DEVELOPING AN EVALUATION STRATEGY TO GAIN INSIGHTS INTO THE ROER4D MULTI-NATIONAL PROJECT

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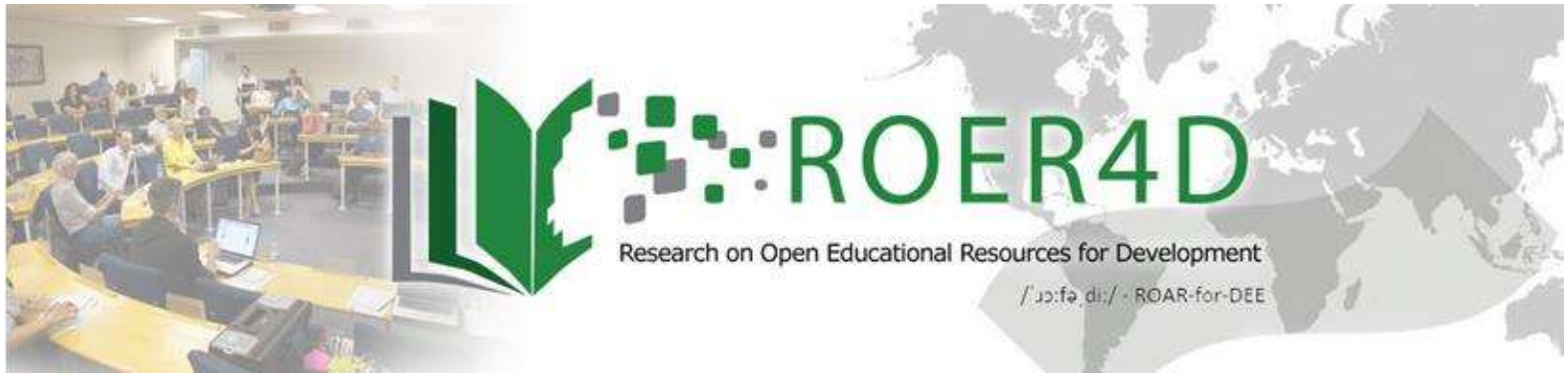
IDRC Grant/ Subvention du CRDI: 107311-001-Research into Open Educational Resources for Development



Developing an evaluation strategy to gain insights into the ROER4D multi-national project

Sarah Goodier
ROER4D Evaluation Advisor

OE Global Conference
22 April 2015

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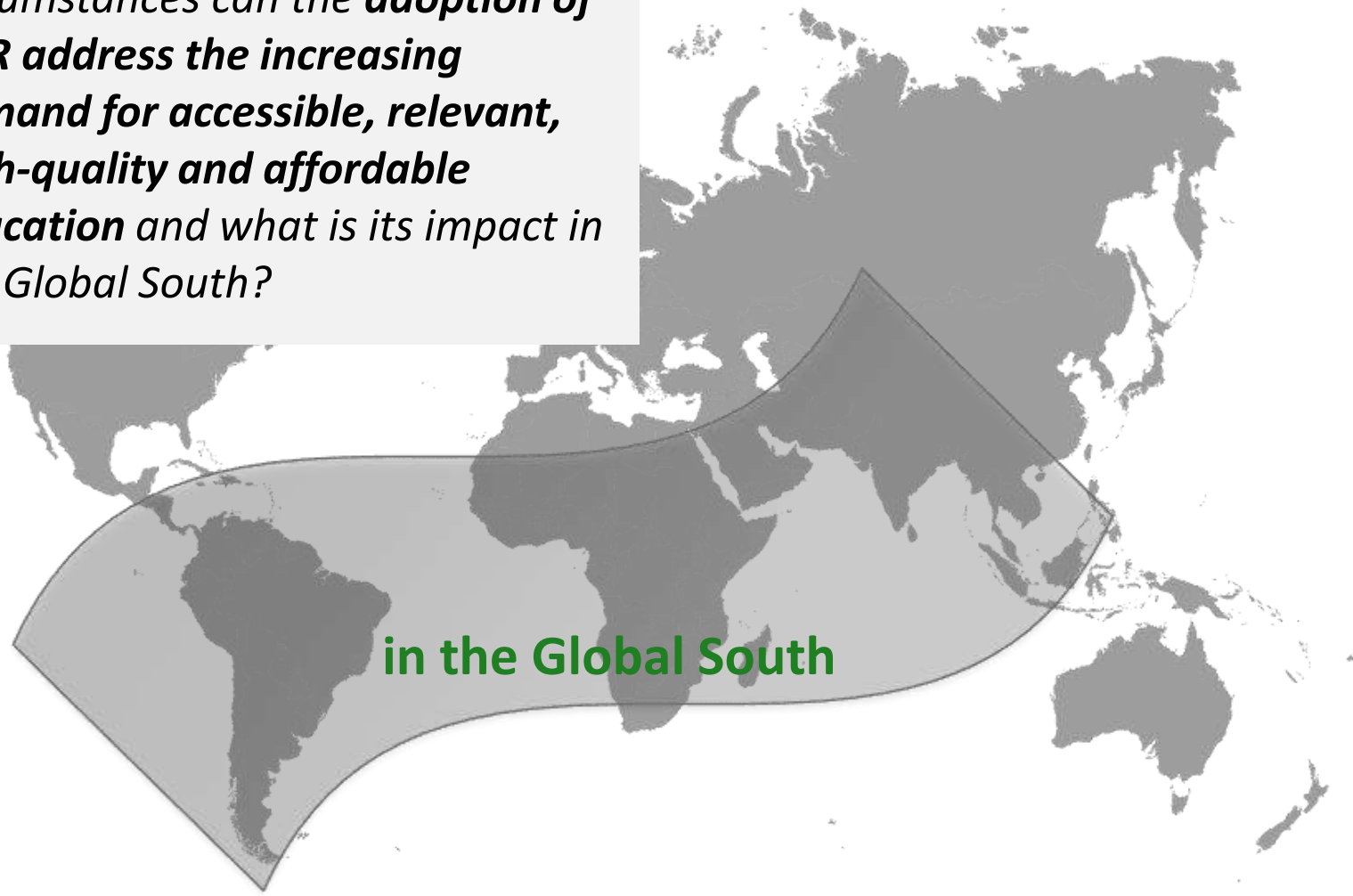
EVALUATING ROER4D

