

# Easy Evaluation: Designing and Analysing Feedback Forms

**Jeff Adams PhD**  
**En-Yi Lin PhD**

**SHORE & Whariki Research Centre**  
**College of Health**

# Introductions



Jeff Adams

Judy Lin



Verne McManus

# SHORE & Whariki Research Centre

We are two multidisciplinary research groups working in a Treaty of Waitangi partnership model to produce excellent research with the aim of improving health and wellbeing in Aotearoa, New Zealand and globally.

SHORE

WHARIKI

# National Public Health Evaluation Training Service



# Workshop outcome

Gained knowledge,  
skills and  
confidence about  
designing,  
analysing and  
reporting feedback





# Workshop sessions

## Feedback forms

- Key features of feedback forms
- Designing questions

## Analysing and reporting data

- Quantitative
- Qualitative

# Introductions

Name

Where from



Key work role



# What is a feedback form?

A way to collect information from participants about quality and immediate impacts of programme

## How Did They Do?

	 Yes	 No
Could I hear them?		
They looked at me during the presentation.		
I could understand what they were saying.		
Do I have any questions?		

My question is \_\_\_\_\_

Name \_\_\_\_\_ Teacher \_\_\_\_\_



# Feedback form key features



What makes a good feedback form?

# Useful for

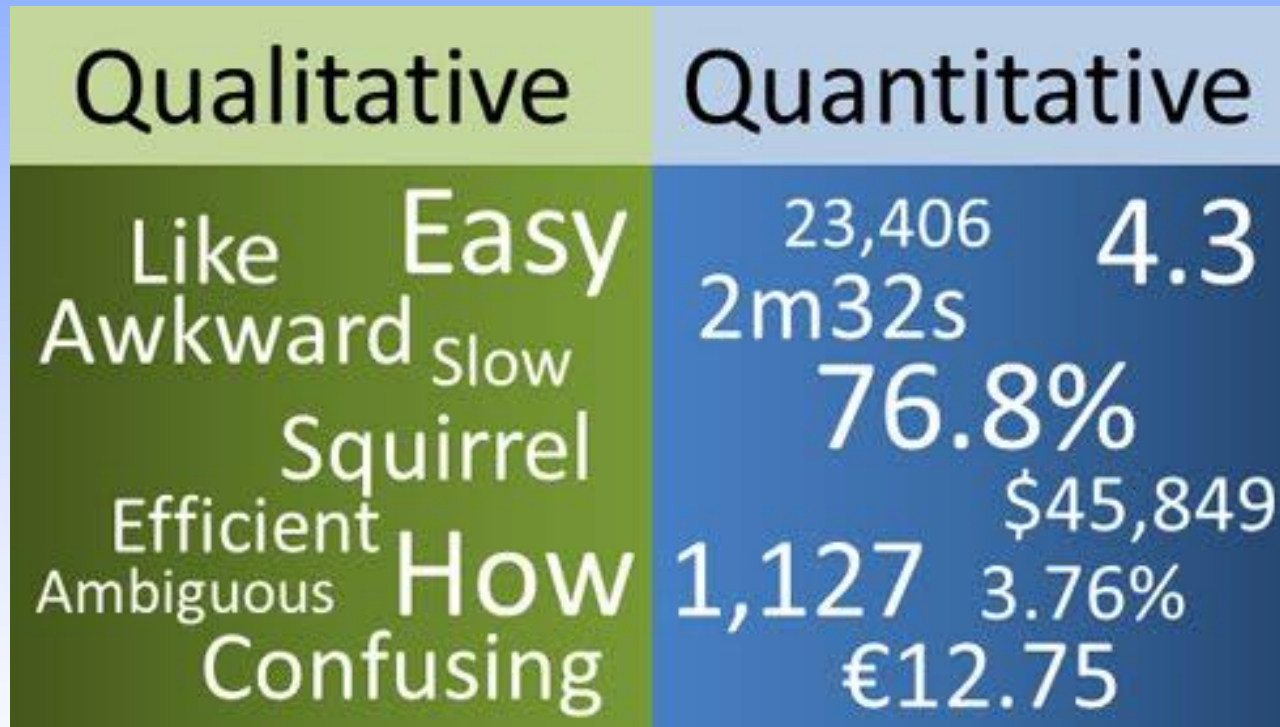
Efficient and economical

Can measure:

- quality of project
- change in knowledge
- change in skills



# What kind of data?



# Many methods to administer



What ways can a feedback form be administered?

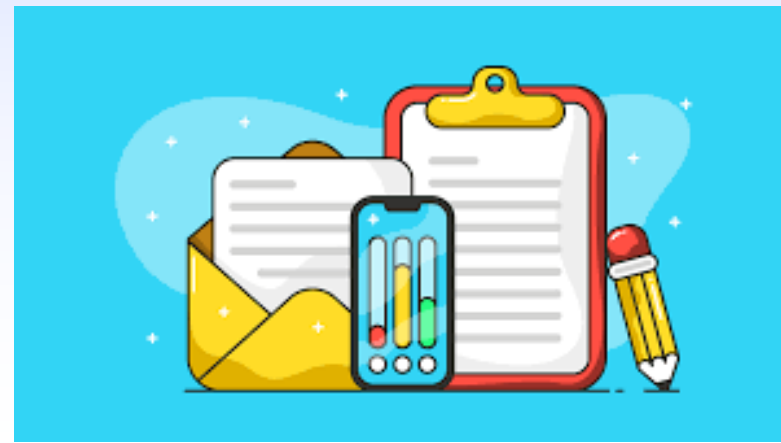
# Ways of getting feedback

Can be anonymous

- Paper
- Internet (ensure compatible with mobile devices)

Not (usually) anonymous

- Email
- Face to face



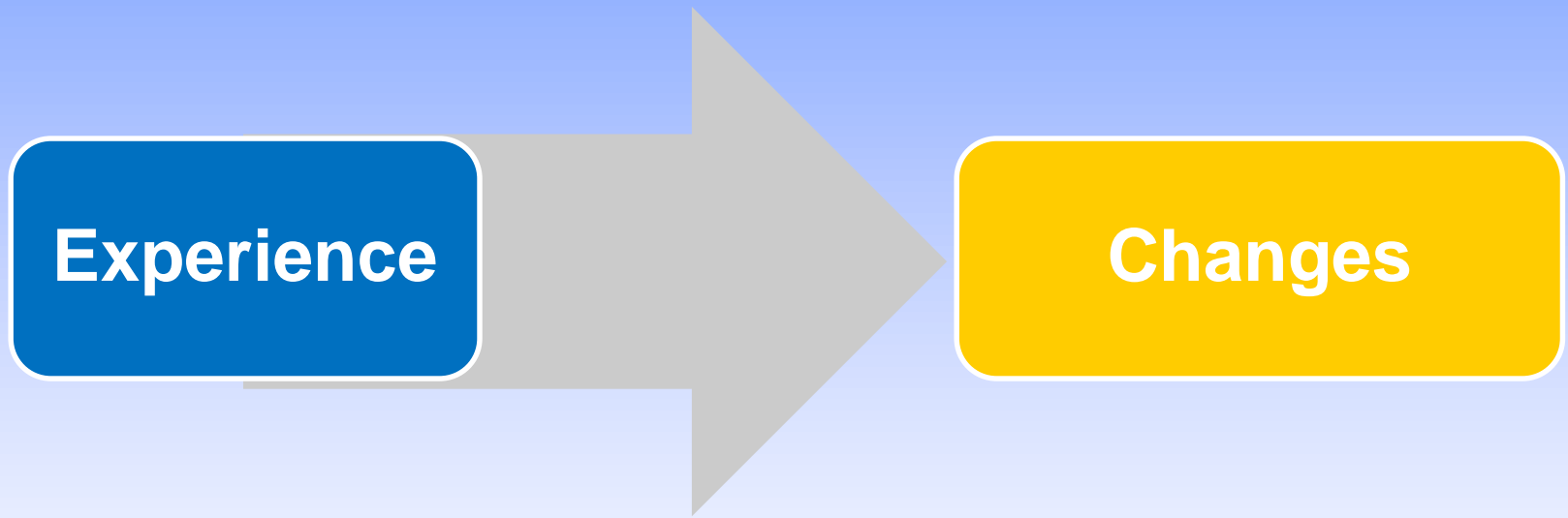
# Importantly ...

Don't seek feedback  
if you don't intend to  
use the information to  
**take action**





# Determining focus



# Determining focus

What are key feature of the **experience** of the intervention?

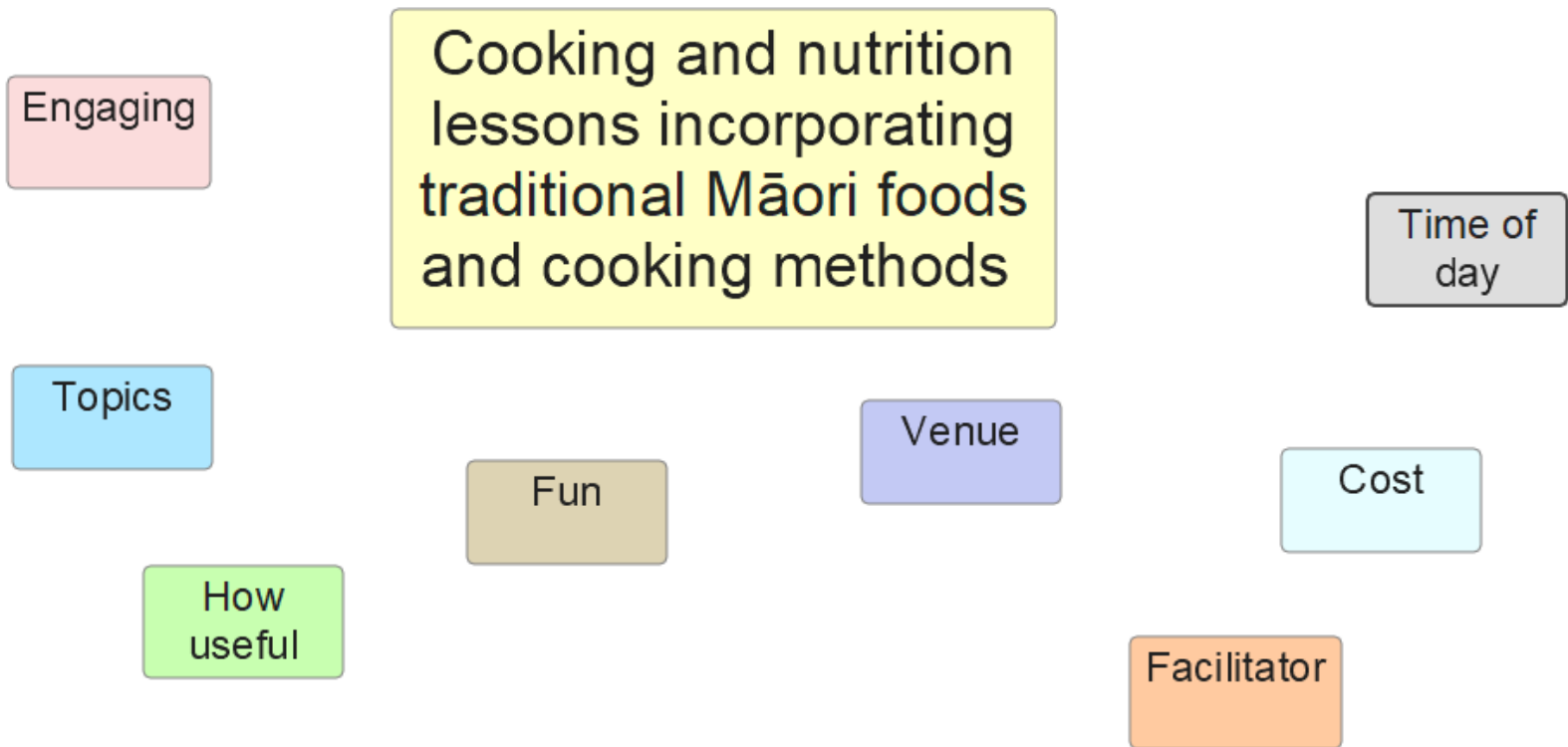
What changes or short term outcomes are you expecting?

