

10 Ideas for Communicating Complex Evaluations

Rethink System Maps

Are they a better investigative vs. communication tool?

01



Target Your Audience

To meet their individual information needs.

02



Layer the Content

Let stakeholders go as shallow or as deep as they choose.

03



04

Order Your Key Messages

Start with the "answer" first.



Consider Alternatives

To the traditional lengthy final report.

05



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10 Ideas for Communicating Complex Evaluations



Turn Off Your Computer

To engage your creative right brain.

06



Tell Stories

To increase engagement and understanding.

07



Use Images

To show different stakeholder perspectives.

08



Use a Knowledge Broker

To co-develop knowledge translation products.

09



Take Baby Steps

Don't ask for permission, ask for forgiveness later.

10



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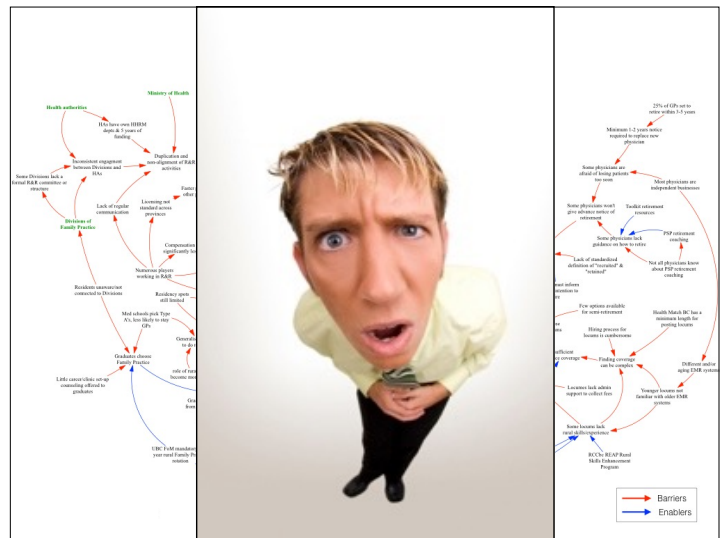
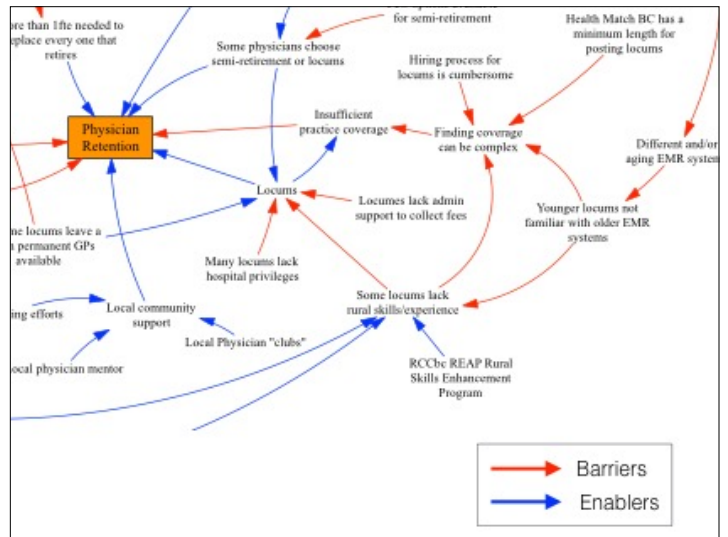
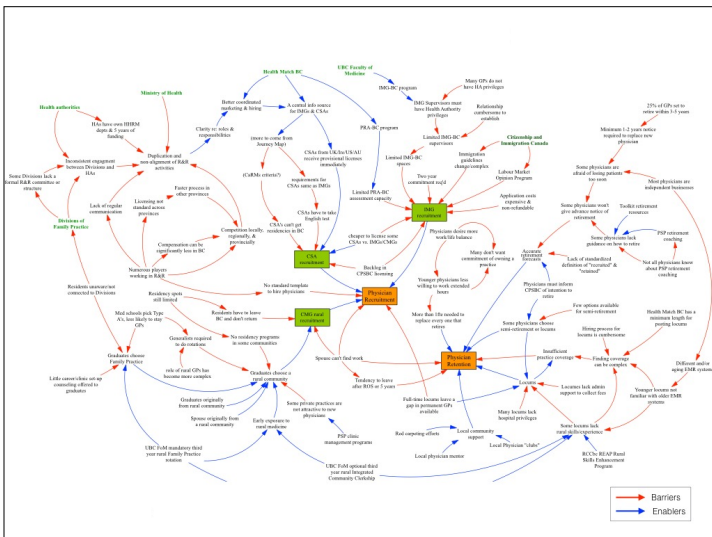
10 Ideas for Communicating Complexity

