# Technology is the Future (of Evaluation)

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## Here's our play date

- What is evaluation?
- Evaluation vs. Research
- What are we doing? Where are we headed?
- Show and tell
- Activity

What is evaluation?

#### Evaluation

- the **systematic investigation** of the quality of programs, projects, subprograms, subproject, and/or any of their components or elements, together or singly
- for purposes of decision making, judgments, conclusions, findings, new knowledge, organizational development, and capacity building in response to the needs of identified stakeholders
- leading to improvement and/or accountability in the users' programs and systems
- ultimately contributing to organizational or social value.

#### What is evaluation?

- Simply "the systematic investigation of the **worth** and/or **merit** of an object" (object=whatever being evaluated)
- Expand to "merit, worth, importance, and significance"
- Active purposes such as judgment, decision making, improvement, and accountability assessment.
- A position in program development chronology such as **summative** (at completion) or **formative** (while program still developing).

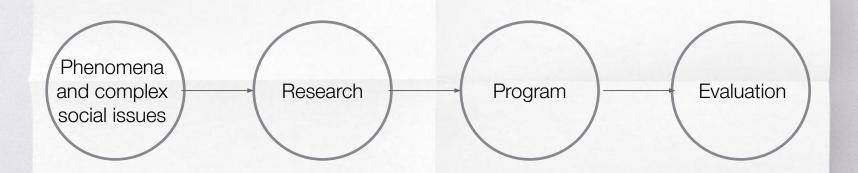
#### Merit and Worth

- Merit is...the absolute or relative quality of something. This is value based on criteria. Is it good/high quality? Is it effective?
- Worth is...value in a particular context. Is it needed or necessary?

## Purposes

Evaluation	Research
Particularizes	Generalizes
Improve	Prove
Basis for decision making	Basis for drawing conclusions
So what?	What's so?
How well it works?	How it works?
About what is valuable	About what is

## (Over)Simplification









#### Traditional Evaluation

- Counting people.
- Survey attendees and participants.
- Talk to or informal interview.
- Make observations based on set of interests/criteria.

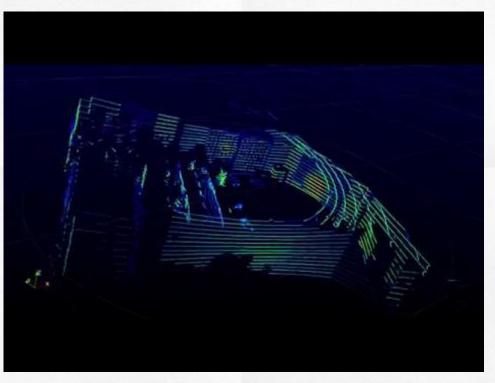
## Legos (somewhere in-between)



- Low-tech but high engagement
- Engaging a population underrepresented in traditional evaluation methods

## Evaluation with Technology

## LiDAR



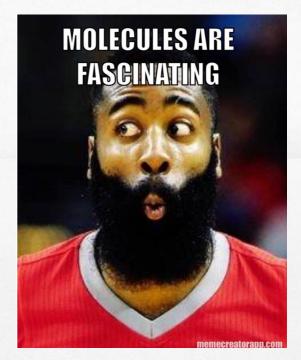
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#### Meme Generation





Activity

#### Questions

- Given the type of data we are collecting, what questions do you want to answer about large-scale events?
- What ideas do you have for collecting innovative (technology based) data?
- What ideas do you have for data analysis and data visualization?

Wrap it up!