

Comprehensive Impact Assessment: Defining Objectives, Selecting Methodologies, and Utilising Analytical Tools for Effective Evaluation

Julia Panzer // Impact Unit // *Wissenschaft im Dialog*

GEFÖRDERT VOM



Bundesministerium
für Bildung
und Forschung



Wissenschaft im Dialog

Who we are and what we do:

- The organisation for science communication in Germany
- Goals: further developing of Science Communication and promoting a productive dialogue between science and the public
- Target groups are citizens, scientists, science communicators, shareholders and partners



Impact Unit



Project by: *Wissenschaft im Dialog*

Funded by: Federal Ministry of Education and Research



- Contributing to meaningful **evaluation** in German science communication
- Fostering **evidence-based discussions** about science communication activities
- Enabling a **strategic, effects-oriented approach** to science communication

What we offer:

Generating knowledge

for evaluation practice and for well thought-out project planning through analyses and research

Supporting self-help

through evaluation tools and our online evaluation platform

Workshops and networking

through workshops and consulting on evaluation, impact and strategy

new

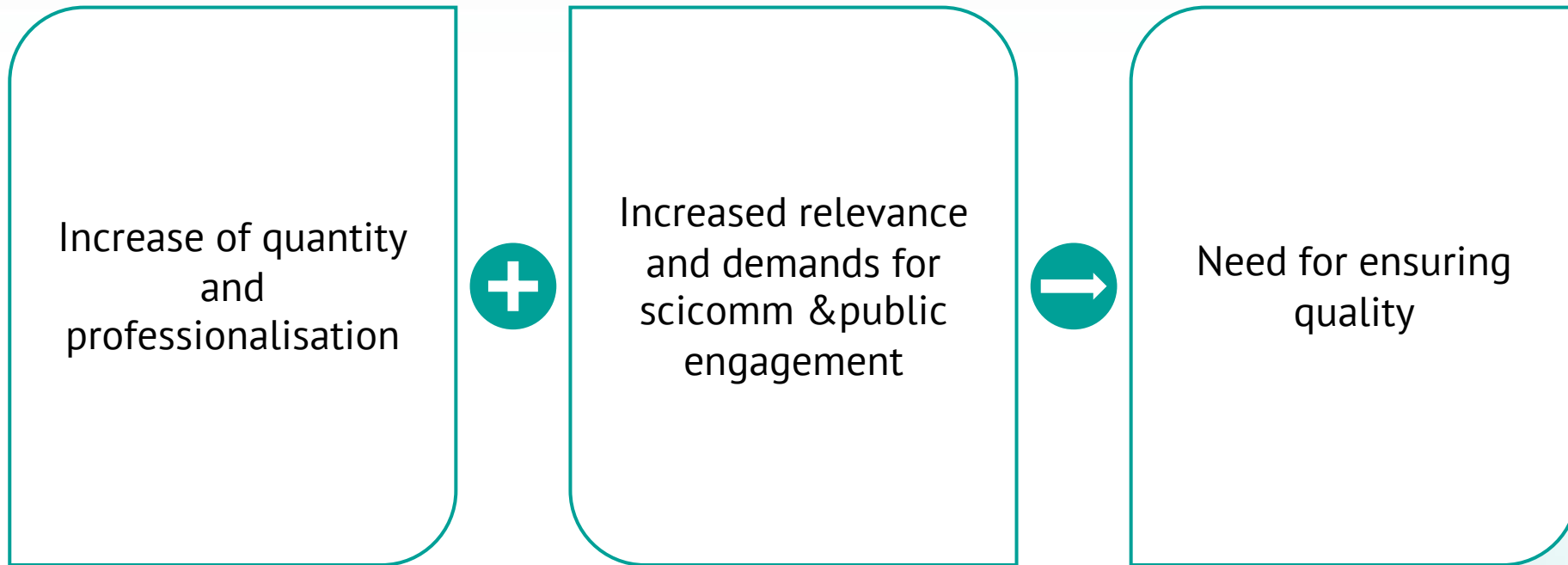


Intro to Evaluation

Why evaluate ?



Why evaluate?



The perks and perils of evaluation



- Evaluation can address a variety of motives and needs
- Can be adapted to any budget, project and interest



