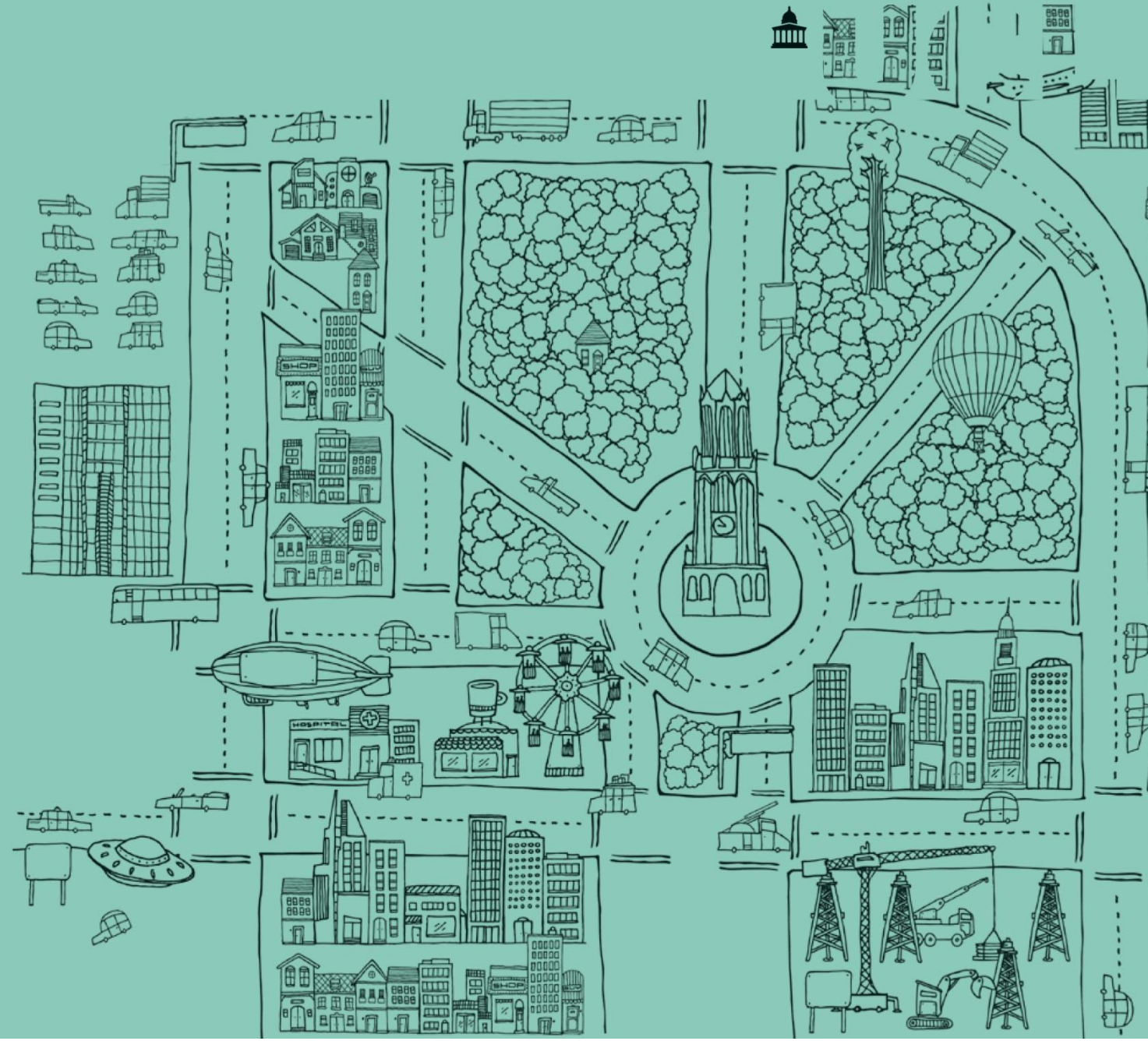


UCL Public Engagement Network

Creative methods for evaluating impact



Outline

2.00	Introduction
Overview and examples	
2.10	Speaker 1: Dr Gemma Moore and Lizzie Cain, Evaluation Team, UCL Culture
2.25	Speaker 2: Dr Helen Stark, Research Impact Manager, Joint Faculties, UCL
2.40	Speaker 3: Anne Crisp, Community Development, Aston Mansfield
Activities	
3.00 – 3.50	Group activities on creative evaluation methods
3.50	Evaluation and 10 year ideas
4pm	Close

Aims for today:

- Increase understanding of evaluation practice and aligning methods to wider context
- Raise awareness of different techniques and methods to evaluate public engagement projects
- Share examples of projects which have used creative evaluation methods
- Stimulate ideas for your own practice



