

PART 3: Evaluation Tools



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The Public Engagement Evaluation Toolkit was developed for Queen Mary University of London with Fast Track Impact, the National Co-ordinating Centre for Public Engagement and Dialogue Matters.

3.1 Which evaluation tools can be used at which stage of public engagement?










The relevance of each tool to each stage of public engagement is denoted by the number of ticks in the table below. Use this table to find tools relevant to the stage in the public engagement process you want to evaluate.

Key:

- ✓✓✓ Highly relevant to this stage
- ✓✓ Somewhat relevant
- ✓ Less relevant but could be used in this stage






	Design	Delivery/outputs	Impact
Face to face and interactive tools			
Semi- structured interviews	✓	✓	✓✓✓
Workshops or focus groups	✓✓✓	✓✓✓	✓✓✓
Drop-in meetings and pop-up shops	✓✓✓		
Video diaries		✓✓	✓✓
Vox pops		✓✓✓	
Participant respond on their own			
Structured questionnaires	✓✓	✓✓✓	✓✓
Public lecture multiple-choice questions		✓✓	
Event feedback forms		✓✓	
Rich pictures		✓✓	
Entry/exit quizzes		✓✓	
Reward cards		✓✓	
A postcard to your future self		✓	✓✓✓
Graffiti wall		✓✓✓	
3D post-it feedback		✓✓✓	
Buckets evaluation		✓✓	
Sign in sheets		✓	✓
Other			
Advance tally counting		✓✓	
Media analysis		✓✓	
Event app		✓✓	✓
Aerial or fixed point photography		✓✓	
Photo survey			✓✓✓

The different evaluation methods outlined in the toolkit take varying amounts of time, money and expertise to implement. At the top of each page you will find a box detailing these on a scale from 1 to 3 (where one is, for example, inexpensive and three is very expensive), so it's easy to see quickly which method is right for you.

Key:	
Cost:	Expertise required:
 Very expensive	 Difficult to use – may need specialist help
 Intermediate cost	 Intermediate difficulty
 Inexpensive	 Easy to use
Time required:	Stage of engagement:
 Very time consuming	✓ Suited to evaluate PE design
 Intermediate time	✓ Suited to evaluate delivery/output
 Quick	✓ Suited to evaluate impact of PE






3.2 The Tools

3D post-it feedback

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs	Preparation	
Impact	Use	
	Analysis	

Description:	Participants are invited to provide feedback on post-it notes, which they stick onto a large 3D object that matches the theme of the engagement
When this tool can be used:	Delivery/outputs stage
Useful for:	Attracting people to provide feedback who otherwise might not provide it
Benefits:	The size, shape and color of the object as it becomes covered in post-its should attract attention and encourage participation, increasing the amount of feedback you can collect
Challenges:	Post-it notes may fall off, and be difficult to interpret
Steps in use:	Find or create a 3D shape that post-it notes will stick to, that matches the theme of your engagement, put a few blank post-it notes on to start the process, create signage and advertise to make it clear what people are being asked to write
Time to prepare:	Finding or creating a large 3D object could be time consuming and challenging
Time to use:	Once created, this does not require staffing
Time to analyse:	Typing up comments can be challenging, depending on legibility. Qualitative analysis can take time
Team and skills needed:	Practical skills to create 3D shape
Equipment:	3D shape, post-it notes and pens






A postcard to your future self

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs	Preparation	
Impact	Use	
	Analysis	

Description:	Give people postcards from your event to write to themselves saying what they want to remember or will do differently as a result of their experiences, writing their address on the card. Participants post the cards to themselves in a letterbox created for the event. The team posts the postcards back to participants 1-3 months after the event to remind them of their commitments and ideas, encouraging them to act and deepening the impact of the public engagement activity. Depending on consents given, you may be able to contact participants after the event to evaluate longitudinal impacts (for example, via interviews or questionnaires) or to invite them to future events or activities
When this tool can be used:	To evaluate impacts
Useful for:	To identify potential impacts from public engagement that can be followed up
Benefits:	With appropriate consent, it may be possible to record actions people write on their postcards to characterise potential impacts and where consent is given to follow these people up to find out which impacts actually arose
Challenges:	People may not write impactful ideas of commitments to their future selves and may not give consent for these to be copied, analysed or followed up. Ensure data protection legislation is complied with, in the wording of informed consent and storage of personal details

Steps in use:	Create a range of attractive postcards; create stations where people can choose and write postcards, and post them to themselves. Pose questions at each station to inspire people to write notes to themselves about what they hope to change or do differently, or what they want to remember or tell someone about the event. Build in a consent form to the postcards via a tick box giving you permission to contact them at a later date. Use this permission to send questionnaires or arrange interviews to find out what they did differently as a result of their engagement, and to invite them to future events where you can extend and deepen the engagement. Post the postcards to participants 1-3 months later
Time to prepare:	It may take some time to prepare postcards and stations
Time to use:	Stations will either need to be staffed or well advertised to get sufficient uptake
Time to analyse:	Given limited space on postcards, qualitative analysis of text is not onerous
Team and skills needed:	Designer to create postcards
Equipment:	Postcards and stations for writing and posting cards (consider creating some sort of post-box)






Advanced tally counting

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs	Preparation	
Impact	Use	
	Analysis	