- There is no perfect recipe





Setting goals and objectives

How to move from abstract visions to specific objectives



Setting goals and objectives



Abstract visions

describe what a project aims to achieve in the broader (also societal) context



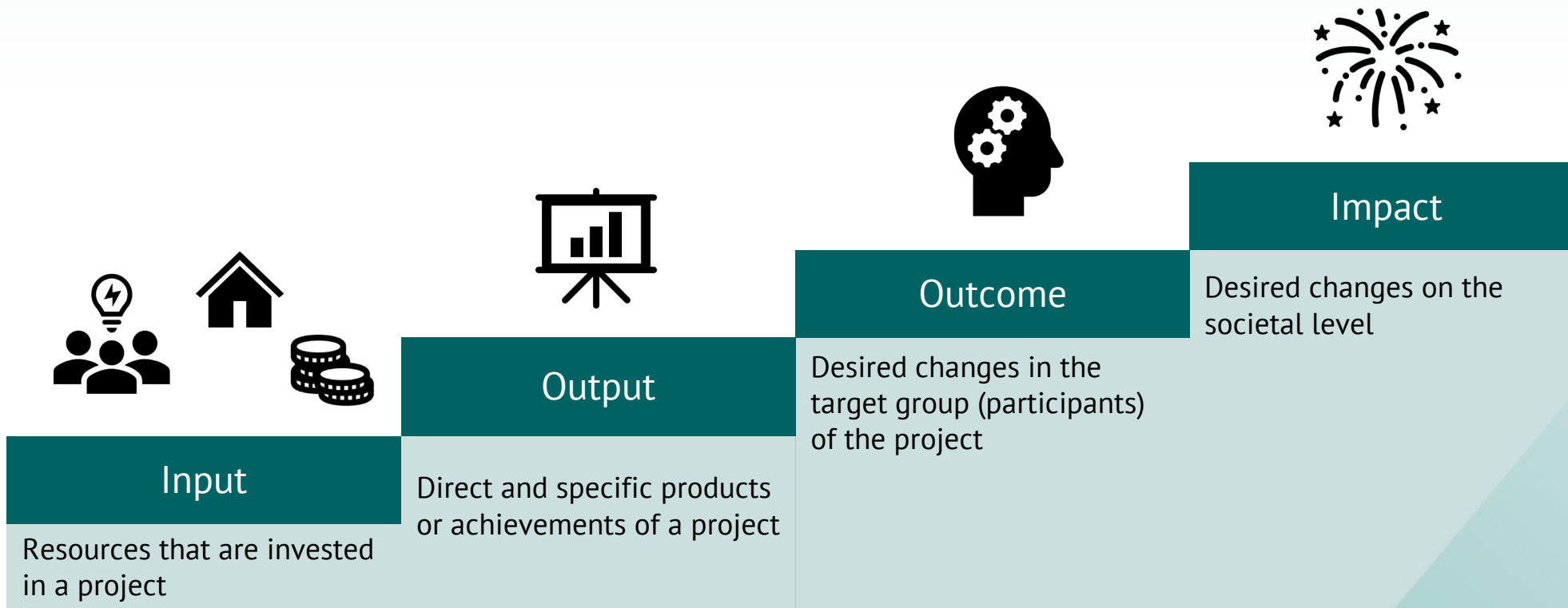
Specific objectives

describe what a project aims to achieve specifically in a way that can be quantitatively or qualitatively defined

