EVALUATION DECISION TREE

FALLING WALLS ENGAGE

1. WHAT IS OF INTEREST FOR THE EVALUATION?
Motives; questions we want to answer; exploratory or hypothesis-driven evaluation.

2. WHICH ARE OUR GOALS?
Consider target group/s; communication channel/s; format/s.

3. HOW IS THE ACTIVITY DESIGNED?
Size; setting – physical, digital, hybrid; time frame.

1.1 WHICH EVALUATION DESIGN IS SUITABLE?
Summative; formative; hybrid.

1.2 WHICH STUDY DESIGN IS REQUIRED?
Data collection – one-time or comparative; timing; sampling or full data collection.

1.3 ARE QUALITATIVE OR QUANTITATIVE METHODS USED (OR BOTH)?
Qualitative methods – exploratory; quantitative methods – hypothesis-driven.

1.4 WHICH INFORMATION IS OF INTEREST? WHAT DATA NEEDS TO BE COLLECTED?
Numerical; graphical; textual.

1.3.1 WHICH METHOD IS SUITABLE FOR DATA COLLECTION?
Direct or indirect; choose according to specificities of target group/s.

1.4.1 WHO HAS THAT INFORMATION OR WHAT ARE THE BEST DATA SOURCES?
Easily accessible and most reliable.

Source: this tool was inspired and adapted from the *Decision tree for the evaluation of science communication* tool presented during the Masterclass *How to Evaluate the Impact of Science Communication* (2021), organized by **SciCom NL**, the **Wissenschaft im Dialog Impact Unit**, the **Utrecht University** and the **Leiden University**.