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# Using New Media to Enhance Applied Research & Evaluation

CLAREMONT GRADUATE UNIVERSITY

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## Overview

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- Applied Research and Evaluation
- Roles for New Media
- Online Surveys
- Geographical Information Systems
- Interactive Conceptual Modeling

## **On-line Surveys**

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On-line surveys are web-based data collection tools that can help you quickly collect information from clients or other stakeholder groups.

Can be used for:

- Client satisfaction and/or outcome surveys
- Employee opinion surveys
- Event Evaluation

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## **On-line Surveys**

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- Advantages
  - Relatively easy to construct on-line
  - Quick and easy to distribute to few or many individuals
  - No data entry required
  - Can be easy to analyze
  - Paperless
  - Often very cheap
- Disadvantages
  - Requires participants to have computer, internet access, and e-mail account
  - Can be difficult to obtain current e-mail addresses
  - E-mails can be blocked by SPAM filters

## **On-line Surveys**

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- Multiple survey hosting websites available
- Most well known include
  - Survey Monkey ([surveymonkey.com](http://surveymonkey.com))
  - Zoomerang ([zoomerang.com](http://zoomerang.com))
- Personal preference is
  - Questionpro.com
    - Offers a free-trial
    - Provides more professional looking surveys
    - Can handle multiple surveys which can be organized by area or program.

## Introduction to GIS

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In its simplest form GIS is a technology that allows you to geographically represent information/data such as:

- Demographics
- Program sites
- Number served
- Impact areas
- Key program information/statistics
- Available community resources

## Potential Applications in Evaluation

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GIS can be used to:

- Conduct a needs assessment
- Communicate complex information
- Aid in organizational/program learning and development
- Monitor program implementation
- Track changes/outcomes

# Potential Applications in Evaluation

- It should be noted that GIS is best applied in evaluations of programs that:
  - Span a relatively large geographic area
  - Contain Multi-implementation sites/locations
  - Have access/collect stakeholder geographic locations (i.e. address)
- The following examples are meant to provide you with a general taste of GIS and its applicability to evaluation.

The screenshot displays a Google Maps interface with a search for "EAOP". The search results on the left list several schools, including EAOP-Antelope Valley HS, EAOP-Bell High School, EAOP-Belmont High School, EAOP-Bravo High School, EAOP-Carson High School, EAOP-Crenshaw High School, EAOP-Dorsey High School, EAOP-Fairfax High School, EAOP-Franklin High School, and EAOP-Fremont High School. A popup window for "EAOP-Bell High School" is open, providing details about the program and contact information.

**EAOP-Bell High School**

EAOP at Bell High School (UC Bound High School)  
UC Bound students are selected for the program in the 9th or 10th grade and must have a 3.0 or higher academic GPA. UC Bound participants receive academic college advising and an individual academic plan is developed for each student.

**Contact Information**  
EAOPInfo@saonet.ucla.edu

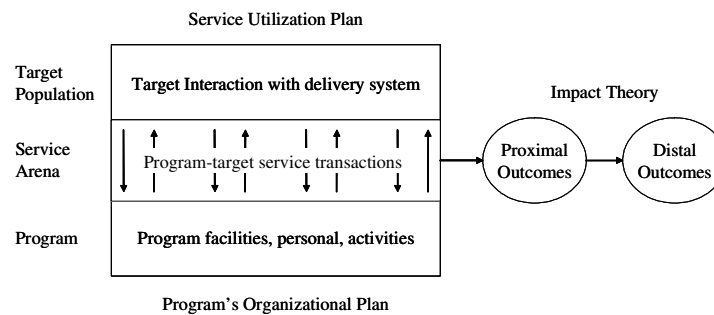
**EAOP Website**  
<http://www.eaop.ucla.edu/>