Research on OER for Development

- *In what ways, and under what circumstances can the **adoption of OER address the increasing demand for accessible, relevant, high-quality and affordable education** and what is its impact in the Global South?*



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ROER4D Objectives

1. Build an empirical knowledge base on the use and impact of OER in education
2. Develop the capacity of OER researchers
3. Build a network of OER scholars
4. Communicate research to inform education policy and practice
5. Curate output as open content

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ROER4D Key Evaluation Areas

1. Build an empirical knowledge base on the use and impact of OER in education
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4. Communicate research to inform education policy and practice
5. Curate output as open content

EVALUATION

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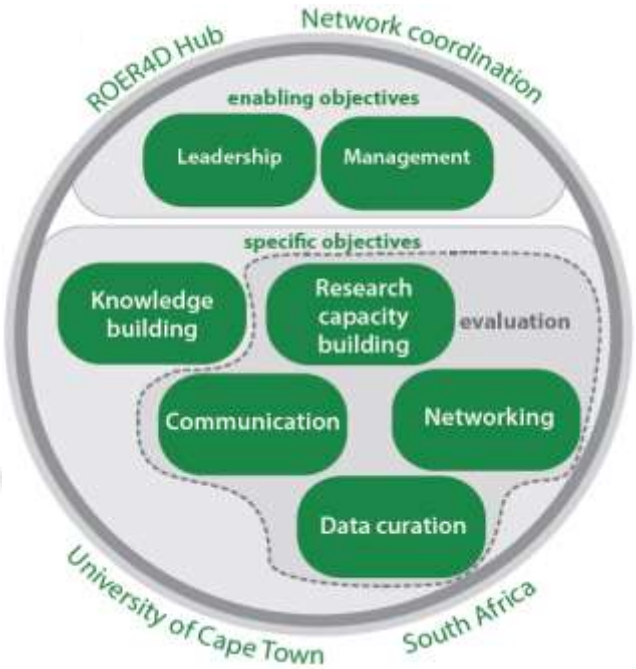
EVALUATION



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ROER4D Evaluation and Communication supported by DECI-2

DEVELOPING EVALUATION AND COMMUNICATION CAPACITY IN INFORMATION SOCIETY RESEARCH

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DECI-2

An IDRC funded research project to build and mentor Communication and Evaluation for IDRC flagship projects

http://evaluationandcommunicationinpractice.net/

WHAT WE DO

We provide capacity development in both evaluation and communication for IDRC research projects in the Information & Networks Program (I&N). We provide mentoring in Utilization-

WHO WE ARE

DECI-2 is hosted by the New Economy Development Group, a consulting group in Ottawa, Canada. Dal Brodhead and Ricardo Ramírez are co-leaders, with support from Wendy Quarry (Ottawa).

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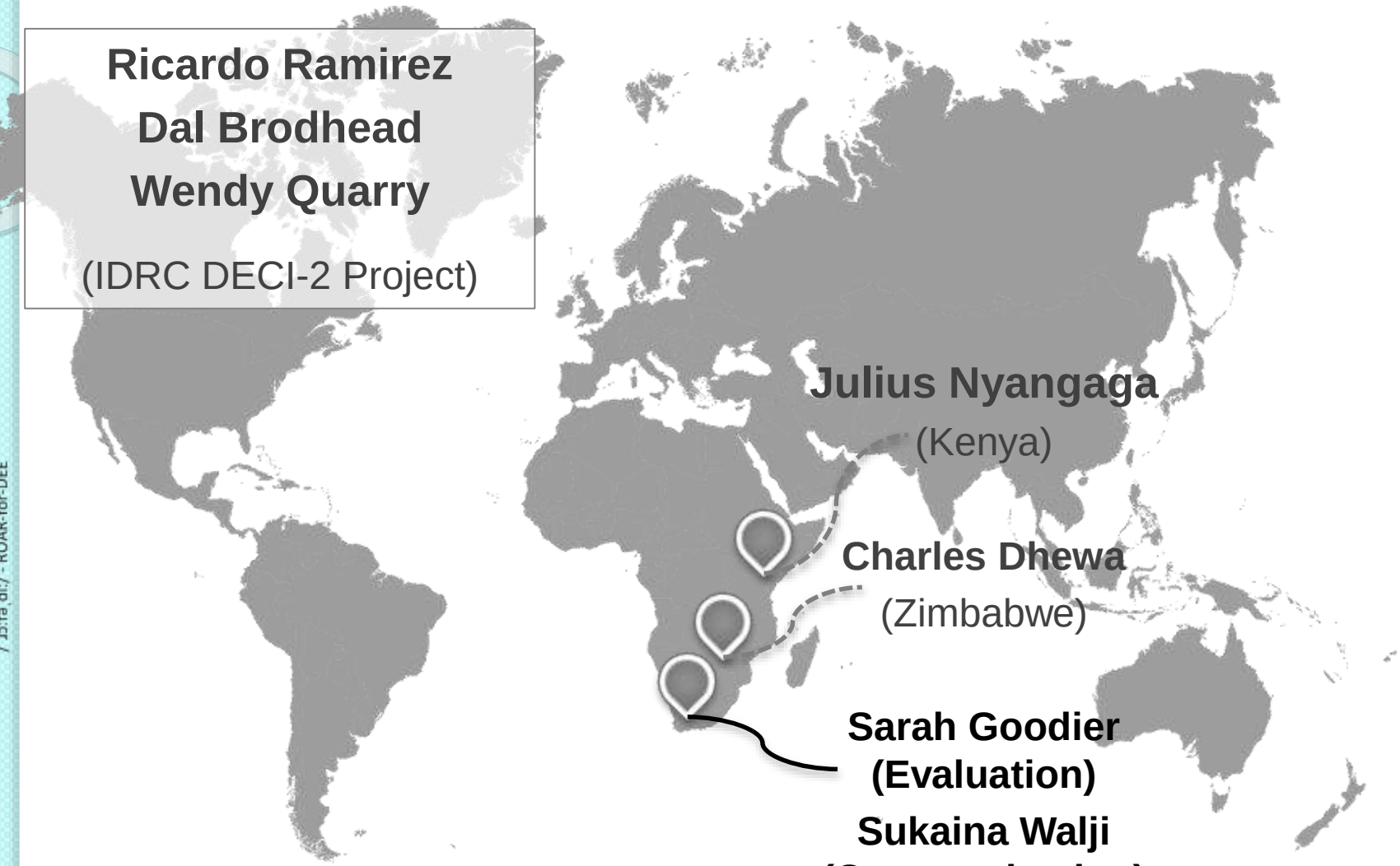
ROER4D Evaluation and Communication supported by DECI-2