- Link to logic models (if you have one)

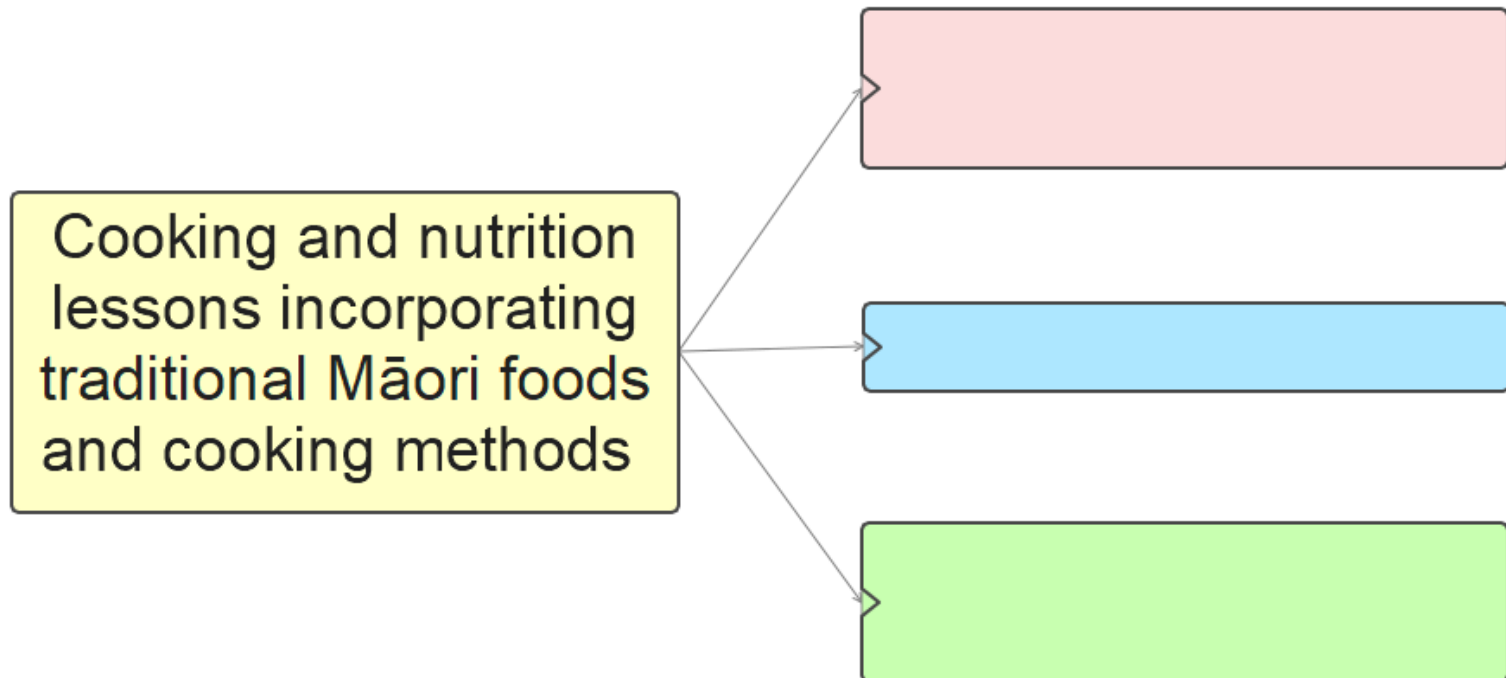
# What features of participant experience?

Cooking and nutrition lessons incorporating traditional Māori foods and cooking methods

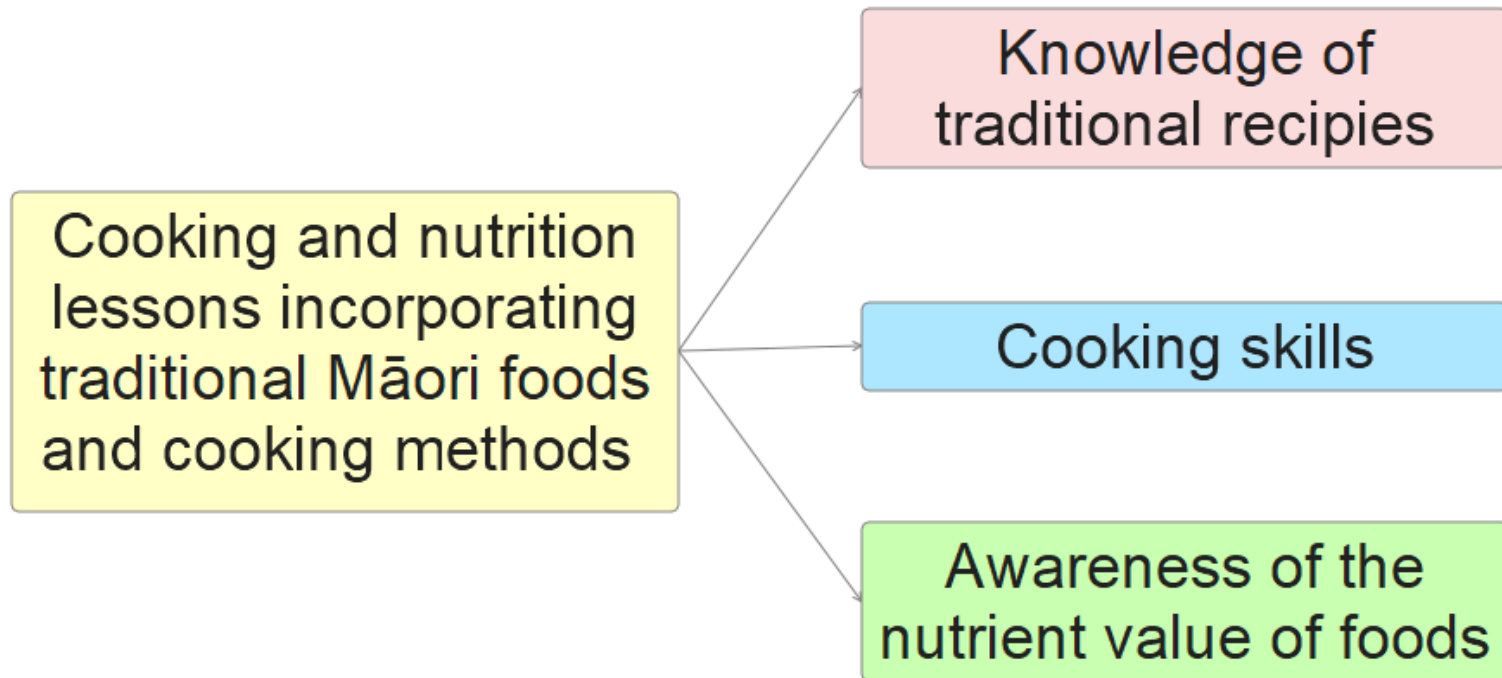
# What features of participant experience?



