# Technology is the Future (of Evaluation)

Bryanne Peterson, Ph.D., Center for Educational Networks and Impacts
David Kniola, Ph.D., School of Education

# 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).

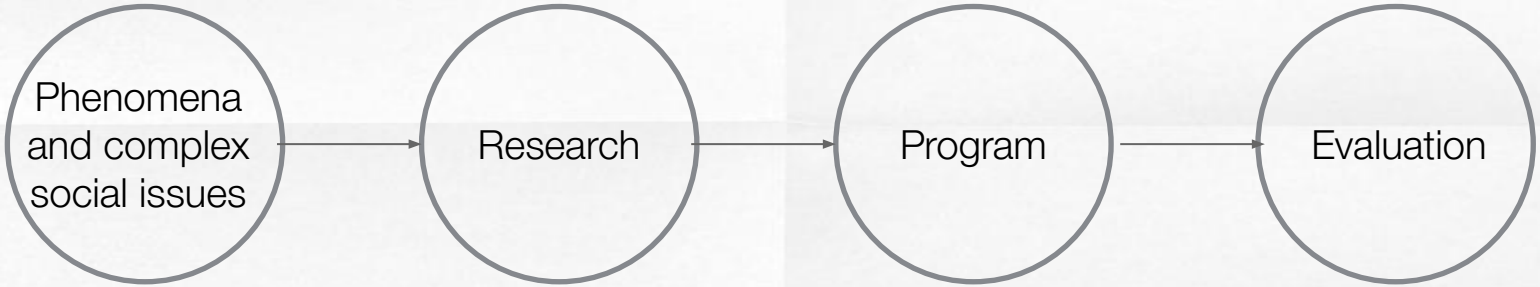
# Merit and Worth

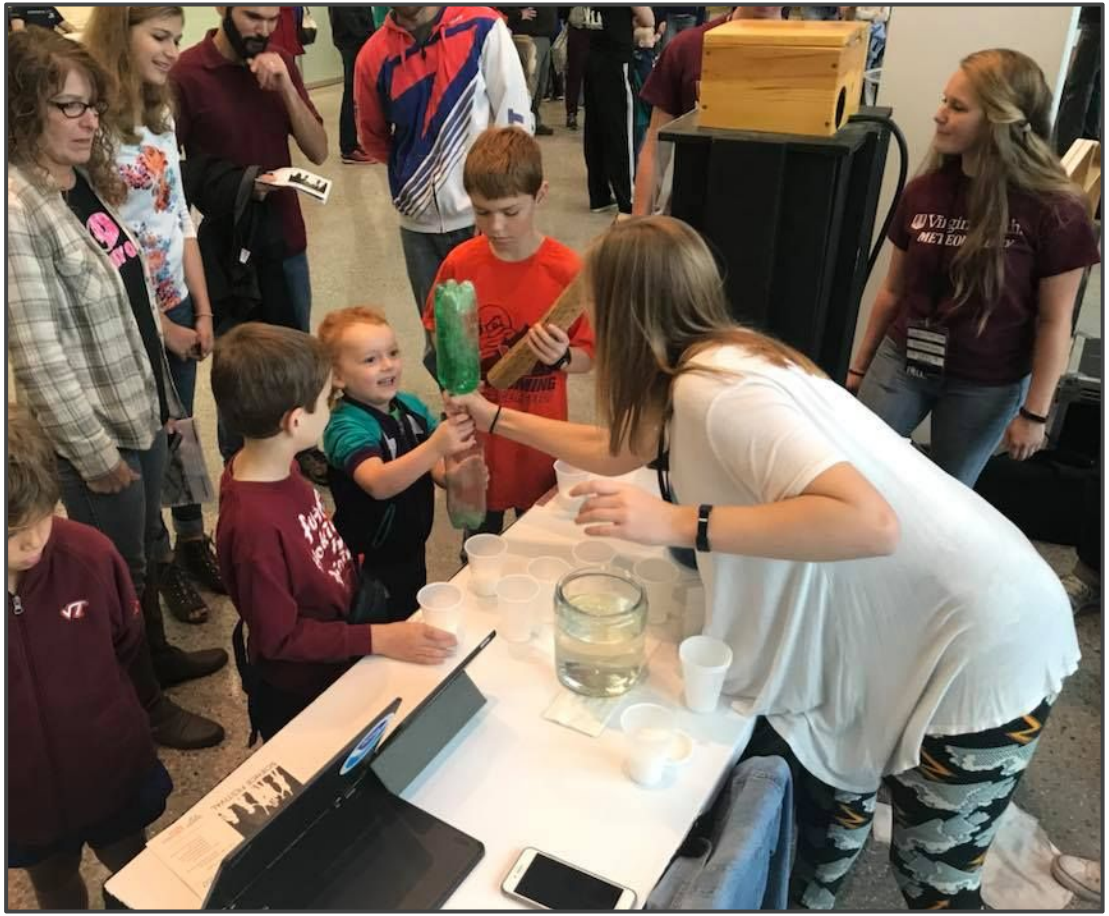
- **Merit** is…the absolute or relative quality of something. This is value based on criteria. Is it good/high quality? Is it effective?
- **Worth** is…value in a particular context. Is it needed or necessary?