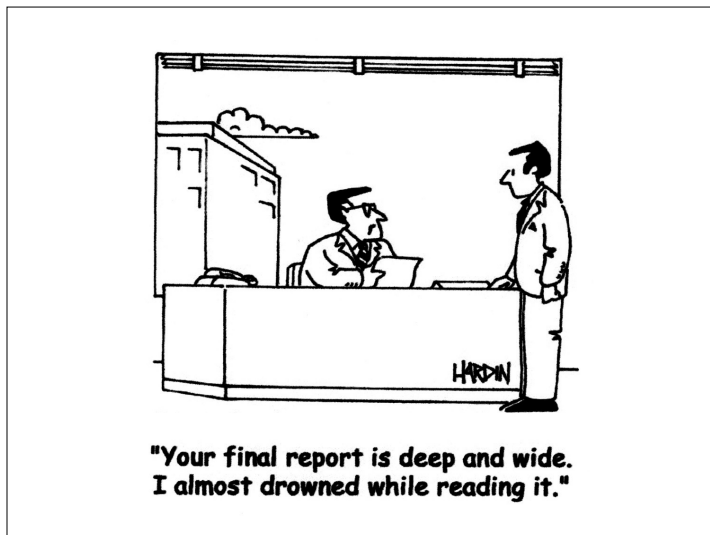
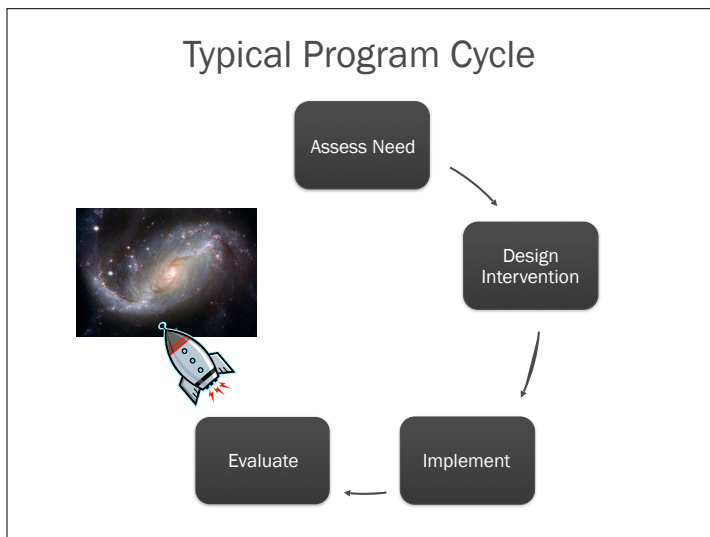
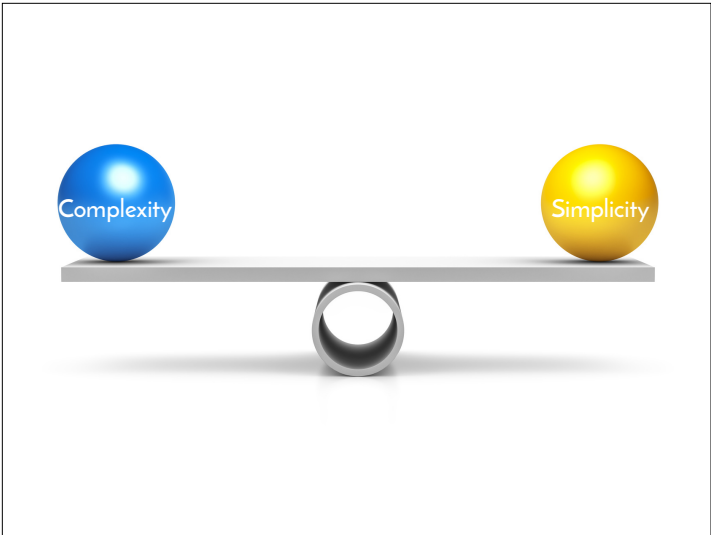
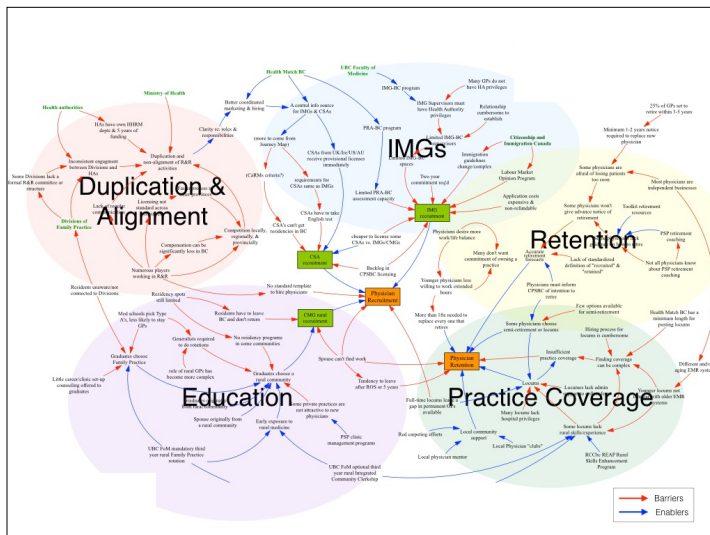
Kylie Hutchinson
Community Solutions Planning & Evaluation



10 Ideas for Communicating Complexity

Kylie Hutchinson
Community Solutions Planning & Evaluation





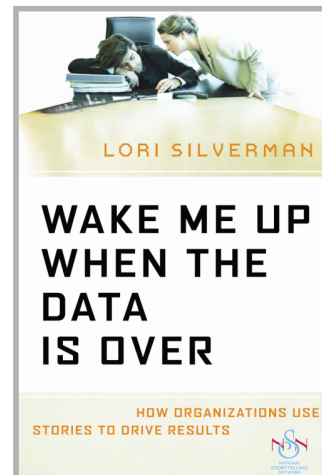
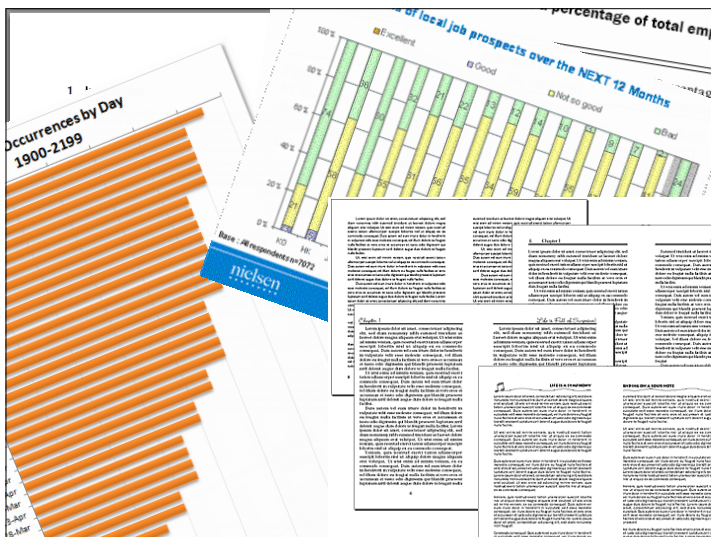
Poll Question

How tall is the stack of readings in your Inbox?

