




Approaches to Monitoring & Evaluation

Jon Turner
Institute for Academic Development




www.ed.ac.uk/iad



Monitoring vs Evaluation

- Monitoring & evaluation are different though related activities
- Monitoring
 - Regular, systematic collection, analysis and reporting
 - Often based on quantitative data (e.g. take up, surveys)
 - Neutral, can highlight questions for evaluation
- Evaluation
 - Periodic, driven by questions we need to answer or topics we want to explore or understand
 - Mixture of methods and types of data



www.ed.ac.uk/iad

Sources of data and insight



- Quantitative data
 - Ease & consistency of data collection; potential for statistical analysis; power of visualisation
 - Risk of drift to what is easy to measure at expense of what it is important to know
 - Good at highlighting change and raising questions
- Qualitative data and mixed methods
 - Opportunity to explore & understand complex systems (theories of change) and reasons for change
 - Can help with engagement
 - Can meet with scepticism in some quarters

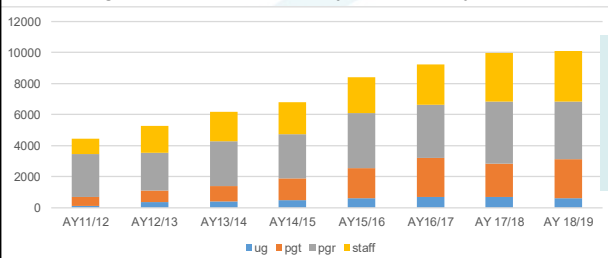


www.ed.ac.uk/iad

Monitoring examples

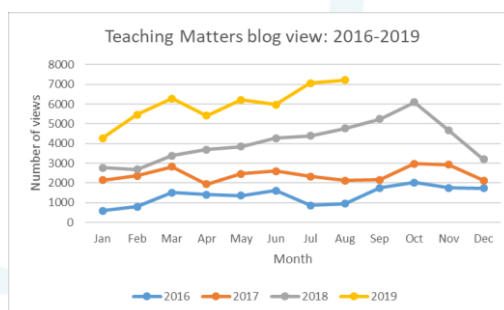


Core programme attendance by academic year and audience



Shows scale of activity & trends
Highlights important questions
- why has growth stopped?
- is it real or an artefact?
- is this a good or bad thing?

Shows scale of activity & trends
Highlights important questions
- What has influenced this growth, can it be continued?
- What impact is this growth having & can this be increased?



www.ed.ac.uk/iad

Evaluation example – Teaching Matters



- 2018/19
 - survey of readers and contributors;
 - analysis of social media & other analytics;
 - discussion with stakeholders;
 - identification of examples for application and impact

Beyond analytics: Exploring the impact of Teaching Matters on learning and teaching practices



Image credit: Pixabay, iresch, CC0, and Melanie Grandridge

In this extra post, [Avery Scobie](#), editor of Teaching Matters, shares some analytics on Teaching Matters, and hopes that both [coders](#) and [contributors](#) of the blog will contribute to a research project that explores the impact of blogging beyond what is captured by statistical data...

- Reflective report on impact to date and plans for the future (presented as adobe spark presentation):

<https://spark.adobe.com/page/5EbmJhJYtu6nA/>

- 2019/20
 - PTAS project to dig deeper into how Teaching Matters is being used by contributors and readers (to understand impact on teaching practices and cultures)

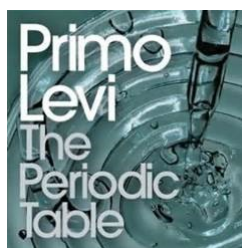


www.ed.ac.uk/iad

Final thoughts



- In working with our colleagues
 - Celebrate the unexpected and hard to explain
 - Focus on the evaluation question and purpose
 - Don't confuse measurement with evaluation
 - Opportunity costs of doing what we've always done



www.ed.ac.uk/iad