



# EVALUATION KIT

## THE PROJECT IS ADDRESS TO

## ABOUT THIS KIT

**Students/young people** aged between 12 and 19 years old, an age range that marks the beginning of using social media and mobile devices to its daily and common use.

**Teachers/youth workers**, as they perform a privileged role in youth education and need to develop competences to work digital and visual references in social media.

One of the project outputs was to develop a transferable monitoring and impact evaluation system – a method kit for evaluation – to be used during the future project's dissemination along with the workshop tools (digital tool and educators guide).

This 'evaluation kit' entails the types of data to be collected, how (which instruments) and when to collect them. Also, it will include the guidelines and methodology for data analysis and the outline for evidence presentation and report.

#NarcissusMeetsPandora is an innovative arts-based project funded by Erasmus + that takes up digital technologies as tools for youth to critically and socially engage in the social media contents production.

## FOR WHOM?

## WHY THE KIT?

Among the future dissemination and implementations of the project tools (digital tool and educators guide) the kit allows to evaluate the activities developed **TARGETING** as potential users, **SCHOOLS AND OTHER YOUTH WORKING INSTITUTIONS**.

To assist young people to assess their achievements and better understand the social impact of their actions

To assist teachers and youth workers to assess their as young people's achievements and better understand the school/ youth organization impact of participating in this project.



The kit aims to develop an Impact and Formative evaluation.

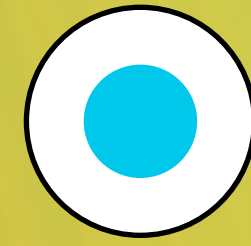
The **Formative Evaluation** measures the quality of the activities' implementation and the user's satisfaction towards the tools.

The **Impact Evaluation** assesses the project's outcomes and impacts on its main beneficiaries (students/young people, teachers/youth workers).

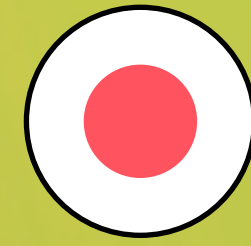
Behind this kit is a solid model – the DAC/OECD model<sup>1</sup> – which guiding principles were used to define the evaluation criteria to be applied – relevance, effectiveness, impact and sustainability. Concerning impact, the identification of the impact dimensions to be measured is founded on the Theory of Change principles, which explores how beneficiaries are impacted, through the intermediate outcomes, activities and outputs delivered during the project.

The methodology involves collecting traditional quantitative and qualitative data through instruments to be applied at the end of the workshop.

<sup>1</sup> OECD (2021), Applying Evaluation Criteria Thoughtfully, OECD Publishing, Paris, <https://doi.org/10.1787/543e84ed-en>.



Students  
Young people



Teachers  
Youth workers

**RELEVANCE**

<b>Dimensions</b>	Project relevance		
	Relevance of activities		

**EFFECTIVENESS**

<b>Dimensions</b>	Satisfaction		
	Objective: Provide high quality skills and social engagement while stimulating the reflection and creative expression of young people		