- a) 1 in.
- b) 1 ft.
- c) I'm ashamed to tell you
- d) I thought that was a plant stand!

number of minutes a day
African politicians read

10



Lessons learned....aren't

THE NONUTILIZATION OF EVALUATION RESEARCH

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University of California, Los Angeles

The past few decades have witnessed a marked increase in deliberate attempts to deal with social problems through rationally planned intervention programs. This approach, which was initially focused on the areas of juvenile delinquency and the recidivism of adult offenders, can now be found applied to the full gamut of social problems. In each specific area, be it crime, sexual deviance, or the "improper" utilization of health or educational services, a myriad of social programs have been proposed and carried out by both government and private organizations. Along with this proliferation of social programs has come an increased concern for assessing their effectiveness and efficiency. One important response to this concern has been the use of applied social science research to collect data about programs for the purpose of assessing their impact. Thus, the past decade has seen an explosion of interest in so-called "evaluation research" on the part of foundations, universities, professional associations, consumer groups, and others, as well as by all levels of government. Prior to 1964, for example, only a few hundred thousand dollars was spent annually on evaluation of educational programs. But by 1970, the federal government alone was spending over five million dollars per year evaluating such programs (Cohen and Garret, 1975). Similar figures could be cited for other areas such as health, mental health, crime prevention, and vocational rehabilitation.

NOTE: Portions of this paper were originally presented in the Annual Meetings of the American Sociological Association, Victoria, British Columbia, 1974.

AMERICAN SOCIETY FOR EVALUATION, Vol. 21 No. 1, January 1978

[21]

1974

% evaluator's time spent
writing a final
report?

25 - 30%



Complexity



Retention

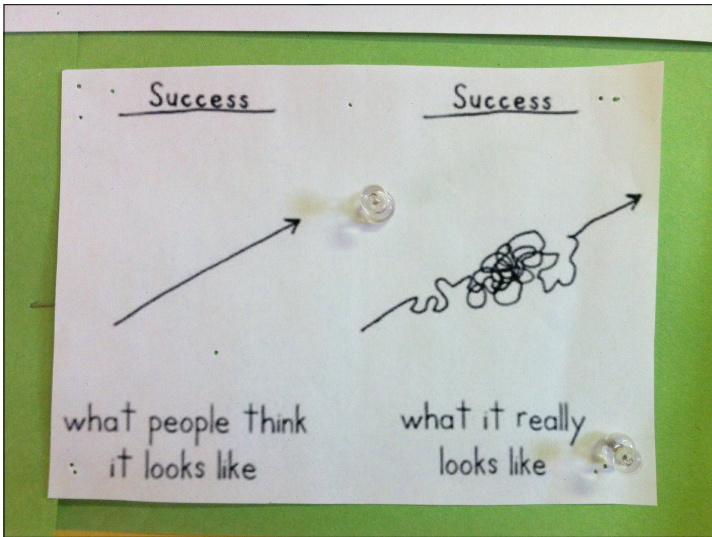
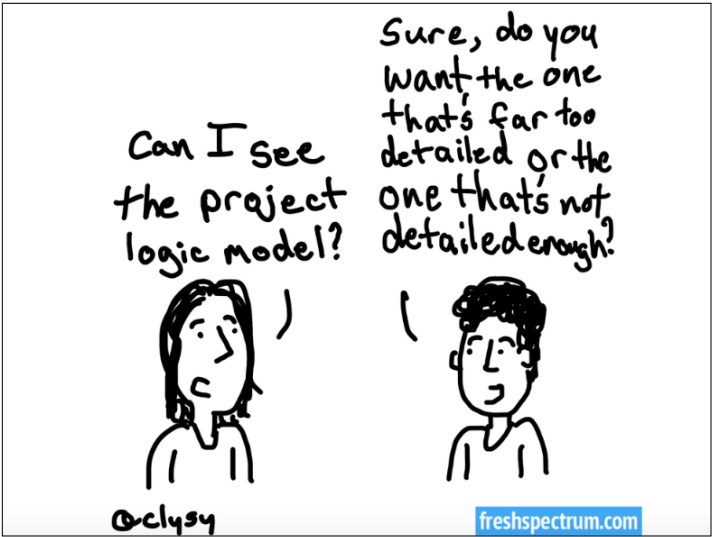
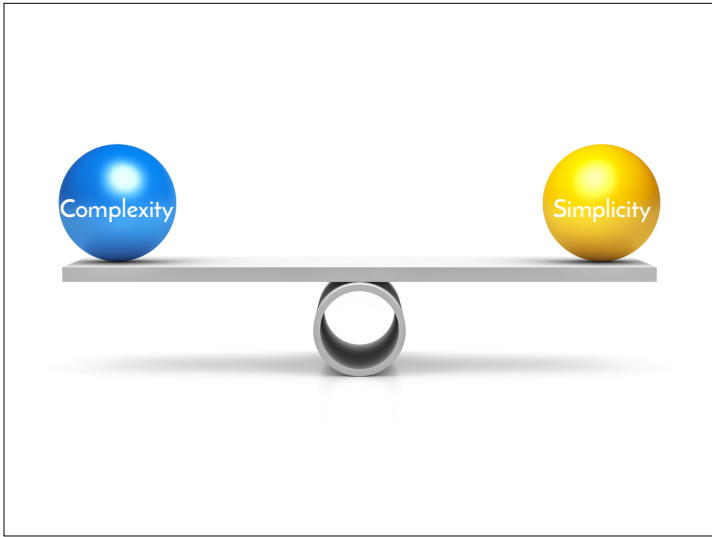


