

cast



Evaluation tool-

a practical tool for proper
effectiveness evaluation

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Overview presentation

- **What was expected?**
 - Introduction
 - Objectives
- **What has been done?**
 - Evaluation methodology
 - Minimum standards
 - CAST recommendations
- **What will be the result?**
 - Conclusions

Evaluation tool – introduction

➤ Weaknesses of current evaluation reports in EU countries

- campaign objectives are not clearly defined → success criteria for campaign?
- measurement variables are often not consistent with the pre-set objectives
- no profound data analysis
- no evaluation costs → no CBA or CEA
- in case of an integrated campaign → information about the supportive activities is missing
- ...

Evaluation tool – objectives

- a practical tool to help researchers/practitioners evaluate a single campaign
- a best practice manual depending on the characteristics of the campaign
 - ! integrated campaigns
- in practice:
 - simple to use
 - tool should contain a minimum tool
 - ready to use questions with specific examples
 - clear statements regarding feasibility or not of measuring the isolated effect of the media campaign itself!

Evaluation tool - campaign process

- **Six steps of the campaign process**
 - **step 3: design campaign and evaluation**
 - **3 types of evaluation**
 - **Process**
 - **Outcome**
 - **Economic**

Evaluation tool – content

Outcome evaluation

- **Definition of determinative characteristics of RSC**
- **Why evaluation?**
- **Minimum standards**
- **Ready to use questions, specific examples**
- **Can you isolate the effect of integrated campaigns?**
- **Several CAST recommendations instead of one best practice**

Evaluation methodology - components

- **Measurement variables**
 - **Self-reported measures**
 - reach, recognition, recall, likeability, comprehension
 - social cognitive variables and behaviour
 - **Observed behaviour**
 - **Changes in accident statistics**

- **Research design**
 - **Experimental**
 - **Quasi-experimental**

- **Data collection methods and techniques**
 - **Method of asking: questionnaires, interviews, key informants, focus groups**
 - **Method of observing: on-site**
 - **Method of document analysis: statistics**

What I need to know about the campaign that I want to evaluate?

- **Appropriate evaluation methodology**
 - ~ campaign characteristics
- **Identification of factors outside the campaign itself**
 - Budget
 - Campaign stakeholders
 - A-priori information
- **Identification of attributes with significant implications for evaluation**
 - Scope
 - Target group
 - Objectives
 - Supportive activities

Determinative attributes for evaluation

Scope

- scale on which to measure effectiveness
- implications for e.g. research design

Target group

- clear specification
- implication for choice research design

Objectives

- clearly defined objectives can be seen as criteria for campaign's success or failure
- implications for data collection techniques / measurement variables

Supportive activities

- issues about how to isolate the effects of the media campaign

CAST – isolated effect of an integrated campaign

➤ In theory?

- Choose a proper design
- Comparison between different phase and elements of the campaign
 - Before – after
 - Multiple intervention groups/periods

➤ In practice?

CAST - determination proper evaluation

➤ One decision tree?

- Each campaign attribute has its particular implication for the evaluation
- Combination of implications will determine the appropriate evaluation methodology for a campaign
- All evaluation components are related:
 - data collection method → DC techniques + measurement variables ↔ campaign objectives

CAST - general recommendations

- **Important to assess the right variables in relation to the specific campaign objectives**
- **Selection of a design:**
 - **certain degree between rigor and applicability costs**
 - **other practical issues**
- **Data collection techniques:**
 - **advantages and disadvantages**
 - ➔ **complementary**

CAST - minimum standards

- **What to measure?**
 - Always measure campaign exposure
 - Campaign objectives + behaviour (concepts model!)
- **How to measure?**
 - Before and after measurement
 - Regional-local campaigns: control/comparison group
- **How to analyse the campaign success?**
 - Descriptive but also inferential statistics

Report and disseminate results

- **Guidelines for fieldworkers and researchers for reporting the campaign and its effects in a standardised way**
- **A template (boxes to fill out) to write down in a standardised structure**
 - the campaign process
 - the evaluation methodology
 - campaign results: success or not?

REPORTING TOOL

What will be the result - conclusion

- Providing relevant, high quality campaign evaluation data
- Learning about the campaign
- Future campaigns should be well founded and achieve maximum effect