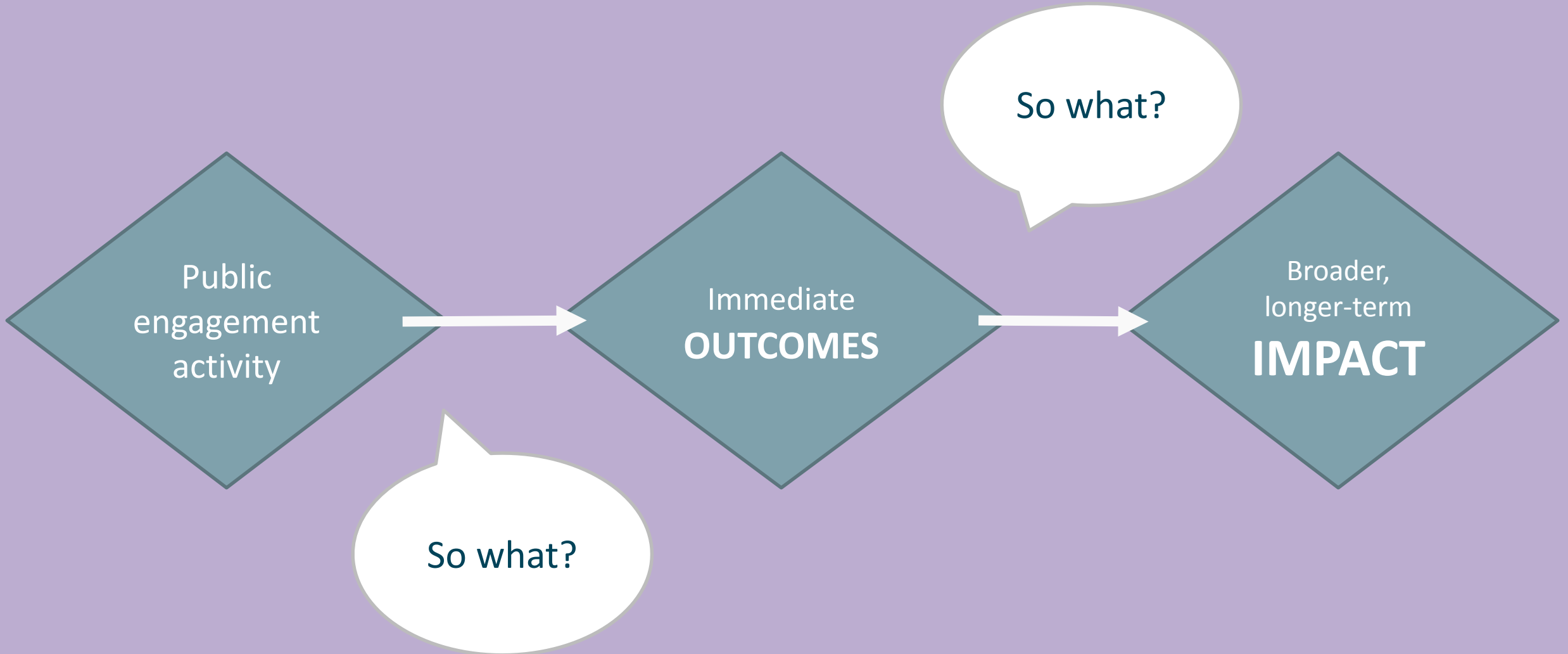
What is impact?



