

Effect Measurement Tools



The types of tools to measure impact are only limited by your imagination. Anything that can help you determine whether your project has done what you wanted it to do and reached who you wanted it to reach can be an evaluation tool. What follows are just some suggestions:

Documentation: Whatever else you do, be sure to document your process and your project. In addition to being a record of your project, you may notice ways your project had an impact that you missed while you were doing it.

Observation: Standing back and observing reactions tells you something important about how your project is having an impact. Are people taking notice or passing by? Are they smiling or angry? Talking amongst themselves or lost in thought? You can observe and take notes live, or document the scene to analyze later.

Interviews: Interviewing participants and passersby is a great way of finding out about how your project is impacting your audience. Using the “think feel do” model, ask them what they think and feel about your project, or what they think, feel and might do about the issue you are addressing. Interviews can be long or short, happen during the action to record immediate responses, or take place after to get a sense of how people might have changed their thoughts, feelings, or actions.

Surveys: Surveys are a good way to know if your project has changed public perception on the social issue you are addressing. Ideally, you will want to survey the same population before and after exposure to your project.

Focus Groups: Bringing together people who have interacted with your project and having a conversation about their experience can provide in-depth and valuable information about the impact your project had.

Publicity Analysis: Counting and analyzing media mentions -- news stories, blog reports, social media posts -- is a way of determining how much publicity your project has gotten, and the quality and tone of that publicity. Remember, however, that media is only a means to an end and does not tell us whether your project has impacted people or policy.

Be Creative! Use your creativity in designing evaluation tools. Artistic Activists have built measurement into their projects by:

- * Creating a Comment Wall so people can express themselves
- * Concluding with a Speak-Out Session or Conversation
- * Organizing a Call and Response to voice division or unity
- * Building Interactive Props that measure public opinion

The brilliant thing about these types of creative evaluation tools is that you are not only collecting information, but you are immediately sharing it with your audience.