Ricardo Ramirez
Dal Brodhead
Wendy Quarry

(IDRC DECI-2 Project)



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UTILIZATION FOCUSED EVALUATION (UFE)

UFE in 12 steps:

1. Assessing program readiness
2. Assessing evaluator readiness
3. Identifying primary intended users
4. Situational analysis
5. Identification of primary intended uses
6. Focusing the evaluation
7. Evaluation design
8. Simulation of use
9. Data collection
10. Data analysis
11. Facilitation of use
12. Meta evaluation

Steps in the Utilization Focused Evaluation (UFE) process

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UFE in 12 steps:

Progress towards fine-tuning evaluation

1. Assessing program readiness
2. Assessing evaluator readiness
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5. Identification of primary intended uses
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8. Simulation of use
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11. Facilitation of use
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In progress

Steps are ***iterative***, not linear

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UFE in 12 steps:

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In progress

Different ROER4D objectives are at different stages in the UFE process

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DEVELOPING AN EVALUATION STRATEGY

ROER4D Process of developing evaluation strategy

1. Understand what is needed in terms of the **scope** of evaluating the ROER4D project – the evaluation work is iterative by nature.
2. In collaboration with the ROER4D network hub team, formulate an **evaluation plan**, including what to evaluate and how.

   > The experience of the evaluation process and the effect this has is a key component of the evaluation.
3. Get **feedback** from DECI-2 around the evaluation work and incorporate this into the process.

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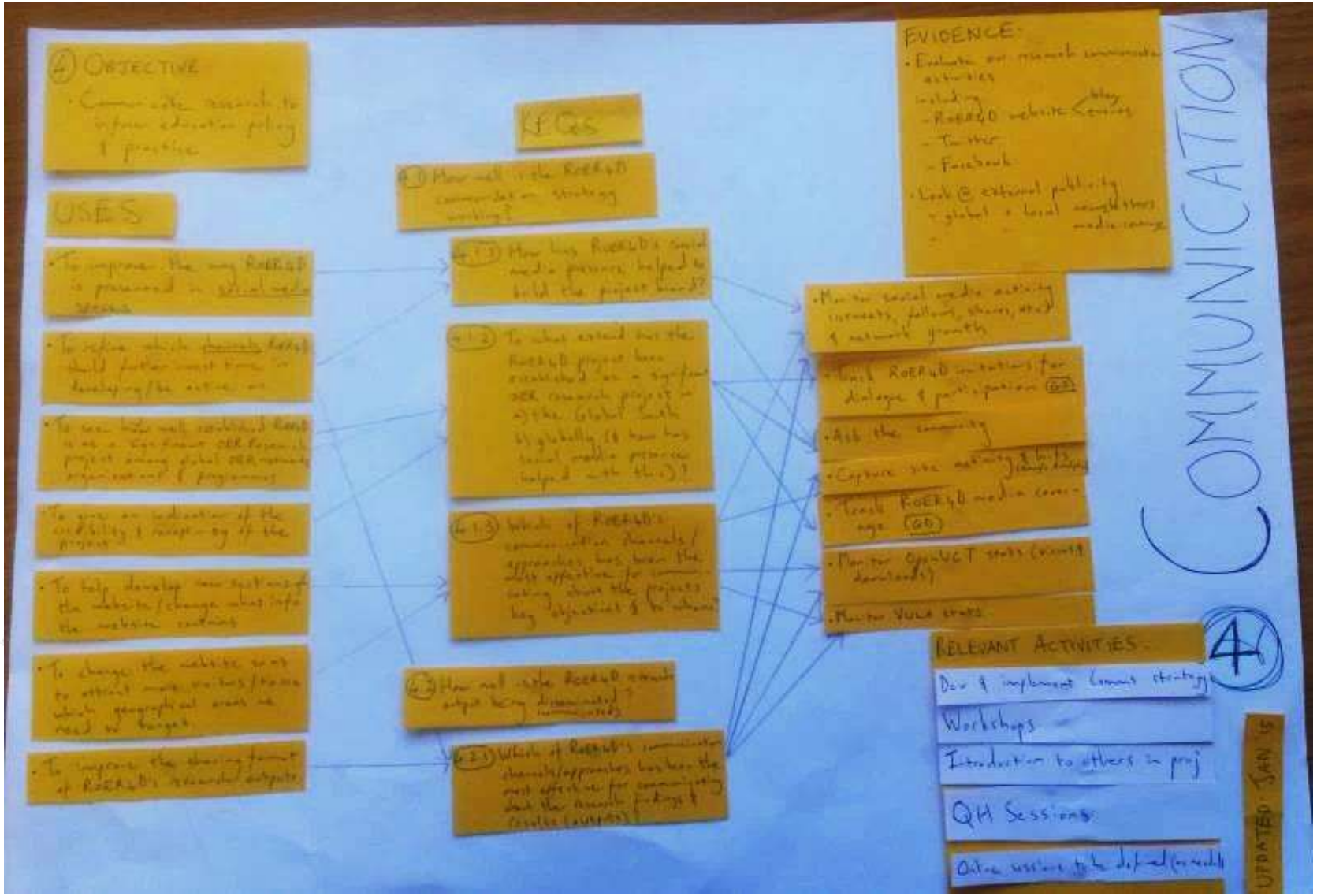
ROER4D Process of developing evaluation strategy



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ROER4D Process of developing evaluation strategy

