



gLOCAL
EVALUATION WEEK
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About Evaluation, Impact and Universities

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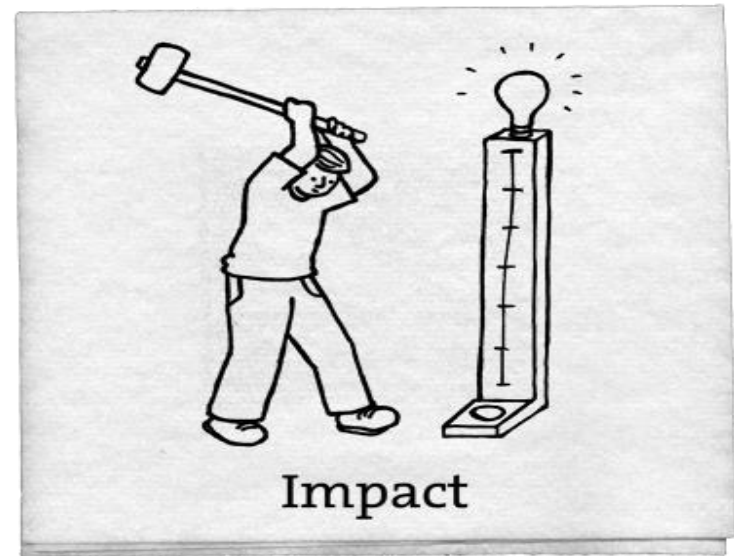
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- A reminder of what is ‘impact’
- Measuring impact
- Evaluation and impact
- Problems with evaluating through impact
- A possible way forward?



A notion of 'impact'

*Impact is a difference of A
that can be attributed to B*



Impact: an important distinction

Impact

and

Effect



Intentionality



No intentionality

A bit of a muddle!

Types of impact

	Intended	Unintended
Expected	Home runs	Collateral
Unexpected	Long shots	Accidental

Measuring and attributing impact

- Opinion based vs. causal attribution
- Single vs. multiple measurement
- Self-referential vs. comparative change
- Real time and ex-post measurement

Measuring ‘impact’

“Impact is attributable change.”

Hence:

Describe the change signals (educational programme);

Operationalise the changing object (individual career paths);

Link the signals and the change.

Evaluation and impact

Today, 'impact' is used to evaluate the performance of the organisations of research – universities, funding agencies, policies.

Evaluation and impact

These evaluations have serious consequences for the organisations of research. Hence, helpful to get it right.

Problems with evaluating through impact

Set 1: Measuring impact

Set 2: Attributing impact

Set 3: Responsibility for impact

Measuring impact

- Impact takes time – focus on the home runs
- Measuring change is problematic – dominance of opinion based, self-referential accounts
- Broad field – tendency to ignore the collateral and accidental effects

Attributing impact

Attributing impact causally is methodologically and practically problematic because of ‘noise’, ‘distance’ and mediation.

Responsibility for impact

Organisations are not fully responsible for the impact their activities have. How much of the responsibility for the uptake of COVID vaccination is with the labs developing the vaccines?

Questions:

Given the issues with measuring and attributing impact, and that responsibility is limited, is it fair to evaluate organisational performance based on their impact?

In a way of provocation:

Is it time to shift the focus of evaluating through impact from measuring and attributing change to the conditions for change to occur?

Thanks for listening!
Any questions?

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