**Edit - Delete**  
Get directions: [To here](#) - [From here](#)  
Search nearby

# Conceptual Frameworks

- Evaluation Theory
- Logic Models
- Program Theories
- Systems Frameworks

# Program Theory



## Logic Models and Program Theory

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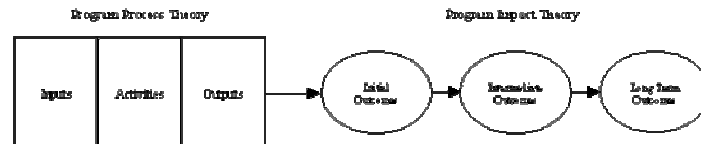


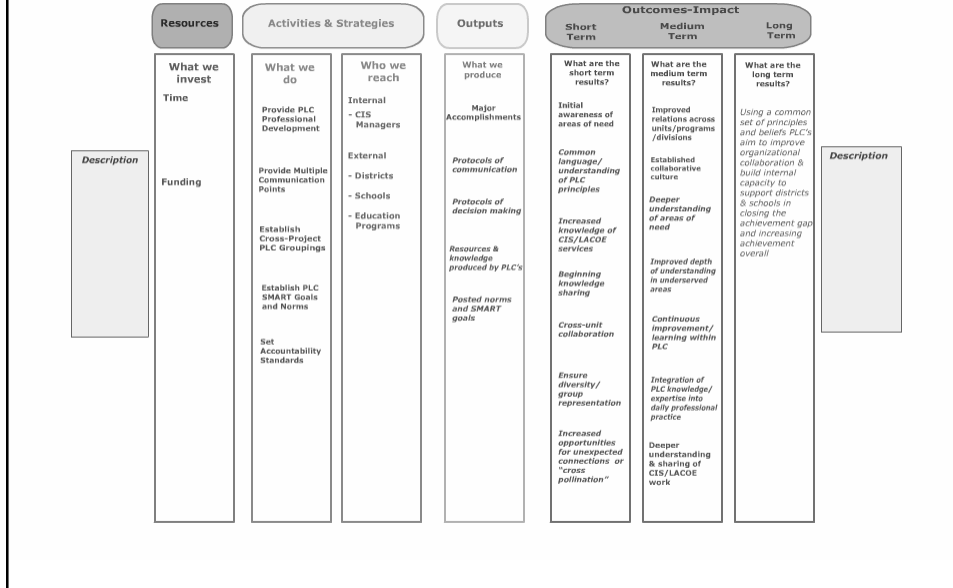
FIGURE 2.3. How the Standard Logic Model Framework Relates to Program Theory

## Program Theory-driven Evaluation Science: 3 Steps

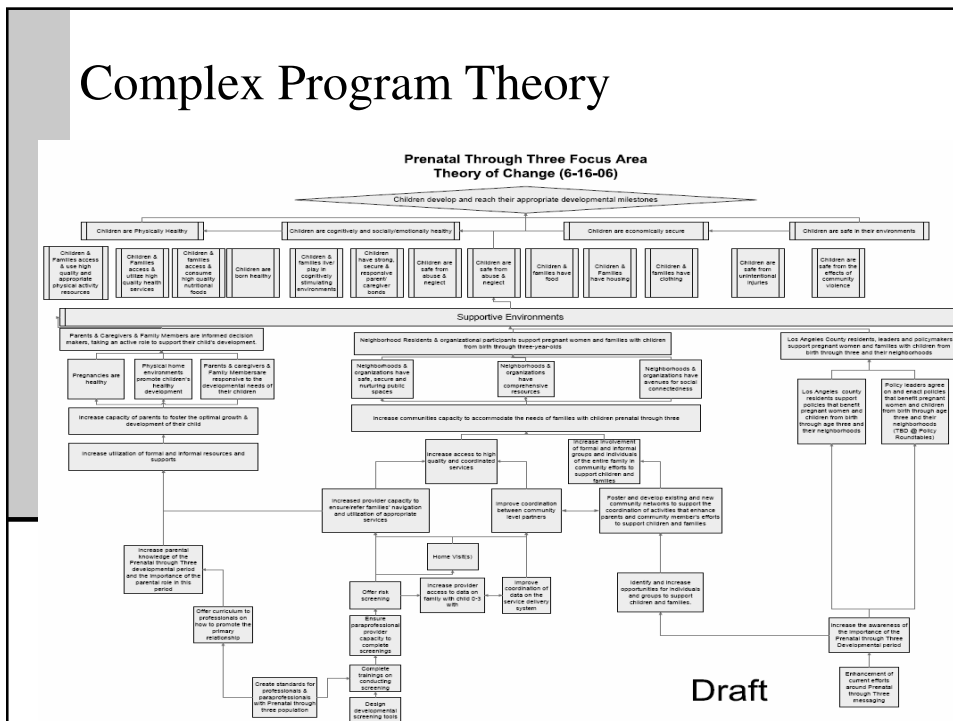
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- Develop Program Theory
- Formulate & Prioritize Evaluation Questions
- Answer Questions