ROER4D Evaluation plan: Measurements and Key Dates

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Objective

	A	B	C	D	E	F	G	H
1	**Objective**	**Use(s)**	**KEQ(s)**	**To assess: Numbered by relevant KEQ(s)**	**Evidence**	**Measurement**	**What will be tracked/measured**	**Tracking documents (also see tracking doc list: https://docs.google.com/document/d/1lYU4z0lsrvH4nxEWX3Wn4zGnsBzT6-1PEB1ajecJmJs/edit)**
2	Objective 4: Communicate research to inform education policy and practice	To:- improve the way ROER4D is presented in the social media space; refine which social media channels ROER4D should further invest time in developing/be active on; see how well established ROER4D is as a significant OER Research project among global OER networks, organisations and programmes; give an indication of the credibility and receptivity of the project; develop new sections of the website/change what information the website contains; change the website so as to attract more visitors or to see which geographical areas we need to target	4.1 How well is the ROER4D communication strategy working? 4.1.1 How has ROER4D's social media presence helped build the project brand? 4.1.2 To what extent has the ROER4D project been established as a significant OER research project in a) the Global South b) globally(and how has the social media presence helped with this) 4.1.3 Which of ROER4D's communication channels/approaches has been the most effective for communicating about the	4.1.1 - 4.1.3: 4.1.1 ROER4D's social media presence; 4.1.2 established as a significant OER research project in a) the Global South b) globally; 4.1.3 ROER4D's communication channels/approaches most effective for communicating about the project's key objectives	Evaluation of our research communication activities, including:-ROER4D website; Blogs; Events; Twitter profile; Facebook profile; External publicity: Global or local newsletters Look at both internal and external	Monitor social media activity (retweets, shares, etc.) & network grow - impact and uptake	TAGS (Twitter Archiving Google Spreadsheet) allows for an archive of all the Tweets containing a specific phrase to be accumulated for analysis. All tweets containing the phrase "ROER4D" were collected from the 11 November 2014 and will continue to be collected. Analysis of the TAGS data includes:A summary of the top tweeters; A network diagram of replies, mentions and retweets	Twitter tracking activity around "ROER4D" in TAGS
							Data from the start of the Twitter account (20 January 2014) - ongoing	(online)

2. RCB | 3. Networking | 4. Communications | 5. Curation | All objectives

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ROER4D Process of developing evaluation strategy

4. **Connect** with members of the ROER4D, where needed (surveys, interviews, etc.)
5. Assess the **findings**
6. **Share products** of the evaluation work (e.g. slides around process and results, reports, etc.) timeously to allow the findings and recommendations to effect change.
7. Be aware of all components of the evaluation work and **collaborate/ share** information where possible and where needed.

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ROER4D Evaluating research in “the open”

- **Benefits of being “open”**

✓ The team dynamic in the network hub is very open and inclusive. This bolsters the evaluation work as the team is very willing to share, discuss and reflect on their processes and work. There is a strong desire to improve the project where possible. (Transparency, Adaptability)

✓ The open and dynamic nature of the project can also result in opportunities with regard to the evaluation work. As the project evolves, new activities and outcomes related to the priority objectives will provide new windows of insight into the project. (Adaptability)

✓ Benefit from the other components of the evaluation work being undertaken. (Reciprocity)

- **Challenges to being “open”**

❖ Evaluation work, by it’s nature, cannot always be conducted in the open. In working in an open project, where outputs can be shared with a wide audience, specific care needs to be employed in the production of the evaluation outputs and making explicit what can and can’t be shared openly and at what stage. (Vulnerability, Liability)

❖ The geographical distance between the hub and many of the sub-projects can also be an issue. Any evaluation work involving sub-project feedback needs to take into account differences in time-zones and language as well as what is possible using the communication technology available. (Connectivity)

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FINDINGS

Snapshots of communications findings and recommendations

KEQs

- 4.1 How well is the ROER4D communication strategy working?
  - 4.1.1 How has ROER4D's social media presence helped build the project brand?
  - 4.1.2 To what extent has the ROER4D project been established as a significant OER research project in a) the Global South b) globally(and how has the social media presence helped with this)
  - 4.1.3 Which of ROER4D's communication channels/approaches has been the most effective for communicating about the project's key objectives and to whom

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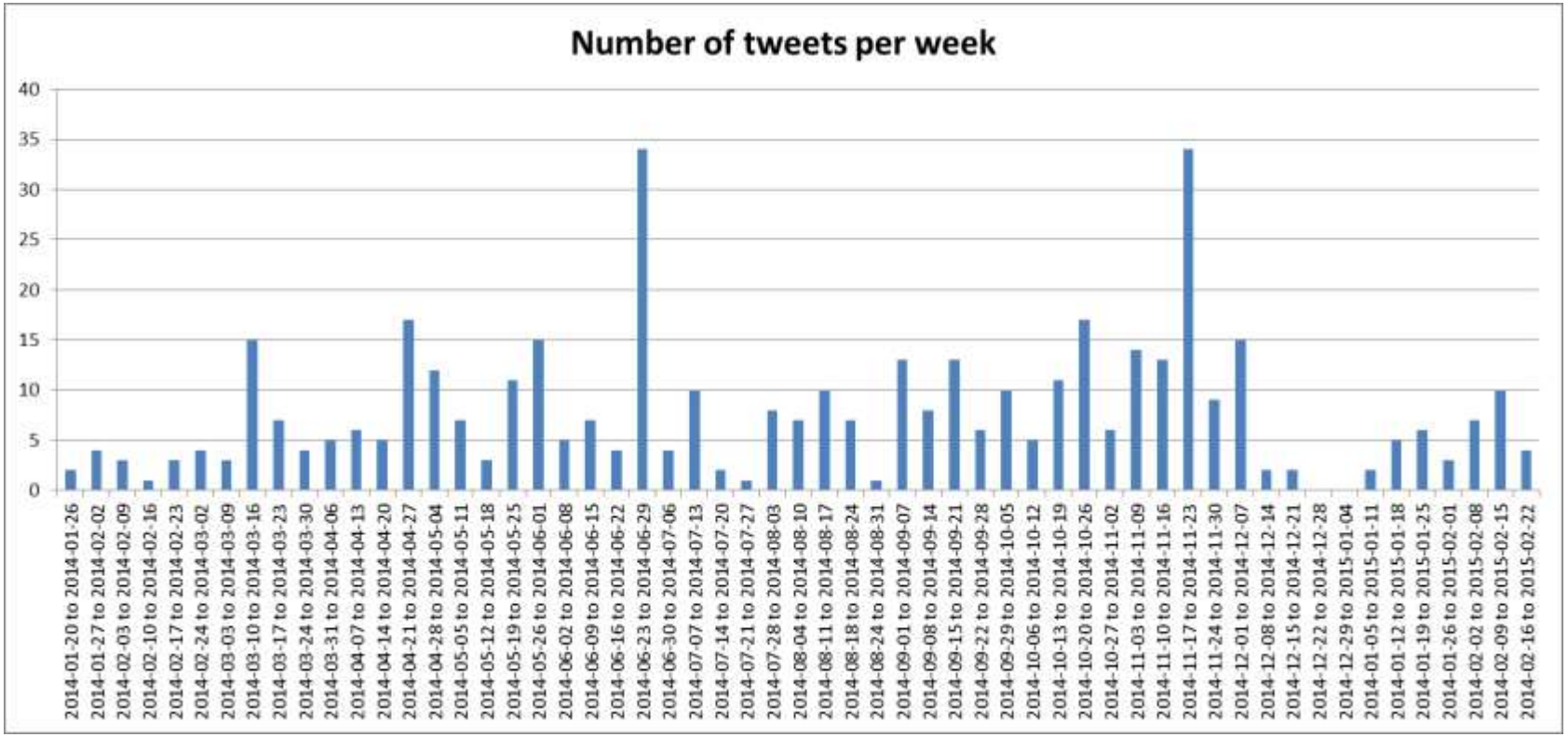
Tweets per week



