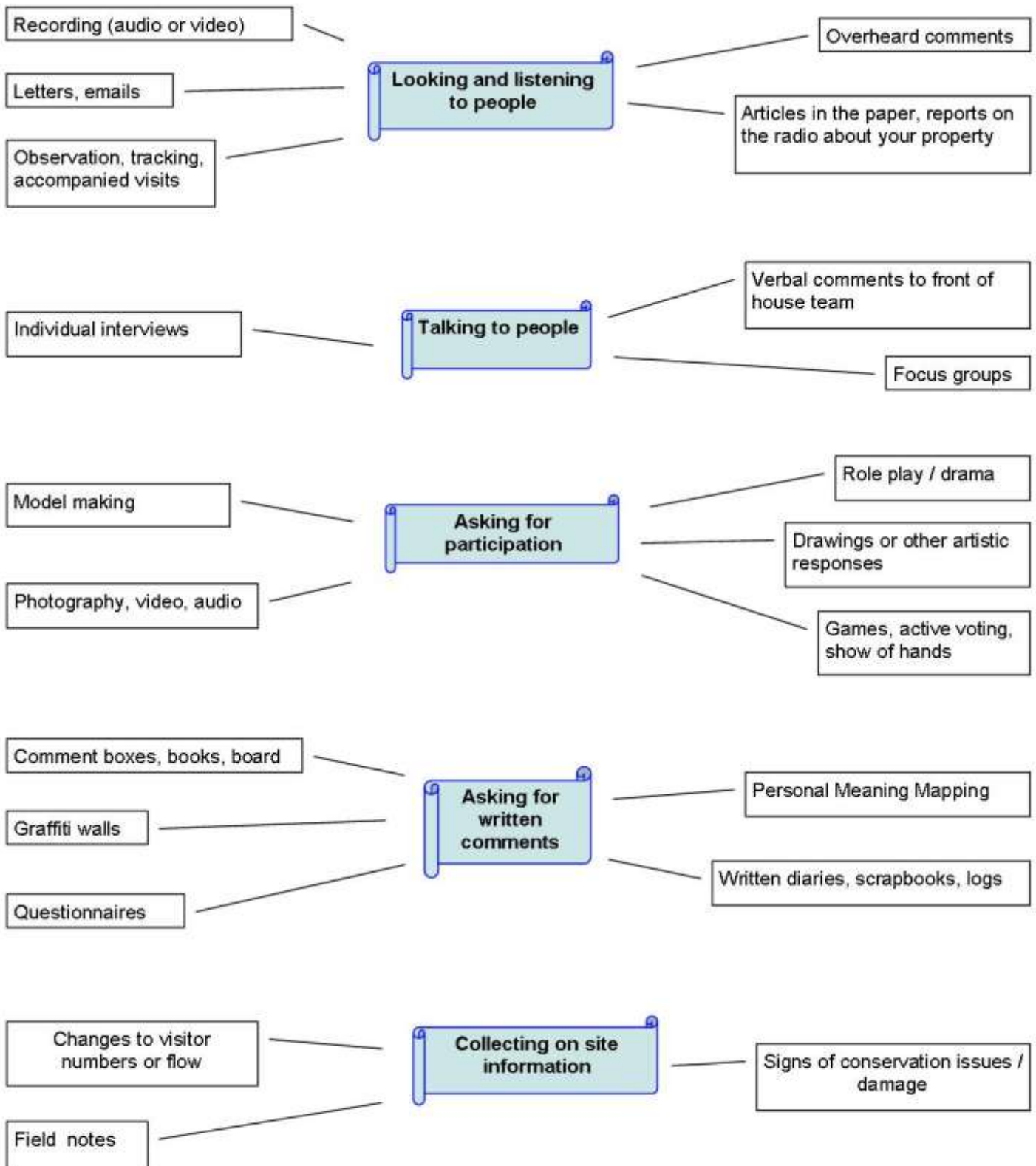


Evaluation Tools - Ways to collect information to inform your plans and actions



Evaluation tool	Advantages?	Disadvantages?
Individual interviews – in person or by phone	In depth data, responsive to unexpected outcomes.	Skills needed to conduct interview. Time consuming.
Focus Groups - small group discussions	In depth data, responsive to unexpected outcomes.	Skills needed to run including objectivity by facilitator.
Personal meaning mapping	Provides very rich data.	Skills needed to use the tool and analyse data. May affect learning outcomes by participants when asked before as well as after an activity.
Photography, video and audio	Directly includes participants and can become part of the activity. Not dependent on literacy skills. Creates a visual record to keep.	Can be expensive and requires skills.
Written diaries / scrapbooks or logs - written individually or as part of a group	Simple and inexpensive. Can include photographs and pictures.	Needs structure to ensure useful evidence is collected to capture participants' <i>changing</i> thoughts and feelings during project. Requires literacy skills. Participants may be discouraged if their diaries are to be made public.
Comment boxes / books / board & verbal comments to front of house team	Simple and inexpensive. Comment boxes can be private.	Requires literacy skills, if asking for written comments. Prompt questions needed.
Graffiti walls	Simple and inexpensive. Feels participative.	May rely on literacy skills. Prompt questions are needed
Drawings or other artistic responses - eg modelling	Simple and inexpensive. Do not rely on literacy skills. Good for children.	Skills needed to analyse data. Some people are not confident about drawing (particularly adults!) May need artists to explain their work.
Observation / tracking / accompanied visits	Can give in-depth insight if structured well. Can be carried out by staff or vols present in a space.	Time consuming. Needs structure and clarity of evaluation aims to ensure useful evidence is collected. Can be intrusive.
Participatory techniques – eg games	Fun way of finding out views, feelings, attitudes. Do not rely on literacy skills.	Needs to be structured to ensure useful evidence is collected i.e. must relate to what you are aiming to evaluate
Questionnaires	Can gather qualitative data and quantitative data with a large number of people. Generates standard results which can be compared. Can be anonymous.	Often not returned. Bias may occur when respondents self-select. Relies on literacy skills. Have to be very carefully written (it's easy to write loaded questions). Do not allow measurement of complex aspects of learning. Less responsive to unexpected outcomes (cannot clarify or probe)