



SIMONA CERRATO | 23 MAY 2023

SCIENTIFIC COMMUNICATION TECHNIQUES: HOW TO EVALUATE

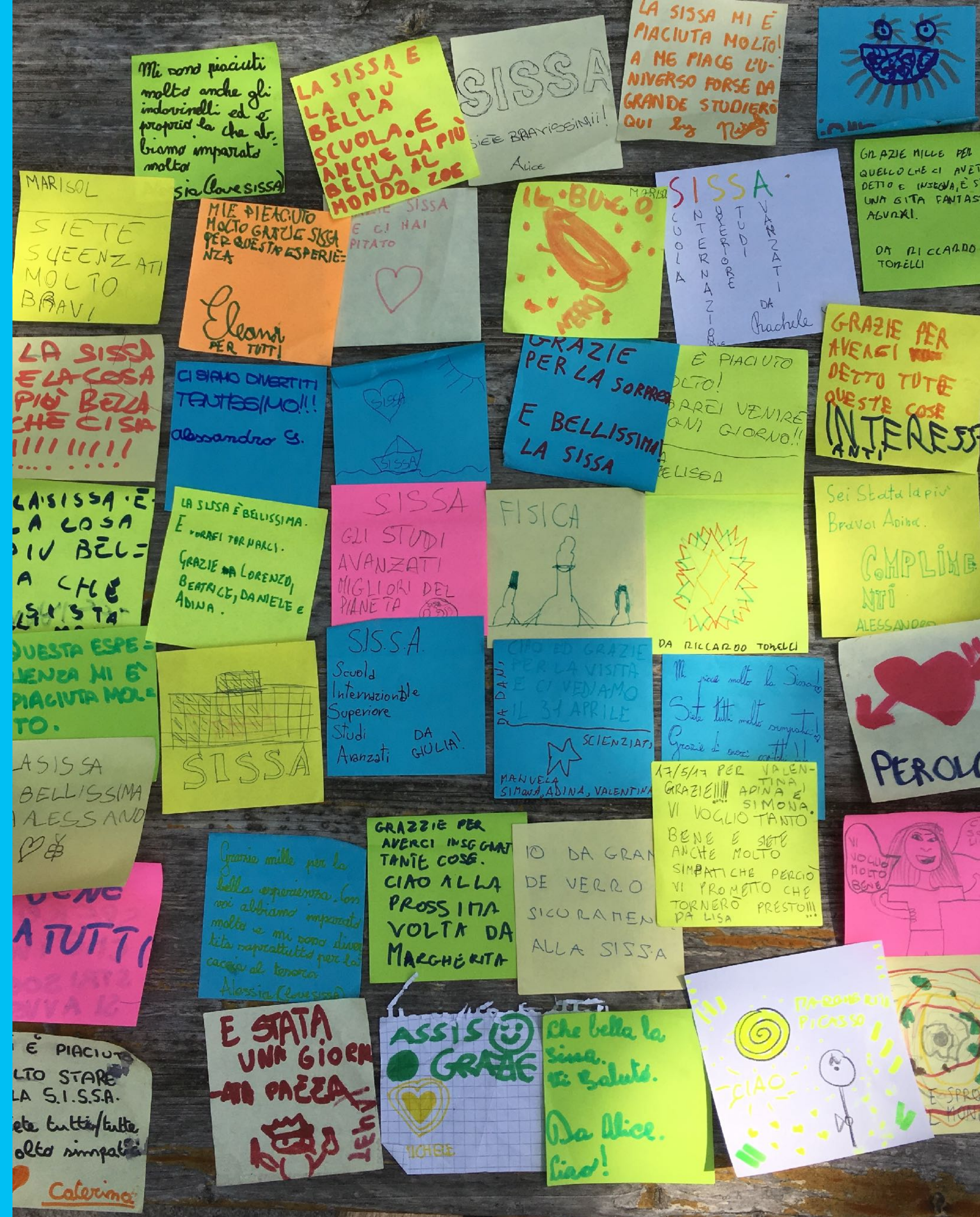
DID IT WORK?

“NO ONE WANTS TO TRAVEL A LONG DISTANCE, SPEND A LOT OF MONEY AND SOMEHOW END UP IN THE WRONG PLACE. EVALUATING YOUR COMMUNICATIONS ALONG THE WAY CAN HELP YOU TO STAY ON COURSE AND REACH YOUR DESTINATION”

**ARE WE THERE YET? A COMMUNICATION EVALUATION GUIDE,
THE COMMUNICATIONS NETWORK, 2008, [HTTPS://WWW.LUMINAFOUNDATION.ORG/FILES/RESOURCES/
AREWETHEREYET.PDF](https://www.luminafoundation.org/files/resources/arewethereyet.pdf)**

TYPES OF EVALUATION

- front end evaluation
- formative evaluation
- summative evaluation



EVALUATION STAGES - MUSEUM OF LONDON

FRONT END EVALUATION

when: before a project begins

why: finding out what people want, know, think or expect

example | developing an exhibition: finding out the best means of communicating with teachers, or discovering what preconceived ideas people have about the theme for an exhibition which is to be developed.