# What outcomes are expected?

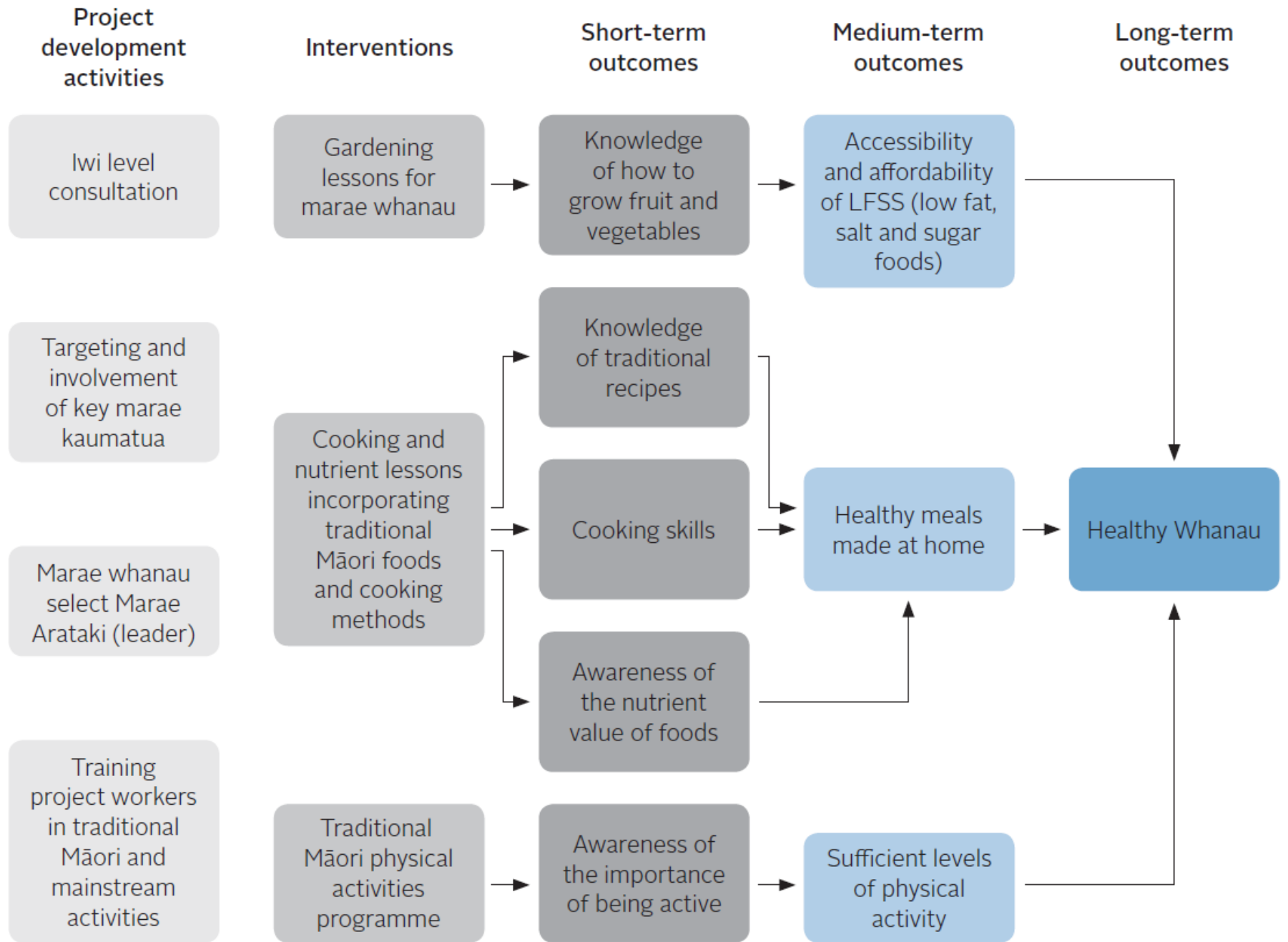


# What outcomes are expected?

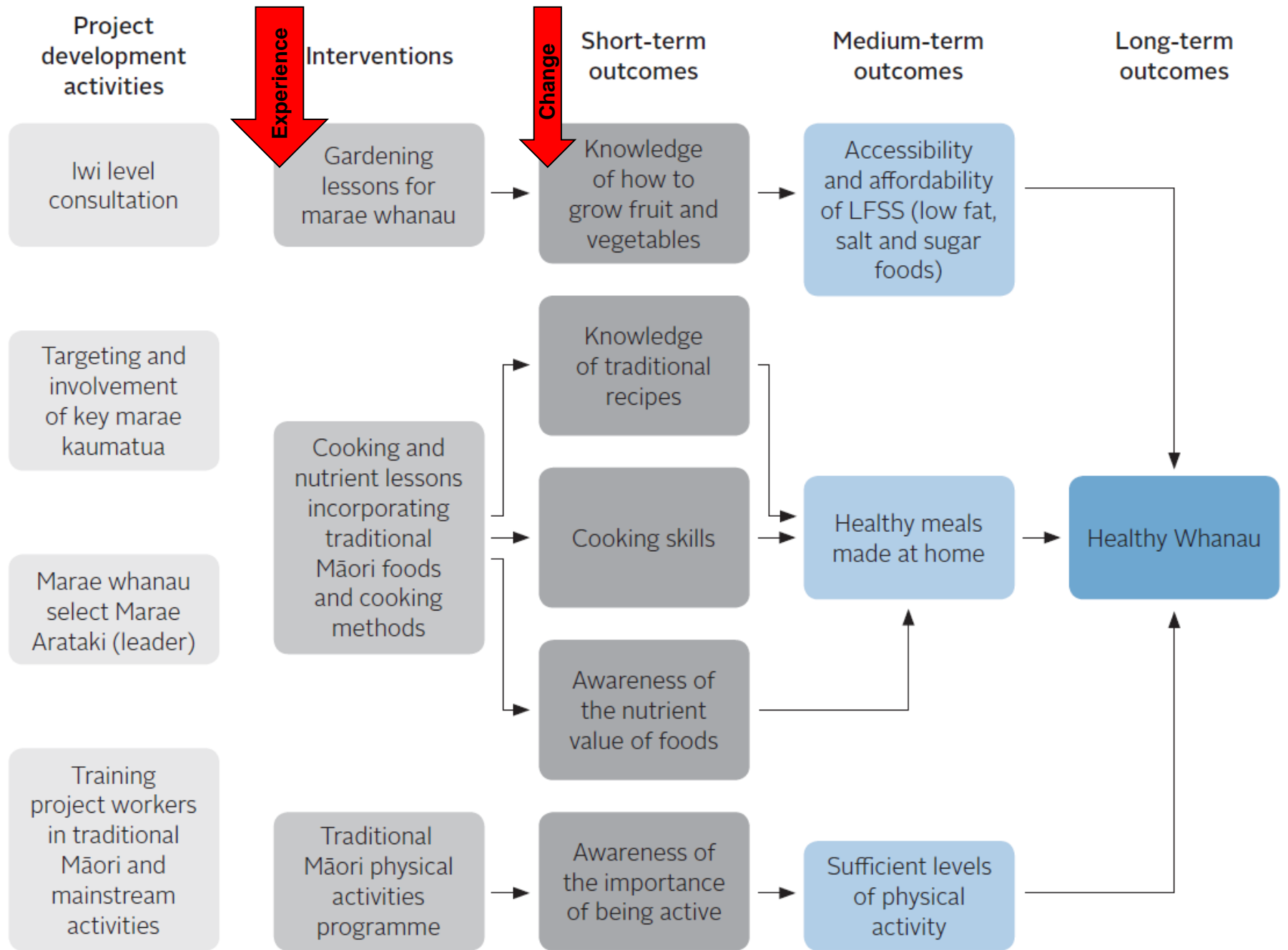






# Marae-based Nutrition and Exercise Programme



# Marae-based Nutrition and Exercise Programme



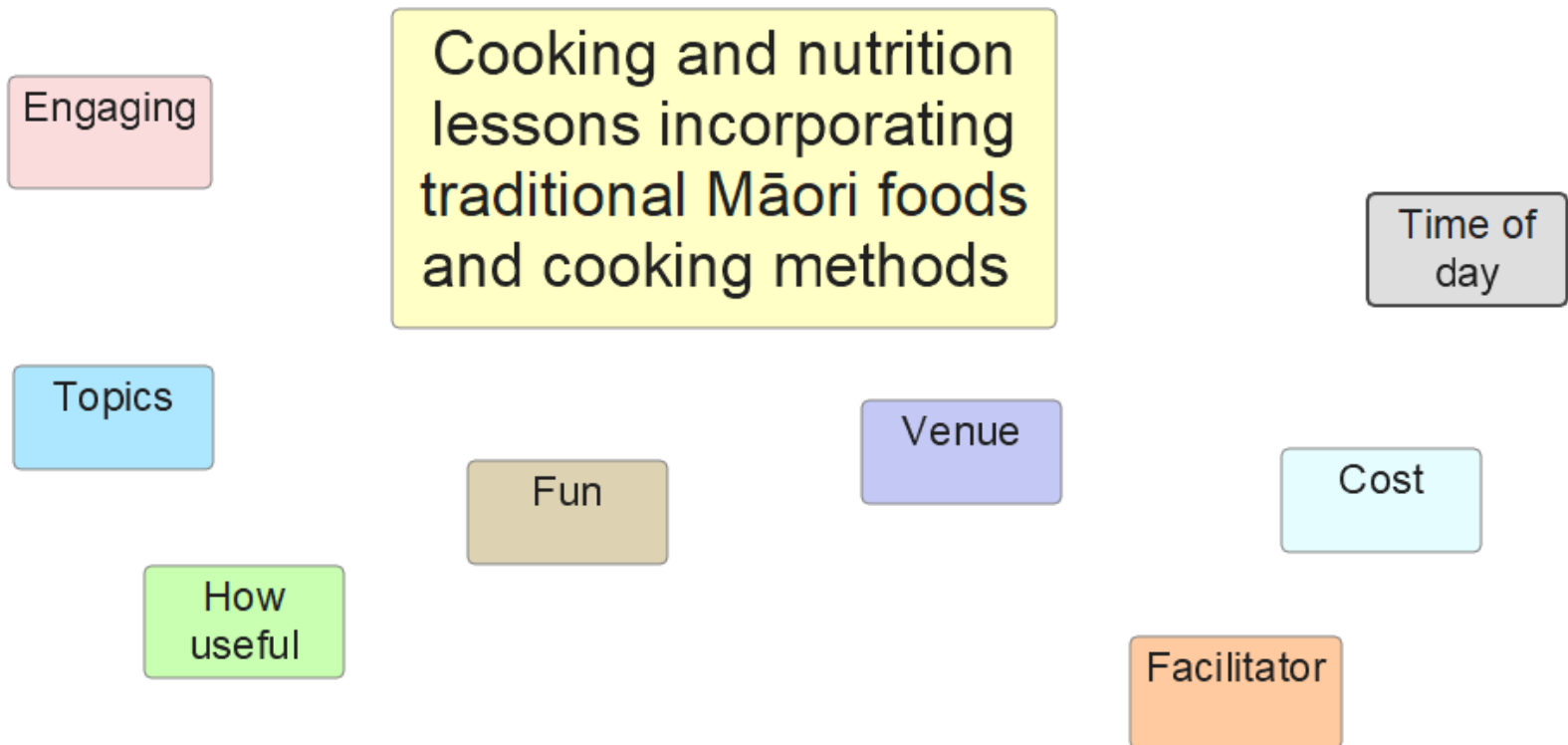
# Intervention: Cooking lessons for families

Evaluation Criteria	Key Sources of Data	Method
<ul style="list-style-type: none"><li>• The content covers skills required for cooking and accurate nutrition information</li><li>• The delivery of lessons is engaging, interesting and at the appropriate level for participants</li><li>• The lesson design allows participants time to practise new skills and apply knowledge</li></ul>	<ul style="list-style-type: none"><li>• Dietician or nutritionist</li><li>• Participant</li><li>• Course leader</li><li>• Participant</li></ul>	<ul style="list-style-type: none"><li>• Review of cooking lesson plans</li><li>• Feedback form </li><li>• Interview</li><li>• Reflection/assessment</li><li>• Feedback form </li></ul>

# Intervention: Cooking lessons for family

Criteria	Feedback question	Response type
Lessons are: <ul style="list-style-type: none"><li>• engaging</li><li>• interesting</li></ul>		
Participants have time to practise new skills		

# What features of participant experience?

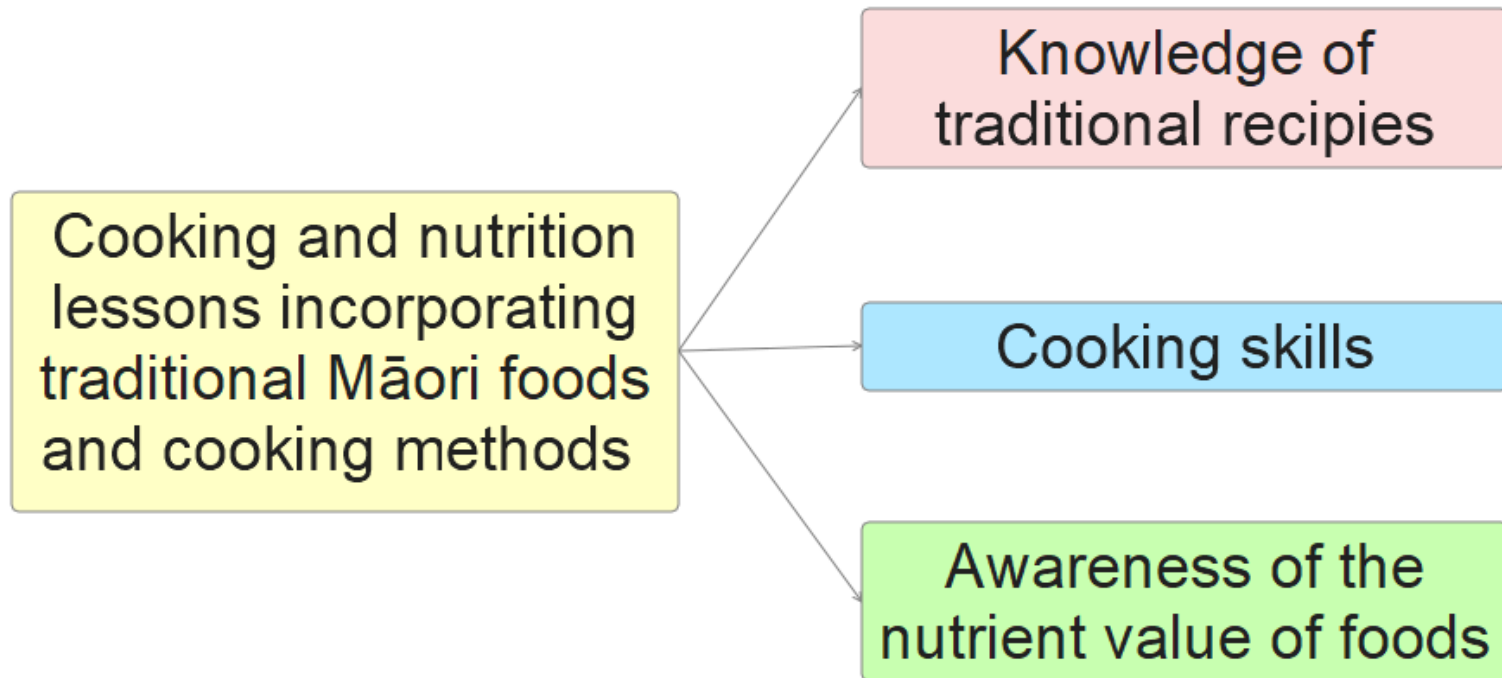


# Intervention: This workshop (**experience**)

Criteria	Feedback question	Response type



# What outcomes are expected?



# Short term outcomes expected: This workshop (**change**)

Outcomes

# Short term outcome: This workshop **(change)**

Criteria	Feedback question	Response type

# Develop criteria for your project



- Quality of intervention
- Short term outcomes

Appendix one in workbook – first column only)

# Designing feedback forms



# Spot the problems



For each of the following questions spot the problem(s) with it.



- To what extent do you agree that NZS is adequate?
- In the last month how often did you go for a walk?
- Please rate the following 15 items in order of importance?
- How many children do you have?
- How would you rate the service at this hospital?

(1) Satisfactory (2) Good (3) Excellent

# Design

Order questions logically

- Place easy (non-controversial) questions first
- Place important questions early
- Group questions by topic

Use plenty of white space

Use a readable type size

Provide brief instructions

# Design: Use rating scales

1. How comfortable were you with your talking?

1                      2                      3                      4                      5                      6                      7

Extremely Comfortable

Extremely Uncomfortable

2. How confident were you with your talking?

1                      2                      3                      4                      5                      6                      7

Extremely Confident

Extremely Anxious

3. How successful did you feel with your talking?

1                      2                      3                      4                      5                      6                      7

Extremely Successful

Extremely Unsuccessful

# Design: Free text box



# Wording the questions

Simple, suitable vocabulary – consider reading skills

## ***Question Wording***

Avoid using complex words, technical terms, jargon, and phrases that are difficult to understand. Instead, use language that is commonly used by the respondents. For example:

### Use . . .

- Work
- Tired
- About
- People who live here
- Your answers
- Job concerns
- Providing health care

### Instead of ...

- Employment
- Exhausted
- Regarding
- Occupants of this household
- Your responses to this questionnaire
- Work-related employment issues
- Health care provision

# Wording the questions

Avoid abbreviations,  
jargon, foreign  
phrases



# Wording the questions

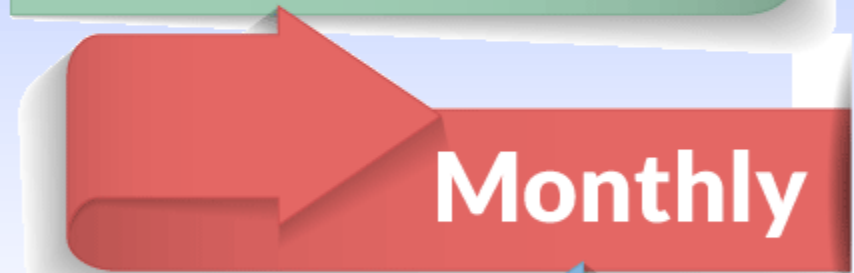
Be specific  
e.g., instead of  
last year – use  
2018



# Wording the questions

Clear wording  
e.g., Instead of often

Be specific e.g.,  
Use daily, twice  
Weekly etc.





# Wording the questions

Include all information so question can be adequately answered



# Wording the questions

Avoid demanding and time consuming questions

Example:

*Please rank the following 15 items in order of their importance to you*

*In 25 words or less, what is your philosophy of 4-H?*

# Wording the questions

Avoid assumptions

Example:

*How many children do you have?*

# Wording the questions

Avoid bias (leading questions, not providing negative/positive options)

Example:

*How would you rate the housing in which you live?*

- 1. Satisfactory*
- 2. Good*
- 3. Excellent*

# Wording the questions

Avoid double-barrelled questions

Example:

*Did the counselling session help you improve your relationships with your teachers and increase your ability to get along with your friends?*

# Some common questions

- How could this workshop be improved?
- What did you enjoy most?
- What was the most useful thing you learnt on the course?
- Would you recommend this course to others, and why / why not?
- How could you apply what you have learnt on the course in your work?
- Any other comments you have about this course?