- Average: 7.75 tweets per week

Data downloaded from Twitter Analytics; analysis conducted in Excel: grouped individual tweets into tweets per week

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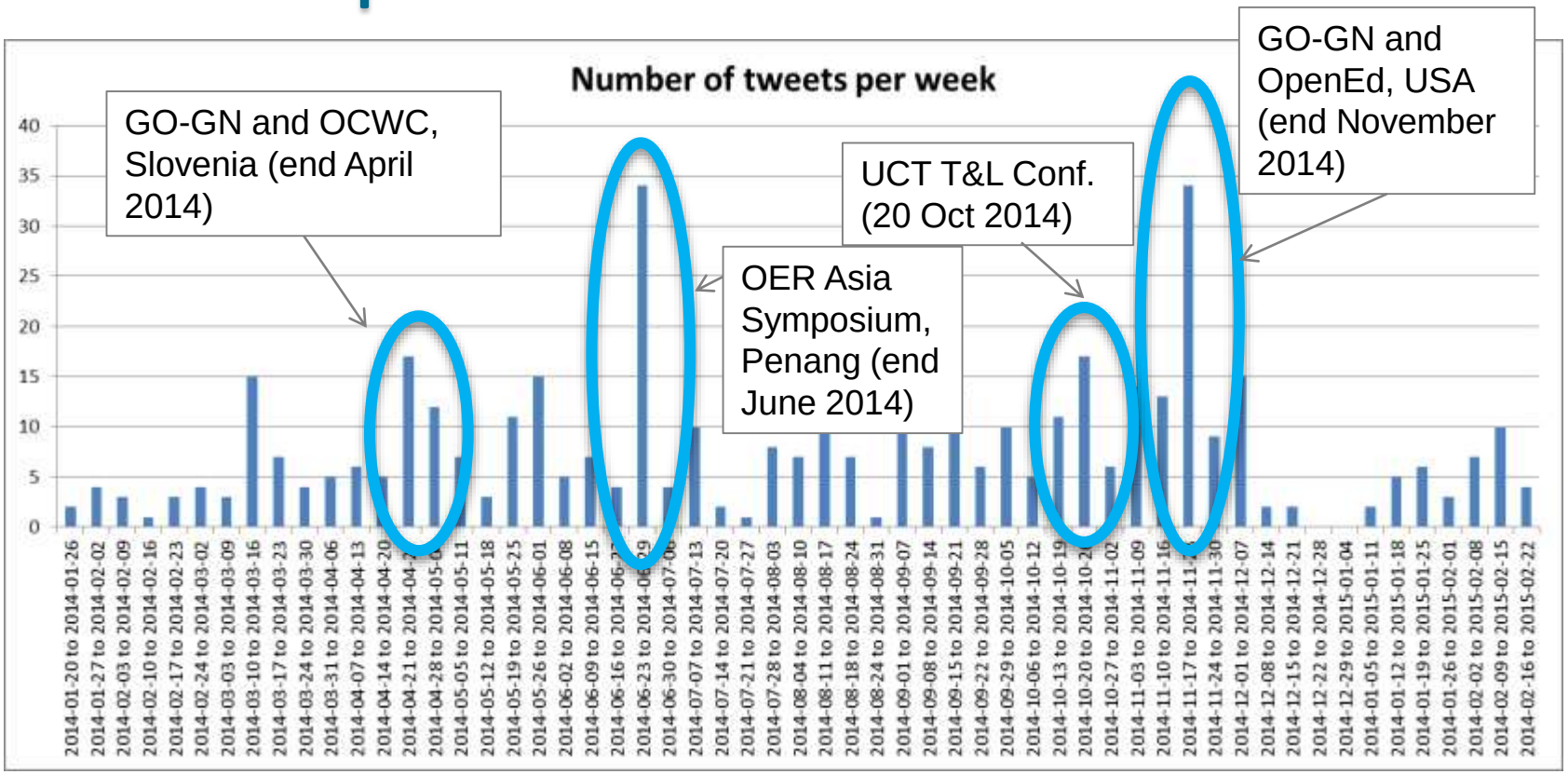
Tweets per week



