

HANDOUT 13 POWERPOINT SLIDES

Evaluation A brief introduction (based on Dunn, 2003)

Objective of Unit 5 Evaluation

- To understand the need and rationale for evaluation
- To be introduced to different types of evaluation
- To gain an overview of different methods and instruments
- To be able to identify different contexts in which particular instruments are appropriate

What is evaluation?

The general idea of evaluation is to determine

- Is it good?, did it go well?
- Or
- Is it bad?

Why evaluate?

Every good educational program or policy has specific objectives that are to be met

- Testing whether objectives set at the beginning are met by the program
- Improvement of the program or policy

Phases of monitoring and evaluation

Problem formulation

- disadvantaged groups such as working-class persons with limited schooling, women, migrants and residents of rural areas lack sufficient access to the public sphere.

Overall objective META

- to strengthen media competence / media literacy / digital skills, and to improve participants' facility in self expression and their access to the public sphere.

Action

- Training course as instrument

Monitoring

- Measuring key indicators

Evaluation

- Determining whether targets, initially set, are met

Problem solved?

- No → back to problem formulation
- Yes → finished

Monitoring

The analytical method to produce information about the causes and effects of an intervention

- An intervention is every planned action to invoke change

Monitoring focuses on **facts**

Evaluation

An analytic method to produce information on the value or the use of certain measures

Evaluation produces '**evaluative claims**'; it answers the question: how important is this?

Evaluation focuses on **value**

Facts and values are **interdependent**

Types of evaluation instruments

Questionnaire (anonymous)

- Intake form/registration form
 - Open ended questions
 - Structured questions
- Unit-specific
 - Open ended questions
 - Structured questions

Diary

- Private

Group discussion

- Public

Observation

Objectives and indicators

Based on objectives formulated for specific units, indicators are identified to determine to what degree an objective has been met.