# Writing your feedback questions



# Intervention: Cooking lessons for family

Criteria	Feedback question	Response type
Lessons are: <ul style="list-style-type: none"><li>• engaging</li><li>• interesting</li></ul>	I found the lessons engaging and interesting	1-5 rating
	I was bored during the lessons	1-5 rating
	Do you have any comments about the facilitation of the workshop?	Qualitative
Participants have time to practise new skills	I had enough time to practise the cooking skills taught to me	1-5 rating



# Intervention: This workshop

Criteria	Feedback question	Response type

# Short term outcome: This workshop

Criteria	Feedback question	Response type

# Develop feedback questions for your project



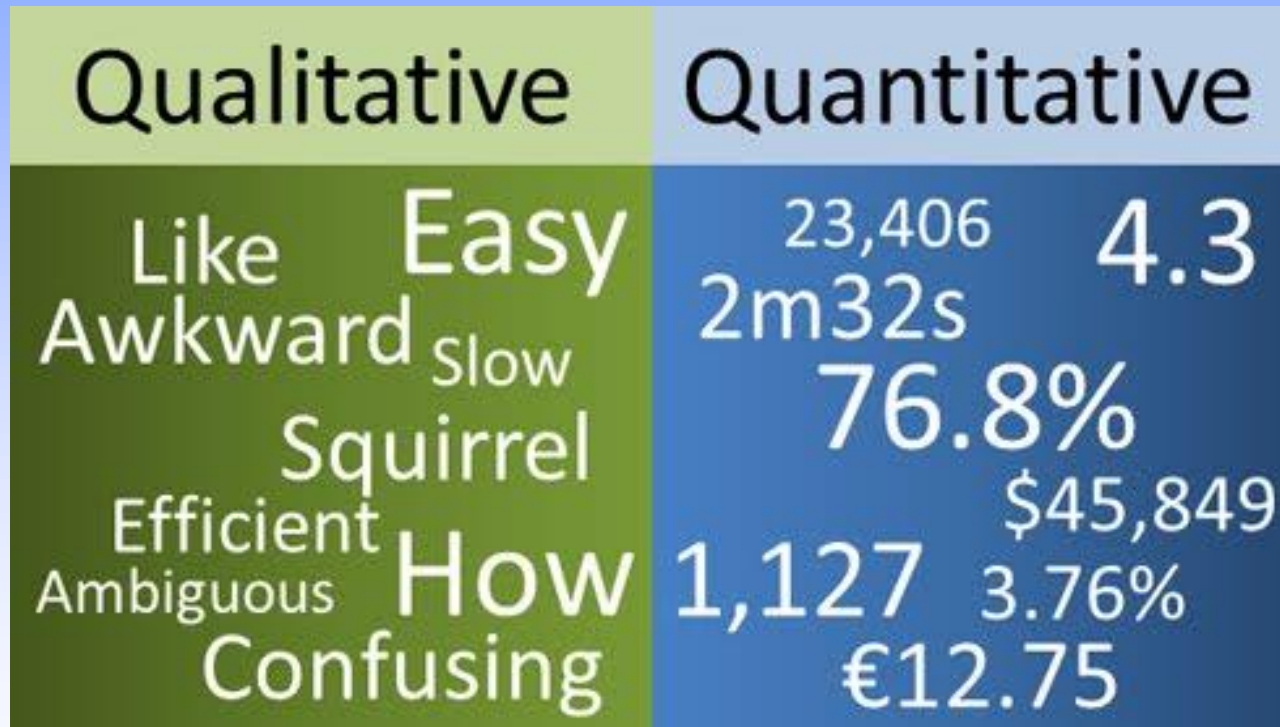
- Quality of intervention
- Short term outcomes

Appendix one in workbook – second column

# Analysing feedback data

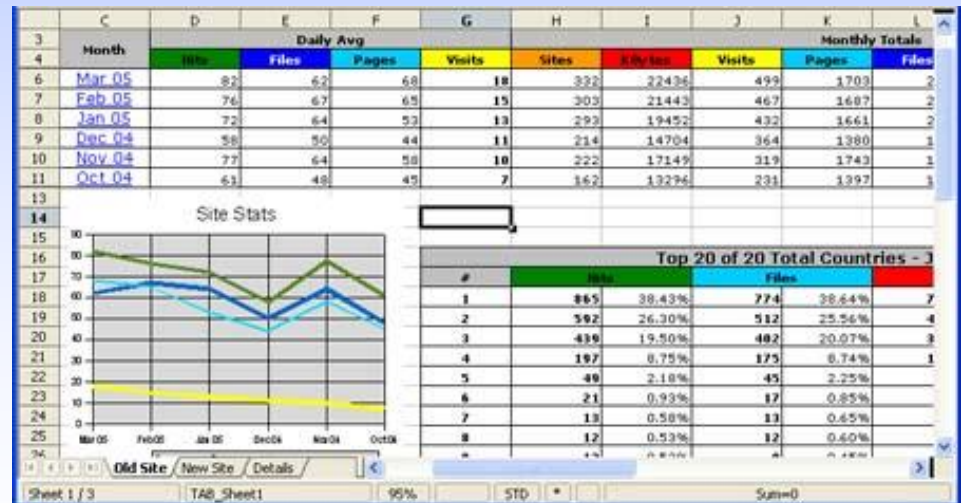


# What kind of data?



# Quantitative data from feedback forms

- Yes/No questions
- Multiple choice questions
- Ranking questions
- Rating questions



# Quantitative Analysis

- Number (and percentage) of people who agreed to the question items
- Ranking of the question items
- Average rating of the question items

# Creating a workbook

To start Microsoft Excel

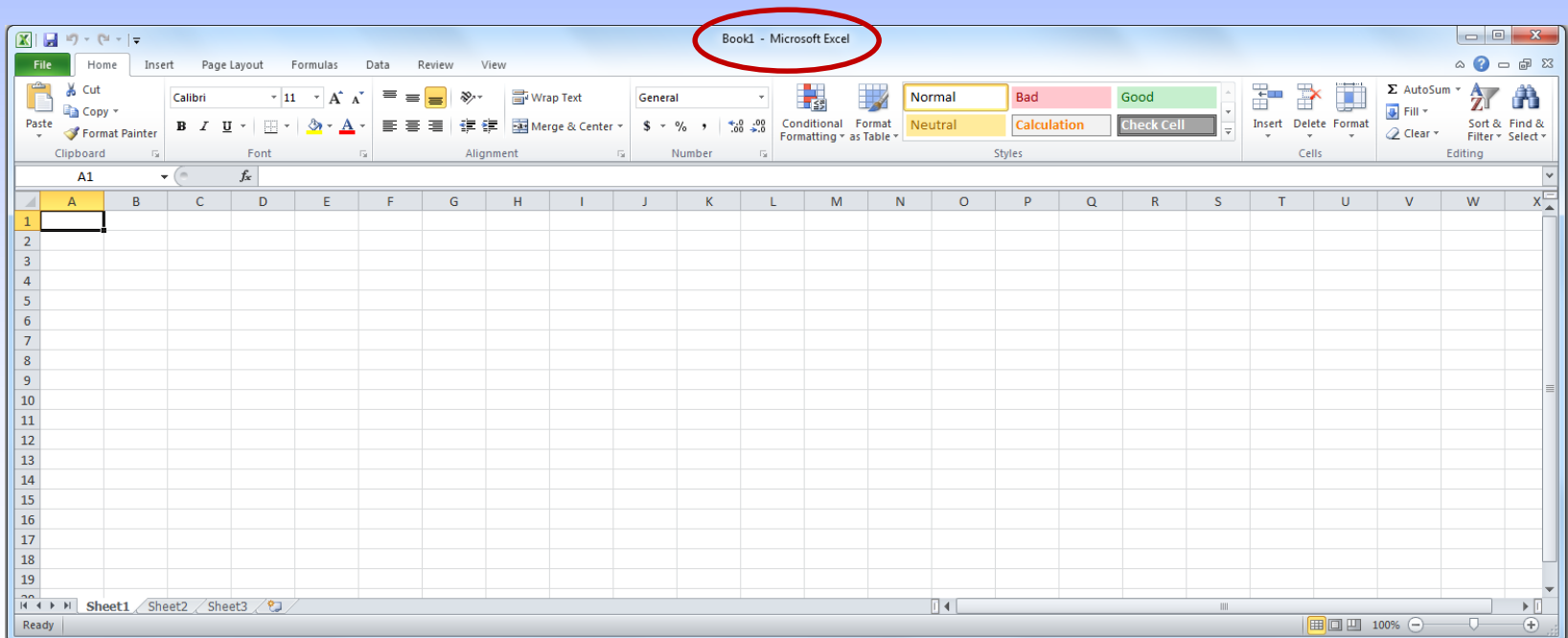
1. Click the **Start** menu
2. Select **All Programs**
3. Select **Microsoft Office**
4. Select **Microsoft Excel**





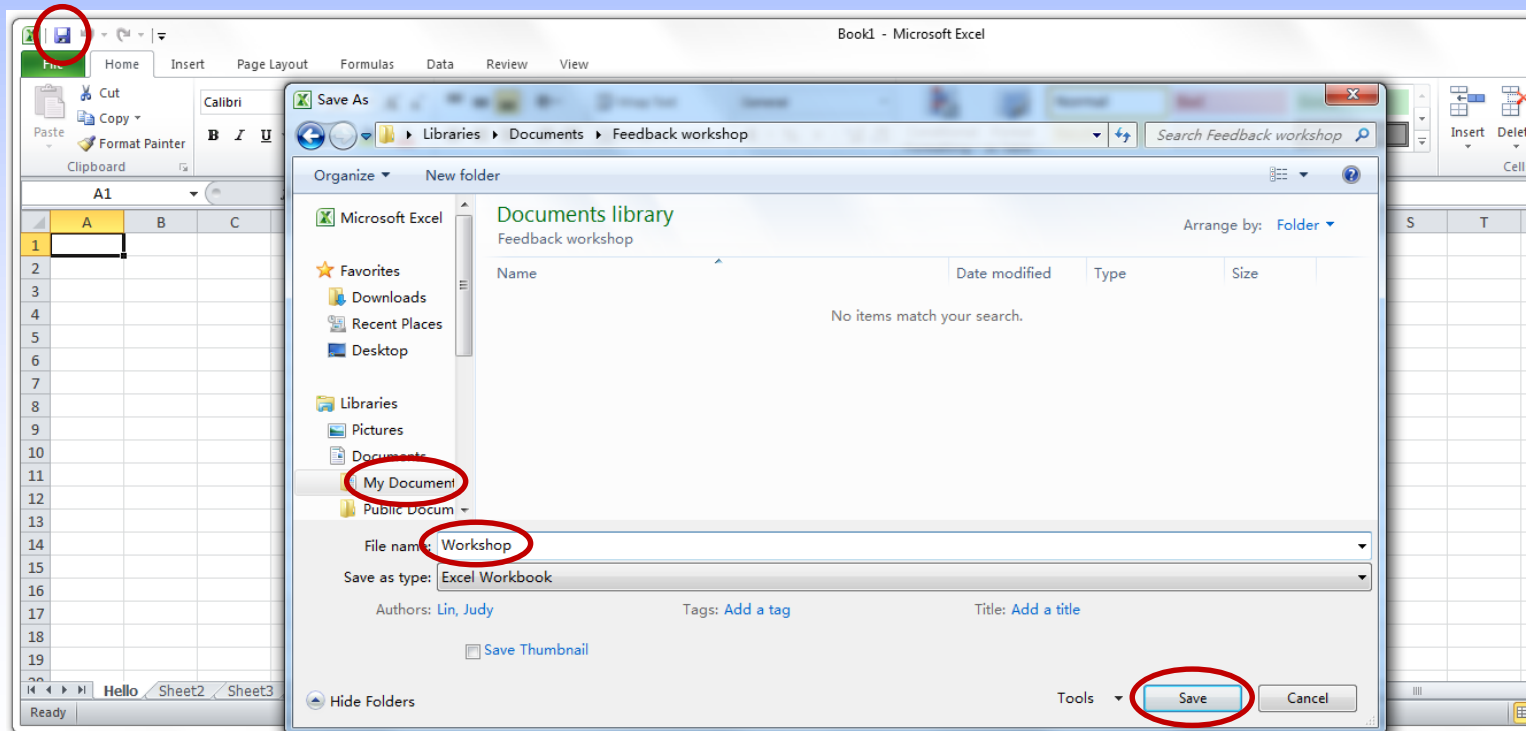
# Creating a workbook

- When you open Excel a spreadsheet will appear by default - it is named “Book 1”



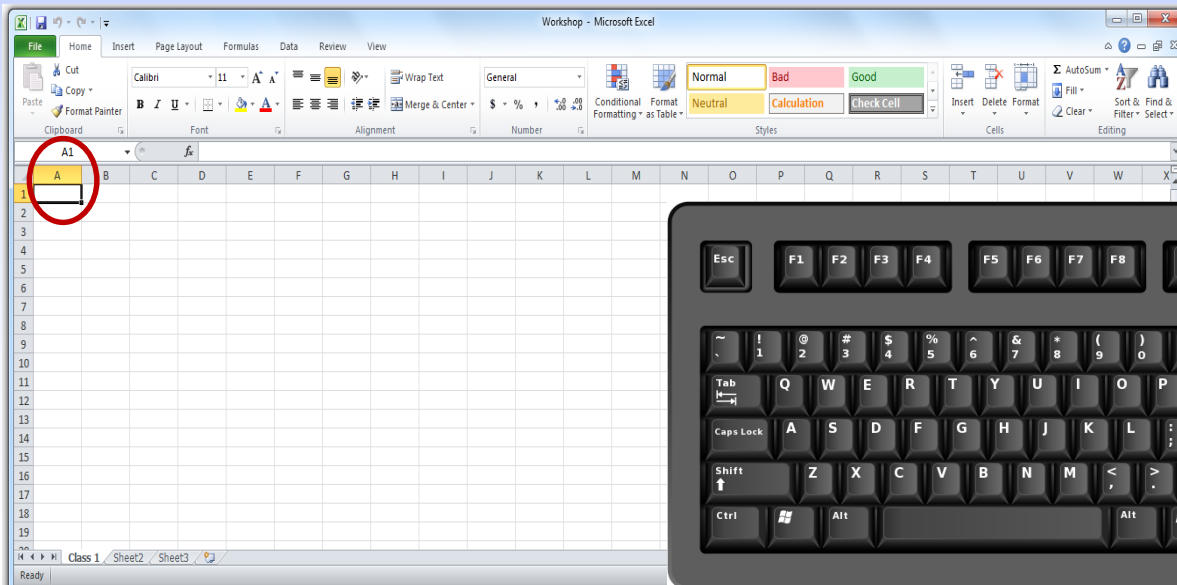
# Save Workbook

- Save your workbook by clicking the “save” button, select the folder to save it, enter the name, and press “save”



# Entering data

- When open, Excel Cell A1 is automatically selected. To enter a number or text in cell **A1**, simply begin typing
- Or you can select another cell using mouse or keyboard