Description:	People stand at entry points with handheld tally counters to count people attending. Counts may be recorded at intervals to identify busy and quiet times, and people with tally counters may be positioned across an event site to look at the relative popularity of different activities. Using tally-counter smart phone apps it is possible for counters to tally people in different categories for example, by gender or age group
When to use:	Delivery/outputs stage
Useful for:	Establishing numbers of attendees
Benefits:	Quick and unobtrusive for participants (over space and time)
Challenges:	Mechanical tally-counters do not enable you to identify who the people are, and smart phone apps are only able to give users a limited number of (customizable) categories; needs staff to carry out the count; potential for double-counting if staff not positioned appropriately
Steps in use:	Position and brief staff, ensure enough staff to manage high quantities of people entering
Time to prepare:	Briefing staff takes limited time
Time to use:	For fixed time events, this only needs to be done as people enter, however for events with multiple activities over time, tally counters could spend the majority of the event on this task
Time to analyse:	Depending on the positioning of tally counters and the timing of record keeping, this may be very quick (for example, for fixed time events) or take longer if comparisons need to be made over time, between activities or between categories of participants
Team and skills:	Sufficient staff members
Equipment:	Hand-held tally counters or tally counter smart phone apps



Aerial or fixed point photography






Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs	Preparation	
Impact	Use	
	Analysis	

Description:	Aerial photography via drones and fixed point (and/or time-lapse) photography can be used to estimate the number of visitors in different parts of an open-air public engagement event over time. Photos may also be published in real time via social media or webcams to provide members of the public with guidance about busy times to avoid, and to help promote the event
When this tool can be used:	Delivery/outputs stage
Useful for:	Cost effective estimates of visitors at different parts of a site at different times of the day to infer popularity of different public engagement activities
Benefits:	Does not tie up members of your team doing tally-counts and photographic drones are relatively inexpensive. Fixed point photography requires even less staff time if this can be automated
Challenges:	Drones typically only provide snapshots in time due to battery life, and need to be operated by someone. Estimating visitor numbers can be difficult, particularly via fixed point photography. Software exists to estimate numbers of people from aerial photography but may not be easily accessible. Otherwise, counting individuals is a painstaking task. Weather conditions may prevent both approaches from working
Steps in use:	Send up drone to take pictures at regular intervals, covering the whole site. Set up fixed point cameras targeting key areas of interest, and either automate

	regular photographs or take photographs at this point regularly
Time to prepare:	Setting up drones and fixed point photography that actually works on the day may be a steep technological learning curve unless this expertise exists within your team already
Time to use:	Less than tally-counts, but depending on the extent to which fixed point photography can be automated, it will still take some staff time to take regular photographs using each technique
Time to analyse:	Depending on whether estimates of visitors can be automated, this may take some time
Team and skills needed:	Drone flying takes skill and experience, especially on windy days, and some technological expertise will be necessary to set up fixed point photography and analysis of photographs
Equipment:	Drone, camera and tripod; specialist software to count participants or staff time to manually estimate numbers








Buckets evaluation

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs	Preparation	
Impact	Use	
	Analysis	

Description:	Participants are given a small object (such as a ping pong ball) as they leave the event and asked to place (or throw) it in a bucket (or other receptacle) labeled with multiple choice answers (for example how much they enjoyed the event or learned from it)
When this tool can be used:	Delivery/outputs
Useful for:	To increase participation in evaluation, in particular from children
Benefits:	People who may otherwise not have participated in evaluation may participate in this technique, increasing the number of responses
Challenges:	It is typically only possible to ask one simple question
Steps in use:	Choose a question, select an object you can give participants, set up buckets or equivalent and staff it, then count the number of objects placed in each bucket (tallying and emptying buckets as necessary)
Time to prepare:	Sourcing objects that can be placed in the buckets may be difficult but otherwise this is quick to set up
Time to use:	This needs to be staffed, for the duration that you think people may be leaving the event
Time to analyse:	This is a simple count
Team and skills needed:	None
Equipment:	Objects and receptacles for example, balls and buckets

Drop-in meetings and pop-up shops






Stage of Engagement		Expertise	
Design	✓✓✓	Cost	
Delivery/outputs		Preparation	
Impact		Use	
		Analysis	

Description:	A stall or pop-up shop (single day rental of shop front) is set up at a location and time when people are likely to be passing by or have time on their hands to provide them with information about research and collect data from them about your public engagement
When this tool can be used:	Unless your drop-in meeting or pop-up shop is very specifically targeted, it can be difficult to target relevant publics that have previously engaged with the research. However, for evaluating the design of planned engagement, these events can be a useful way of finding out what publics are most interested in, and they can be used to pilot public engagement activities you are planning to use later
Useful for:	Gathering information from many people, whilst also disseminating information to many people
Benefits:	Can reach many people, can present information in easily accessed formats (i.e. posters, maps and diagrams etc); two-way opportunity for networking and generating useful contacts; convenient for people to attend at lunchtime or after work or school, if put on at a relevant time and place
Challenges:	Can't anticipate attendance; limited capacity for participants to learn from each other; venue hire and advertising costs
Steps in use:	Book venue, send out information about the event, check that all presentation materials are clear and concise. Deliver event, process outputs
Time to prepare:	Approx. 1 day to create professional stall with relevant materials to disseminate and prepare questionnaires or other tools for

	collecting data from participants
Time to use:	Most drop-in sessions take place at points in the day when there will be passers by or people waiting or with time on their hands, so last between 2-4 hours
Time to analyse:	Depends on tools used to collect data
Team and skills needed:	People with sufficient knowledge to answer questions need to be present, but limited experience or expertise needed for most of the tools that would be used in an event like this
Equipment:	Stall, banners, poster, leaflets, demonstration materials etc., tools for collecting data








