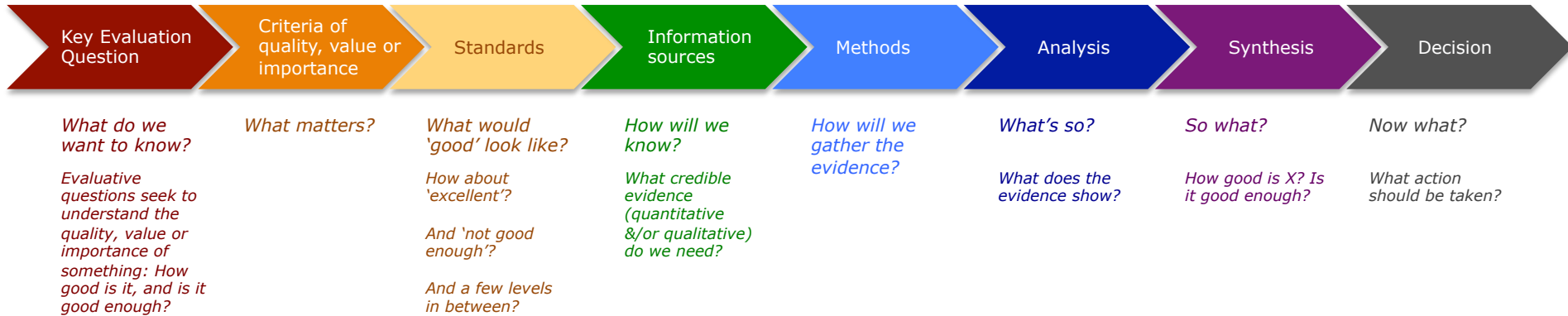


# Evaluation: Thinking Beyond Measurement

Good evaluation provides clear answers to important questions so that action can be taken. Evaluation answers questions about how good something is and whether it is good enough. Explicit evaluative reasoning gives us the means to provide valid, transparent answers to those questions.\*

'Thinking Beyond Measurement' means we have to be clear about what we're evaluating, what matters, what 'good' looks like, and how good is 'good enough', before we know what to measure. It also means 'measurement' isn't our only option. Evidence comes in many forms.

How does evaluative reasoning work? Although there's no one-size-fits-all, the following steps are fairly typical.



## Example:

Value	Criteria: What matters?			Information sources:	Methods:	Analysis:	Synthesis:	Decision:
	Awareness of messages	Behavior change	Reduction in accidents					
<b>Great</b>			Substantial improvement	Prevalence of self-reported awareness and behavior pre/post education  Target group perceptions of the nature of changes  Changes in accident rate	Pre/post education survey: changes in indicators of awareness and behavior over time  Interviews with target group: to understand more about the nature of changes  Accident data: Changes in accident rates for intervention locality and comparison locality	Survey data  Themes from interview feedback  Accident data	Use evidence and standards together to reach overall judgment. Do the outcomes best fit the definition of great, good, ok or poor?	Scale up? Stop? Improvements?
<b>Good</b>		Substantial improvement	Any improvement					
<b>OK</b>	Substantial improvement	Any improvement						
<b>Poor</b>	No improvement							

**Key Evaluation Question:** How valuable are the outcomes from our road safety education program?

**Standards:** What does 'good' look like?

\* Suggested reading:

King, J., McKegg, K., Oakden, J., Wehipeihana, N. (2013). Rubrics: A method for surfacing values and improving the credibility of evaluation. *Journal of MultiDisciplinary Evaluation*, Vol 9, No 21.

Davidson, E.J. (2013). *Actionable Evaluation Basics: Getting succinct answers to the most important questions.*