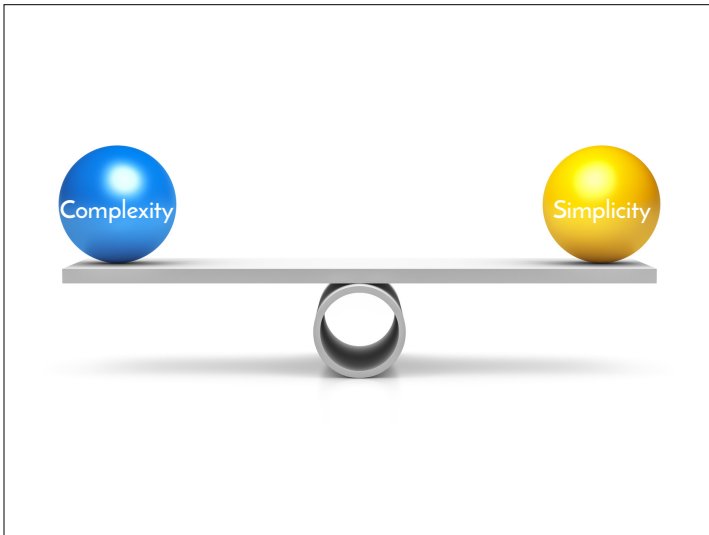
Action!

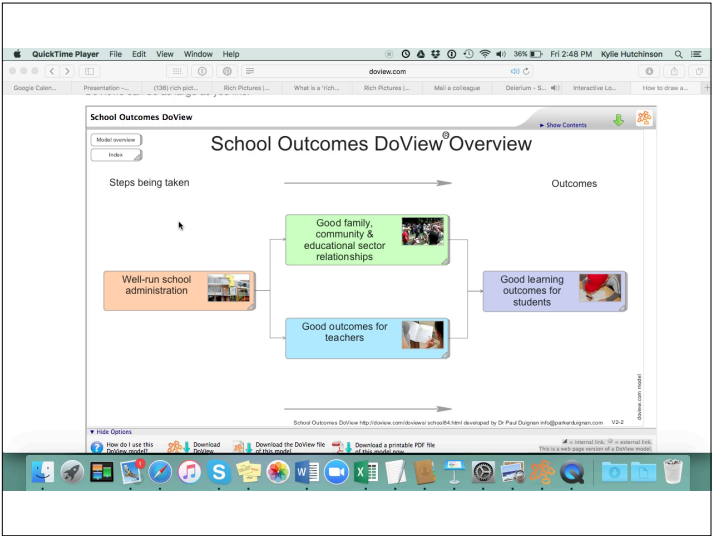
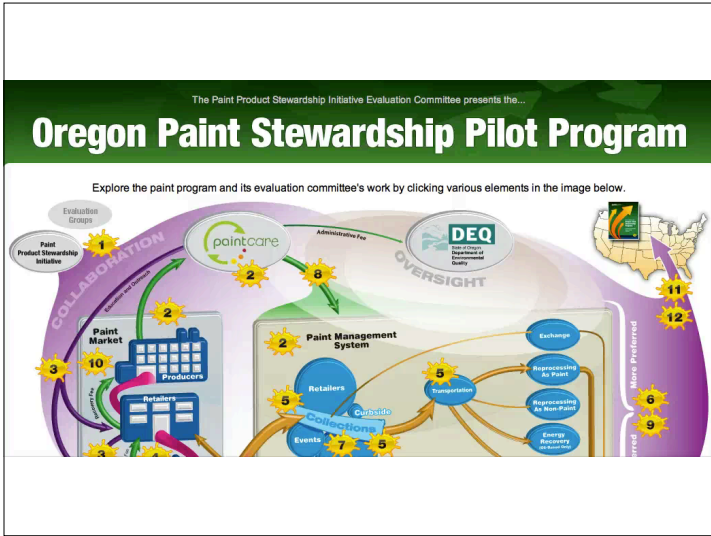
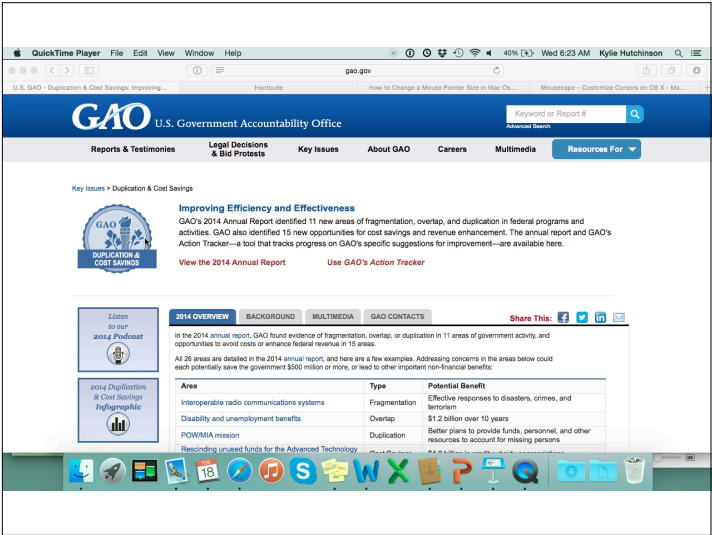
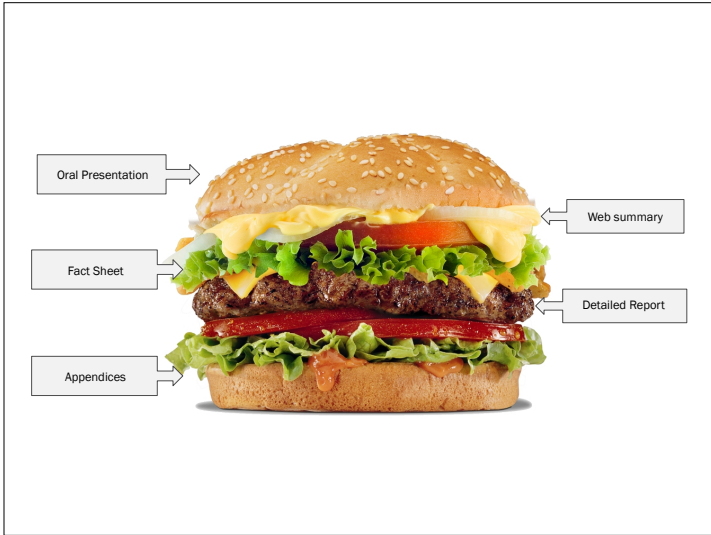


Moving from just a final report to...



