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

<table>
<thead>
<tr>
<th>Evaluation</th>
<th>Research</th>
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<tbody>
<tr>
<td>Particularizes</td>
<td>Generalizes</td>
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<tr>
<td>Improve</td>
<td>Prove</td>
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<tr>
<td>Basis for decision making</td>
<td>Basis for drawing conclusions</td>
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<tr>
<td>So what?</td>
<td>What’s so?</td>
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<tr>
<td>How well it works?</td>
<td>How it works?</td>
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<tr>
<td>About what is valuable</td>
<td>About what is</td>
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(Over)Simplification

Phenomena and complex social issues

Research

Program

Evaluation
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

ALL COLORS OF THE RAINBOW
MAKES DENSE WAVELENGTH DIVISION MULTIPLEXING WORK!

MOLECULES ARE FASCINATING
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!