- Average: 7.75 tweets per week

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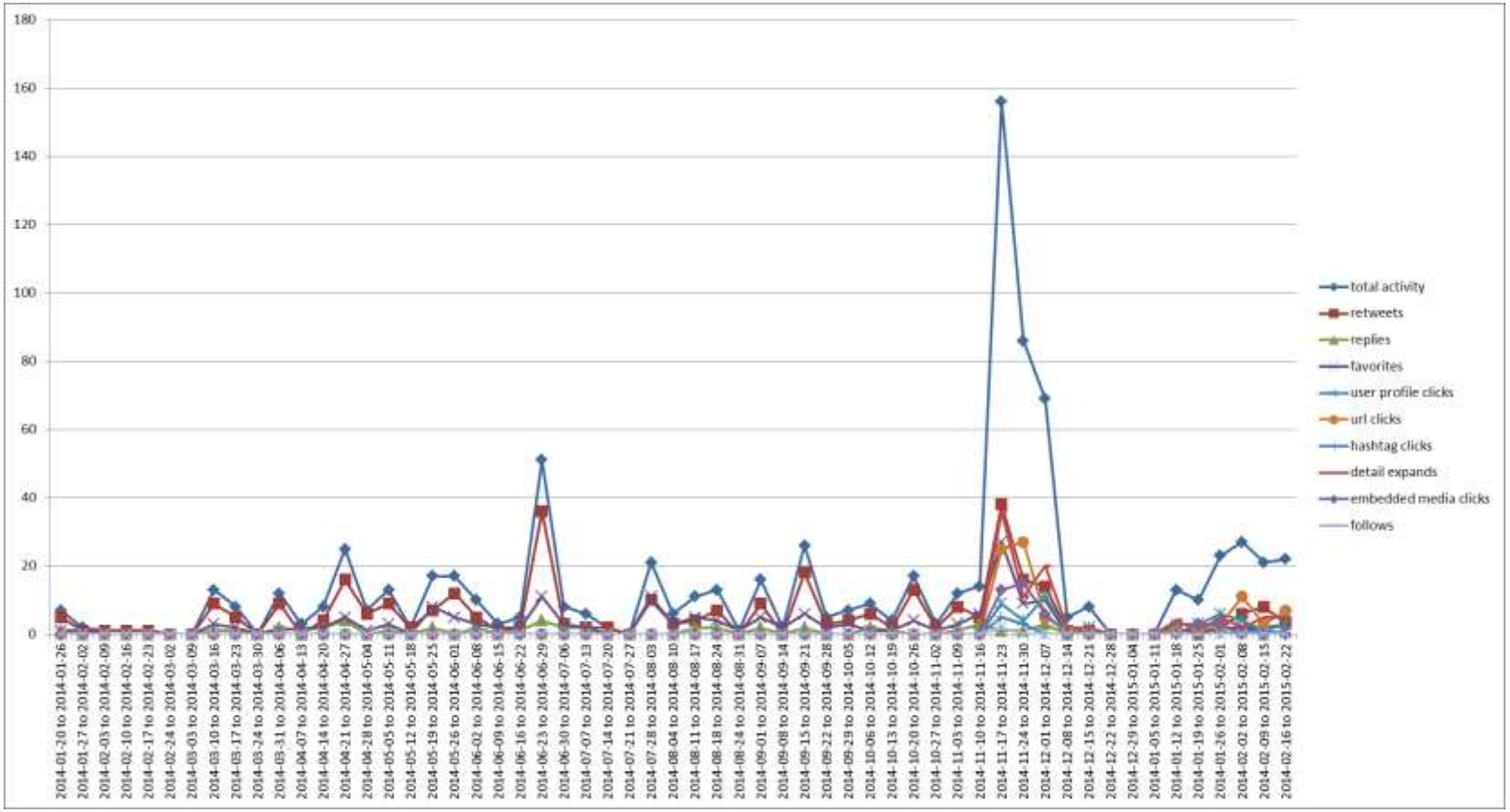
Activity around tweets (per week)



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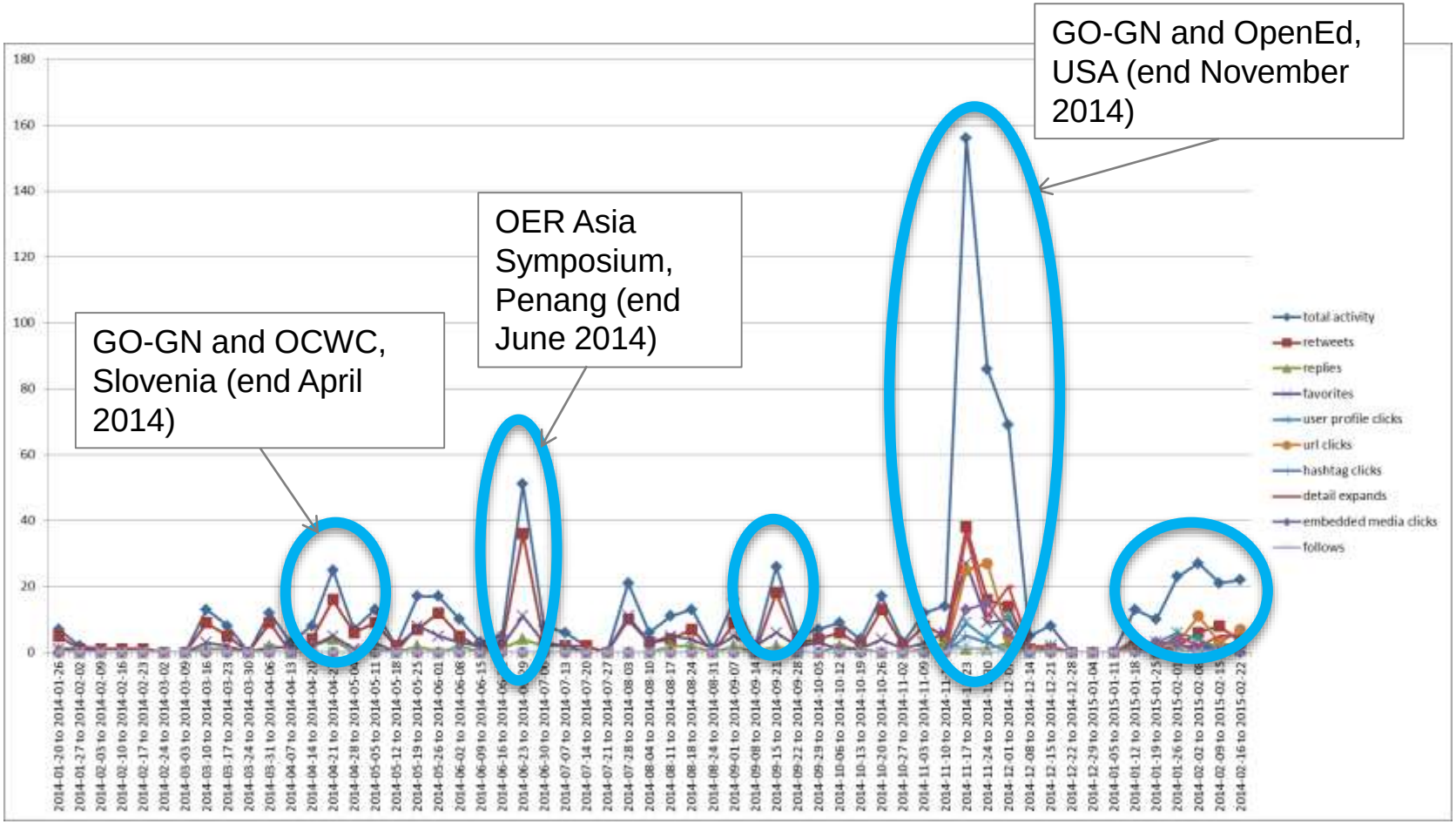

