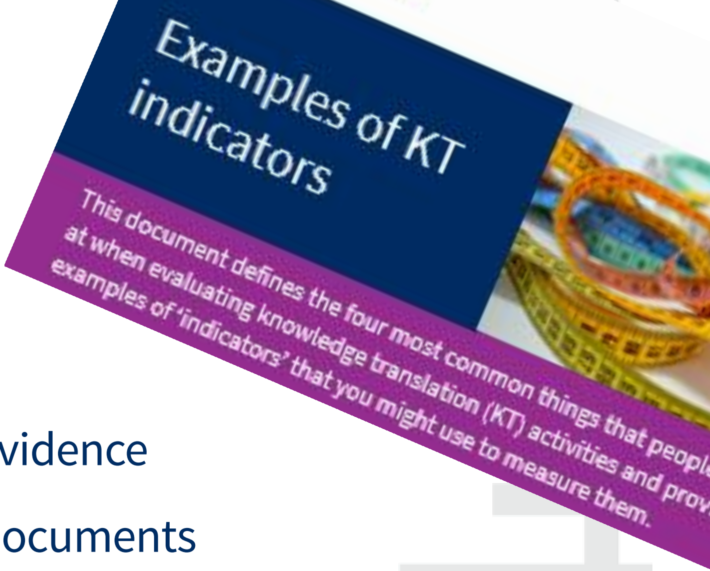
Measuring ‘usability’: examples



Is evidence easy to get / access?

- % of audience who say they have heard of Cochrane evidence
- Number and countries of people visiting webpages / documents

Is evidence easy to understand?

- % of audience members who state content is easy to understand

Is evidence relevant?

- % of KT resources produced with audience involvement
- % who say they would recommend to a friend or colleague

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Measuring use

WHAT we measure

HOW we measure

<table>
<tr><th>Focus</th><th>Examples of indicators</th><th>Methods</th></tr>
<tr><td>Change in knowledge, skills or confidence</td><td>• % of users who say their knowledge or confidence has improved; change over time in % of people who rate their knowledge or confidence a certain way</td><td rowspan="3">• Surveys
• Interviews
• Focus groups
• Case stories

Focus is on looking at changes over time</td></tr>
<tr><td>Using evidence to inform decisions</td><td>• Number of mentions in guidelines or policy
• % who say they intend to use evidence
• % of audience who say they have used Cochrane evidence to inform decisions</td></tr>
<tr><td>Change in beliefs or behaviour</td><td>• % of audience who say they have done something differently or their views have changed as a result of Cochrane evidence or KT activities</td></tr>
</table>