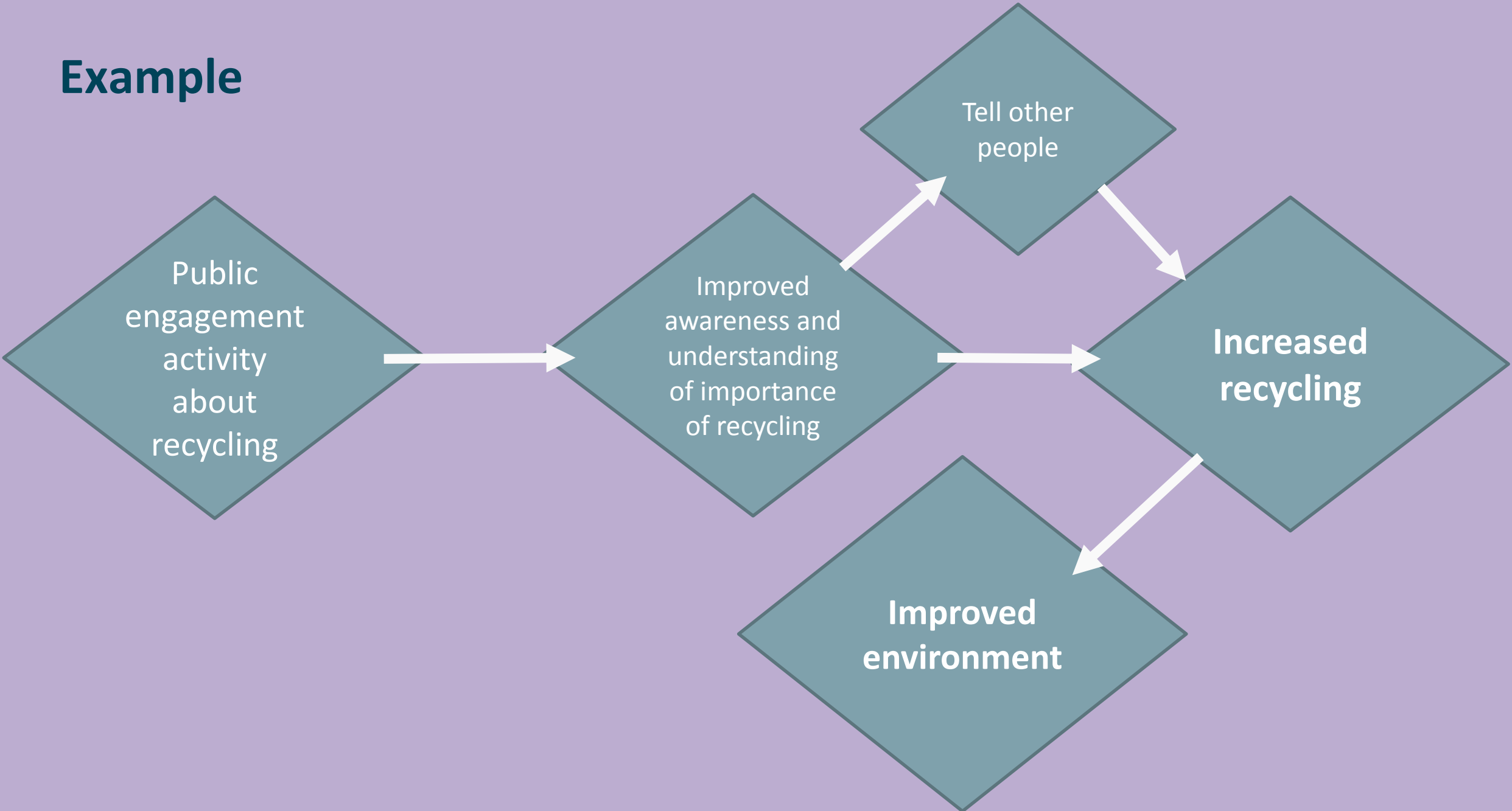
(Research) impact definitions

- “a marked **effect** or **influence**”
- UKRI – “the **demonstrable contribution** that excellent research makes to **society and the economy**”
- REF – “impact is defined as an **effect on, change or benefit to** the economy, society, culture, public policy or services, health, the environment or quality of life, **beyond academia**”

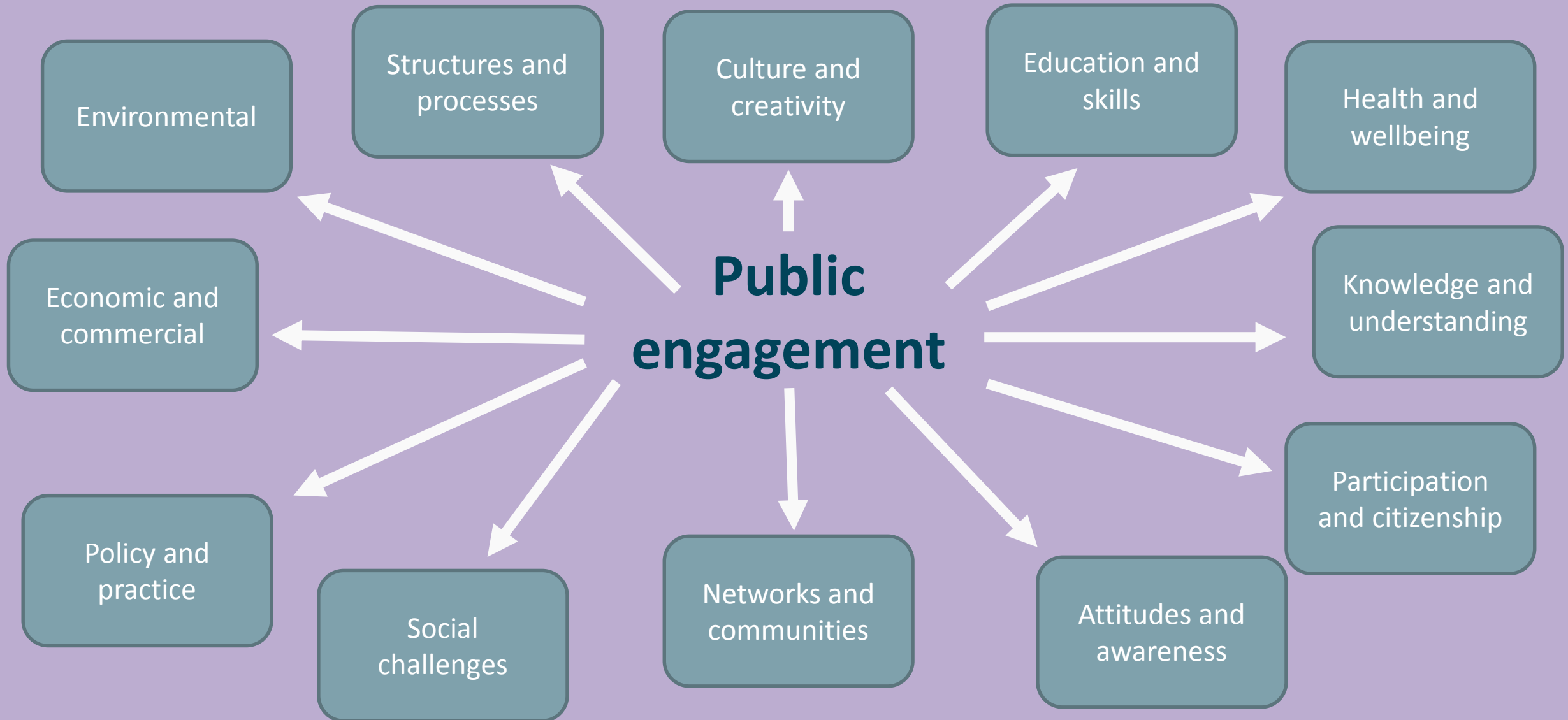
Public engagement is a pathway to impact



Example



Public engagement is a pathway to *any* impact



Impact on who (and how many)?