Objectives are formulated in a way that they contribute to reaching the goals



The Logic Model



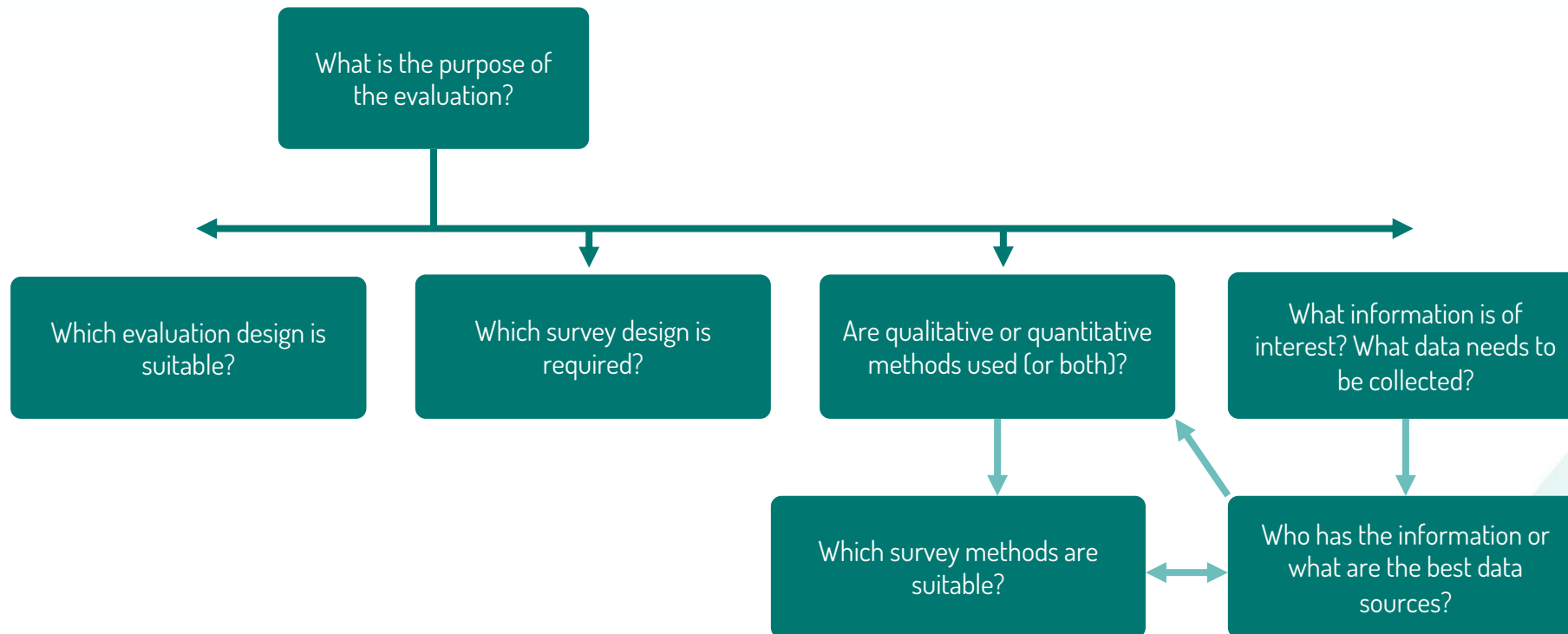


Selecting methodologies and Utilising Analytical Tools

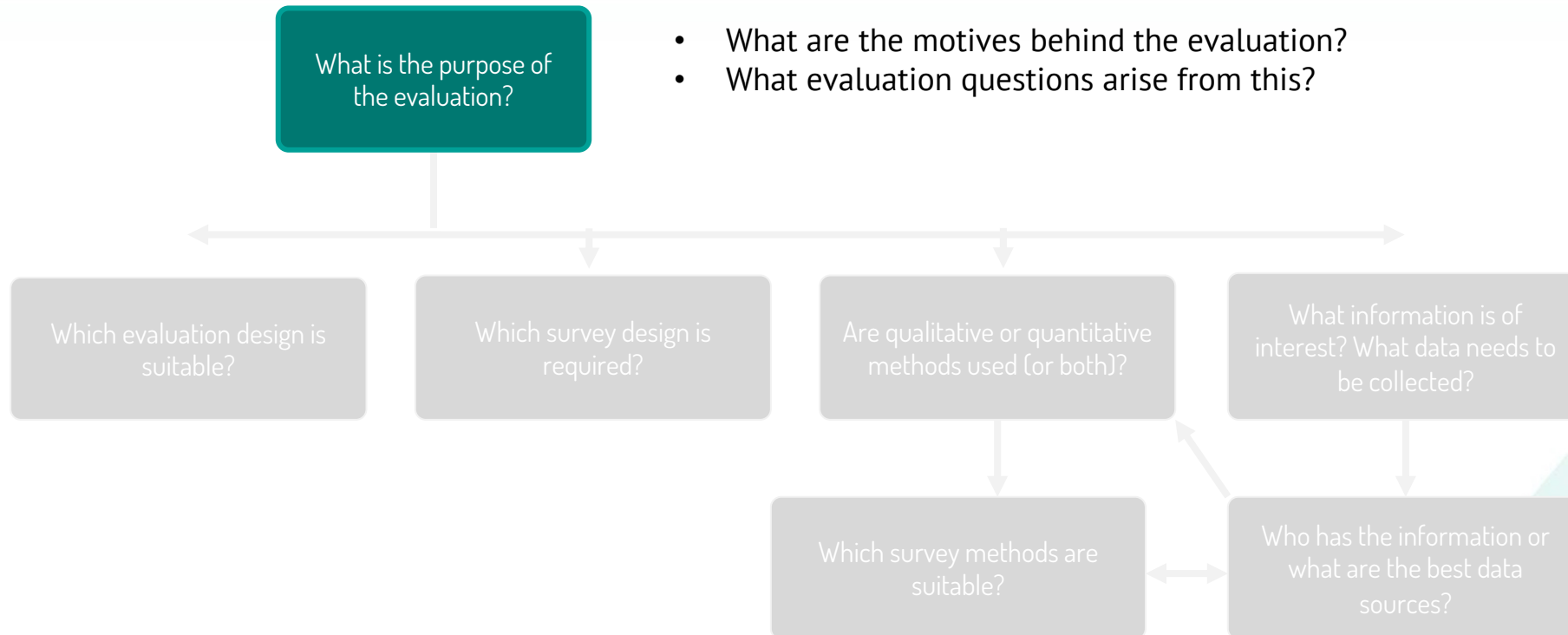
How to evaluate science communication?



