# Evaluation Toolkit: Sharing

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Making Sense of Media

# Sharing

Read time: 8 minutes

Putting together a clear and compelling evaluation report for your stakeholders is the final stage of the process.

An evaluation report should not be seen as a way of demonstrating the worth of an initiative. The purpose of the report is to help you share findings and learn from them. By sharing your report more widely – for example, with Ofcom – you can also help others learn from your work.

You don’t need to put all the data you collected into the report, but you must communicate the story accurately. By this we mean you shouldn’t make your intervention look more successful than it was by being selective about data used, as doing so not only undermines your credibility but also means that other people may make the same mistakes, and so the learning is lost.

## Putting your evaluation report together

The evaluation report is where you bring together all the evidence you have collected to tell your story. Identify the key messages that you want to get across to the reader, and how to make those points in the most impactful way using the evidence to back them up. There are some standard things it is always helpful to include in an evaluation report. However, it is important to think about who your audience is and what they will be interested in. In most cases it is a good idea to produce a one- to two-page summary of the findings that will entice people to read the additional detail.

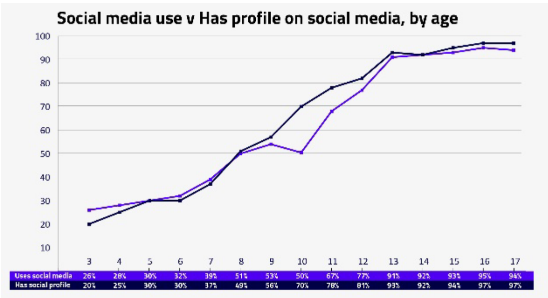
The following chapters are usually helpful to include:

- **Executive summary** (one to two pages which set out what the intervention was and what you learned in the evaluation).
- **Background to the project** (general introduction to the organisation and services being evaluated. Make sure you include a discussion of the inputs and activities in this section).
    - This can include the programme **theory of change** which will give the reader a good overview of what you planned.
- **Evaluation aims and scope** (including any specific evaluation questions and a high-level overview of the research methodology).
- **Description of the findings** (what the data shows, whether your intervention worked and why).
    - There are different ways to structure the findings depending on your audience. Options include:
        - Set out in order the evidence of outputs, the short-term outcomes, the intermediate outcomes and the impact.
        - Structure the report thematically around the different programme objectives. For example, first talk about the impact you had on participants' ability to scrutinise content, then about their ability to judge credible sources, etc. and how the outputs and outcomes contributed to these.
        - Have a chapter for each activity and the evidence for the impact it achieved.
- **Learning and next steps** (what went well and what can be improved next time / in future projects).
- **Appendix** (the key elements of these sections should be included in the main report, but it can be helpful to use an appendix to provide more detail).
    - **Details of your project delivery** (the more detail you include about the intervention, either here or in an annex, the easier it will be for other practitioners to learn from what you've done).
    - **Details of your data collection process** (when and how the research was conducted, with whom, any ethical considerations, etc.).

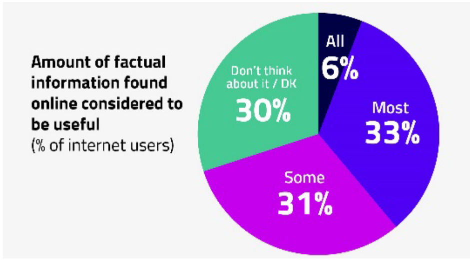
## Visualising your data

There are a range of tools available to make the data you want to present easier to understand. By breaking up text, and numbers, with pictures, graphs, infographics or verbatim quotes from case studies, you can make your report more accessible. It is also an effective way of blending your quantitative (numbers) results with your qualitative (interviews and case studies) data to tell a wider story. The visualisation method you chose will depend on the points you want to make.