# 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





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# Traditional Evaluation

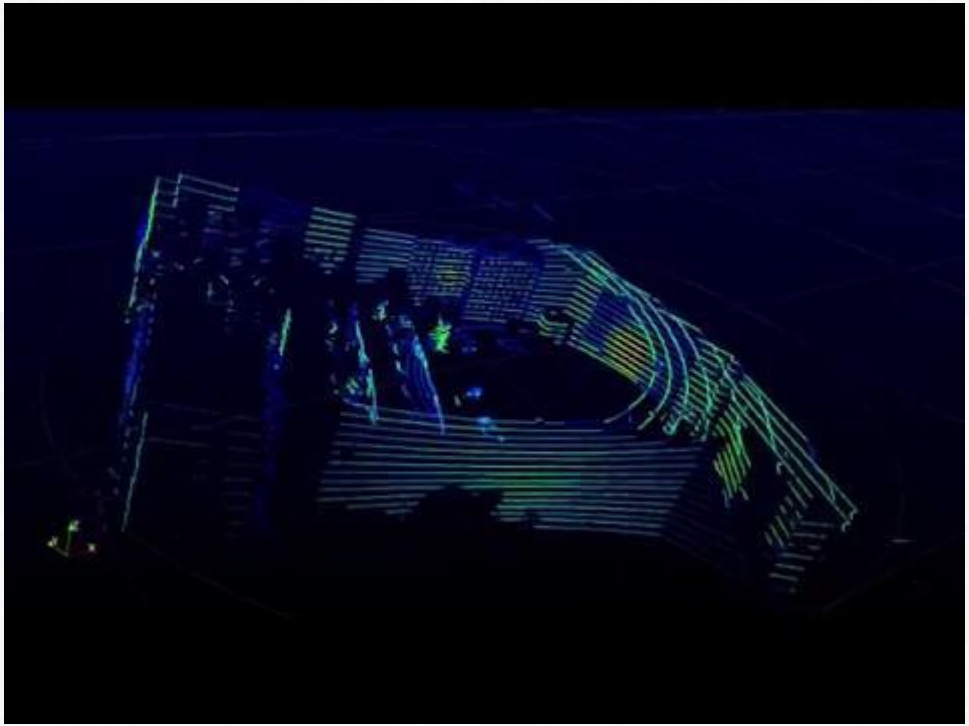
- Counting people.
- Survey attendees and participants.
- Talk to or informal interview.
- Make observations based on set of interests/criteria.

# Legos (somewhere in-between)

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

# Evaluation with Technology

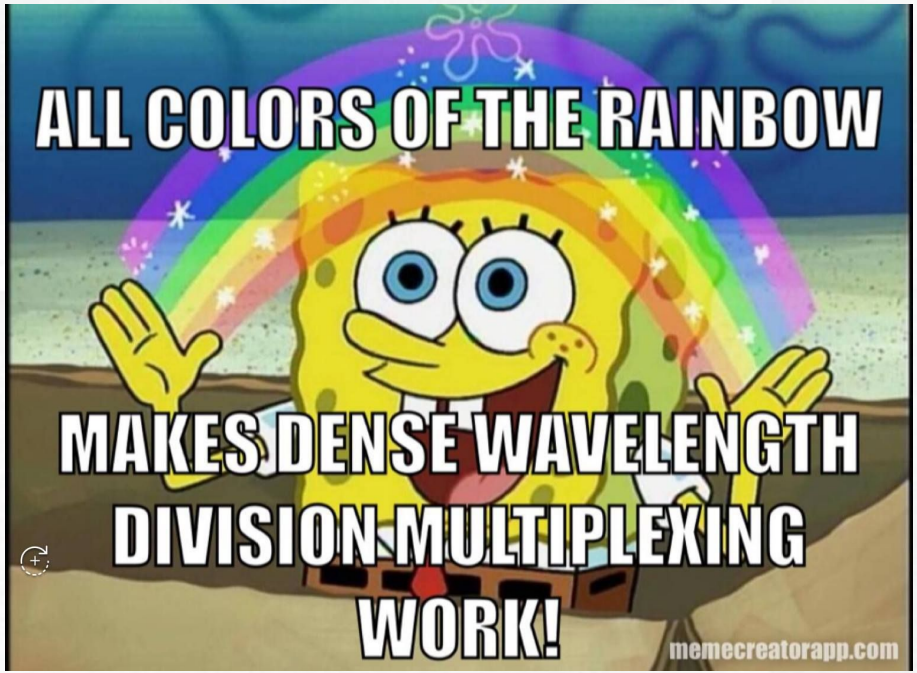
# LiDAR

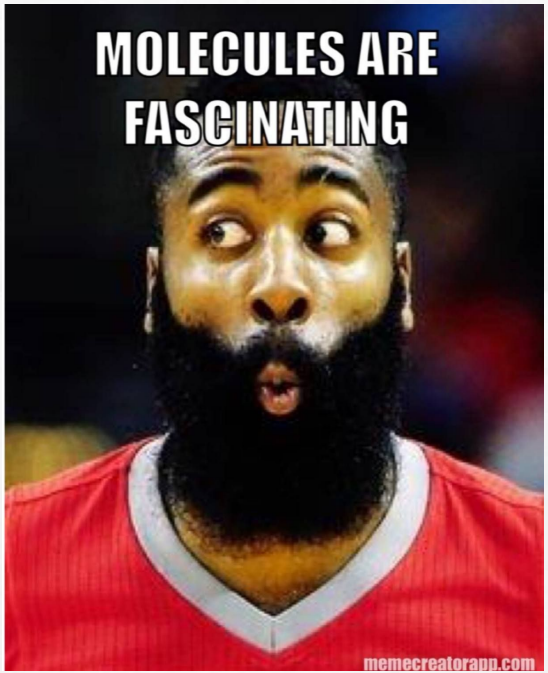


# Cameras

# Accelerometers

# 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!