- Individuals
- Public communities – schoolchildren, citizen scientists, patients, volunteers, service users, customers, parents, local residents, etc.
- Professional communities – teachers, medical professionals, urban planners, artists, government, etc.
- Researchers
- You!

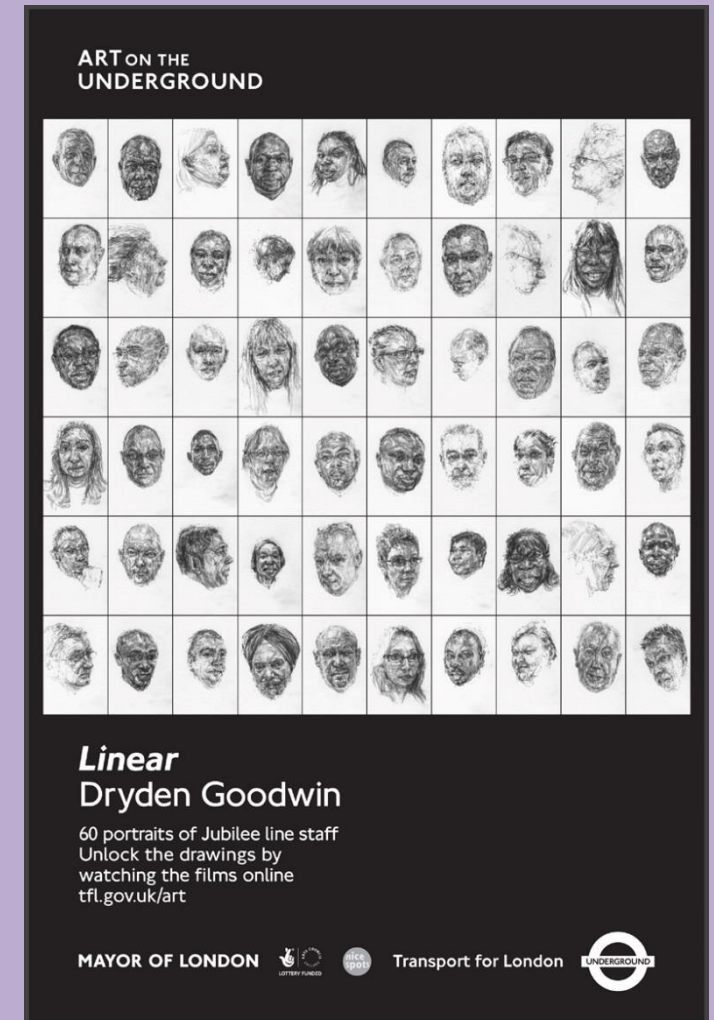


Example: Humanising the Underground (Dryden Goodwin, Slade)

REF 2014 case study. Portraits of TFL staff exhibited in stations, with online videos of the creative process.

