

METHODS FOR CHANGE SCOTLAND EVALUATION WORKSHOPS

UNIVERSITY OF STRATHCLYDE & UNIVERSITY OF STIRLING
8 - 11 MARCH

OUR SPEAKERS



DR. ANDREW MOSS
Conservation Social Scientist
Chester Zoo



DR. ALASDAIR
RUTHERFORD
Senior Lecturer in Social Statistics
University of Stirling



DR. ERIC JENSEN
Associate Professor Dept. of Sociology
University of Warwick



DR. VIKKI MCCALL
Lecturer in Social Policy & Housing
University of Stirling



DR. ORION BROOK
Research Fellow
University of Stirling

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OUR WORKSHOPS

Using Social Media for Public Engagement Evaluation and Feedback: Analysing Quality of Public Engagement Experience Data from Tripadvisor and Twitter

by Andrew Moss & Dr. Eric Jensen | Tuesday 8th March 2016, 13:00 to 16:45 University of Strathclyde, Glasgow

Social media can offer great insights into the views and experiences of your audiences, but can bring specific methodological and practical issues that must be taken into account to gain accurate evaluation results. This workshop presents cutting edge knowledge, identifying the strengths and weaknesses of different options and what is most appropriate when studying public engagement.

Gentle Introduction to Quantitative Public Engagement Evaluation Using Questionnaires and Observation

by Andrew Moss & Dr. Eric Jensen | Wednesday 9th March 2016, 10:30 to 15:30 University of Strathclyde, Glasgow

Are you feeling uncertain about how to set up a quantitative evaluation for studying public engagement, or looking to explore your options? This workshop presents the state of the art in collecting evaluation data, and recognising what is most appropriate for public engagement evaluation analysis, with a specific focus on how to design and use questionnaires and observation.

The Role of Data and Evaluation in the Cultural and Third Sector

by Dr. Vikki McCall, Dr. Alasdair Rutherford, Dr. Orion Brook & Dr. Eric Jensen | Thursday 10th March 2016, 12:45 to 17:00 University of Stirling, Scotland

The cultural and third sectors are often accused of having a lack of robust data and evaluation to evidence their impact. We will explore what types of data these sectors have, the quality of existing evaluation data and what kinds of evaluation data still need to be developed. We question current ways of thinking about evidence in these sectors, identifying new strategies for analysing public engagement of the cultural and third sectors.

Introduction to Quantitative Data Analysis for Public Engagement Evaluation

by Dr. Eric Jensen | Friday 11th March 2016, 10:30 to 15:30 University of Strathclyde, Glasgow,

This practical workshop provides an introduction different techniques for quantifying open-ended survey data. It considers the full process of analysis after data collection to ensure that your analysis is done in a robust and consistent manner for public engagement evaluation purposes. You will have the opportunity to practice this skill in the workshop in small groups.

BOOK NOW!