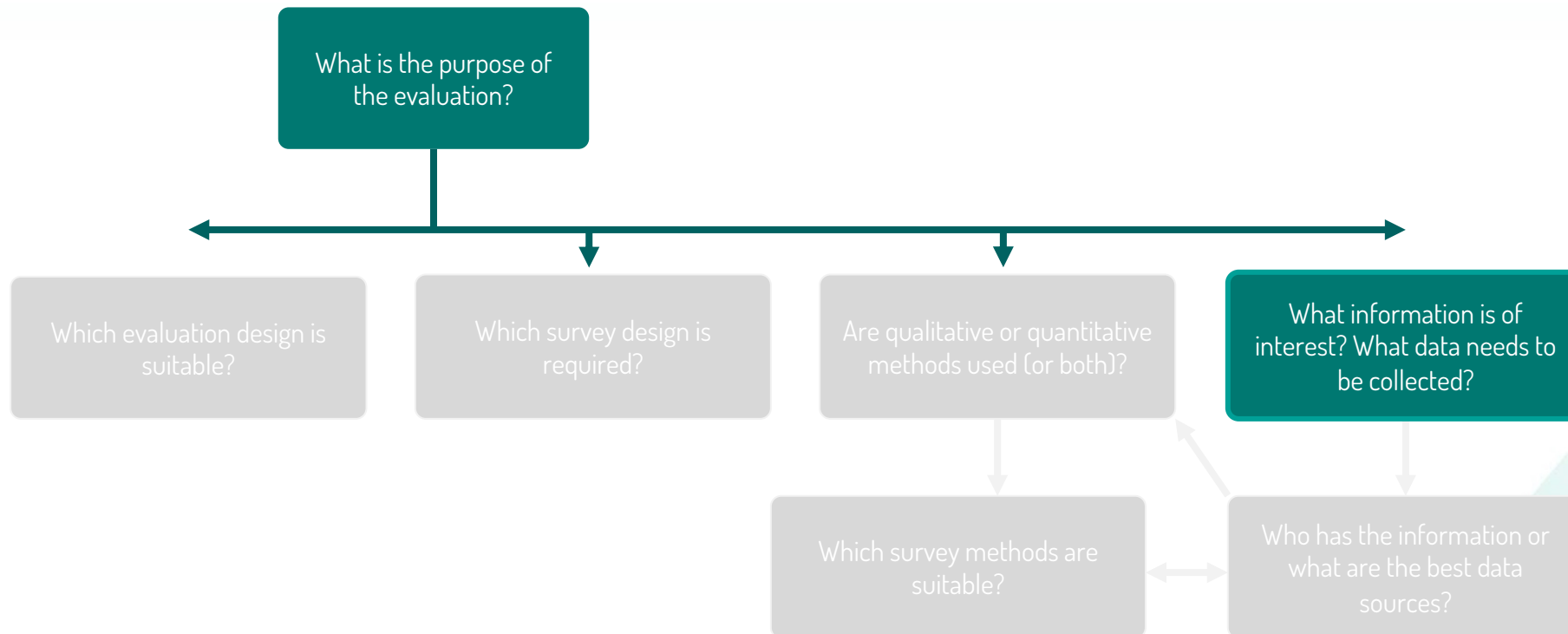
Decision tree for evaluating science communication



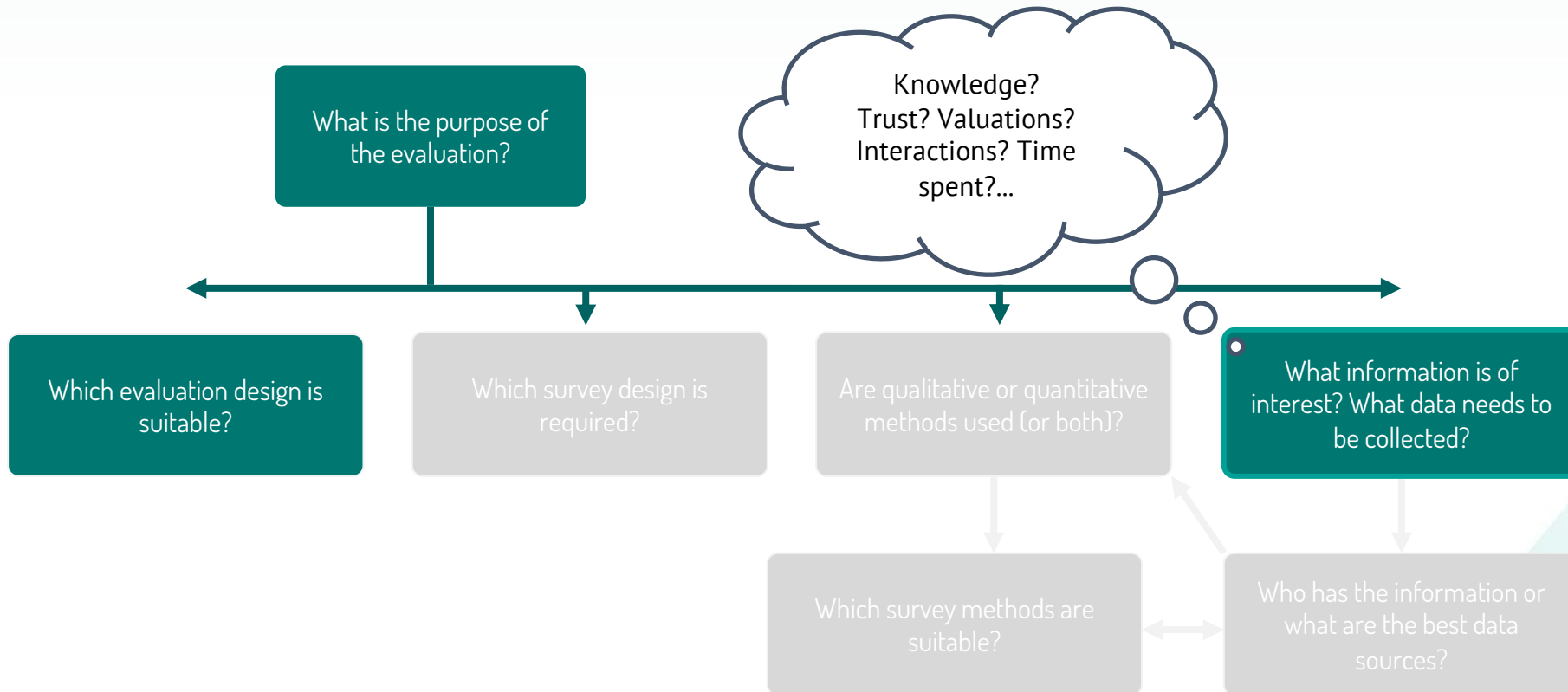
Decision tree for evaluating science communication