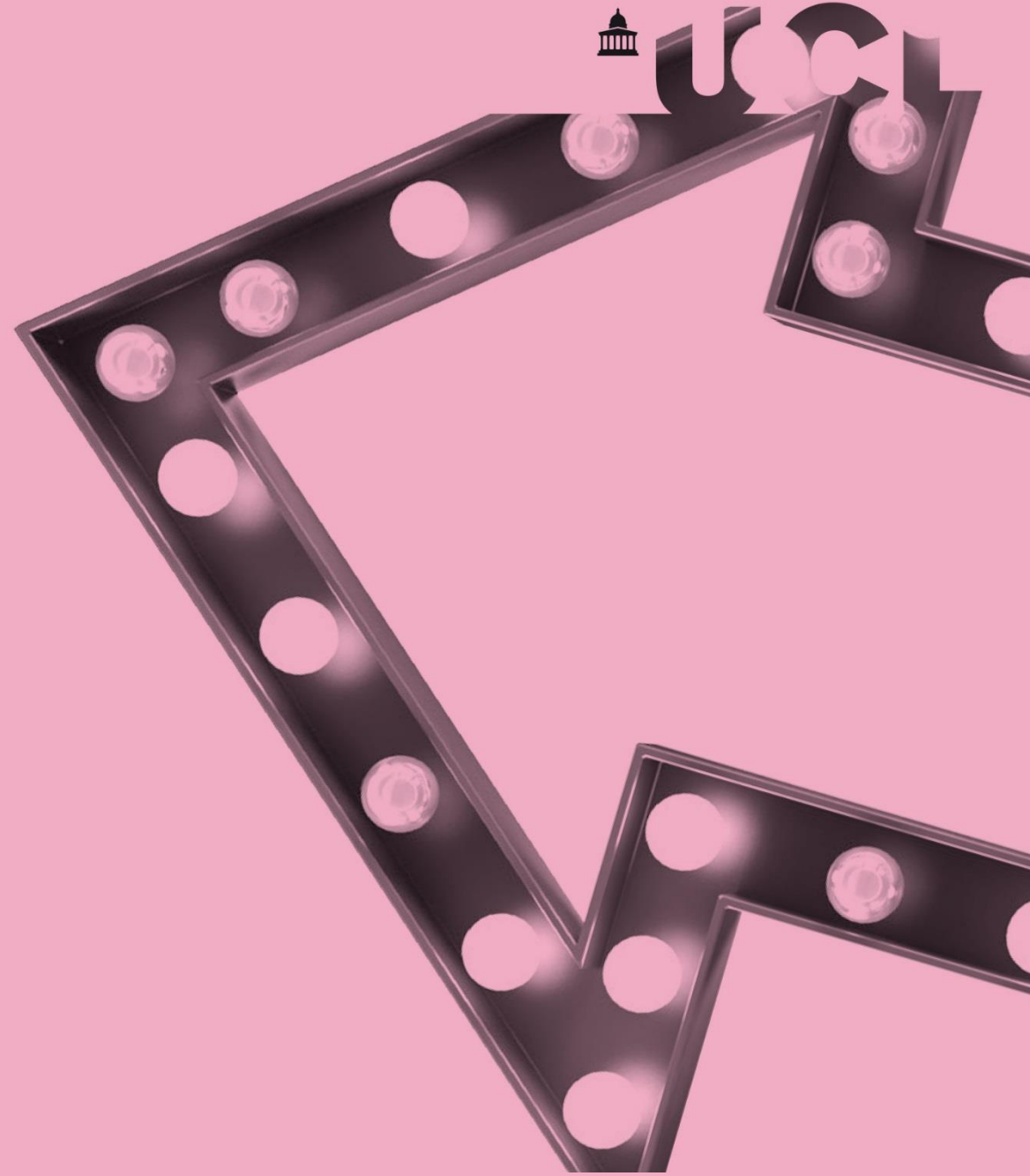
Impact

- On participants – felt valued
- On staff – morale boost at a time of cutbacks
- On public – raising awareness of ‘people behind the uniforms’
- On policy and practice – changed Art on the Underground curatorial strategy
- On artist – development of practice





The context: public engagement, evaluation & impact





Adapted from Wadsworth (2011)

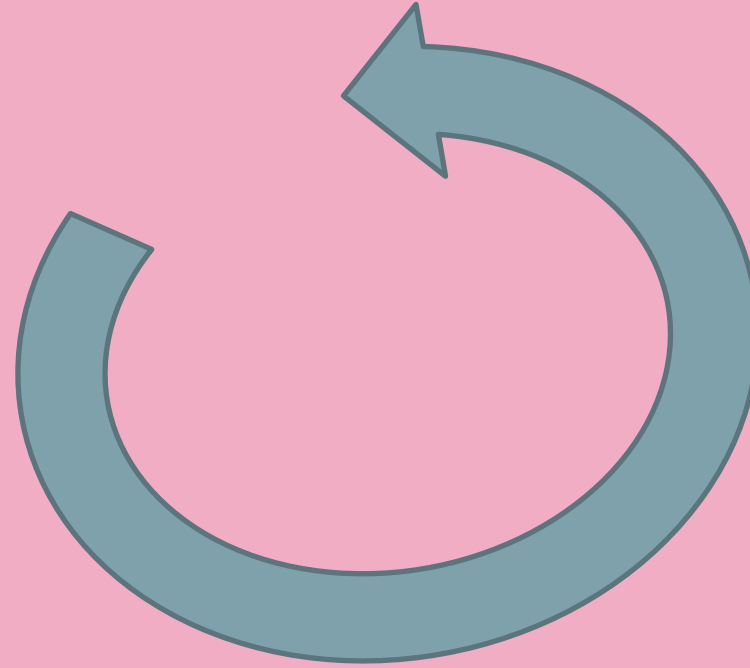
Why do we want to evaluate our project?

Internal reasons External reasons

Identified problem/question No identified problem Who?

How is it going? Is it working? How much evidence do they require?

What is the nature of the problem? Why is it happening?
What is wrong with...?
How can we...?



Planning new actions

Analysis and conclusions

How else can you understand the situation?
What questions will be useful?
Identify the research methods

Designing a process of finding out.

“The difficulty lies in the fact that effectiveness in this domain is not an obvious, unidimensional and objective quality (such as speed or distance) that can be easily identified, described, and then measured ... many aspects to the concept of [public engagement] effectiveness are open to contention.”

