

# Outcomes-based evaluation tools for digital literacy programs

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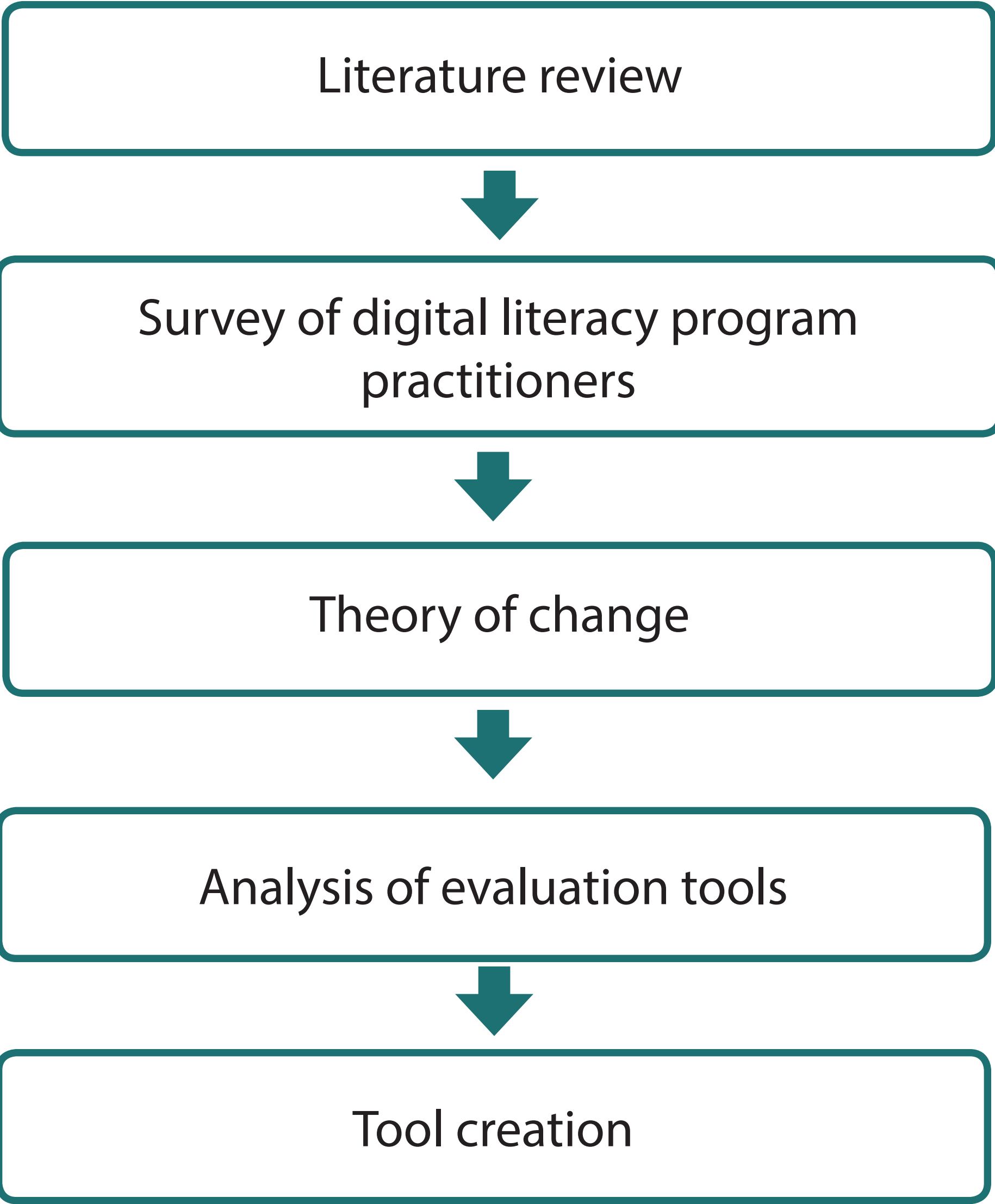
## BACKGROUND

- Digital literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate information.
- Community Technology Centers (CTCs) offer technology programs, services, and access to increase digital literacy of adults.
- My sponsor, Communities Connect Network (CCN), supports CTC sustainability and best practices through training and an online resource library.