Entry/exit quizzes

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs ✓✓	Preparation	
Impact	Use	
	Analysis	

Description:	Quizzes about what people know as they arrive at an event, and what they know upon leaving can be compared (statistically if there are sufficient numbers involved) to infer changes in understanding
When to use this tool:	Delivery/outputs stage
Useful for:	Capturing changes in understanding due to engagement
Benefits:	In addition to measuring changes in understanding, this technique may also cement key messages and enhance learning through the process of reflecting upon quiz questions
Challenges:	Incentives (for example, prizes) and fun formats (for example, treasure hunts where participants search for clues across an event site to help answer questions) may be required to get sufficient uptake if people are in a hurry to leave
Steps in use:	Create a quiz linked to learning outcomes you would like participants to achieve, decide on a format and any incentives that will increase participation, create stations at entry/exit points where participants can enter the quiz
Time to prepare:	Quiz questions are not difficult to generate, but it may take some time to come up with a fun and workable format and appropriate incentives
Time to use:	Staff are likely to be necessary to manage the quiz at entry and exit points
Time to analyse:	Quiz scores before and after can be compared (statistically if sufficient numbers) fairly quickly
Team and skills needed:	Creativity in designing quiz formats
Equipment:	Depends on format

Event feedback forms

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs ✓✓	Preparation	
Impact	Use	
	Analysis	

Description:	Short questionnaires tailored to the event or activity that are usually self-completed by participants (but can be used as a face-to-face structured questionnaire).
When to use this tool:	Delivery/outputs stage
Useful for:	Identifying things that people liked or didn't like and would do differently in future
Benefits:	Anonymity allows people to speak freely, and make suggestions for future improvements
Challenges:	People may be reluctant to spend time at the end of an event, and people may be reluctant to be honest or constructive. As a type of questionnaire, feedback forms share the same challenges as structured questionnaires (see page 35)
Steps in use:	Create feedback questions, print forms, distribute, collect, input and analyse data
Time to prepare:	Less than an hour to prepare forms
Time to use:	As participants fill in forms themselves, the only input is to ensure forms are at events and activities at the right time and that staff are briefed to hand out and collect forms
Time to analyse:	Depending on the number of forms, data entry may be time consuming, but as most of the data is categorical or numeric, analysis tends to be relatively straightforward, and statistical analysis is rarely applicable
Team and skills needed:	Administrative support for data entry and logistical support to ensure forms are at right place at right time
Equipment:	Forms and pens

Graffiti wall

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs ✓✓✓	Preparation	
Impact	Use	
	Analysis	

Description:	Create a papered (or other material that can be written and drawn on) wall inviting participants to write or draw their perspectives. To make this useful for evaluation, include prompts for example asking people to describe new experiences they have had, or things they liked or disliked
When this tool can be used:	Delivery/outputs
Useful for:	Collecting feedback about public engagement from participants
Benefits:	Easy to set up and manage, provides a wider diversity of perspectives than you would typically get from closed or targeted questions
Challenges:	Comments tend to be fairly short and may not provide many useful insights; depending on the materials used, it may not be possible to use this outside; not appropriate for participants uncomfortable expressing themselves with written words and may put off non-English speakers
Steps in use:	Create a wall that can be drawn on with relevant prompts; create signage and advertise the opportunity to give feedback
Time to prepare:	Less than an hour to set up but depends on the materials used
Time to use:	Does not need staffing
Time to analyse:	Typing up comments can be challenging, depending on legibility. Qualitative analysis can take time
Team and skills needed:	Practical skills to set up wall

FESTIVAL OF COMMUNITIES



THE DIVERSITY

IT'S CLEAN!
PEOPLE ARE FRIENDLY

I'VE LIVE HERE FOR **80 YEARS!** AND LOVE IT!

FRIENDLY RESIDENTS

THERE'S LOTS OF THINGS HERE FOR KIDS TO DO!

WHAT DO YOU LIKE ABOUT LIVING



GOOD Schools

WHAT DOES COMMUNITY MEAN TO YOU?

LOCAL FARM

Good FOOD






LOTS OF VARIETY!



owerHamlets







Media analysis

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs ✓✓	Preparation	
Impact	Use	
	Analysis	