Rowe and Frewer (2004) Evaluating Public-Participation Exercises: a Research Agenda

Evaluating Emotional Objects

Dr Helen Stark

Research Impact Manager, UCL

h.stark@ucl.ac.uk



Photo credits Georgie Fay and Gary Schwartz

AIMS:

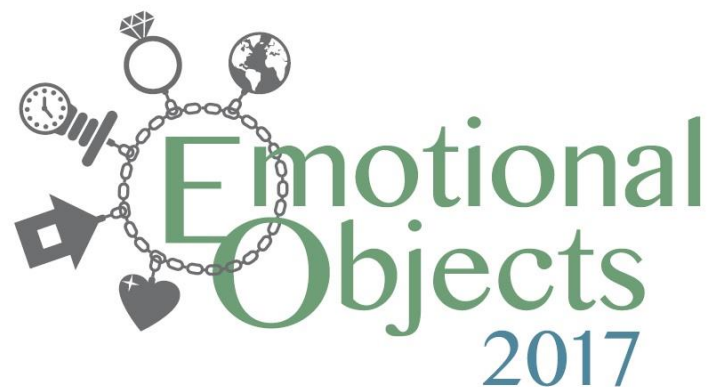
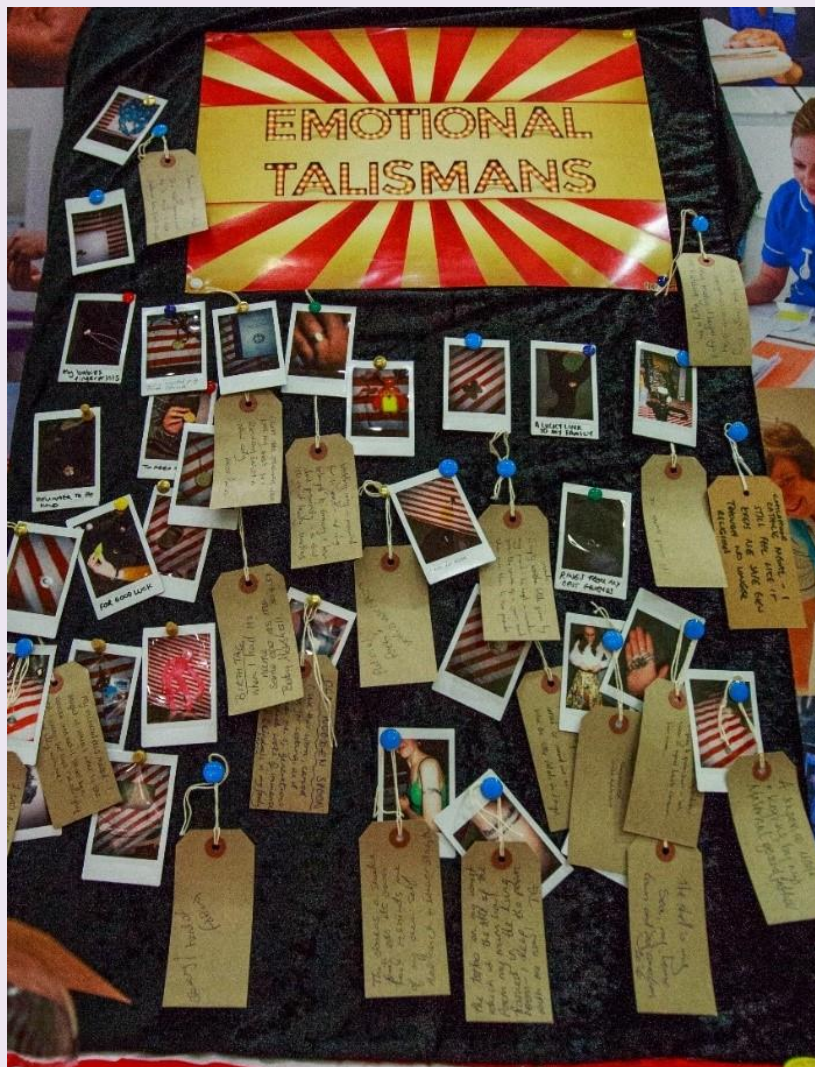
- To enable a London-based educated audience of adults and young people to think about the ways in which objects mediate and shape our emotional responses
- To enable a London-based educated audience of adults and young people to think about the ways in which emotions are affected by time, place and space; i.e. the ways in which they are constructed.
- To raise the profile of the Centre for the History of the Emotions by reaching the audiences of the Royal College of Nursing and October Gallery
- To increase the skills of PhD students and team members of LWF by supporting them in public engagement activities

OBJECTIVES:

- To make a contribution to the Being Human Festival and represent QM research at this event.
- To run a public event with a theme that has widespread appeal to a general adult audience and engages in some way with the research of as many Living with Feeling project members and Centre members as possible.
- To attract an audience of approx 300 attendees across the day.
- To organise a variety of stalls / activities / talks at the venue which take as their theme the ways that emotions are shaped by objects.

OBJECTIVES (continued):

- To record 6 short interviews on the night which examine how attendees understandings of the concept of the relationship between emotions and objects may have changed as a result of coming to the event.
- To send out a short, incentivised, wufoo evaluation form to all attendees via Eventbrite after the event seeking feedback on the event
- To give out 100 postcards / leaflets with Centre / project details.... blog link, twitter account etc.
- Collect feedback from event workers, but especially those from the Centre for the History of the Emotions



Royal College
of Nursing

Being
Human
A JOURNAL OF THE ROYAL COLLEGE OF NURSING

wellcome trust

Queen Mary
University of London



Gut Feelings







A Sense of Place Origami Bird Evaluation



What emotion did this activity evoke for you?