# Participant ID

- Enter participant ID in column A

The screenshot shows an Excel spreadsheet with the following data:

	A	B	C	D	E	F
1	<b>ID</b>	<b>Recommend</b>				
2	1	1				
3	2	1				
4	3	1				
5	4	1				
6	5	1				
7	6	1				
8	7	1				
9	8	1				
10	9	1				
11	10	1				
12	11	1				
13	12	1				
14	13	0				
15	14	1				
16	15	1				
17						
18						

# Yes / No Questions

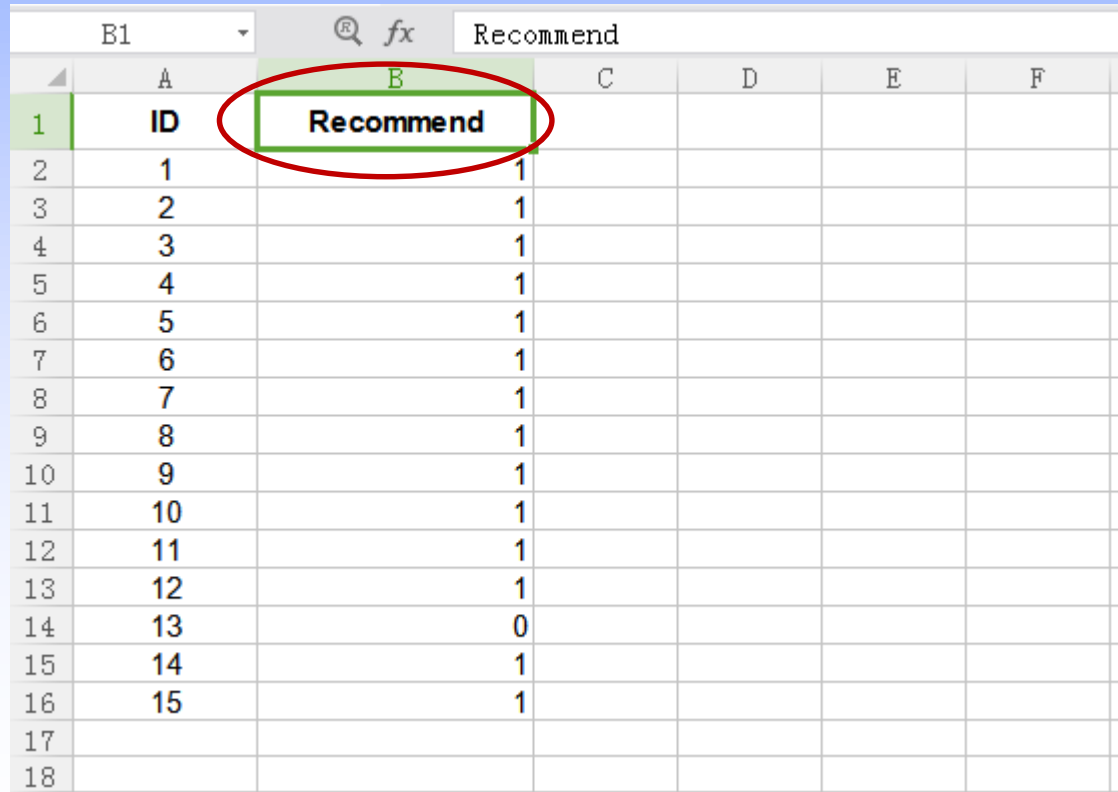
Would you recommend this course to others? (Circle one answer)

1. Yes
2. No

# Yes/No Questions

## Entering data into Excel

- Name the column by typing in key words
- Use '1' for 'Yes' and '0' for 'No' (1=Yes, 0=No)



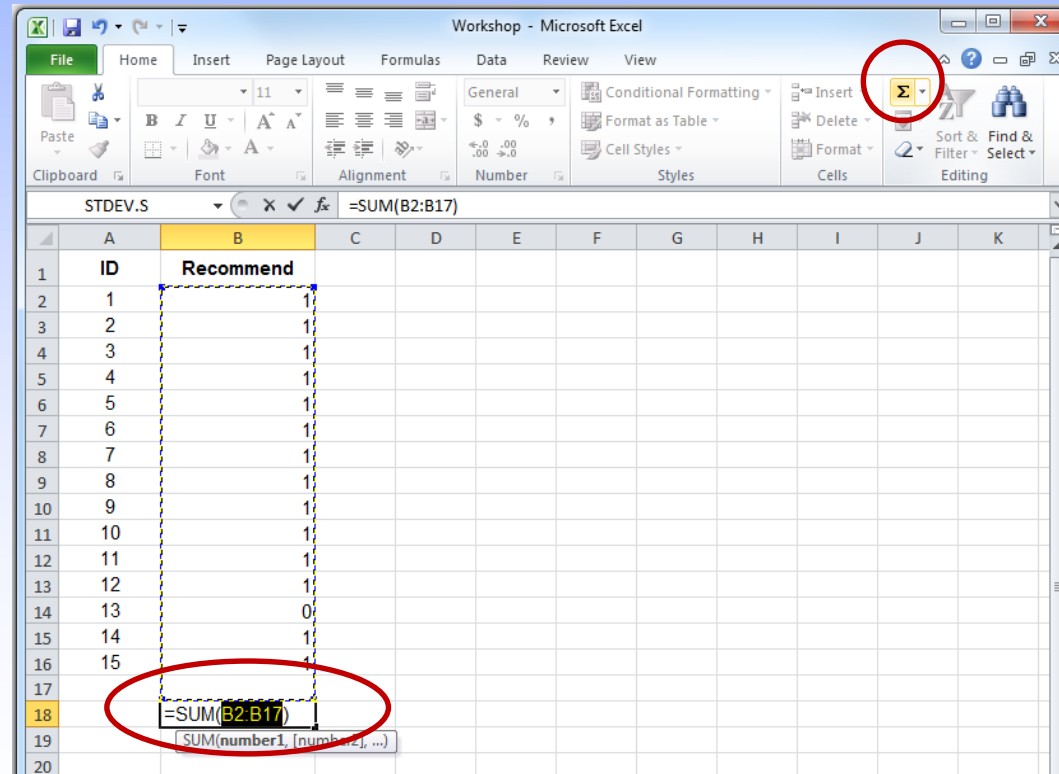
	A	B	C	D	E	F
1	ID	Recommend				
2	1					
3	2					
4	3					
5	4					
6	5					
7	6					
8	7					
9	8					
10	9					
11	10					
12	11					
13	12					
14	13					
15	14					
16	15					
17						
18						

# Yes/No Questions

- Total number of 'Yes' = sum up the column

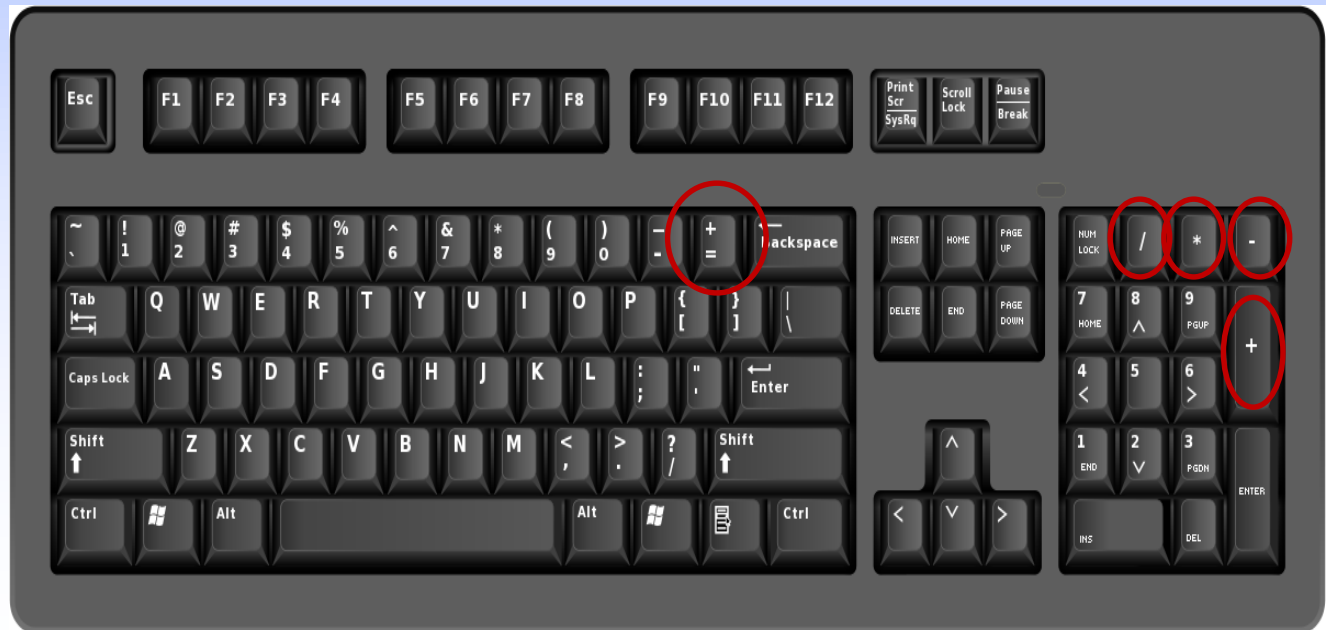
Using 'Auto Sum':

- Select the cell at the end of the list
- Click on the “ $\Sigma$ ” button
- Press “enter”



# Yes/No Questions

- % of Yes =  $\frac{\text{Number of yes}}{\text{\# Participants}} \times 100$
- To write a math formula start by typing “=”
- “/” is division and “\*” is multiplication





# Yes/No Questions

- Type '='
- Click on (or type in) the cell with sum
- Type '/'
- Type total number of participants
- Type '\*100'
- Press "enter"

The screenshot shows the Microsoft Excel interface. The formula bar at the top displays the formula  $=B18/15*100$ , which is circled in red. The spreadsheet below has two columns: A (ID) and B (Recommend). The data in column B is as follows:

ID	Recommend
1	1
2	1
3	1
4	1
5	1
6	1
7	1
8	1
9	1
10	1
11	1
12	1
13	0
14	1
15	1

Cell B18 contains the value 14. Cell B19 is highlighted with a red circle, and the formula bar also has a red circle around the formula  $=B18/15*100$ .

# Multiple choice questions

Has the cooking sessions ... (tick all that apply)

- Increased your knowledge about the main food groups
- Equipped you with the ability to state which foods are the best sources
  - of key vitamins
- Equipped you with the ability to state which foods are the best sources
  - of key minerals
- Increased your ability to design a balanced nutritious meal
- Increased your confidence in using fresh ingredients

# Multiple choice questions

- Treat all items as Yes/No questions

The screenshot shows the Microsoft Excel interface with the following details:

- File Name:** Workshop - Microsoft Excel
- Formulas Bar:** STDEV.S, X ✓ fx, =SUM(D2:D17)
- Spreadsheet Data:**

	C	D	E	F	G	H	I
1		Food group (Yes/No)	Vitamins (Yes/No)	Minerals (Yes/No)	Nutritious (Yes/No)	Fresh Ingred (Yes/No)	
2		0	1	1	1	1	1
3		1	1	0	1	1	0
4		1	1	1	1	1	1
5		1	1	0	1	1	1
6		1	0	1	1	1	1
7		0	0	1	1	1	1
8		1	1	0	1	1	1
9		1	1	1	1	1	0
10		1	1	0	1	1	1
11		1	0	1	1	1	1
12		0	1	1	1	1	1
13		0	1	1	1	1	0
14		1	1	1	1	1	1
15		1	1	0	1	1	0
16		0	1	1	0	1	1
17							
18		=SUM(D2:D17)					
19		[SUM(number1, [number2], ...)]					
20							
21							

# Multiple choice questions

## Entering data into Excel

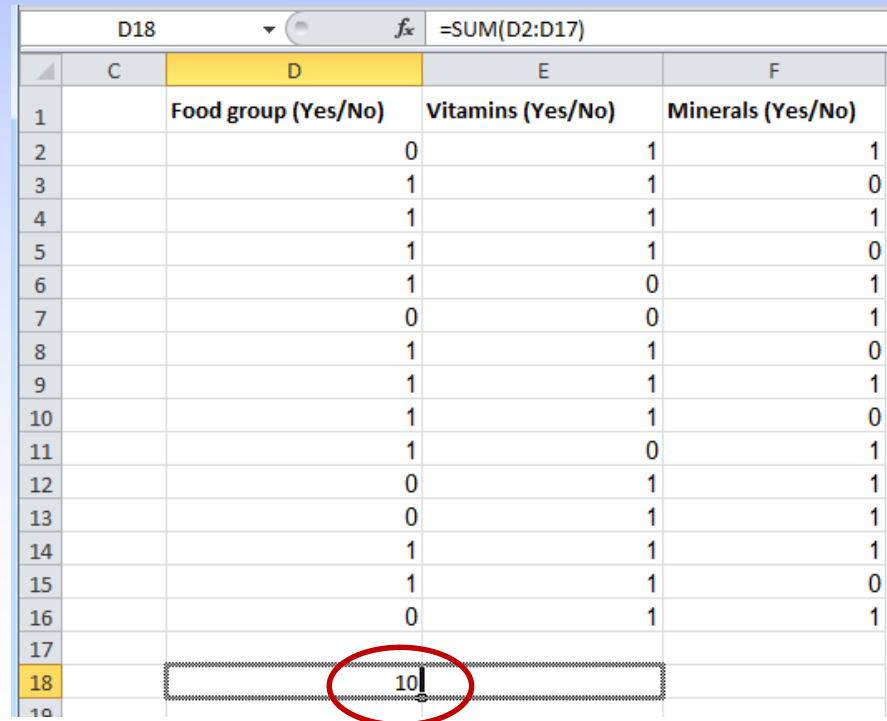
- Name the column by typing in key words
- 1=Yes, 0=No
- Auto sum “ $\Sigma$ ”
- Percentage