**SUSTAINABILITY**

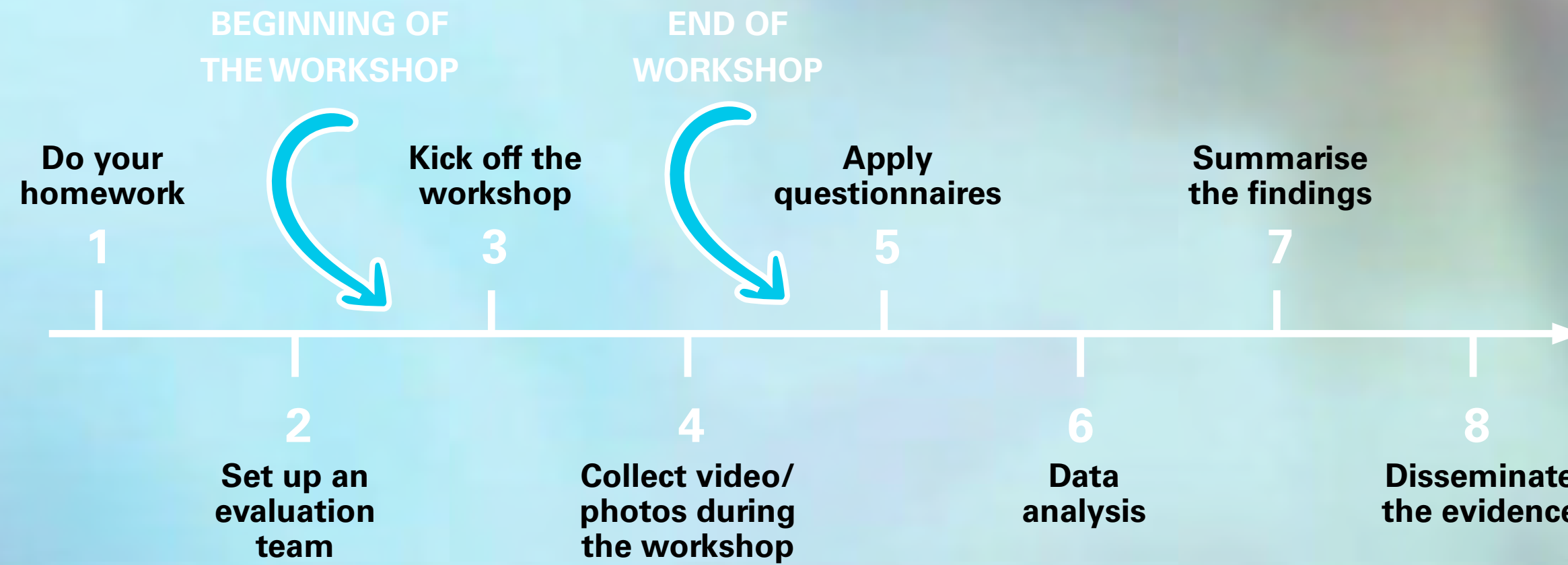
<b>Dimensions</b>	Sustainability of the project		
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**IMPACT**

<b>Dimensions</b>	Increase beneficiaries' knowledge of social media use implications		
	Increase beneficiaries' digital and visual literacy skills		
	Increase beneficiaries' knowledge on fundamental rights protection when using social media		
	Increase beneficiaries' awareness of the relationship of social media representations and self-identity construction		
	Increase beneficiaries' awareness of inequalities within representation on social media (monocultural look)		
	Increase beneficiaries' empathy and tolerance towards the other (intercultural awareness)		
	Increase beneficiaries' capacity of group collaboration		
	Increase beneficiaries' self-confidence		
	Decrease beneficiaries' gap on digital competences		
	Increase beneficiaries' competences on social media image issues		
	Increase beneficiaries' pedagogic tools (using arts-based activities, including digital technologies)		



## USING THE KIT: STEP BY STEP



### 1. Do your homework

Get to know the kit and get familiar with the instruments before the activity starts.

### 2. Set up an evaluation team

Identified within the team the responsible for applying the instruments, collect and analyse the information and summarise the findings and disseminate the evidence

### 3. Kick-off the workshop

Implement the workshop

### 4. Collect video/photos during the workshop

Keep image record of the workshop (be aware of privacy policy)

### 5. Apply questionnaires

Apply ex-post questionnaires to Students/Young people + Teachers/youth workers. Each workshop has a specific questionnaire; pick up the questionnaire, for both beneficiaries' groups, for the

corresponding workshop to be delivered. Data collection can be made online or in paper. Count the persons and make sure in the end you have an answer from everyone.

### 6. Data analysis

Identified all the valid answers to the questionnaires and count your data

### 7. Summarise the findings

Gather your team, develop your interpretations for the data gathered and build your narrative with – results (quantitative and qualitative), main conclusions, lessons learn and recommendations

### 8. Disseminate the evidence

Set different outlines for evidence use and dissemination, for example, newsletter on impact results or short reports for potential funders of future activities. Build your dissemination plan according to your goals – who do you want to share the findings with?

## BEFORE YOU START

Evaluation can be fun

Check you have pick up the correct questionnaires for your workshop

Download everything you need

Get some pens if you are applying questionnaires in paper format

Data is valuable:  
→ take proper use of your finding  
→ motivate your stakeholders

[www.narcissusmeetspandora.eu](http://www.narcissusmeetspandora.eu)



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