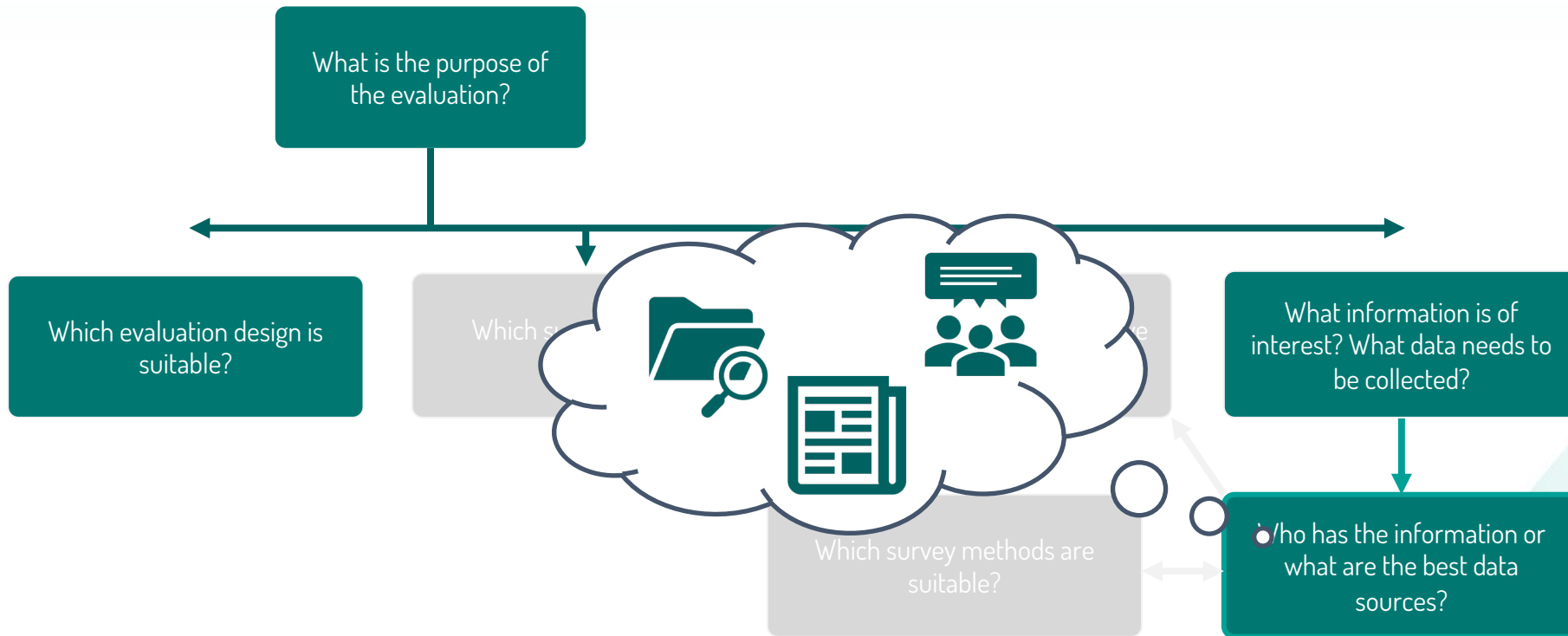
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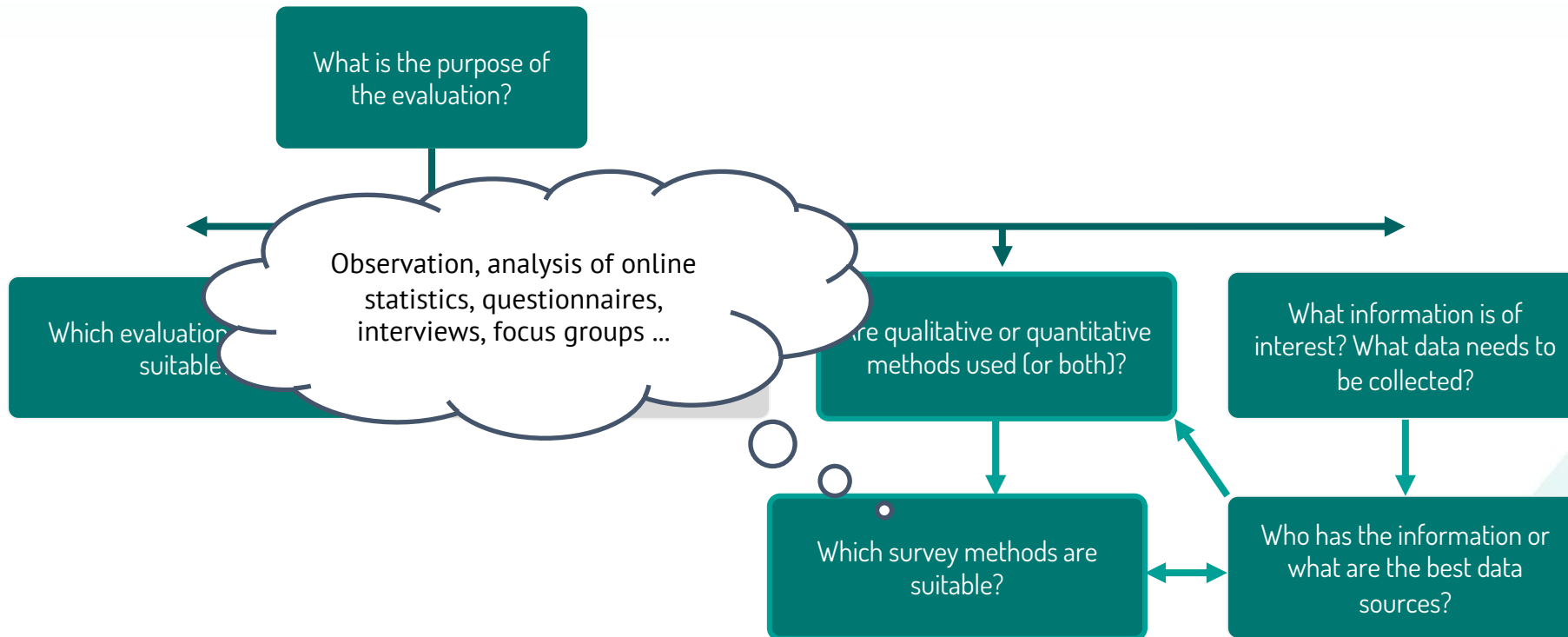
Decision tree for evaluating science communication