<p>Description:</p>	<p>A range of techniques can be used to analyse reactions to public engagement via mass media and social media. Some social media platforms and third party websites offer automated analytics but these tend to be of limited value for evaluating public engagement.</p> <p>Content analysis can be used to count the frequency with which particular words or phrases appear in media (and trends can be tracked over time, looking for peaks that might correspond to public engagement activities). Similarly this technique can be used to characterise a body of text that is known to relate to the public engagement that is being evaluated (for example, newspaper cuttings or tweets on an event hashtag), based on the frequency of words within that body of text.</p> <p>Although more time consuming, qualitative analysis of text that has been aggregated using a hashtag or keyword search can offer more nuanced insights into the nature of debate stimulated by public engagement. Changes in the amount and nature of discourse may be tracked over time.</p> <p>Evidence of reach may be gathered for specific messages (for example, number of retweets for particular tweets, and where possible the reach and impressions for that tweet), to evaluate which messages gained most traction.</p> <p>It may also be possible to study the diversity of people discussing (or liking or retweeting etc.) the public engagement activities, where profile information is</p>
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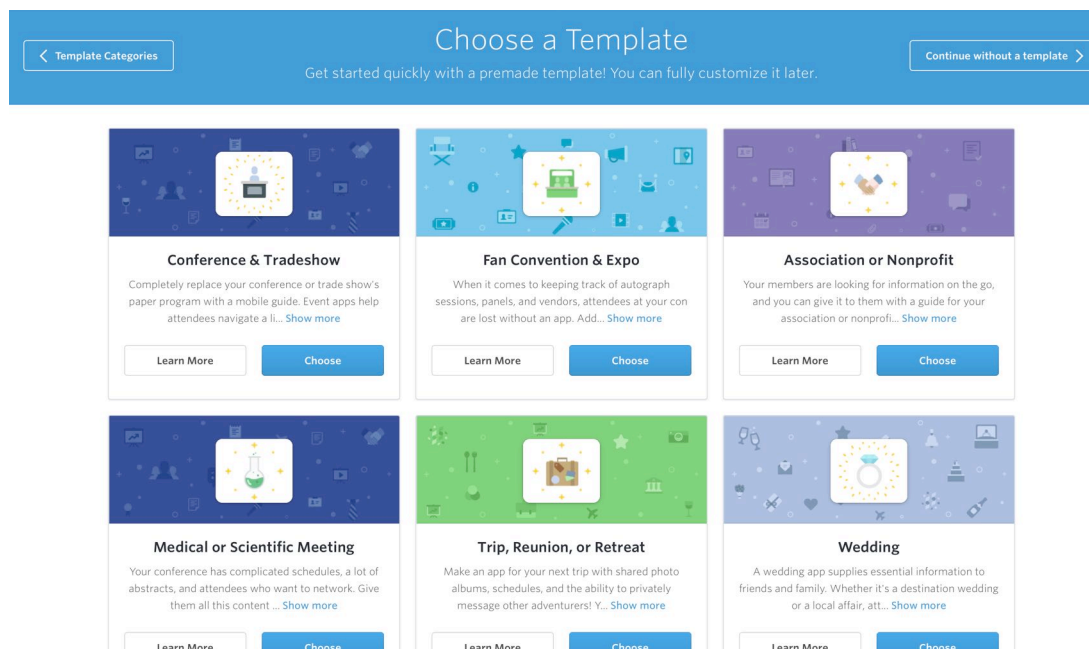
	<p>available for example, based on gender and interests. Similar information may be sought from comments under mass media articles, but these are typically less frequent and less likely to be linked to profile information.</p> <p>There are many guides to media and social media analysis available online, but most are targeted to business audiences. However, there are useful resources for researchers engaging publics at: http://bit.ly/2okCoul</p>
When this tool can be used:	Delivery/outputs and impact
Useful for:	Measuring the reach of public engagement, and collating qualitative feedback
Benefits:	Gives an idea of what volume of interest has been generated, the reach of particular messages arising from the engagement, the nature of discourse relating to engagement activities and the diversity of people discussing these issues
Challenges:	Difficult to infer beneficial impacts from media coverage without further follow-up work; certain voices may be marginalised by mass media and equally under-represented on social media, giving a biased outcome
Steps in use:	Establish baseline number of followers, collect relevant text from hashtags and keyword searches via social media on a daily basis, where possible also collecting any categorical data that could be used to analyse this text for example, time of day, number of favorites, likes and retweets, name of person/account sending message and any information about that person that is publically available. Collate press cuttings via web searches and press office. Analyse using quantitative content analysis and qualitative thematic analysis
Time to prepare:	Setting up spreadsheets for capturing data and recording baselines takes little time
Time to use:	Daily monitoring of social media can take time; depending on the amount of categorical data you collect relating to each quote that is collected
Time to analyse:	Content analysis can be done fairly quickly, but thematic analysis may take some time
Team and skills needed:	Familiarity with social media is essential, and basic analysis skills are useful
Equipment:	Access to social media and software for analysis

Mobile event app

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs ✓✓	Preparation	
Impact ✓	Use	
	Analysis	







Description:	A number of app developers provide cost-effective off-the-shelf, customizable event apps. These are typically commissioned/owned by an organization (such as a university) that puts on a range of events. Users are able to choose from upcoming events to get access to the event programme, speakers, maps, directions, social media streams and feedback forms. These apps provide value to attendees whilst providing you with the option to contact people via an app notification during and/or after the event to request feedback
When this tool can be used:	Delivery/outputs, impact stages
Useful for:	Gathering evaluation data from participants during and/or after events
Benefits:	Cost effective if used across enough events, but a costly way of soliciting feedback from a narrow range of participants if only used for a single event; electronic diary integration may incentivise participants to register interest in events/activities which may be used to forward plan for popular events/activities and evaluate their popularity (assuming people actually attend the events they put in their diary)
Challenges:	Biases feedback towards smart phone owners, which is likely to miss out many of the demographics you may be interested in getting feedback from. Off-the-shelf apps provide feedback forms that include all the same sorts of functionality you would expect in a web-based questionnaire, but they don't typically exploit the unique features of mobile phones at events (for example, being able to upload photos, audio-visual, or location-