The screenshot shows a Microsoft Excel spreadsheet with the following data:

	C	D	E	F	G	H	I
		Food group (Yes/No)	Vitamins (Yes/No)	Minerals (Yes/No)	Nutritious (Yes/No)	Fresh Ingred (Yes/No)	
1		0		1	1	1	1
2		1		1	0	1	0
3		1		1	1	1	1
4		1		1	0	1	1
5		1		0	1	1	1
6		1		0	1	1	1
7		0		0	1	1	1
8		1		1	0	1	1
9		1		1	1	1	0
10		1		1	0	1	1
11		1		0	1	1	1
12		0		1	1	1	1
13		0		1	1	1	0
14		1		1	1	1	1
15		1		1	0	1	0
16		0		1	1	0	1
17							
18		=SUM(D2:D17)					
19		SUM(number1, [number2], ...)					
20							
21							

# Auto fill

- Highlight the cell
- Put the cursor to the bottom-right corner (a solid '+' will appear)
- Drag the fill handle (+) across the cells that you want to fill



	C	D	E	F
1		Food group (Yes/No)	Vitamins (Yes/No)	Minerals (Yes/No)
2			0	1
3			1	1
4			1	0
5			1	1
6			1	0
7			1	1
8			0	1
9			0	1
10			1	0
11			1	1
12			1	0
13			0	1
14			0	1
15			1	1
16			1	0
17			0	1
18			10	

# Ranking questions

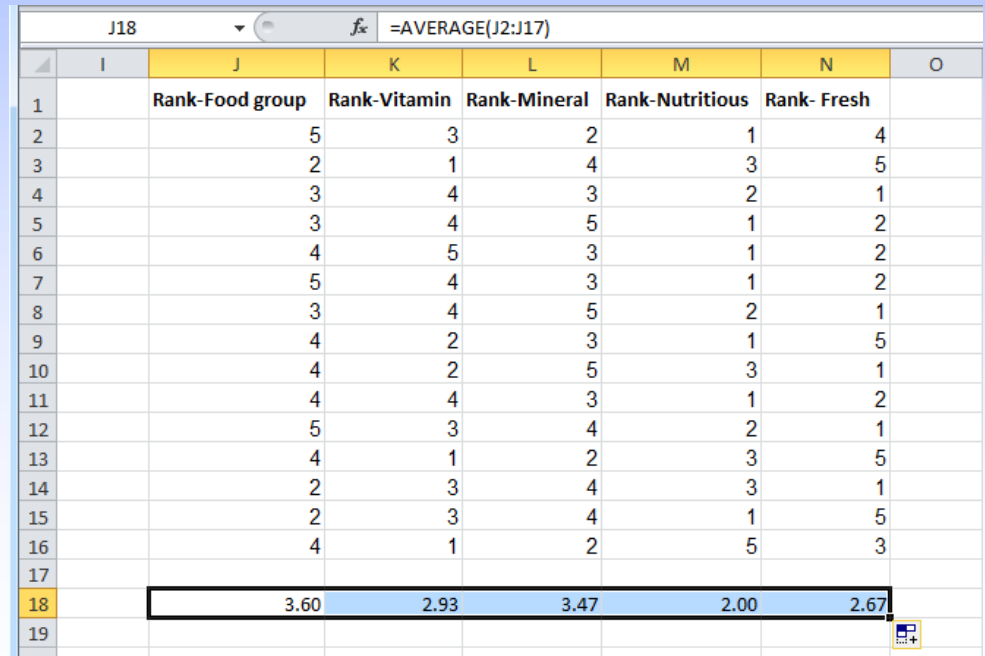
Please rank the usefulness of the following topics you learnt in the cooking sessions (mark the most useful topic with a 1, the second most useful topic with a 2 etc.)

- Main food groups
- Best sources of key vitamins
- Best sources of key minerals
- Designing a balanced nutritious meal
- How to use fresh ingredients

# Ranking questions

## Entering data into Excel

- Name the column by typing in key words
- Type in the ranking number
- Calculate average



The screenshot shows an Excel spreadsheet with the following data:

	I	J	K	L	M	N	O
1		Rank-Food group	Rank-Vitamin	Rank-Mineral	Rank-Nutritious	Rank- Fresh	
2			5	3	2	1	4
3			2	1	4	3	5
4			3	4	3	2	1
5			3	4	5	1	2
6			4	5	3	1	2
7			5	4	3	1	2
8			3	4	5	2	1
9			4	2	3	1	5
10			4	2	5	3	1
11			4	4	3	1	2
12			5	3	4	2	1
13			4	1	2	3	5
14			2	3	4	3	1
15			2	3	4	1	5
16			4	1	2	5	3
17							
18			3.60	2.93	3.47	2.00	2.67
19							

# Ranking questions

Calculate average:

- Go to the end of the list
- Click on the drop down of “ $\Sigma$ ” button
- Select “Average” and press “enter”

The screenshot shows a Microsoft Excel spreadsheet titled "Workshop - Microsoft Excel". The spreadsheet has columns labeled "Rank-Food group", "Rank-Vitamin", "Rank-Mineral", "Rank-Nutritious", and "Rank- Fresh". The data is as follows:

	Rank-Food group	Rank-Vitamin	Rank-Mineral	Rank-Nutritious	Rank- Fresh
1	5	3	2	1	4
2	2	1	4	3	5
3	3	4	3	2	1
4	3	4	5	1	2
5	4	5	3	1	2
6	5	4	3	1	2
7	3	4	5	2	1
8	4	2	3	1	5
9	4	2	5	3	1
10	4	4	3	1	2
11	5	3	4	2	1
12	4	1	2	3	5
13	2	3	4	3	1
14	2	3	4	1	5
15	4	1	2	5	3
16					
17					
18	=AVERAGE(J2:J17)				
19					
20					

The formula bar shows the formula `=AVERAGE(J2:J17)`. The function menu is open, showing options: Sum, Average, Count Numbers, Max, Min, and More Functions... The "Average" option is highlighted.



# Ranking questions

Auto fill:

- Drag the fill handle (+) across the cells that you want to fill

- Rank the items (smaller = higher rank)

The screenshot shows an Excel spreadsheet with the following data:

	I	J	K	L	M	N	O
1		Rank-Food group	Rank-Vitamin	Rank-Mineral	Rank-Nutritious	Rank- Fresh	
2			5	3	2	1	4
3			2	1	4	3	5
4			3	4	3	2	1
5			3	4	5	1	2
6			4	5	3	1	2
7			5	4	3	1	2
8			3	4	5	2	1
9			4	2	3	1	5
10			4	2	5	3	1
11			4	4	3	1	2
12			5	3	4	2	1
13			4	1	2	3	5
14			2	3	4	3	1
15			2	3	4	1	5
16			4	1	2	5	3
17							
18			3.60	2.93	3.47	2.00	2.67
19							

# Rating Questions

The cooking lessons increased my knowledge about the main food groups  
(Circle one answer)

1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree
---------------------------	---------------	---------------------------------------	------------	------------------------

# Rating questions

## Entering data into Excel

- Name the column by typing in key words
- Type in the rating
- Calculate average

	O	P	Q	R	S	T
1		Knowledge	Engaging	Interesting	Time to practise	
2			4	4	4	4
3			4	4	4	4
4			5	5	5	5
5			4	4	3	4
6			5	5	4	3
7			4	4	4	4
8			4	4	3	4
9			5	5	4	3
10			4	4	4	4
11			4	4	5	5
12			5	5	4	5
13			4	4	4	4
14			3	3	3	2
15			4	4	4	4
16			4	4	3	2
17						
18		4.2	4.2	3.9	3.8	
19						
20						



# Rating questions

Auto fill:

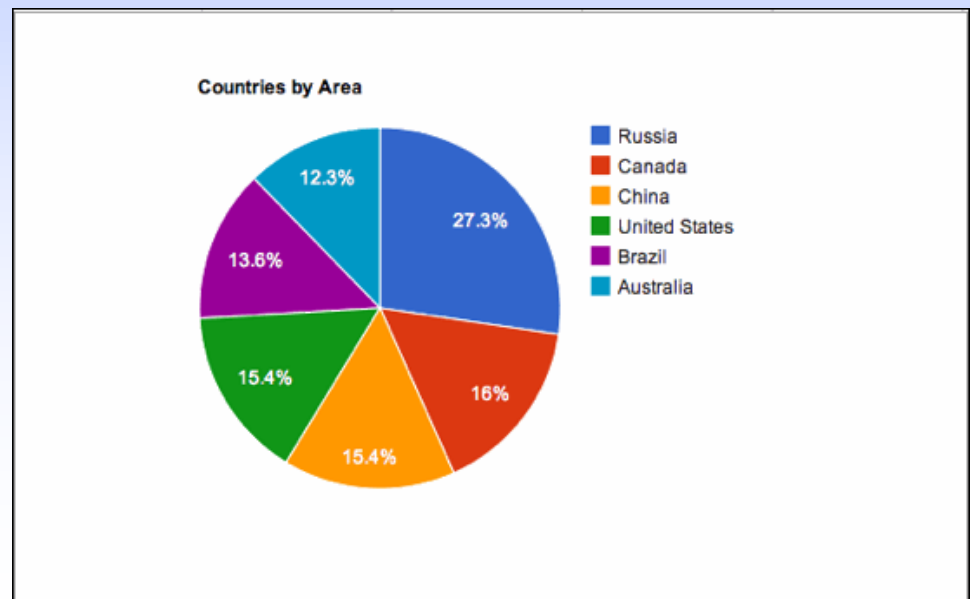
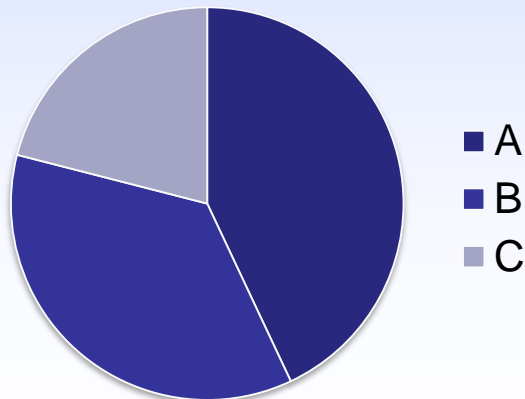
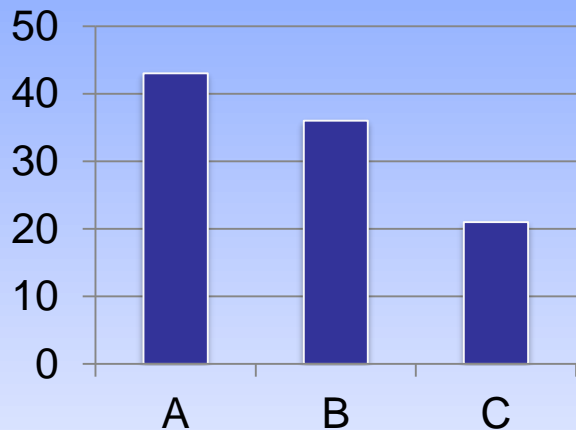
- Drag the fill handle (+) across the cells that you want to fill

- Higher the score = higher the rating

	O	P	Q	R	S	T
1		Knowledge	Engaging	Interesting	Time to practise	
2			4	4	4	4
3			4	4	4	4
4			5	5	5	5
5			4	4	3	4
6			5	5	4	3
7			4	4	4	4
8			4	4	3	4
9			5	5	4	3
10			4	4	4	4
11			4	4	5	5
12			5	5	4	5
13			4	4	4	4
14			3	3	3	2
15			4	4	4	4
16			4	4	3	2
17						
18		4.2	4.2	3.9	3.8	
19						
20						