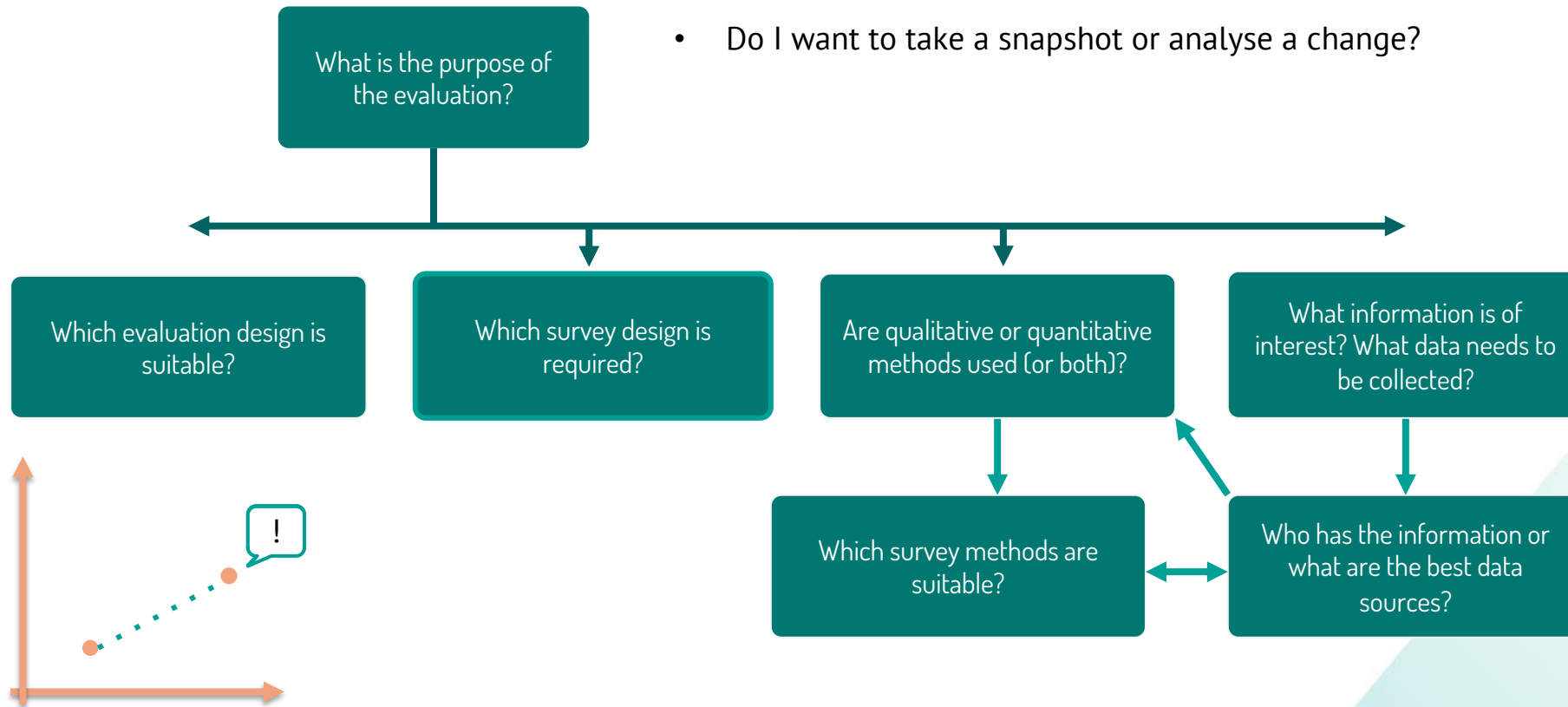
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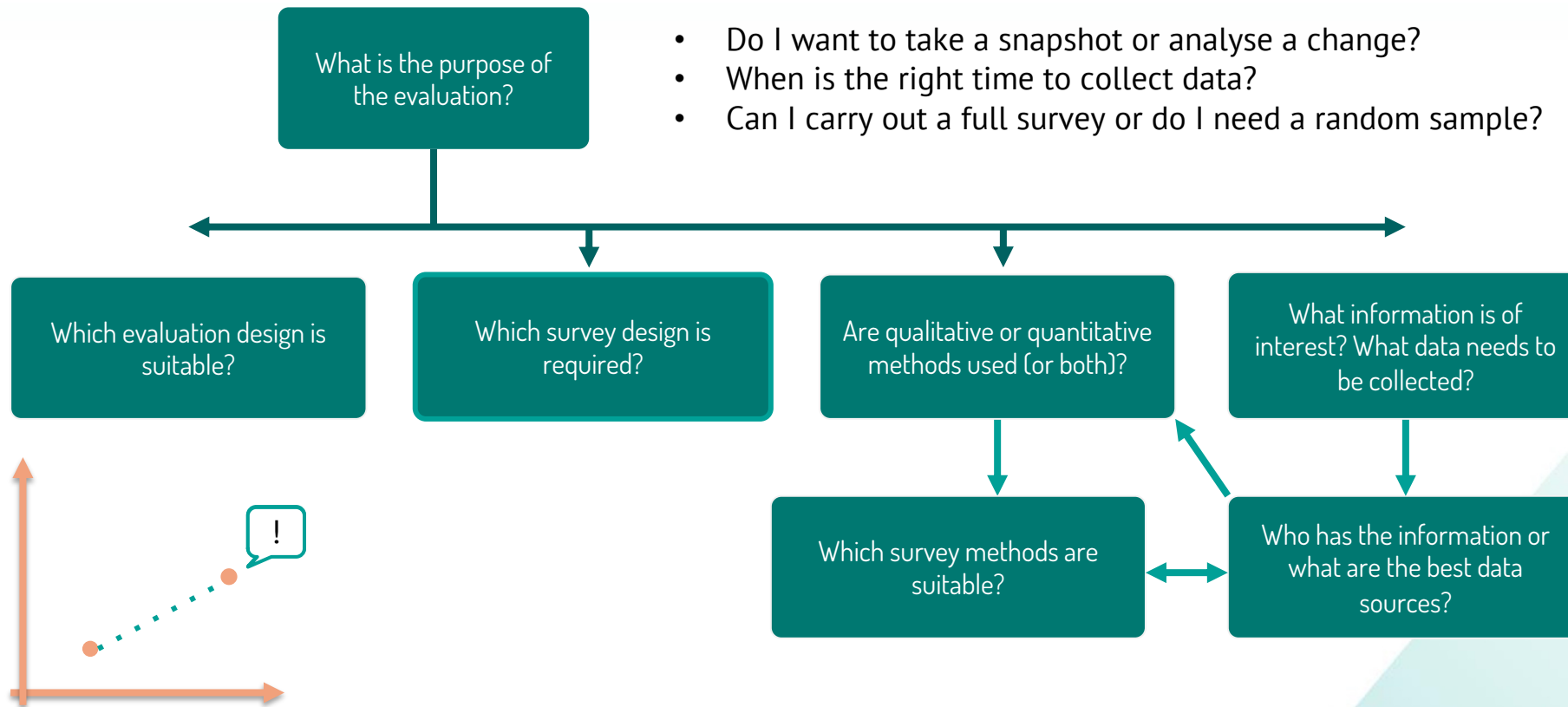