Blue - Excited - 6

Red - Angry - 2

Lilac - Thoughtful - 8

Green - Inspired - 6

Yellow - Bittersweet - 5

Orange - Happy - 10

Light Yellow - Peaceful - 7

Light Green - Tranquil - 4

White - Nothing - 1

London's Lost Dead Evaluation



How do you feel when you are near mortal remains?

What do you think will happen to your body when you die?



Statements:

- How I feel about objects has changed
- I want to know more about the Centre for the History of the Emotions
- How I feel is affected by where I am and who I'm with
- I learnt something at Emotional Objects

Marble Run 4

Do you agree?

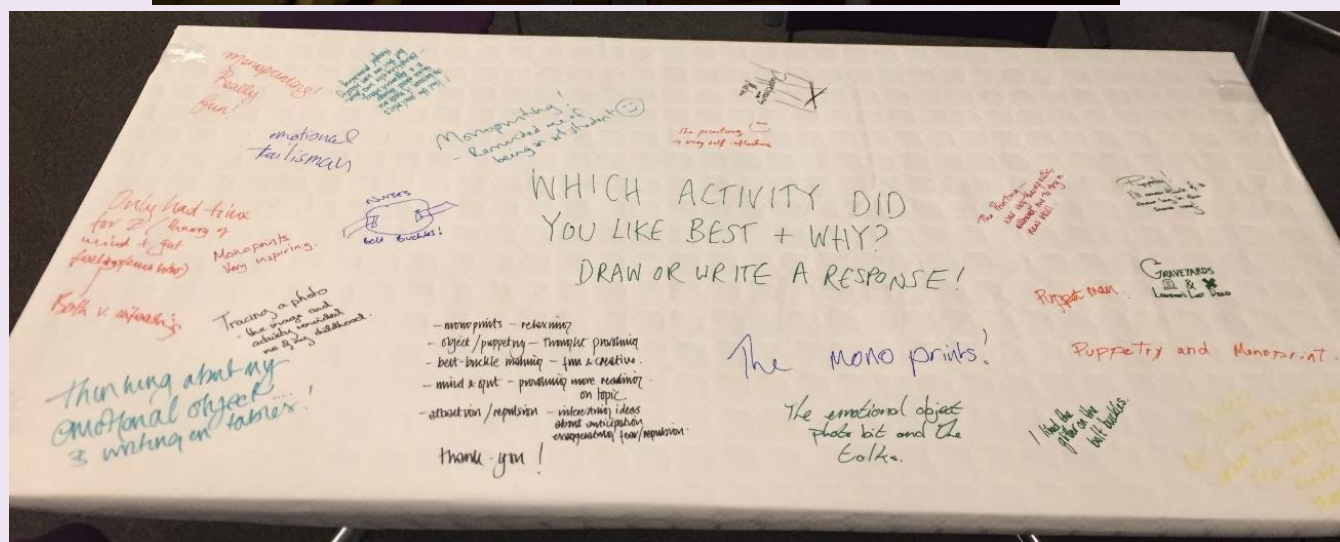
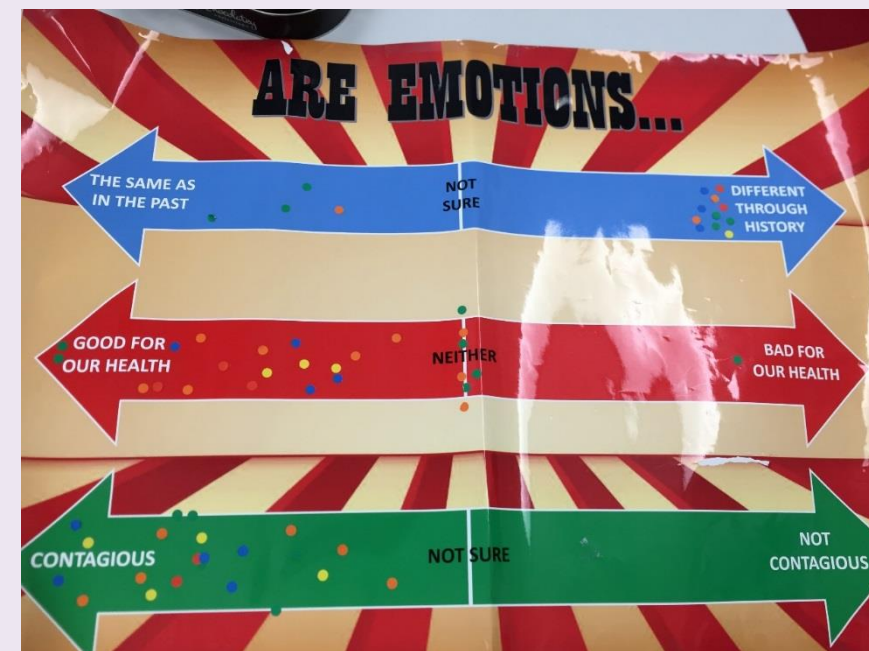
I learnt
something at
'Emotional
Objects'

Marble Run

Use the colour that represents your agreement with the statement

Red Marble: Nope
Yellow Marble: Meh
Green Marble: A bit
Blue Marble: Yes!