	based information)
Steps in use:	Create an app with a developer like CrowdCompass, EventMobi or Guidebook (this one has a free app builder product with limited functionality – see screenshot below, but you will need to get a quote for fully functional apps); promote app downloads to participants in public engagement events; prompt users to evaluate engagement events and activities; analyse data
Time to prepare:	App development varies depending on level of functionality required, but is likely to be measured in days rather than hours
Time to use:	Once set up, the app should not take up time during your public engagement
Time to analyse:	Most apps provide data from questionnaires summarised in bar graphs etc, with access to raw data for statistical analysis if necessary
Team and skills needed:	Basic computer literacy required to use interface for free app development, and limited skills required to manage a paid developer. Skills in questionnaire design are required
Equipment:	Software development



Screenshot of Guidebook free app builder product with limited functionality






Photo survey

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs	Preparation	
Impact	Use	
	Analysis	
		

Description:	Members of the public are given disposable cameras to take photos of engagement activities and comment on what they like, don't like, or learn (using a form with comments per photo). Can be followed up with in-depth semi-structured interviews (based around the photographs) for those who volunteer for this, and/or can lead to a community photograph exhibition where you can gather further feedback from attendees who also engaged in the original activities
When this tool can be used:	Mainly used to understand impacts, given the capacity to follow up with a series of activities over time (the interviews and then the community exhibition)
Useful for:	Visual representation of people's opinions (and spatial representation if you can pinpoint locations photos are taken), providing a compelling reason for continued reflection on the engagement over time to help evaluate impacts
Benefits:	Easy and accessible for anyone to take part, even if not literate; provides in-depth information from interviews and feedback at photograph exhibition; quotes from feedback can be particularly powerful when coupled with photographs that communicate the points visually
Challenges:	Potential for bias towards feedback about aspects of engagement that can be captured on a camera; time consuming to process photographs and arrange interviews and exhibitions; limited numbers of people can take part,






	so this will not provide a statistically robust sample of public opinion
Steps in use:	Members of the public are given disposable cameras to take photos of engagement activities and comment on what they like, don't like or learn (using a form with comments per photo). Can be followed up with in-depth interviews for those who volunteer for this, and an exhibition of photographs (accompanied by anonymous quotes from interviews) at which attendees can be asked to provide further feedback using other tools
Time to prepare:	1 hour to prepare forms and cameras, 1-2 hours to identify and invite participants, plus time to arrange an exhibition
Time to use:	Up to 1 hour per interview, and significant time input to run exhibition
Time to analyse:	1-2 hours to edit notes or transcribe interviews, 30 mins per interview to analyse plus 1-2 hours to extract key themes and write up
Team and skills needed:	Expertise in interviewing and qualitative analysis, and administrative support to organise interviews and exhibition
Equipment:	Disposable cameras

Public lecture multiple-choice questions

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs ✓✓	Preparation	
Impact	Use	
	Analysis	

Description:	Participants are asked to answer multiple-choice questions (for example, about their understanding or attitudes towards an issue) before and after a public lecture (or other audience-based event), either via paper forms or audience voting systems (where lecture theatres are equipped)
When to use it:	During delivery to capture immediate outputs
Useful for:	Establishing a baseline to measure the immediate effects of engagement
Benefits:	Can provide an estimate of self-reported learning and attitudinal change inexpensively with limited expertise required
Challenges:	If using a paper-based system in particular, there is a danger people won't fill in forms (especially at the end of lecture); only a small number of questions can typically be asked (especially if these are being asked by the presenter using an electronic voting system) and only simple questions can be asked
Steps in use:	Design and pilot questions; print, distribute questionnaires amongst audience or load questions onto electronic system; collect questionnaires, process and analyse data (paper forms only – most electronic systems do this for you)
Time to prepare:	Less than an hour
Time to use:	5 minutes at the start and end of an event
Time to analyse:	From nothing (for digital systems) to very limited (graphically presenting data) unless there are sufficient numbers to justify tests for statistical difference between before and after answers
Team and skills needed:	Basic question design skills
Equipment:	Digital voting system (optional)






Reward cards

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs ✓✓✓	Preparation	
Impact	Use	
	Analysis	

Description:	For public engagement processes with multiple events or activities, to incentivise engagement with as many events/activities as possible, a reward card system may be developed where participants collect stickers or stamps for each of the events or activities they attend, which makes them eligible for a reward. If a reward (such as a discount code or voucher) can be sent via email or text message, it may also be possible to use this method to build a database that you can use to research future impacts from the engagement. If each activity has a unique sticker or stamp, it is possible to identify particularly popular events or activities by counting the stickers on submitted reward cards. It may be possible to analyse whether people who visit one event or activity are more likely to visit particular other types of event or activity and use this to target activities to particular groups more effectively
When this tool can be used:	Deliver/outputs stage
Useful for:	Finding out which events are most popular whilst incentivizing greater engagement and collecting contact details for follow-up surveys
Benefits:	This technique provides value to participants (via rewards) and the event/activities (by incentivizing greater engagement) whilst also providing evaluation data
Challenges:	This takes significant preparation and needs buy-in from staff and researchers across all events and activities