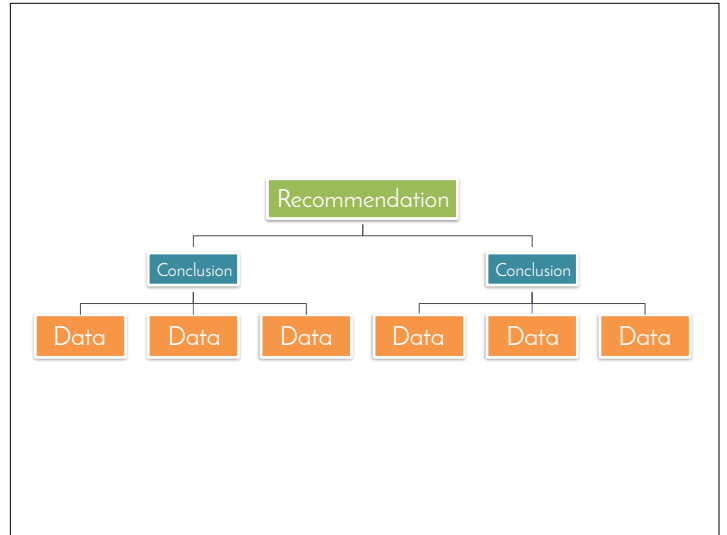




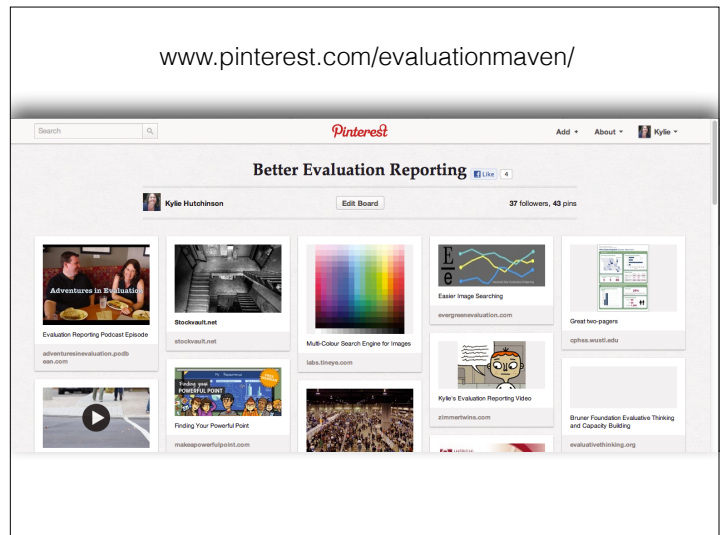
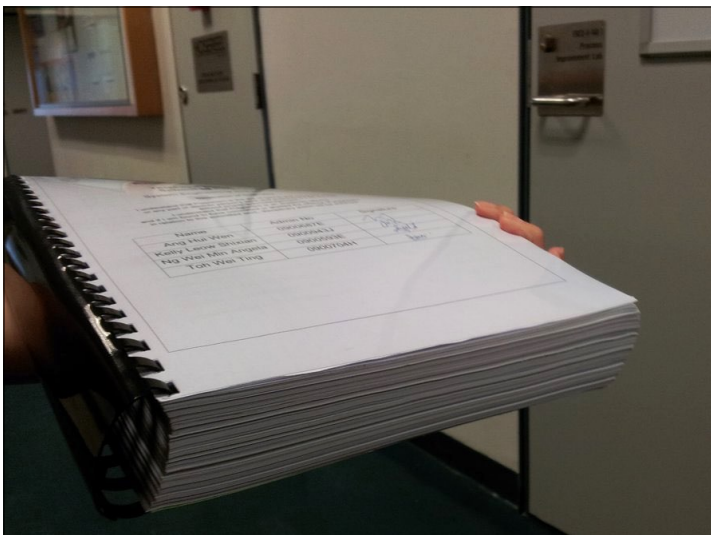