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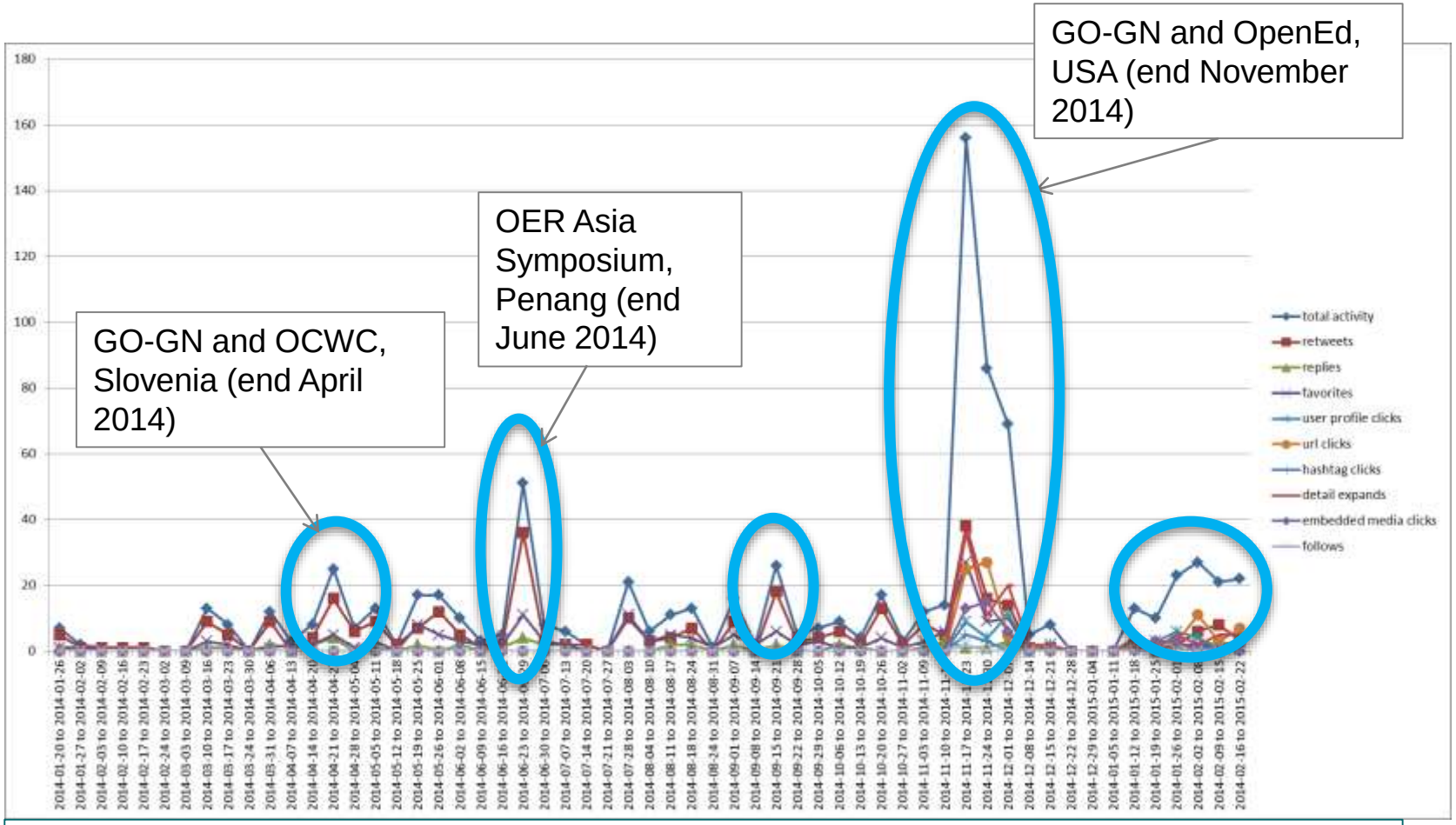
Activity around tweets (per week)



Recommendation:

Continue tweeting around events as this draws higher levels of engagement

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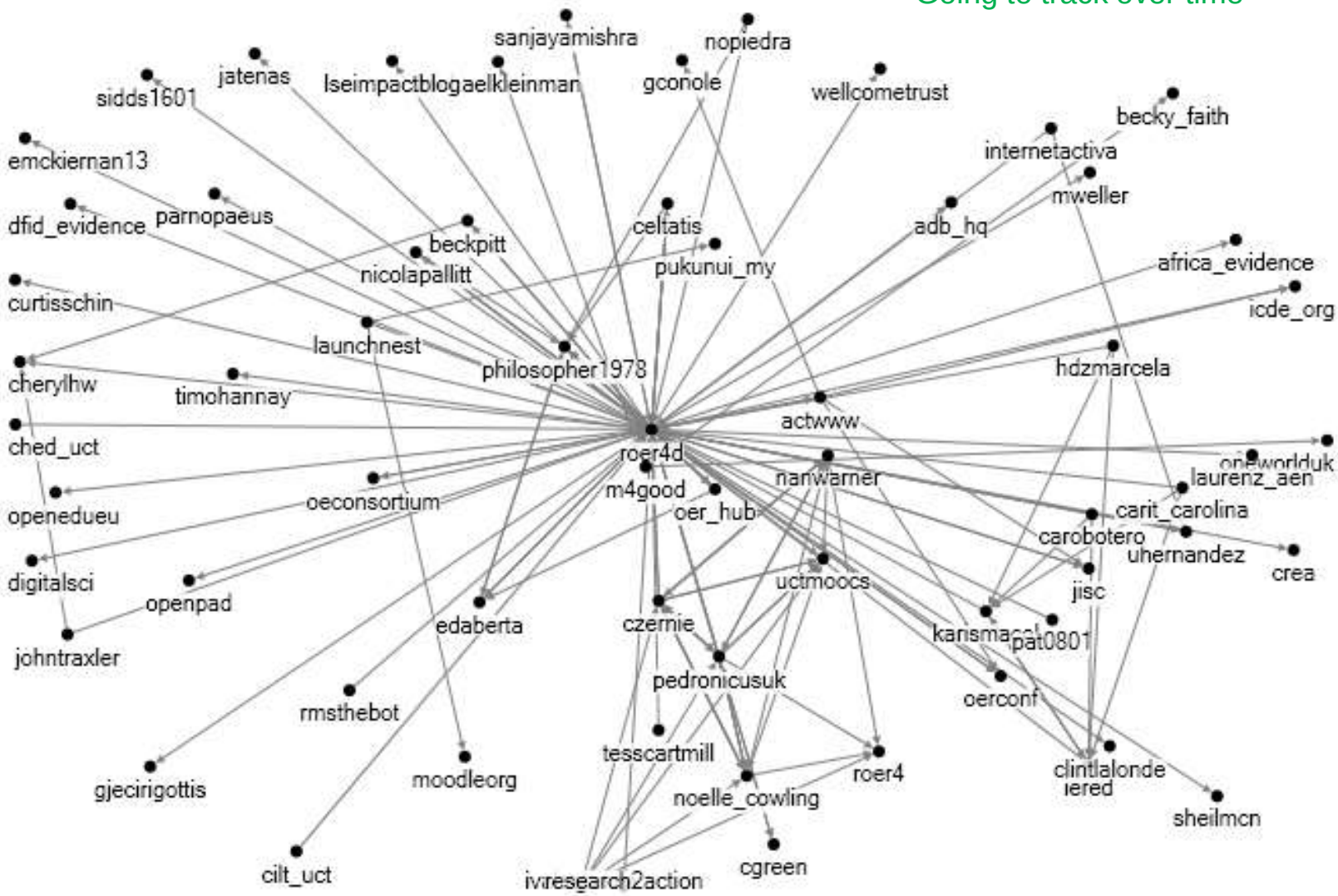
“ROER4D” search: replies and mentions