Steps in use:	Print reward cards with instructions, create unique stickers or stamps, distribute to events and activities organisers, distribute to visitors as they arrive, advertise and explain the reward card system throughout the events/activities, collate and analyse data based on sticker counts
Time to prepare:	Significant time necessary to design and set up the system
Time to use:	Time spend administering the system during event is spread across many staff
Time to analyse:	Simple counts to determine popularity do not take long, but more complex inferences may require statistics
Team and skills needed:	Administrative and logistical skills, potentially statistics for analysis
Equipment:	Stationary

Rich pictures






Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs ✓✓	Preparation	
Impact	Use	
	Analysis	

Description:	This is a visual method that enables participants to evaluate public engagement (for example, what they learned and will do differently) using drawings and hand-drawn diagrams
When this tool can be used:	Delivery, impact stages
Useful for:	Non-literate participants, crossing language barriers
Benefits:	Appeals to creative people and children, and properly framed, can be used with most groups. It is particularly useful to enable people to discuss complex issues or to express ideas that are hard to put into words
Challenges:	May be difficult to interpret and analyse pictures, but notes or recordings from discussion based on the pictures can be analysed using standard qualitative techniques. Some participants may feel uncomfortable being asked to draw a picture and not participate
Steps in use:	Participants asked to draw or paint their response to the engagement activities. Thorough instructions in plain language are necessary
Time to prepare:	Practical preparations are not particularly time-consuming, but you may wish to try this technique out (for example, with students) before using with publics
Time to use:	Rich pictures is usually used as part of a workshop or focus group, with the drawing taking anywhere between 10-20 mins, followed by discussion for at least as long
Time to analyse:	Analysis of qualitative data (notes or transcripts of discussion) can be time consuming

<p>Team and skills needed:</p>	<p>Staff with creative flair and empathy to be sensitive around the topic of literacy. It helps to have someone familiar with the technique with you the first time you do it, to give you the confidence to frame the activity appropriately and encourage participants to engage</p>
<p>Equipment:</p>	<p>Drawing and/or painting materials</p>








Semi-structured interviews

Stage of Engagement	Expertise	
Design ✓	Cost	
Delivery/outputs ✓	Preparation	
Impact ✓✓✓	Use	
	Analysis	

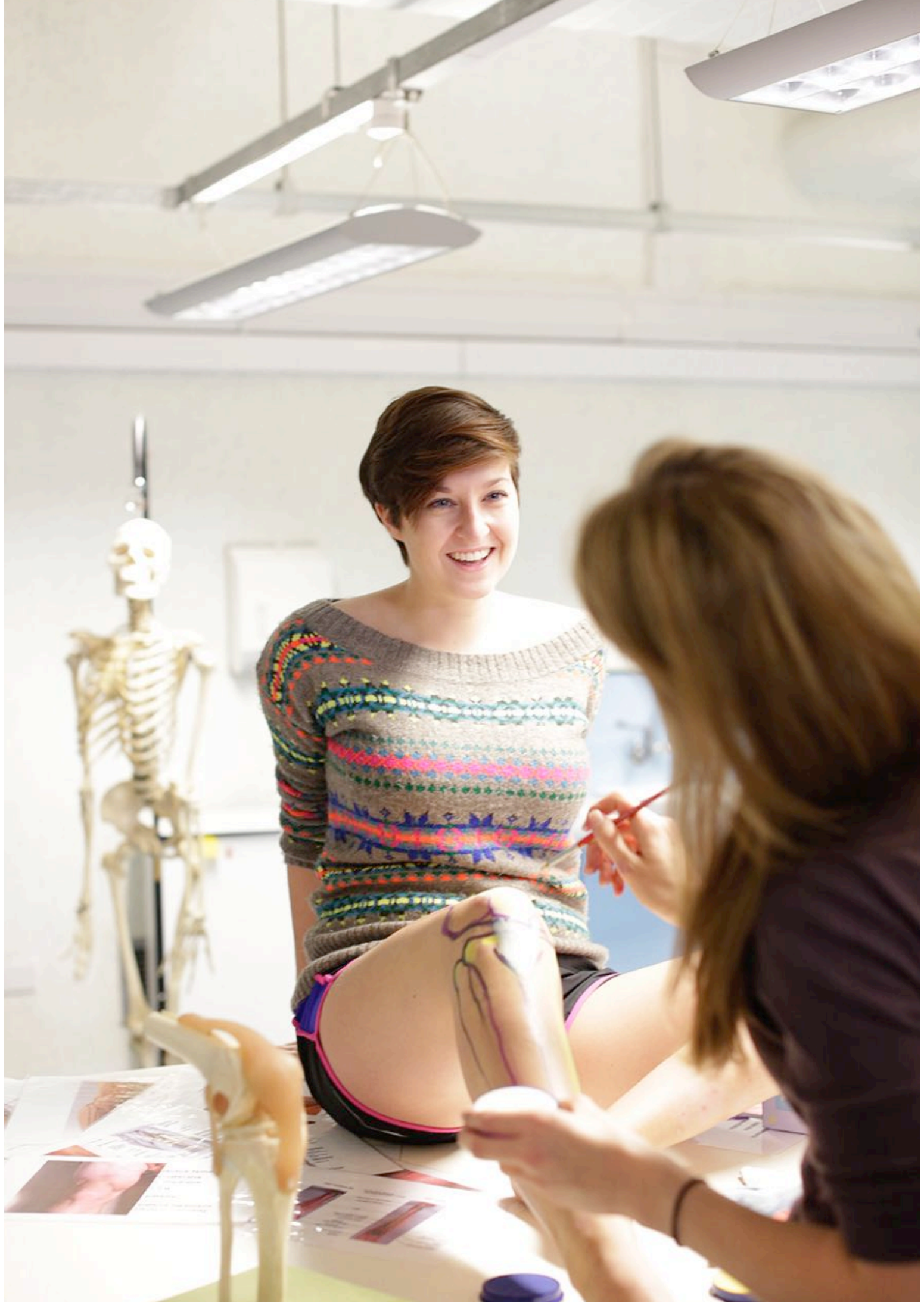
Description:	One-to-one interviews following a topic-guide or checklist of open ended questions which can be approached in any order, with the capacity to omit or spend longer on questions depending on their relevance or the level of interest/knowledge of the person being interviewed
When this tool can be used:	Usually used to investigate impact, particularly if you want to understand the extent to which a change in understanding has altered attitudes and behaviors, or if it is difficult to attribute impacts directly to your engagement activities (but can be used in the other stages too)
Useful for:	Detailed understanding of a topic, different perspectives, asking “why” questions
Benefits:	Provides more in-depth understanding than most other tools; confidential; provides nuanced understanding of the effects of public engagement via qualitative analysis of interview transcripts; conversational and, if done well, enjoyable for interviewees
Challenges:	Time consuming and hence costly; difficult to get a large number of responses; difficult to perform statistical analysis on data and usually not appropriate to do so
Steps in use:	Create check list with feedback from colleagues; create consent form to protect confidentiality; pilot interview and amend approach based on feedback; identify relevant individuals who will be able to provide answers to the questions you have developed (typically people you engaged with, but you may interview other stakeholders); arrange interviews and send out consent forms; carry out interviews (in person, via phone or Skype); write them up.