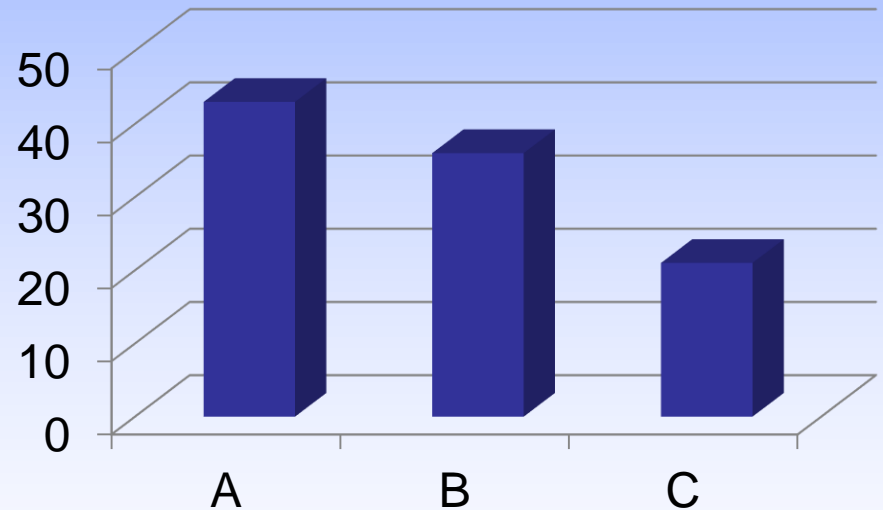
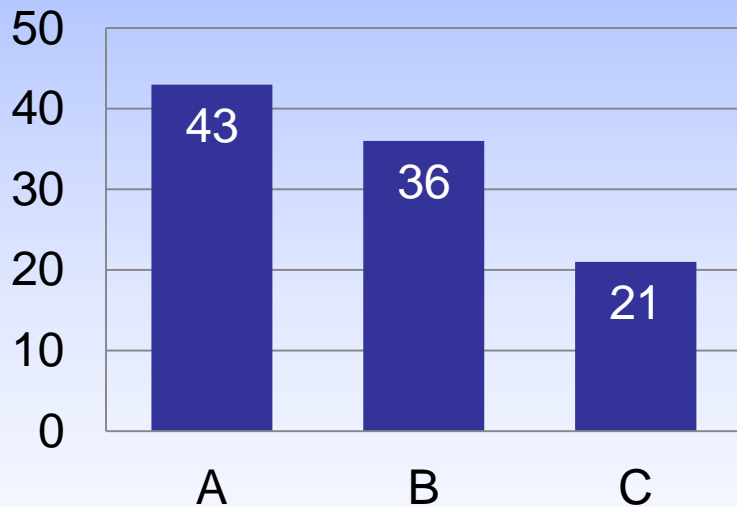
# Making a graph

- Bar graph is better than pie graph



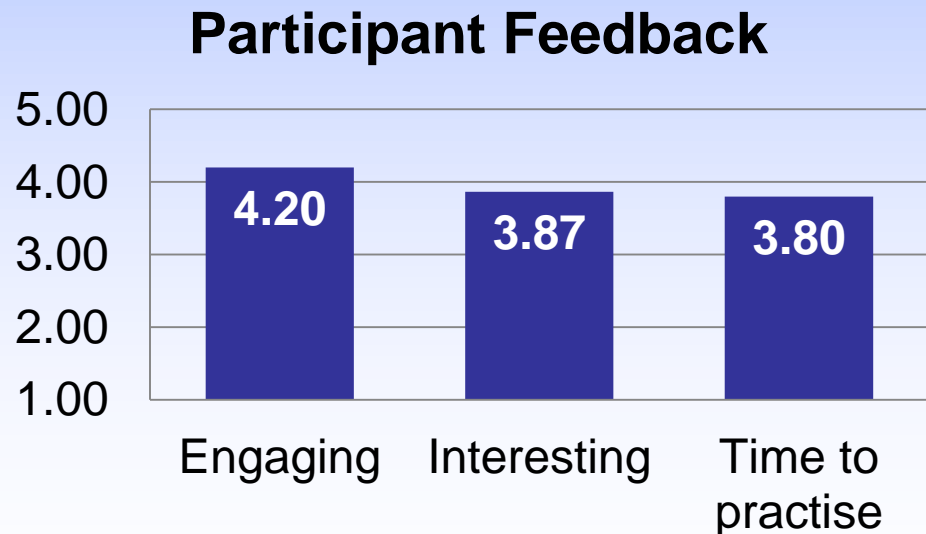
# Making a graph

- 2-D graph is better than 3-D graph



# Making a graph

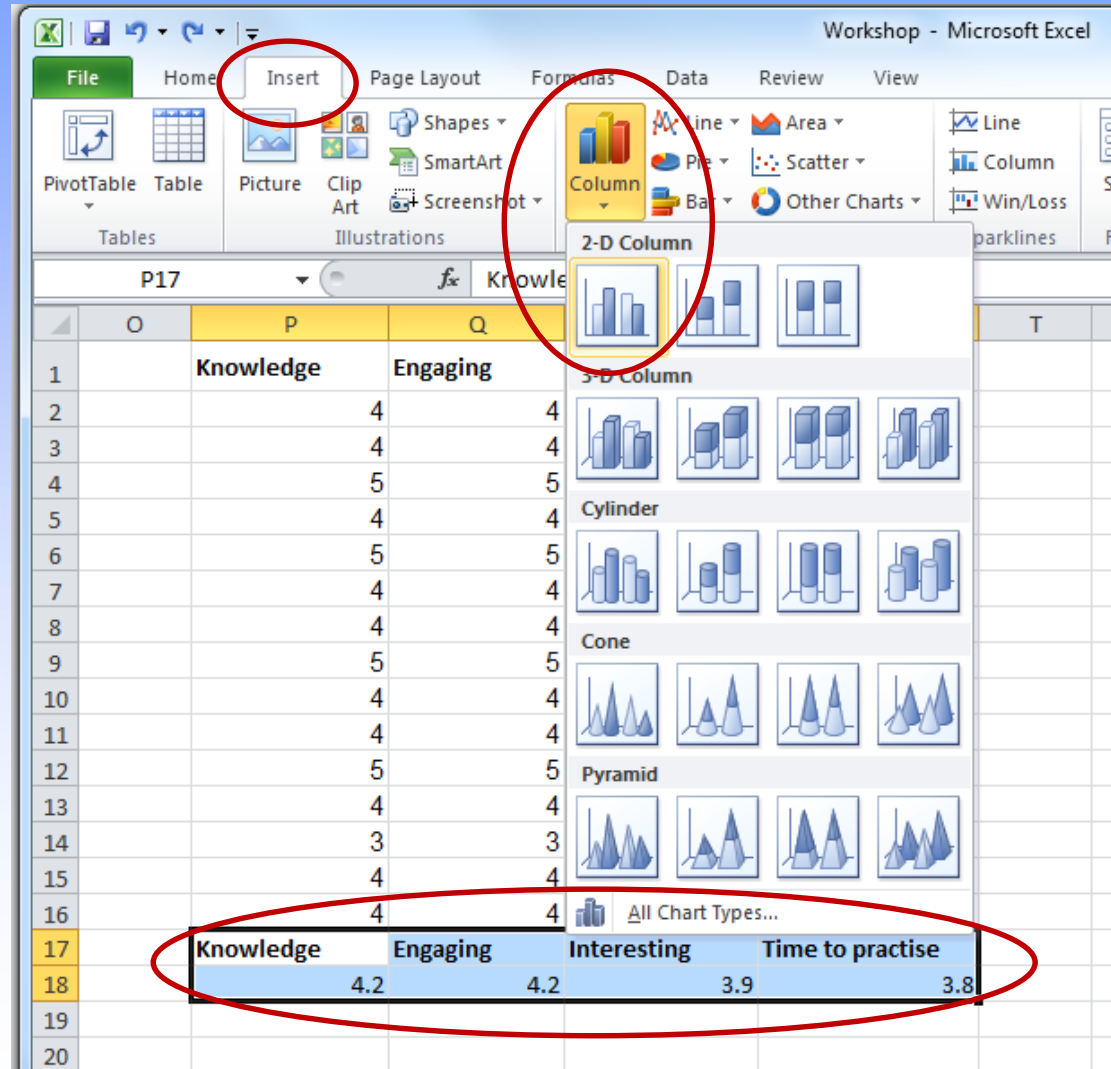
- Y-axis should start at smallest possible number, with meaningful intervals
- Label each bar





# Column bar graph

1. Select range
2. Go to 'Insert'
3. Click 'Column' and choose '2-D Column'



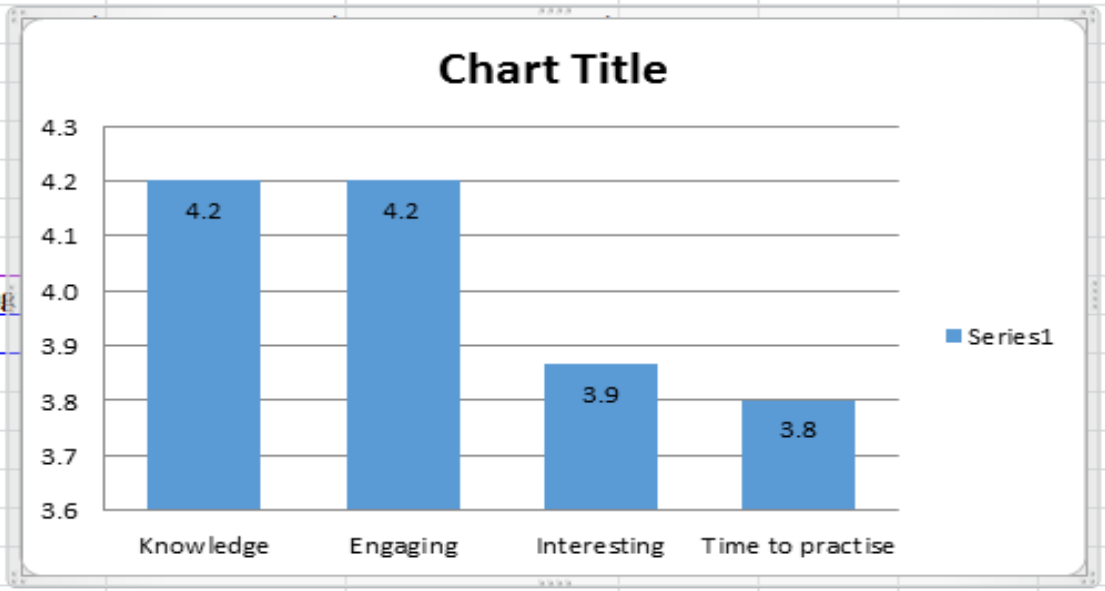
Change Chart Type Save As Template Switch Row/Column Select Data

Chart Layouts Chart Styles

Chart 1 Layout 10

	O	P	Q	R	S	T	U	V	W
1		<b>Knowledge</b>	<b>Engaging</b>	<b>Interesting</b>	<b>Time to practise</b>				
2			4	4	4	4			
3			4	4	4	4			
4			5	5	5	5			
5			4	4	3	4			
6			5	5	4	3			
7			4	4	4	4			
8			4	4	3	4			
9			5	5	4	3			
10			4						
11			4						
12			5						
13			4						
14			3						
15			4						
16			4						

Knowledge Engaging  
4.2



Workshop - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View Design Layout Format

Vertical (Value) Axis

Format Selection

Reset to Match Style

Current Selection

Insert

Chart Title

Axis Titles

Legend

Data Labels

Data Table

Chart Wall

Chart Floor

3-D Rotation

Trendline

Up/Down Bars

Error Bars

Chart Name: Chart 3

Properties

Chart 3

Primary Horizontal Axis

Primary Vertical Axis

None

Do not display Axis

Show Default Axis

Display Axis with default order and labels

Show Axis in Thousands

Display Axis with numbers represented in Thousands

Show Axis in Millions

Display Axis with numbers represented in Millions

Show Axis in Billions

Display Axis with numbers represented in Billions

Show Axis with Log Scale

Display Axis using a log 10 based scale

More Primary Vertical Axis Options...

Series1

	O	P	Q	R	S	T	U	V
1		Knowledge	Engaging	Interesting	Time to practise			
2			4	4	4	4		
3			4	4	4	4		
4			5	5	5	5		
5			4	4	3	4		
6			5	5	4	3		
7			4					
8			4					
9			5					
10			4					
11			4					
12			5					
13			4					
14			3					
15			4					
16			4					
17		Knowledge	Engaging					
18			4.2	4.2				
19								
20								
21								
22								
23								
24								
25								
26								
27								

Sheet1 Sheet2 Sheet3

Ready Average: 4.01666667 Count: 8 Sum: 16.06666667 100%

### Axis Options

Minimum:  Auto  Fixed 1.0

Maximum:  Auto  Fixed 5.0

Major unit:  Auto  Fixed 0.5

Minor unit:  Auto  Fixed 0.1

Values in reverse order

Logarithmic scale Base: 10

Display units: None

Show display units label on chart

Major tick mark type: Outside

Minor tick mark type: None

Axis labels: Next to Axis

Horizontal axis crosses:

Automatic

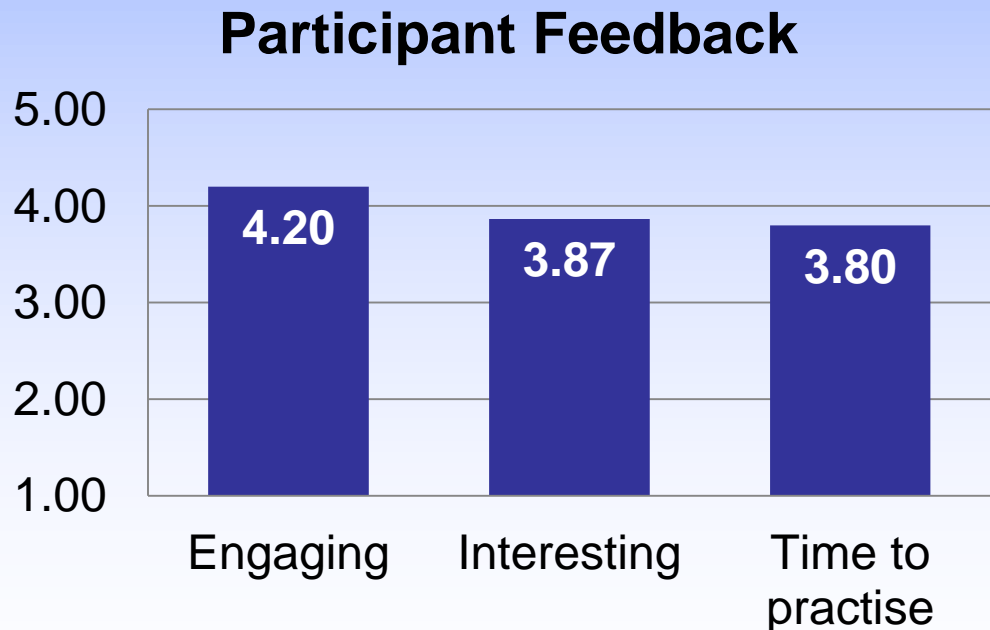
Axis value: 1.0

Maximum axis value

Close

# Reporting quantitative data

The average rating for the engagement of the cooking lesson was 4.20 out of 5.