# Logic Model LACOE

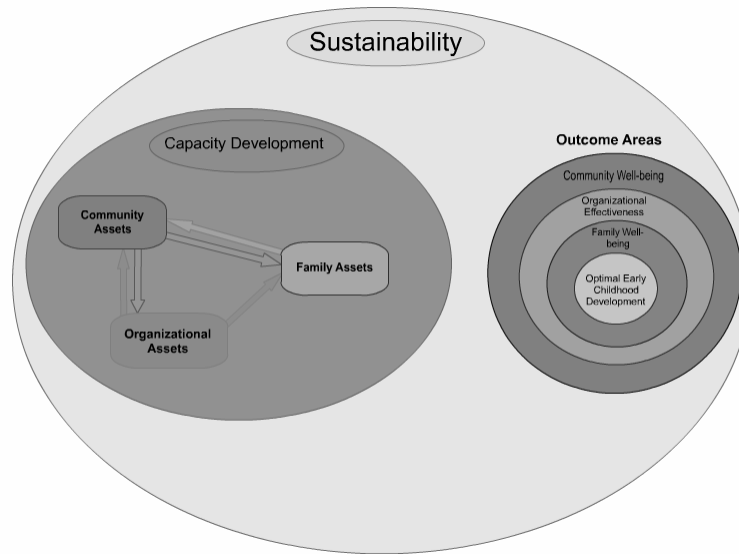


# Complex Program Theory





# Interactive Program Theory



Note: Most areas that change color can be clicked

# Work & Health Initiative Example

## Work & Health Initiative

The mission of the Work and Health initiative of The California Wellness Foundation was to improve the health of Californians by funding employment interventions that positively influence health

## Evaluator's Role

The mission of the Initiative Evaluator is to serve as an integrating, synthesizing force in evaluating goals, objectives, strategies, and outcomes, central to the long-term impact of the Initiative. In addition, the initiative Evaluator will consult on the design of each program's evaluation by helping to (1) define the evaluation goals, (2) evaluate strategies and progress, and (3) help analyze findings from data collection efforts.

## Cross Cutting Goals & Synergies

- Raise public awareness of work and health issues in CA
- Replicate successful components of California initiative
- Develop additional funding for initiative sustainment
- Affect policy making community

## Crosscutting Evaluation Findings

Winning New Jobs

Computers In Our Future

Health Insurance Policy Program

Future of Work & Health

## Interactive Conceptual Models

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- Advantages:
  - Link to reports and resources
  - Embed quantitative data
    - Tables
    - Charts
  - Embed qualitative data
    - Quotes
    - Audio files
    - Video files
  - Customized in anyway

## Interactive Conceptual Models

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- Disadvantages
  - Requires programming knowledge
  - Is only web-based
  - Software can be relatively expensive (Starting at \$700)

# Resources

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## Software

### ■ Adobe Flash

- Website:  
<http://www.adobe.com/products/flash/>
- Free trial:  
<https://www.adobe.com/cfusion/tdrc/index.cfm?product=flash>
- Features:  
<http://www.adobe.com/products/flash/features/>

### ■ SwishMax

- Website:  
<http://www.swishzone.com/index.php?area=products&product=max>
- Free trial:  
<http://www.swishzone.com/index.php?area=products&product=max&tab=downloads>
- Features:  
<http://www.swishzone.com/index.php?area=products&product=max&tab=features>