	Optional: send written report to participant to check for meaning. Analyse using qualitative techniques, for example looking for themes that emerge across your interviews, describing each theme based on what you learned from the interviews and illustrating these
Time to prepare:	2 hours: <ul style="list-style-type: none"> • 1 hour to prepare topic guide and get feedback from colleagues • 1 hour to pilot with relevant
Time to use:	30 mins to 1 hour for each interview, 30 mins to 2 hours per interview to write up, depending on whether supplementing notes taken during interview or transcribing word for word
Time to analyse:	Approximately 30 mins per transcript (less if notes were taken) to identify and describe themes across all interviews, approximately 1-2 hours to write this up in a coherent narrative that tells an useful, explanatory story about what you learned from the interviews
Team and skills needed:	1 person with strong interpersonal skills, who can establish rapport with participants; administrative support if necessary to arrange interviews; secretarial support if you want to transcribe interviews (this can be done online by a virtual assistant)
Equipment:	Phone or computer with Skype (optional)






Sign in sheets

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs ✓	Preparation	
Impact ✓	Use	
	Analysis	

Description:	Events and activities commonly require people to register, either upon entry or online prior to arrival. If you can provide a strong enough incentive (for example, future events, prize draw), you may be able to persuade some who sign in to also give you their contact details so you can follow them up using other tools after the engagement to evaluate impact
When this tool can be used:	Delivery stage
Useful for:	Knowing who has been at the event and having the opportunity to collect more information about them in future, including questions relating to impact
Benefits:	Provides a list of attendees and builds email lists for future events and impact tracking
Challenges:	Time consuming to fill in – can cause a bottleneck at the start of an event
Steps in use:	Prepare sign in sheets, ensure enough staff to ensure smooth delivery
Time to prepare:	Assuming the sign-in sheet simply asks for a name and where permission is given an email address or phone number, this should take very little time to prepare
Time to use:	Using this technique will slightly extend the time it takes to get people into your event or activity
Time to analyse:	Assuming only names and contact details are taken, there is nothing to analyse at this point, rather the opportunity is created to collect data in future that can enable analysis



Structured questionnaires








Stage of Engagement		Expertise	
Design	✓✓	Cost	
Delivery/outputs	✓✓✓	Preparation	
Impact	✓✓	Use	
		Analysis	

Description:	Questionnaires, whether face-to-face, postal or online typically include short, mainly closed answer and multiple-choice questions
When this tool can be used:	Most commonly used at delivery/output stage, but also useful for capturing impacts and if there are sufficient resources are available, questionnaires can provide valuable insights into the interests and priorities of publics to help target the design of engagement
Useful for:	Providing a statistically robust snapshot of reactions from publics you engage with, if you have fairly simple questions, especially if they can be answered using multiple choice questions
Benefits:	With appropriate sampling and numbers of people responding, questionnaires can provide data that accurately represents the views of the publics sampled
Challenges:	It is generally not possible to change questions once a survey has started, and if questions are not providing relevant data the findings may be of limited use; response rates can be low; answers to open questions tend to be short and of limited value; danger that leading questions lead to biases
Steps in use:	Select participants for inclusion; write questionnaire (including consent form); check for ease of reading; pilot and revise questionnaire; publicise opportunity to take part; conduct interviews, post questionnaires or put online; process outputs
Time to prepare:	2-4 hours to prepare and pilot
Time to use:	5-10 mins per questionnaire if face-to-face, or very limited time necessary if online or postal