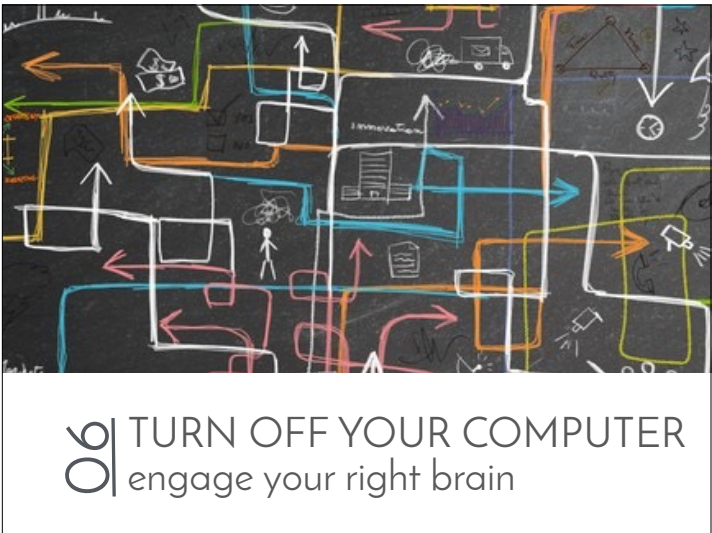
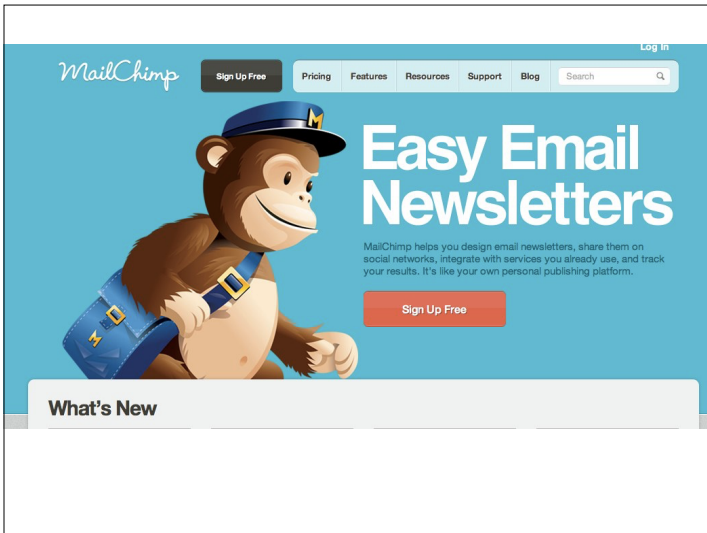
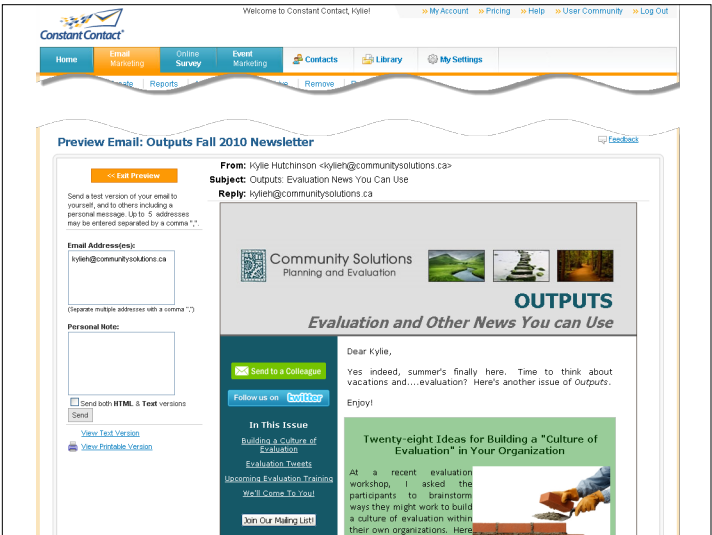
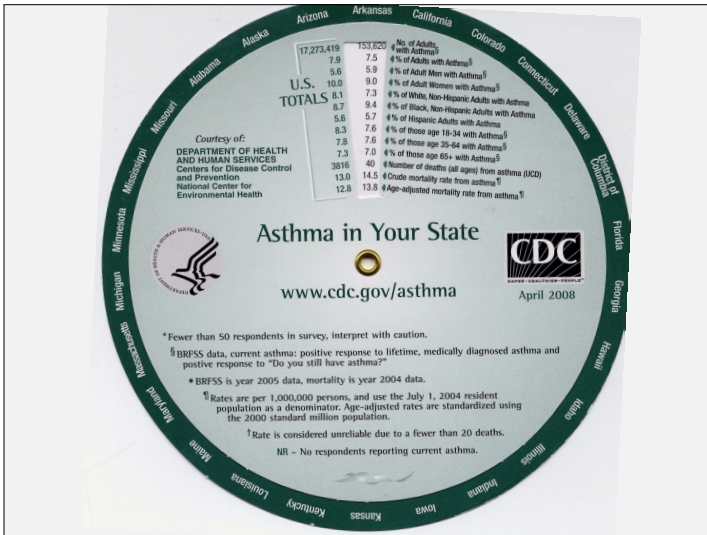
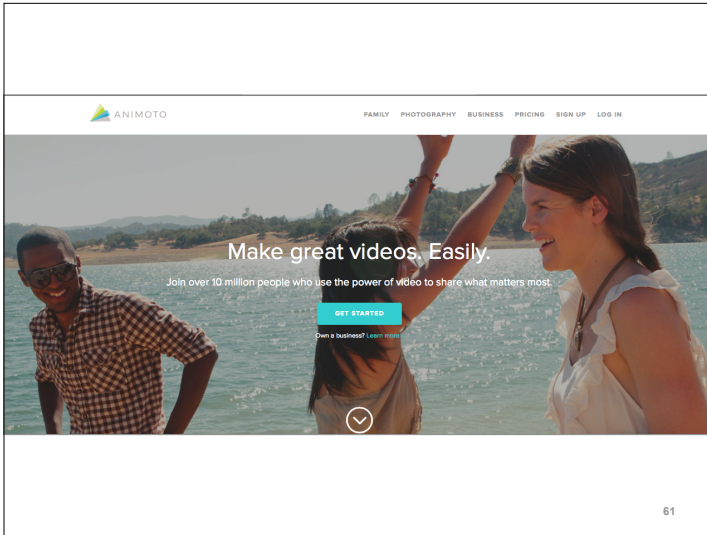