# Analysing qualitative feedback data

- Simple, short sentences
- Realist / post-positivist
- Surface (semantic) level meanings
- Driven by evaluation questions / criteria
- General inductive approach

# General inductive approach

## Method Notes

*This section includes shorter papers (e.g., 10-15 double-spaced manuscript pages or less) describing methods and techniques that can improve evaluation practice. Method notes may include reports of new evaluation tools, products, and/or services that are useful for practicing evaluators. Alternatively, they may describe new uses of existing tools. Also appropriate for this section are user-friendly guidelines for the proper use of conventional tools and methods, particularly for those that are commonly misused in practice.*

### A General Inductive Approach for Analyzing Qualitative Evaluation Data

David R. Thomas  
*University of Auckland*

**Abstract:** A general inductive approach for analysis of qualitative evaluation data is described. The purposes for using an inductive approach are to (a) condense raw textual data into a brief, summary format; (b) establish clear links between the evaluation or research objectives and the summary findings derived from the raw data; and (c) develop a framework of the underlying structure of experiences or processes that are evident in the raw data. The general inductive approach provides an easily used and systematic set of procedures for analyzing qualitative data that can produce reliable and valid findings. Although the general inductive approach is not as strong as some other analytic strategies for theory or model development, it does provide a simple, straightforward approach for deriving findings in the context of focused evaluation questions. Many evaluators are likely to find using a general inductive approach less complicated than using other approaches to qualitative data analysis.

**Keywords:** *inductive analyses; qualitative analysis methods*

The collection of qualitative data in evaluation is common. However, knowledge about strategies for efficient and defensible procedures for analyzing qualitative data is less common. A wide range of literature documents the underlying assumptions and procedures associated with analyzing qualitative data, including evaluation data (e.g., Patton, 2002). Many of these are associated with specific approaches or traditions, such as grounded theory (Strauss & Corbin, 1998), phenomenology (e.g., van Manen, 1990), discourse analysis (e.g., Potter & Wetherell, 1994), and narrative analysis (e.g., Leiblich, 1998). However, some analytic approaches are generic and are not labeled within one of the specific traditions of qualitative

Thomas, D. R. (2006). A general inductive approach for analyzing qualitative evaluation data. *American Journal of Evaluation*, 27(2), 237-246.

David R. Thomas, University of Auckland, School of Population Health, Private Bag 92019, Auckland, New Zealand; phone: 9-373-7599, ext. 85657; fax: 9-303-5932; e-mail: dr.thomas@auckland.ac.nz

*American Journal of Evaluation*, Vol. 27 No. 2, June 2006 237-246  
DOI: 10.1177/1098214806283748  
© 2006 American Evaluation Association

# Key ideas of GIA

Condense raw textual data into a brief, summary format

Establish clear links between the results (based on data) and the evaluation question



# What the analysis should do

Identify the core meanings in the feedback forms relevant to the question

Identify the key categories (themes)

Report the key categories (themes) in answer to the evaluation question

# Analysis

1. Read data and code
2. Develop categories
3. Multiple readings
4. Decisions about what is important need to be made

Tip: Stay focused on the evaluation question but look for other things of interest

# Sample data

## **What did you most enjoy about this workshop?**

- Exercises to illustrate points, logical sequence, applying to my own project
- Interactive participation
- The logic model
- Great bunch of facilitators, fun and energising sessions. Keep up the great work
- The new approaches and new learnings
- Learning about the programme logic model
- Learning about a template that can be utilised for each project undertaken and the ability to adapt the template to meet the type or size of project
- Focused and hands-on. Not too much listening to power point presentation
- Learning how the principles could be applied practically with others
- Tag teaming facilitators usually makes me hoha but you guys had a good flow and mixed well
- Working on the basic logic in pairs and then listening to groups' projects in the morning
- Practising what we learnt
- Learning new skills and applying them to existing knowledge
- Thanks guys for taking us through this 'easy' evaluation course that turned out to be challenging and interesting
- Great to use real project to work with, variety of teaching methods and activities
- Being able to apply my project to the new skills I learnt while attending the course
- Creative teaching i.e., the ways groups were selected
- I liked the team approach to presentations

<b>Exercises to illustrate points, logical sequence, applying to my own project exercises</b>	<b><i>Exercises</i></b> <b><i>Apply own project</i></b>
<b>Interactive participation</b>	<b><i>Interactive</i></b>
<b>The logic model</b>	<b><i>LM – content?</i></b>
<b>Great bunch of facilitators, fun and energising sessions. Keep up the great work</b>	<b><i>Facilitators, fun</i></b>
<b>The new approaches and new learnings</b>	<b><i>New info</i></b>
<b>Learning about the programme logic model</b>	<b><i>LM – content</i></b>
<b>Learning about a template that can be utilised for each project undertaken and the ability to adapt the template to meet the type or size of project</b>	<b><i>Template – Model adapts</i></b>
<b>Focused and hands-on. Not too much listening to power point presentation</b>	<b><i>Presenting style</i></b>
<b>Learning how the principles could be applied practically with others</b>	<b><i>Practical application</i></b>

<b>Tag teaming facilitators usually makes me hoha but you guys had a good flow and mixed well</b>	<b><i>Facilitating, good flow</i></b>
<b>Working on the basic logic in pairs and then listening to groups' projects in the morning</b>	<b><i>Working with others</i></b>
<b>Practising what we learnt</b>	<b><i>Time to practice</i></b>
<b>Learning new skills and applying them to existing knowledge</b>	<b><i>Applying</i></b>
<b>Thanks guys for taking us through this 'easy' evaluation course that turned out to be challenging and interesting</b>	<b><i>Challenging</i></b>
<b>Great to use real project to work with, variety of teaching methods and activities</b>	<b><i>Tchg methods</i></b>
<b>Being able to apply my project to the new skills I learnt while attending the course</b>	<b><i>Practicing, applying</i></b>
<b>Creative teaching i.e., the ways groups were selected</b>	<b><i>Tchg methods</i></b>
<b>I liked the team approach to presentations</b>	<b><i>Presenting team</i></b>

# Develop categories: List codes

Exercises

Apply own project

Interactive

LM – content?

Facilitators, fun

New info

LM – content

Template – Model adapts

Presenting style

Practical application

Facilitating, good flow

Working with others

Time to practice

Applying

Challenging

Tchg methods

Practicing, applying

Tchg methods

Presenting team

# Develop categories: Naming

## Facilitation

Exercises  
Interactive  
Facilitators, fun  
New info  
Presenting style  
Facilitating, good flow  
Working with others  
Time to practice

## Applying learning to own work

Applying  
Apply own project  
Model adapts

## Content

LM – content?  
LM – content  
Template –  
Practical application  
Challenging  
Tchg methods  
Practicing, applying  
Tchg methods  
Presenting team

# Sample analysis: Categories

**Facilitation**

**Content**

**Applying learning to own work**



# Sample analysis: Category description

1. Category name
2. Category description
3. Text / data associated with each category

# Sample analysis: Category & description

Category: Facilitation

Description: All data related to facilitation, including the facilitators, interactive, time to practice skills, environment for learning

# Sample analysis: Categories

Facilitation (bold); content (red); applying learning to own work (purple)

- Exercises to illustrate points, logical sequence, applying to my own project
- Interactive participation
- The logic model
- Great bunch of facilitators, fun and energising sessions. Keep up the great work
- The new approaches and new learnings
- Learning about the programme logic model
- Learning about a template that can be utilised for each project undertaken and the ability to adapt the template to meet the type or size of project
- Focused and hands-on. Not too much listening to power point presentation
- Learning how the principles could be applied practically with others
- Tag teaming facilitators usually makes me hoha but you guys had a good flow and mixed well
- Working on the basic logic in pairs and then listening to groups' projects in the morning
- Practising what we learnt
- Learning new skills and applying them to existing knowledge
- Thanks guys for taking us through this 'easy' evaluation course that turned out to be challenging and interesting
- Great to use real project to work with, variety of teaching methods and activities
- Being able to apply my project to the new skills I learnt while attending the course
- Creative teaching i.e., the ways groups were selected
- I liked the team approach to presentations

# Sample analysis: Facilitation data

- Interactive participation
- Great bunch of facilitators, fun and energising sessions. Keep up the great work
- Focused and hands-on. Not too much listening to power point presentation
- Tag teaming facilitators usually makes me hoha but you guys had a good flow and mixed well
- Working on the basic logic in pairs and then listening to groups' projects in the morning
- Practising what we learnt
- ... variety of teaching methods and activities
- Creative teaching i.e., the ways groups were selected
- I liked the team approach to presentations

# Sample analysis: Write up

Participants reported that the workshops were delivered in an interactive way, and the sessions were enjoyable. The sessions were reported to be fun and energising.

*Great bunch of facilitators, fun and energising sessions.  
Keep up the great work.*

A number of design features of the workshop were identified as contributing to the usefulness of the workshop. These included using a variety of teaching styles such as hands-on and not requiring too much listening.

*... variety of teaching methods and activities*

*Focused and hands-on. Not too much listening to power point presentation*

Opportunities to put learning into practice during the workshop were also noted.

*Practising what we learnt*

The facilitation team was noted to have contributed positively to the enjoyment of the sessions; and having a team of facilitators was viewed as favourable by several respondents.

*Tag teaming facilitators usually makes me hoha but you guys had a good flow and mixed well*

*I liked the team approach to presentations*

# Practice exercise

Resource: Data on handout sheet

Steps to follow

- Read and become familiar with the data
- Identify/develop categories
- Describe what the category is
- Identify text associated with each category



# Presentation and reporting

**Who** is your  
target audience?



# Reporting

When reporting mixed methods results it is useful to weave these together to tell a story about the responses to a particular question.

Here is an example:

**Question:** What is the quality of the cooking lessons?

**Evaluation criteria:**

- Time to practise skills and apply new knowledge

# To what extent did participants have enough time to practise and apply their new knowledge?

## Time to practise skills and apply new knowledge

Ninety-three % of participants either agreed or strongly agreed that they had enough time to practice the skills presented in the workshop.

Participants' comments also reflected they had enough time to practise their new skills but some also wanted follow up sessions so they could be kept updated.

*I loved it when we got to try things. Sometimes things looked easy but when you did it, it didn't look quite the same*

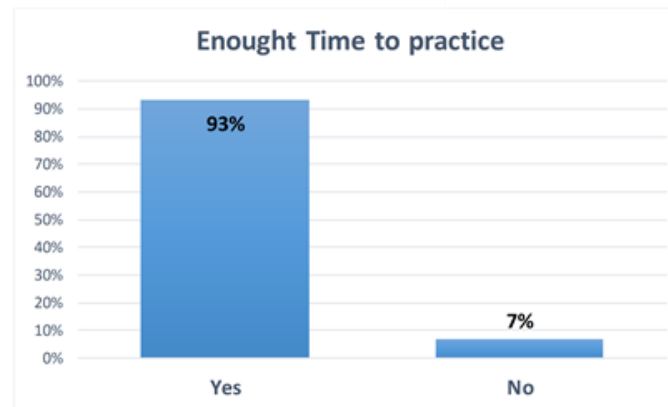
*I learnt a lot eh but it makes you realise how much you don't know. I'm on a bit of a buzz at the moment but I want to keep this knowledge up you know. My family thinks I'm the best cook in the world now*

*Yeah it was great. I just want to learn more about cooking but the nutrition stuff was really interesting. I went home and tried everything out and the kids just loved it.*

# To what extent did participants have enough time to practise and apply their new knowledge?

## Time to practise skills and apply new knowledge

Majority of participants (93%) felt they had enough time to practice the skills presented in the workshop.



Participants' comments also reflected they had enough time to practise their new skills.

*“ I learnt a lot eh but it makes you realise how much you don't know. I'm on a bit of a buzz at the moment but I want to keep this knowledge up you know. My family thinks I'm the best cook in the world now ”*

*“ Yeah it was great. I just want to learn more about cooking but the nutrition stuff was really interesting. I went home and tried everything out and the kids just loved it. ”*

# To what extent did participants have enough time to practise and apply their new knowledge?

## Time to practise skills and apply new knowledge



**93%**

**had enough time**

*I loved it when we got to try things. Sometimes things looked easy but when you did it, it didn't look quite the same*



*Yeah it was great. I just want to learn more about cooking but the nutrition stuff was really interesting. I went home and tried everything out and the kids just loved it.*



# Summing up and questions



What are the key points to “takeaway” from today?

Any remaining questions?

# Contact details

[easy.evaluation@massey.ac.nz](mailto:easy.evaluation@massey.ac.nz)

**SHORE & Whariki Research Centre**

**0-9-366 6136**