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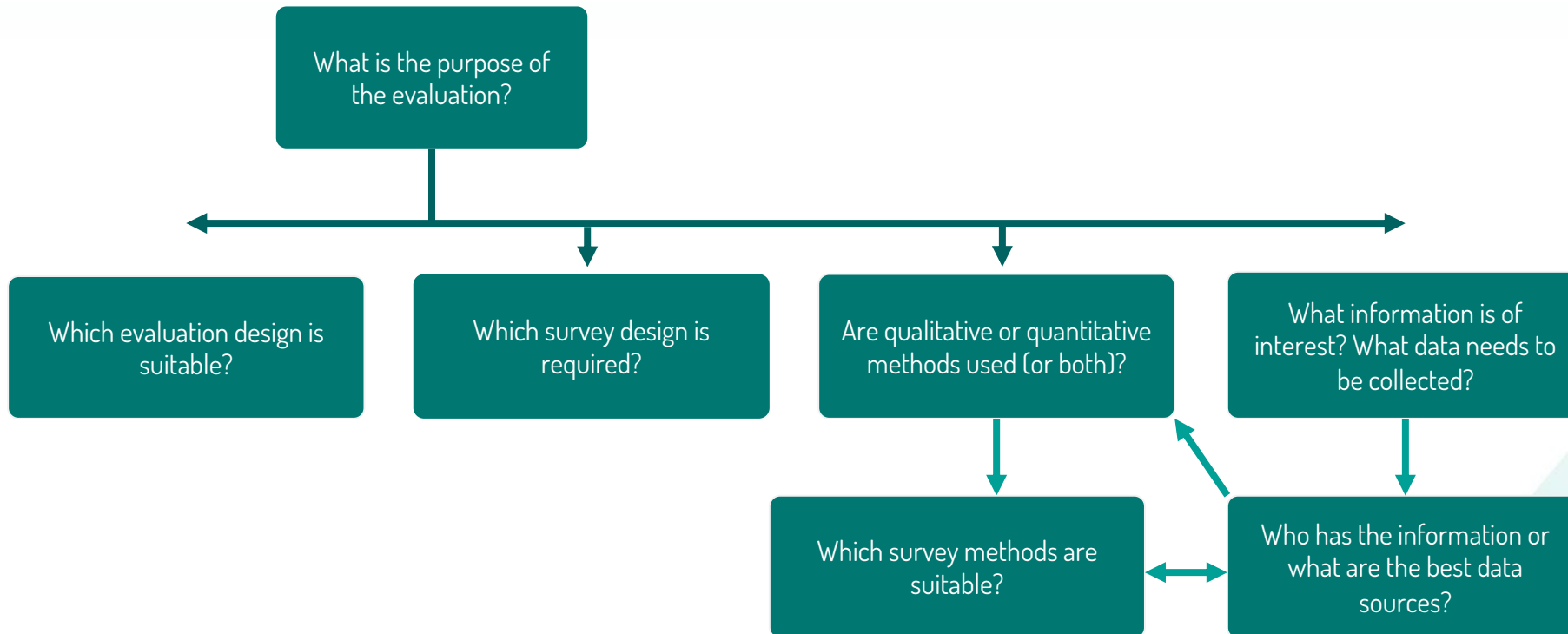
Decision tree for evaluating science communication