4 ORDER YOUR KEY MESSAGES
O start with the answer



5 CONSIDER ALTERNATIVES
O to the traditional report





Number of points
that people can remember

3-5

Number of repetitions
necessary for integration

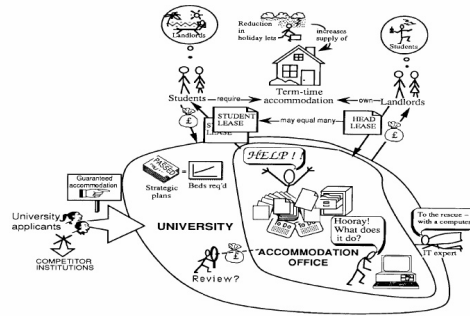
5-7



07 TELL STORIES
to increase understanding



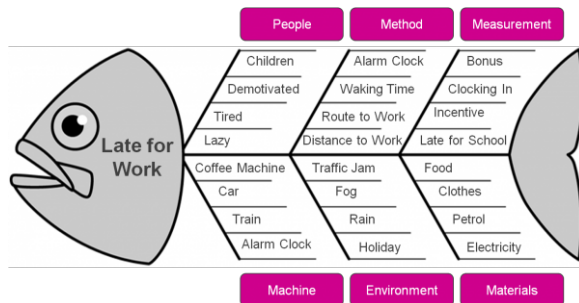
2 Rich Picture example



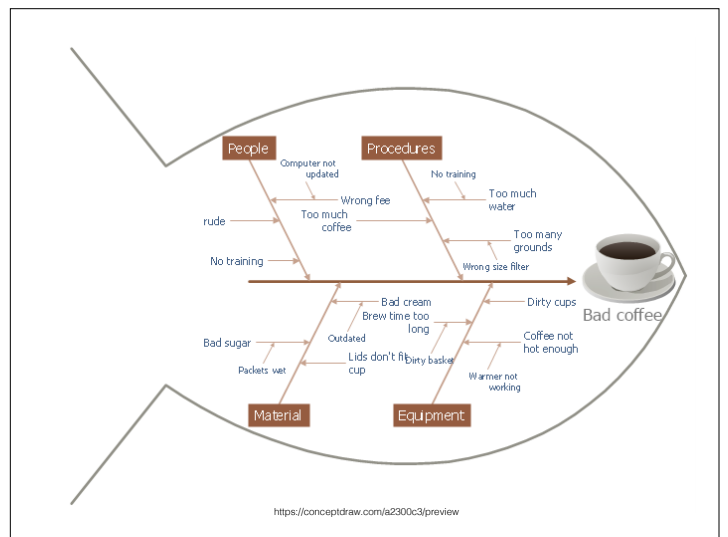
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P.J. Lewis, 'Rich Picture building in the SSM', European Journal of Information Systems

Creative Commons license, Walter & Carter, 2007

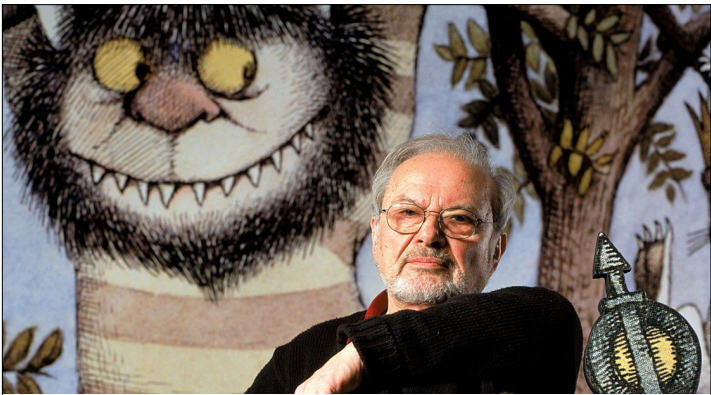


<http://www.squawkpoint.com/2012/01/fish-bone-diagrams-helpful-or-not/>

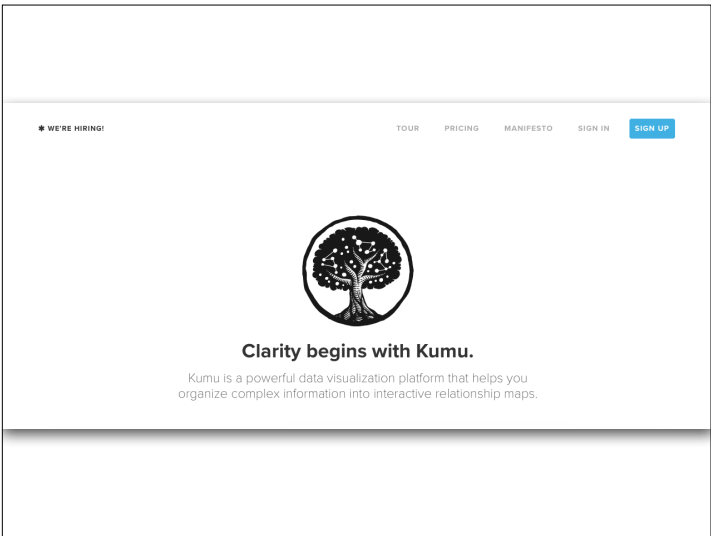


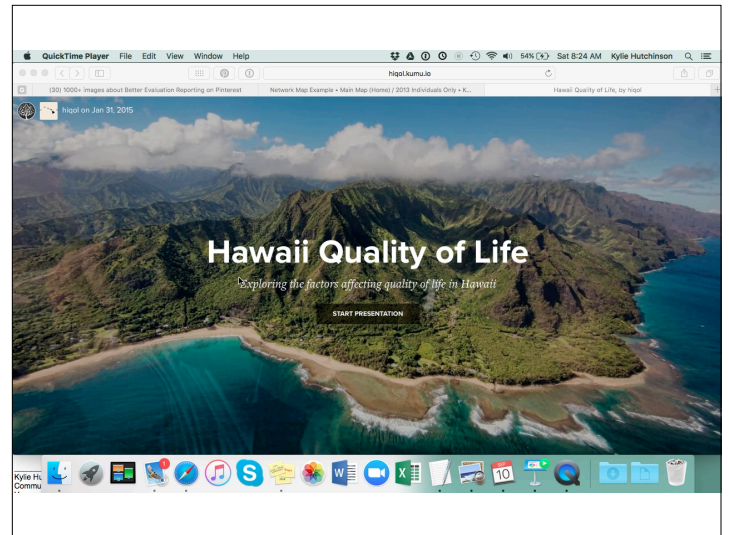
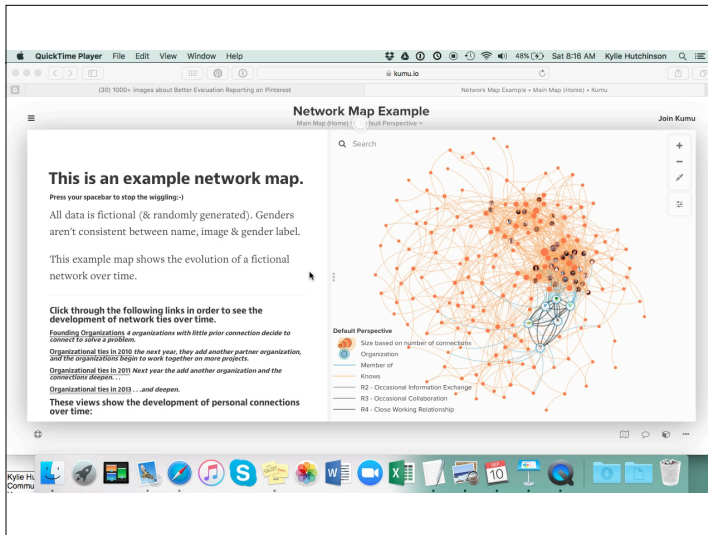
<https://conceptdraw.com/a2300c3/preview>