## PROBLEM

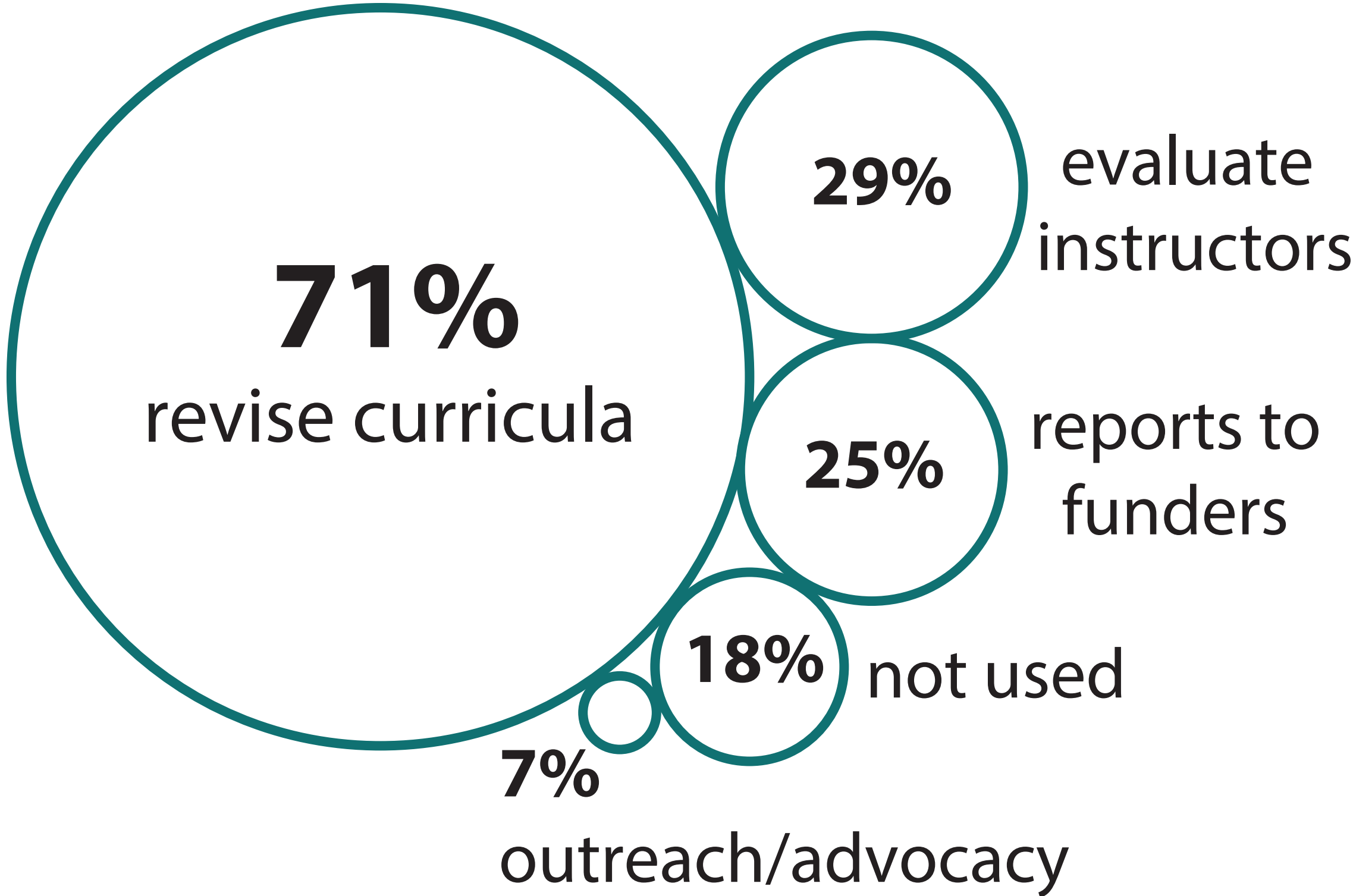
- CTCs need to evaluate the outcomes of their programs in order to make improvements and communicate impacts to funders.
- What outcomes should digital literacy programs measure?
- What evaluation techniques should digital literacy programs use to measure their outcomes?