Decision tree for evaluating science communication



Decision tree for evaluating science communication



Tools & Materials

Signpost

Offer detailed instructions for evaluation steps, with illustrations, best practices, further links

Wisskomm evaluieren
1. Wisskomm-kommunikation strategisch planen

Indikatoren zur Evaluation von Wisskomm entwickeln

Worauf kommt es bei einer guten Evaluation an?

Entscheidungsbaum zur Evaluation von Wissenschaftskommunikation

WEGWEISER: TEILNAHMEQUADRTEN IN DER EVALUATION VON WISSENSCHAFTSKOMMUNIKATION

Factsheets

Offer food for thought by providing the most important facts on an evaluation topic, often with links for in-depth research

Nachdenken über Einflüsse der Wissenschaftskommunikation

Schritte zur eigenen Theory of Change

Worauf kann Wisskomm wirken?

Wissenschaftsbereiches Evaluationen in Wissenschaft und Forschung

Templates

Customisable materials for preparing and conducting your own evaluations

Evaluationsplanung im Schulcurriculum

Welche Ziele und Motive verfolgt Ihre Wissenschaftskommunikation?

Online evaluation platform

Create your own questionnaires, conduct surveys and analyse the collected data descriptively

Login

Willkommen auf der Evaluationsplattform der Impact Unit

Case studies

For the inspiration of evaluations and visualisation of the decisions and planning steps

Der Evaluationspfad

Fallbeispiele: Wisskomm evaluieren

Take-Aways

- **Setting goals** is the perfect place to start when designing an evaluation
- The earlier you **plan your evaluation**, the better they can be integrated into the project
- "**Less is more**" when it comes to data, only collect what you can analyse
- Even a relatively brief evaluation can provide **valuable insights** – so it's better to complete a small evaluation than none at all