"You must never illustrate exactly what is written. You must find a space in the text so that the pictures can do the work."
Maurice Sendak





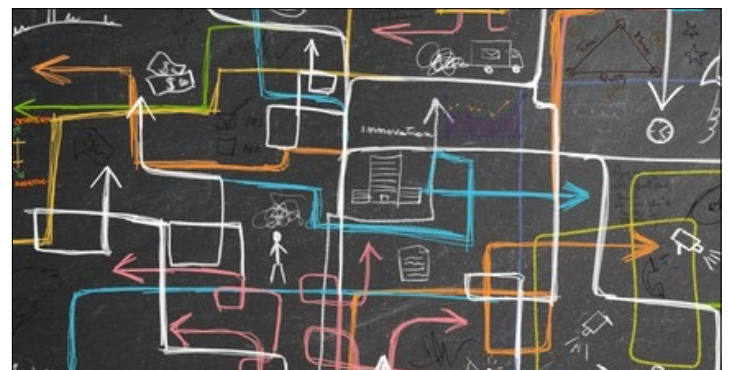
Style your maps with data-driven decorations.

Decorate individual elements and connections using the data you've added to the profiles.

Use our point-and-click builder to create dynamic data-driven decorations—changing size, color, line thickness and more!

- Size the width of connections based on funding amount
- Assign colors to people and organizations based on the sector they represent
- Size elements based on the number of incoming or outgoing connections
- Use a color scale to highlight relative strengths
- The possibilities are endless, but don't go too crazy... nobody wants to look at an ugly map!

When you're ready for more, use Kumu's powerful CSS-like

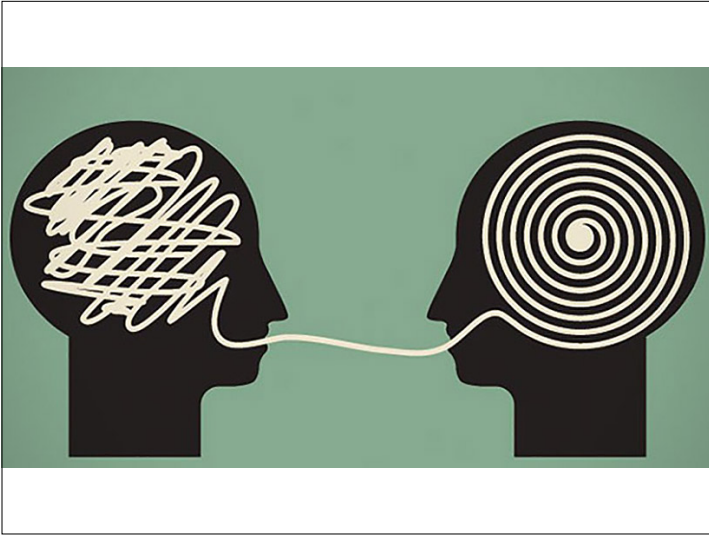


USE A KNOWLEDGE BROKER
to co-develop KT products

"...neither researchers nor decision-makers are best placed to drive the translation, transfer, and implementation of ... research evidence."

Ward et. al, Evid Policy, 2009, August, 5(3), 267-279.





 **TAKE BABY STEPS**
don't ask for permission



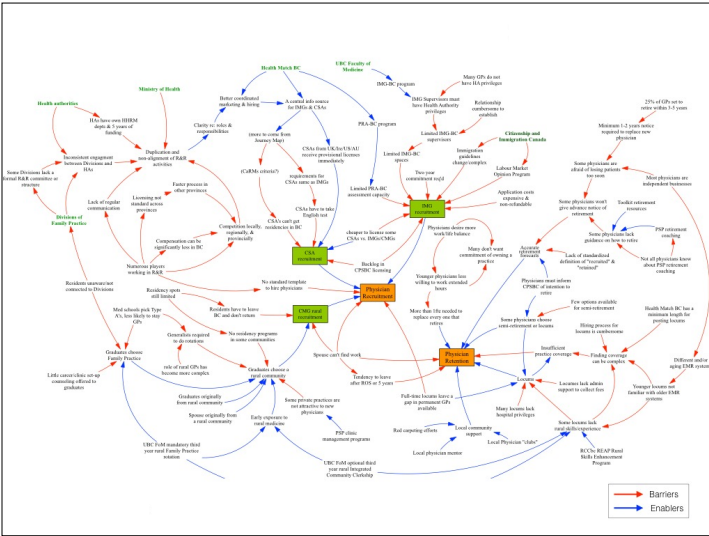
So this version has all the boring ugly things you requested

I also created this 2nd really awesome version that is just much better.

So which one do you like?



fresh spectrum



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CES c2017 in Vancouver, April 30 to May 3, 2017

