

The route to impact measurement

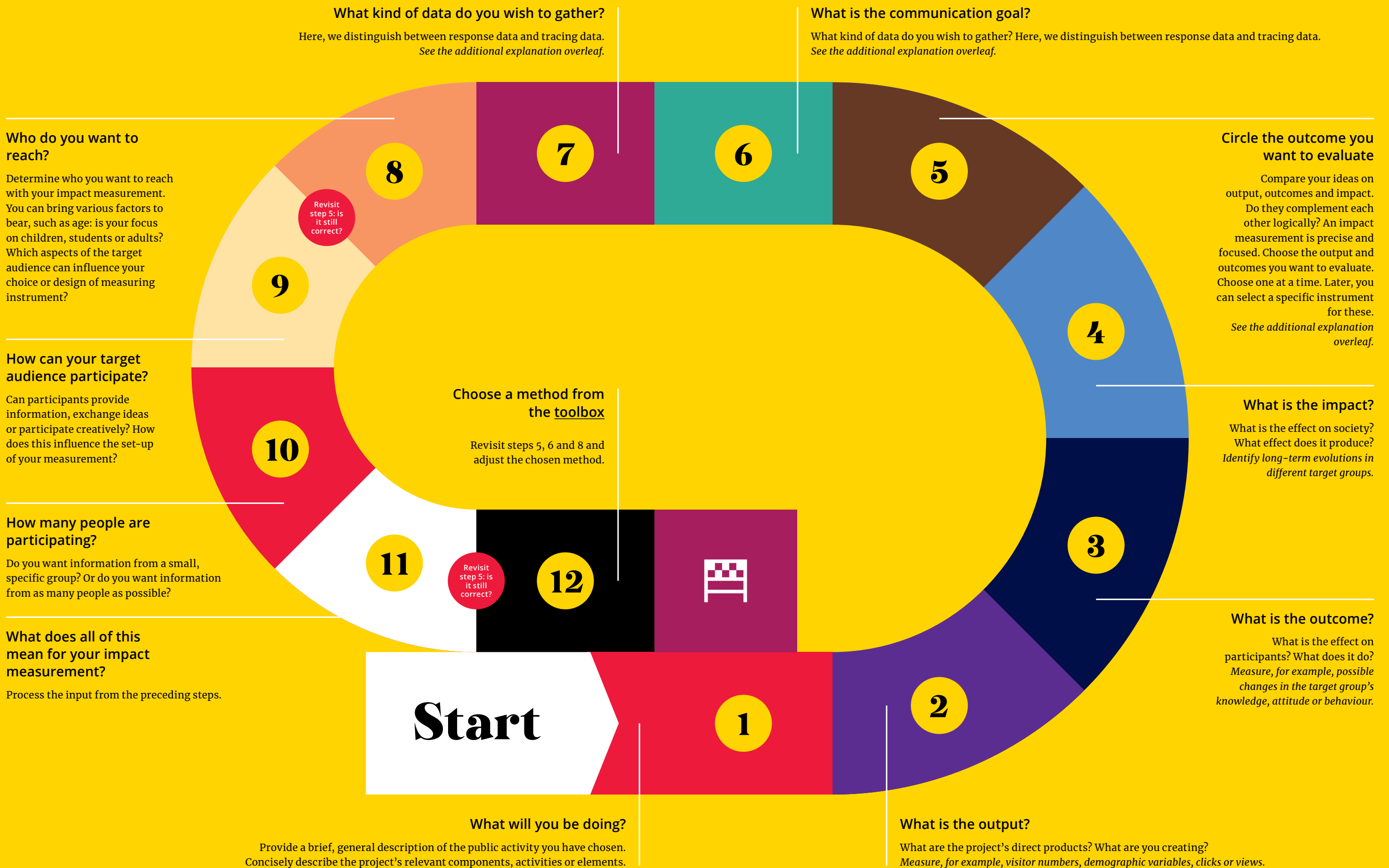


To measure the impact of your public engagement activities, it is useful to consider a few basic principles of science communication. This will allow you to make the right decisions while developing and implementing your activities.

Answer the questions along the route step by step. The answers will help you design a good impact measurement. You can use your answers to do a targeted search in the toolbox for instruments that are suitable for your impact measurement.

This route is based on the instruments of IMPACTLAB that can be found at impactlab.sites.uu.nl. Here you will also find a decision tree and the toolbox.

IMPACTLAB is a collaboration between Utrecht University, Leiden University and the Dutch Research Agenda, and is composed of Dr Madelijn Strick, Dr Ward Peeters and Dr Anne Land.



EXPLANATION OF STEP 5

The three elements build on each other. Results from the output and from outcomes provide an increasingly complete impact picture. In this way you will improve your understanding of the impact of your activity.

EXPLANATION OF STEP 6

Which of these communication goals is the best fit and is a good summary of everything?

<i>Creating knowledge and understanding</i>	<i>Promoting behaviour and skills</i>	<i>Enriching awareness and attitude</i>
Informing, teaching, training, coaching	Inspiring, motivating, convincing, inspiring creativity, acquiring or improving skills	Creating new experiences, stimulating critical thinking, generating awareness, generating perspectives, improving attitudes towards the issue or towards science

EXPLANATION OF STEP 7

Response data is any form of data provided consciously by participants, such as an answer to a quiz question or a completed survey. This type of data can be generated both online and offline. Tracing data is information you can collect by observing people and their behaviour. An example is to look at the number of clicks or views to trace the online reach of an item.