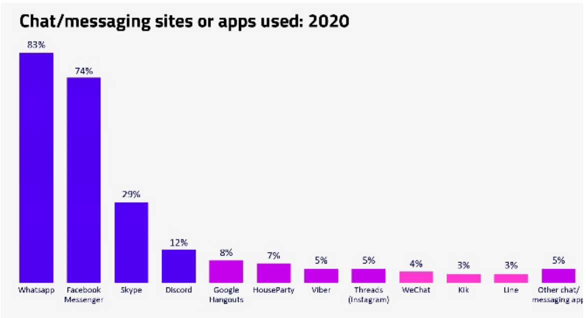
**Line chart:** This is useful to visualise comparative data over time.



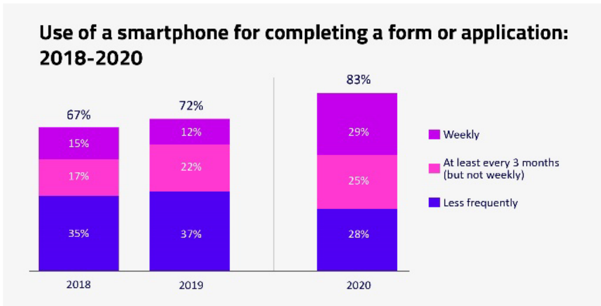

**Pie chart:** This is useful to show cohort responses (ie a third of respondents demonstrated understanding in a certain area) for a single period of time.



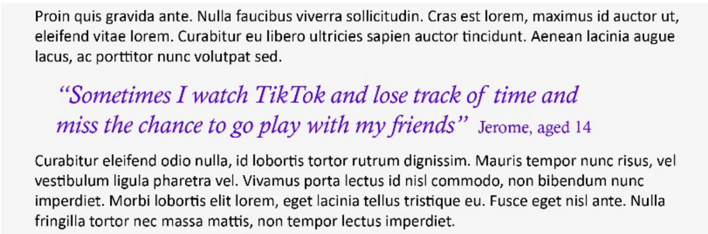

**Bar or column chart:** This is useful for comparative data between items.




**Stacked chart:** This is useful to show cohort responses over time.




**Pull-out quotes**: Use pull-out quotes from your qualitative data to highlight points you want to make.



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*"Sometimes I watch TikTok and lose track of time and miss the chance to go play with my friends"* Jerome, aged 14

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You could make your charts in Excel or PowerPoint using the inbuilt templates or use Google Charts. For more resources we suggest sites such as Datawrapper or Tableau Public.

Throughout your report, make sure you say where your evidence came from. For survey or quiz data, remember to include information about the **base size** and question answered in each chart.

***Base size***

The base size is the number of people who were asked a specific question.

For quotes taken from groups or interviews, include the source of the quote. This doesn't mean that you need to name individuals (they might prefer to remain anonymous) but you can say whether they were a participant, involved in delivery, a funder or someone else, so that the reader knows what perspective they are coming from.

## Sharing your evaluation report internally and externally

Now you have your evaluation report, share it! Evaluation is about moving forward and learning lessons. By reflecting on your evaluation report internally your organisation can use its findings to improve the work being done and think about how things might happen differently next time the intervention is run. You can go back to your evaluation framework at this stage and adapt your project activities based on these learnings.

Throughout this guide we've tried to explain why producing evaluations is helpful, not only to the team delivering an intervention but also to the wider media literacy sector. You may choose to develop different versions of the report for different audiences – for example, a funder might be primarily interested in activities and impact metrics while other practitioners might be more interested in what you did and how.

In addition to sharing the report with your stakeholders we encourage you to share it with us.

### Further reading

For those who want to read more about issues relating to writing your evaluation report, we find these sites useful:

The Digital Inclusion Evaluation Toolkit Report Template (publishing.service.gov.uk)

How to write an evaluation report | NCVO

INSTRUCTIONAL STRATEGIES (altteaching.org)

Datawrapper: Create charts, maps, and tables

Tableau Public