

# WP 7: Evaluation Targets & Methodology

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# Overview

1. Targets & Methodology
2. Success Indicators
3. Instruments



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# Targets

**Goal:** assess the effectiveness and cost-effectiveness of MELT approach



# Indicators of Effectiveness

- Increased quantity of metadata
- Increased quality of metadata
- Increased use of the MELT portal
- Increased use of content
- Increased cross-language and cross-national use
- Pedagogical benefit
- Effectiveness & efficiency of search processes
- User satisfaction
- Increase in users' competence



# Methodology

**Methodology:** process-oriented, formative evaluation and summative evaluation of outcomes

**Stakeholders:** Teachers (Focus Group and Pilot Teachers, WP6)

**Data Sources:**

- Explicit feedback from teachers,
- Implicit feedback by logging,
- Analysis of metadata



# Instruments Overview

- Questionnaires
- Process reports of teachers
- Server-based logs
- Interviews with focus group teachers
- Analysis of metadata (structured, social tags)



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# Content Retrieval & Use of Objects

Study in natural environment of users across the entire project

## Instruments:

- Process reports of teachers (Focus Group teachers, pilot teachers)
- Log data of search sessions
- Questionnaires regarding use of objects
- Interviews with Focus Group teachers

→ All instruments will be related with each other



# Process Reports



## Main aims:

- Assess users' intent regarding search sessions
- Evaluate outcomes & satisfaction
- Evaluate utility & importance of social tagging for given search sessions

Standardized, open fields and quantitative ratings

5-10 process reports per teacher across entire project,  
analysis **m14, m19, m24**

→ Data of process reports will be related to the session logs





# Log Data

Log data are an indicator of users' behavior when interacting with the system

→ Explore logs quantitatively

→ Correlate log data with explicit feedback of users (process reports, questionnaires)

3 points in time (m14, m19, m24)





# Questionnaires



 Kick-Off Questionnaire

 Questionnaire regarding use of objects

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# Kick-Off Questionnaire

- Assess potential influence factors for the subsequent data of the evaluation
  - Personal data
  - Previous experiences
  - Knowledge about metadata & social tagging
  - Motivation to contribute to the project
- Presented to teachers at the summer school in Finland (m9)



# Questionnaire: Use of Objects

Did the teachers actually USE the objects they saved/downloaded?

Individual questionnaires containing a list of items saved in the favorites or downloaded (items taken from individual session logs)



# Questionnaire: Use of Objects

- Did you actually use the objects?
- Did you modify the objects? If yes, in what way?
- Did you make the modified content available to the community again?
- Which pedagogical approaches did you apply?
- Evaluate the **efficiency in obtaining and integrating the content**
  - Technically
  - Pedagogically
- Evaluate the **pedagogical benefit** for teaching



# Questionnaire: Use of Objects

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Will be presented twice across the entire  
project: **m16, m21**





# Interviews

→ Get qualitative in-depth information from Focus Group teachers



In the beginning of the enrichment phase II (~m12) and towards the end of the project (~m21)

Focus in the beginning: reveal potential problems

Focus in the end: investigate experiences of participants, explore pedagogical approaches







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# Increase of Metadata

Quantity of metadata will be counted at several points in time

-  Number of metadata records
-  (Weighted) completeness of metadata records
-  Number of objects containing social tags
-  Total number of social tags

Snapshots will be taken regularly (to discuss with WP2)



# Indicators of Effectiveness

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- **Increased quality of metadata**
- Increased use of the MELT portal
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# Metadata Quality

Both regarding **structured metadata** and **social tags**

Quality metrics of structured metadata → to be discussed with WP2



# Metadata Quality: Social Tags

Quality of social tags → contribution to the effectiveness and efficiency of the discovery process

Assessed by process reports



# Indicators of Effectiveness

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- **Increased use of the MELT portal**
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# Use of the MELT Portal

**Increased use of the Portal** is a strong indicator of the effectiveness and utility of MELT.

- Average access rates
- Total number of registered users

Snapshots at several points in time (to discuss with WP2)



# Cost-Effectiveness

**Outcomes** (Indicators of effectiveness) will be compared with **Costs**.

## Outcomes

- Increased quantity of metadata
- Increased quality of metadata
- Increased use of the MELT portal
- Increased use of content
- Increased cross-language and cross-national use
- Pedagogical benefit
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## Costs

- time and effort for participants regarding
- Searching
- Tagging
- Adapting
- Implementing content



# melt

LEARNING RESOURCES FOR SCHOOLS

March 07

June 09

Sept. 12

Dec.07 15

March 18

June 21

Sept. 24

Dec.08 27

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Kick-off Quest.

Process Reports

Log File

Snapshot

Use of Content Quest.

PR analysed

Log File

Snapshot

PR analysed

Log File

Snapshot

PR analysed

Log File

Snapshot



**Thank you for your attention!**

