

Surveying Impact

Questionnaires as a Method of Evaluating Impacts



Seminar Programme

Session Title	Description	Speaker	
Begins 11am (Arrivals from 10:30)			
10:30	Registration	Coffee/Tea available upon arrival	
11:00	Welcome, Introductions and Overview of Seminar	<p>‘Introducing Surveys and Impact Evaluation’</p> <p>This session briefly reviews the role of surveys as a versatile quantitative and/or qualitative impact evaluation data collection tool.</p>	Dr Eric Jensen (Warwick University)
11:10	Microgenetic Evaluation	Using questionnaires within an idiographic impact evaluation design. (presentation by video)	Dr Brady Wagoner (Assistant Professor, Department of Psychology and Communication, University of Aalborg, Denmark)
11:30	Teacher Feedback on Engagement during Visits		Andy Moss (Education Research Officer, Chester Zoo)
11:50		<i>Open Discussion: Questions, Comments</i> (Pick up a tea / coffee and a biscuit)	
12:00	Best Practice in Survey Design: First Principles. Minimising bias and enhancing validity		Dr Eric Jensen
12:20		<i>Open Discussion: Questions and Comments</i>	
12:30	LUNCH		
13:20	DIY Teacher Visit Feedback Forms	Practical exercise critiquing existing forms and building good questions for teachers from scratch (discussing other-report of impacts)	Andy Moss (Chester Zoo)
13:50	Tips for Questionnaire Design and Quantifying	Considering Case Example of ZSL London Zoo Impact Evaluation.	Dr Eric Jensen

	Qualitative Questionnaire Data in Impact Evaluation		
14:10	DIY Impact Evaluation Question Design	Practical exercise critiquing existing forms and building good questions from scratch (discussing self-report issue)	Dr Eric Jensen
14:40	(or a bit later)	COFFEE / TEA BREAK	
15:00	Surveying Impacts on Teachers at the Science Museum		Marie Hobson (Science Museum)
15:30	-	<i>Open Discussion: Questions and Comments</i>	-
15:40	Practical Exercise: DIY Survey Design	Practice designing and piloting your own impact evaluation survey study, then piloting questions in small groups.	Dr Eric Jensen and Marie Hobson (Science Museum)
16:05		5-minute comfort break	
16:10	Collecting and Managing Survey Data in Informal Settings		Monae Verbeke (University of Warwick)
16:20	Quality Assurance in Survey-based Impact Evaluation: Sampling	'An informative few': Key principles of sampling. Essentially, how do you get a 'representative' sample?	Dr Eric Jensen
16:35	Closing Thoughts and Top Tips Evaluating Impacts with Surveys		Marie Hobson (Science Museum)
16:40	Closing Remarks and Top Tips on Evaluating Impacts with Surveys		Dr Eric Jensen

16:45

END

Location: Dana Centre, next to the Natural History Museum in London:
<http://www.danacentre.org.uk/aboutus/location>

Seminar Series Official Website:

<http://www2.warwick.ac.uk/fac/soc/sociology/news/scd/publicengagement/>

For further information, contact series organiser Dr Eric Jensen (e.jensen@warwick.ac.uk)
and seminar series support officer Monae Verbeke (m.verbeke@warwick.ac.uk).