## METHODS



## ANALYSIS

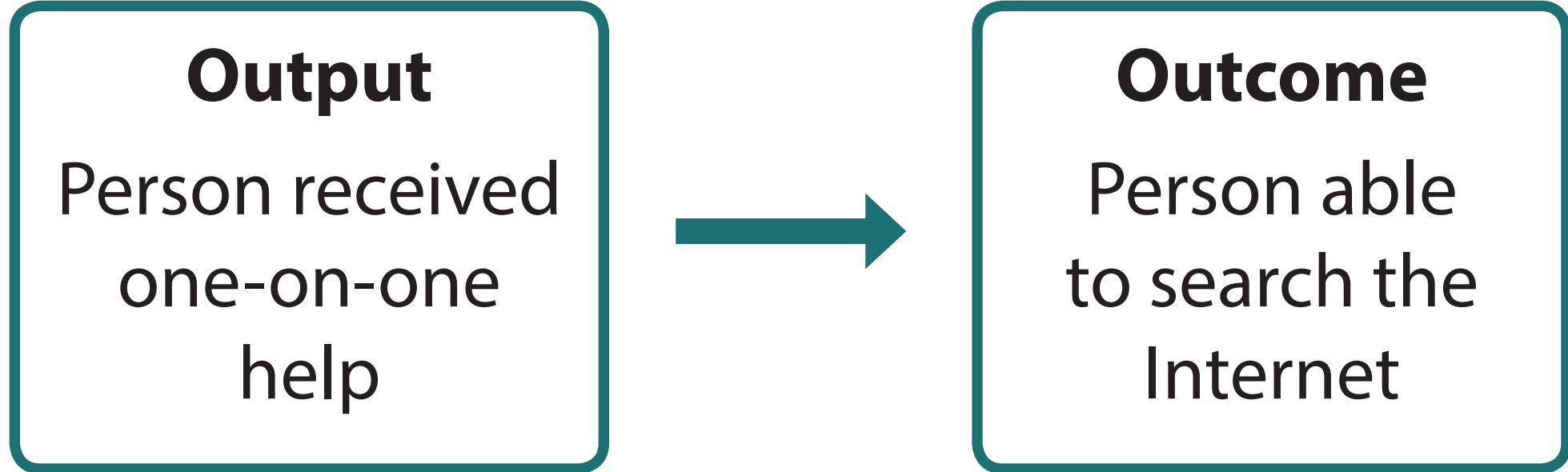
### How CTCs currently use evaluations:



### Evaluation options

	SURVEYS	FOCUS GROUPS	OBSERVATION GUIDE
Evidence	Indirect: self-evaluation of skills and attitudes	Indirect: in-depth inquiry into attitudes and beliefs	Direct: watching what individuals learn and do
Cost	Low	Medium-high	Low-medium
Validity concerns	Need to have at least 50% response rate	Selection of individuals could change results	Observer may have conflict of interest
Willingness to use	High: 86% "extremely likely" or "likely" to use	Low: 24% "extremely likely" or "likely" to use	Medium: 67% "extremely likely" or "likely" to use
Cultural considerations	Need strong command of English	Need to feel comfortable stating opinion in front of group	Could misinterpret behavior

## TOOL CREATION



### Considerations

- An individual's self-assessments of satisfaction and skill ability don't accurately measure if the person actually learned anything.
- Satisfaction is important but not the only indicator.
- Evaluations should measure changes in both behavior and ability.

### Sample evaluation tool

#### Observation guide for Internet search training

- Breaks down skill into levels of learning
- Use for one-on-one training or small class
- Turns anecdotal evidence into quantitative data

	Yes	Some-what	No	Not observed
Participated in instructed activities	X			
Shows confidence in ability to complete tasks		X		
<b>Demonstrated skills in the following:</b>				
Using keywords in search	X			
A search that returns desired results		X		
Altering key words to get alternate results				X
Understanding difference between ads and search results			X	