(at 2 March)

Going to track over time



Data fetched from Twitter’s API via NodeXL; Frucherman-Reingo algorithm graph constructed in NodeXL

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“ROER4D” search: replies and mentions

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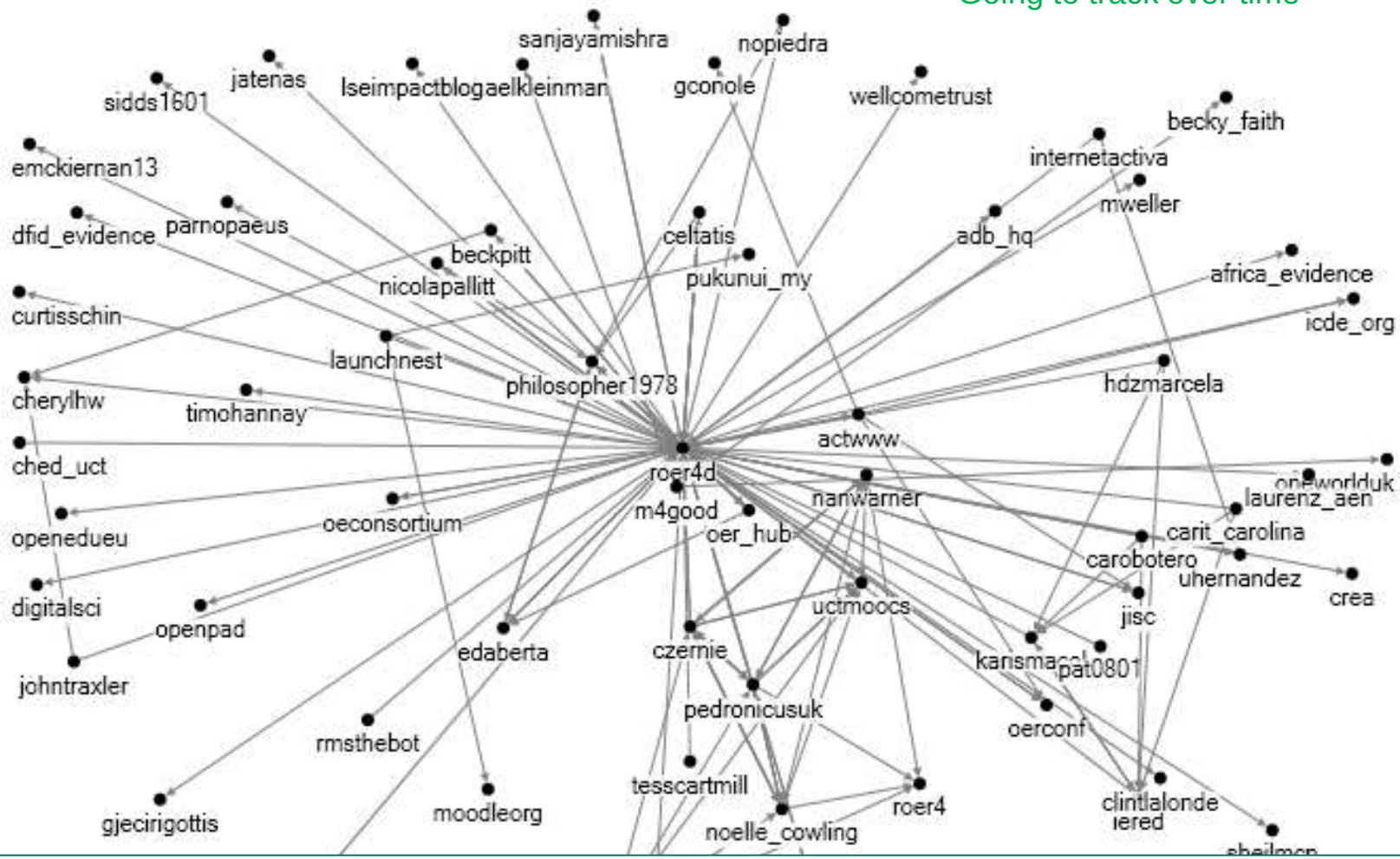

Recommendation:

Pick up conversations with key people identified from these snapshots

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UFE in 12 steps:

Progress in the communications evaluation

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In progress

Focus on:

- Data collection and analysis
- Facilitation of use by the ROER4D team

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Next steps

- More data collection and analysis (ongoing for Twitter as well as other social media platforms)
- Feedback from the facilitation of use into refinements in the identification of primary intended uses and users to help focus the evaluation further
- Constant dialogue with the ROER4D team and PIUs

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Links and license

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