What was the impact? (Marble Run)

- 28% of participants agreed that how they felt about objects had changed 'a bit' as a result of the event and 42% gave a resounding yes.
- 81% of participants wanted to know more about the Centre of the History of the Emotions
- 81% of participants agreed that how and what they feel is affected by where they are and who they're with
- 96% of participants said they'd learnt something at the event

What was the impact? (Questionnaire)

Health and wellbeing:

- 'Improved my mood. Helped me to relax.'

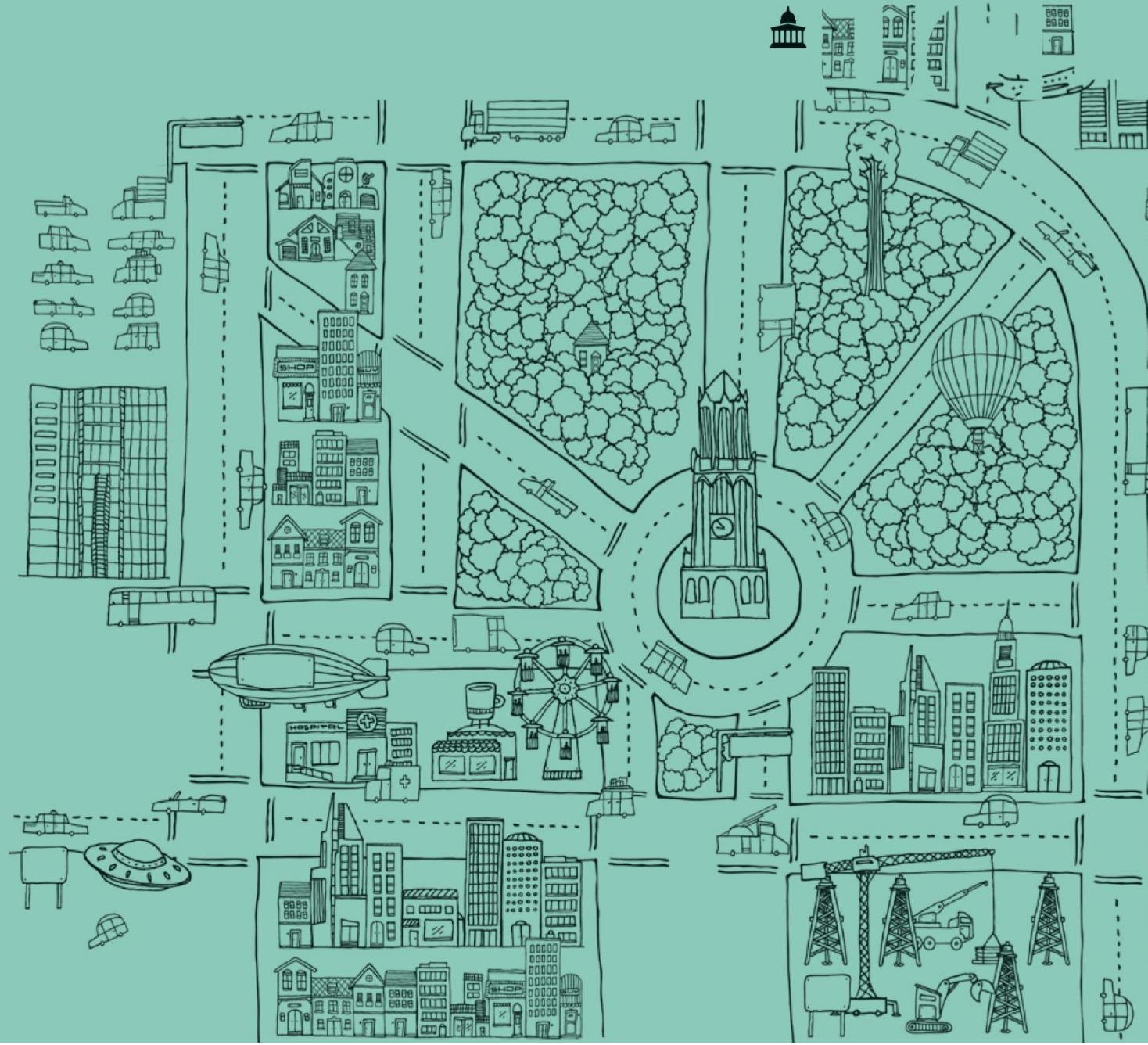
Attitudes/beliefs:

- 'thinking about why I keep/value objects – Questioning their meaning'
- 'It has made me think more about what I have and why I have it'
- 'interesting thinking about our emotional attachment to objects and their power over us'

Question asked: Please describe any other impacts that this Being Human event has had on you and/or your understanding of the humanities?

Anne Crisp

**Community Development,
Aston Mansfield**



Activities

3 x 15 minutes:

- Evaluation planning
- Evaluation hats
- Evaluation dice

Evaluation

- Learning vs enjoyment
- 10 year anniversary – share your ideas and ambitions for the next 10 years of public engagement at UCL
#PublicEngagementFutures

UCL Public Engagement Network

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