Time to analyse:	5 mins per questionnaire to enter data; 1-2 hours to conduct statistical analysis
Team and skills needed:	Good interpersonal skills to establish rapport with participants. Ability to create plain language questions that will capture the required information; administrative support to post and process questionnaires; skills in statistics
Equipment:	Stationery; statistical analysis software








Video diaries

Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs 	Preparation	
Impact 	Use	
	Analysis	

Description:	Participants record their reflections at intervals throughout the engagement process/activity, using their mobile phones, either using the native video app on their phone or a video diary app such as VideoPop, SocialCam Video Camera, My Video Diary or LifeCloud
When this tool can be used:	Delivery/outputs, Impact
Useful for:	In-depth, personal insights into individual thought processes
Benefits:	Data not influenced by group dynamic, provides a level of detail and personal reflection unlikely to be captured using other in-depth qualitative techniques
Challenges:	Assumes smart phone or tablet ownership; not all video diary apps are free; some users may choose not to share their diary; time consuming to process data
Steps in use:	Recruit volunteers and instruct based on chosen app or upload of unedited videos (including consent form); contact volunteers to request access to their diaries at the end of the engagement; take notes from or transcribe diaries; qualitatively analyse notes/transcripts and prepare report; where permissions are granted, edit videos together to share key messages with interested audiences via this medium
Time to prepare:	1 hour to research app options for different smart phone operating systems; 2 hours to create instructions; 1-2 hours to recruit volunteers; 1 hour to manage volunteers
Time to use:	Little time required for evaluation during the engagement

	as this is being done by video diary volunteers
Time to analyse:	1 hour per recorded hour to take notes or 3-4 hours per recorded hour to transcribe video diaries; analysis time depends on number of hours of recorded material, which may vary widely
Team and skills needed:	Access to a variety of smart phone operating systems to trial apps and create instructions
Equipment:	Video playback and editing software (volunteers download video diary apps themselves)

Vox pops






Stage of Engagement	Expertise	
Design	Cost	
Delivery/outputs ✓✓✓	Preparation	
Impact	Use	
	Analysis	

Description:	Short video interviews with participants in public engagement events or activities, asking for feedback
When to use this tool:	Delivery, impact stages
Useful for:	Reporting evaluation findings to broad audiences and promoting events that evaluated favorably to a wide audience
Benefits:	Candid feedback in people’s own words; people may say more to an interviewer than they would write on a feedback form; material can be used in a variety of ways, and can provide a particularly powerful communication medium for reporting evaluation findings
Challenges:	Many people may feel uncomfortable about being filmed and not participate; time consuming and costly to edit large amounts of video footage into anything that would provide an overview or promote the success of an event
Steps in use:	Buy or hire a camera (and crew if budget is available) and sound equipment (if you want a high quality film); film crew approaches participants throughout engagement process to seek feedback on camera; notes or transcription of comments can be analysed or material can be edited into a summary, for example based on representative answers to each question that people were asked
Time to prepare:	Booking equipment and crew does not take long; questions will need to be developed and the film crew briefed
Time to use:	If you are doing this yourself, this will tie up one or more people for the duration of your engagement activities

Time to analyse:	Time consuming to analyse and/or edit
Team and skills needed:	Skills in filming and editing required
Equipment:	Video and sound equipment



Workshops or focus groups

Stage of Engagement		Expertise	
Design	✓✓✓	Cost	
Delivery/outputs	✓✓✓	Preparation	
Impact	✓✓✓	Use	
		Analysis	

Description:	Meetings with usually between 5-12 people who are qualified to comment on your public engagement (typically those who engaged but may include stakeholders)
When this tool can be used:	All stages
Useful for:	Checking and further exploring findings from semi-structured interviews or questionnaires; providing in-depth qualitative insights into public engagement; exploring different perspectives
Benefits:	With effective facilitation, a wide range of perspectives can be captured efficiently as well as a high quality of debate, providing you with particularly in-depth insights; participants can learn from each other
Challenges:	Expensive and time consuming to organise (and facilitate if hiring a professional facilitator); without an experienced facilitator, group dynamics may be difficult to manage and conflicts may arise
Steps in use:	Select participants, considering breadth and balance of different perspectives and likely power dynamics and prior relationships between group members; create a facilitation plan (with a professional facilitator if necessary); find appropriate venue; invite participants, providing relevant incentives to get attendance; arrange logistics of travel, parking, refreshments and food; brief facilitator(s); deliver event; process outputs
Time to prepare:	2-4 hours to develop facilitation plan, 4 hours to identify and invite participants and liaise about logistics, 1 hour to deliver event, 2-4 hours to process outputs

Time to use:	Most workshops or focus groups for evaluation purposes last a maximum of 1 hour
Time to analyse:	Processing outputs can be time-consuming as there can be many written notes in different forms that need to be typed up, and then turned into tables with a narrative to create a report
Team and skills needed:	Designing and delivering a deliberative workshop is complicated and usually requires someone with specialist expertise and experience to be successful
Equipment:	Stationery





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