



Questions of Quality: Qualitative Methods of Evaluating Impacts

THE UNIVERSITY OF
WARWICK

Seminar Programme

Session Title	Description	Speaker	
Begins 11am (Arrivals from 10:30)			
10:30	Registration	Coffee/Tea available upon arrival	-
11:00	Welcome and Overview of Seminar	Introduction to the Toolkit of Qualitative Methods of Evaluating Impact and Brief Comments on Qualitative Evaluation Design and Sampling	Dr Eric Jensen (Assistant Professor, University of Warwick and Visiting Senior Research Fellow, Institute of Zoology, ZSL/University of Cambridge)
11:15-11:25	Using Qualitative Evaluation Data to Inform Public Engagement Practice	Recorded presentation.	Jamie Copsey (Head, Durrell International Training Centre, Durrell Wildlife Conservation Trust)
11:30	Introducing Qualitative Interviews as a Method of Evaluating Impact	15-minute presentation.	Dr Helen Featherstone (Visitor Studies Group, At-Bristol science centre and Science Communication Unit, University of the West of England)
11:50	-	<i>TEA / COFFEE BREAK</i>	-
12:10-12:25	Introducing Focus Groups as a Method of Evaluating Impacts	15-minute presentation.	Dr Richard Holliman (The Open University)
12:30	Introducing Ethnography and 'Accompanied Visits' as a Method of Evaluating Impacts	10-minute presentation from Eric Jensen drawing upon an example of ethnographic evaluation at the Fitzwilliam Museum, 10-minute presentation from Ruth Murray about using accompanied visits, plus 10 minutes question & answer.	Dr Eric Jensen and Ruth Murray (At-Bristol Science Centre)
13:00		<i>LUNCH</i>	



13:45		<i>Practical Workshops: Session 1</i>	
14:15	-	<i>Comfort Break (5 min.)</i>	-
14:20		<i>Practical Workshops: Session 2</i>	
14:50	-	<i>COFFEE / TEA BREAK</i>	-
15:10		<i>Practical Workshops: Session 3</i>	
15:40	-	<i>Comfort Break (5 min.)</i>	-
15:45		<i>Practical Workshops: Session 4</i>	
16:10	-	<i>Comfort Break (5 min.)</i>	-
16:15	Ensuring Quality in Qualitative Research	What are quality standards separate 'good' from 'poor' qualitative evaluation research and data analysis?	Dr Eric Jensen (Warwick University)
16:35	Closing Remarks and Delegate Comments		Dr Eric Jensen (Warwick University)
16:45	END		

Practical Workshops:

1. Qualitative Interviewing (Workshop Leader: Dr Helen Featherstone)
2. Focus Groups (Workshop Leader: Dr Richard Holliman)
3. Accompanied Visits (Workshop Leader: Ruth Murray)
4. Qualitative Data Analysis (Workshop Leader: Dr Eric Jensen)

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 the seminar series organiser Dr Eric Jensen (e.jensen@warwick.ac.uk) and seminar series support officer Monae Verbeke (m.verbeke@warwick.ac.uk).