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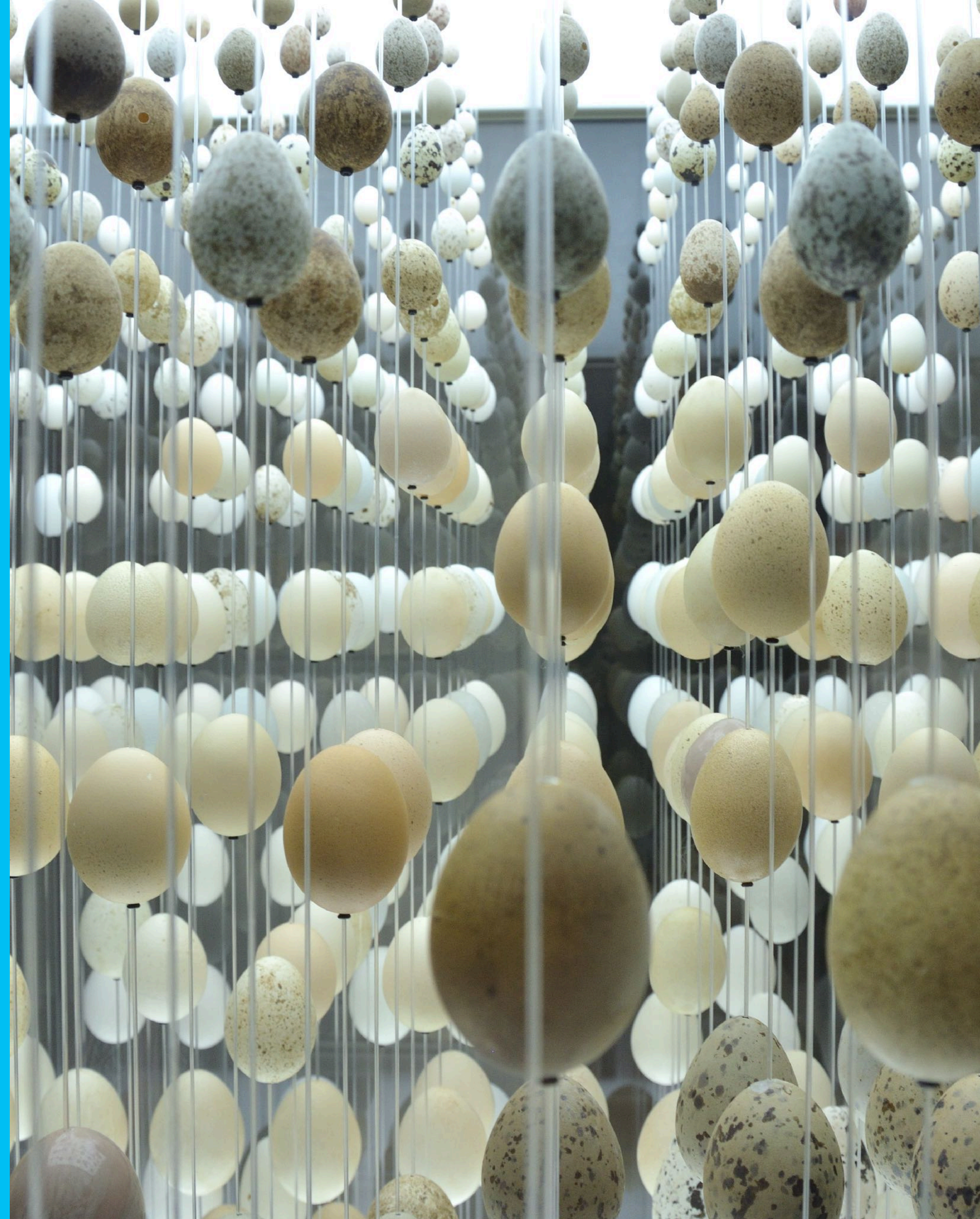
FORMATIVE EVALUATION

when: during the process

why: to step back and look at something afresh to ensure that it is as good as you can make it

example | developing an exhibition: mock-ups of interactive exhibits to see if they work properly and achieve their learning objectives, sending a draft of a publication to teachers for comments or piloting text panels with a group of visitors

https://www.museumoflondon.org.uk/download_file/view/522



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SUMMATIVE EVALUATION

when: after the process

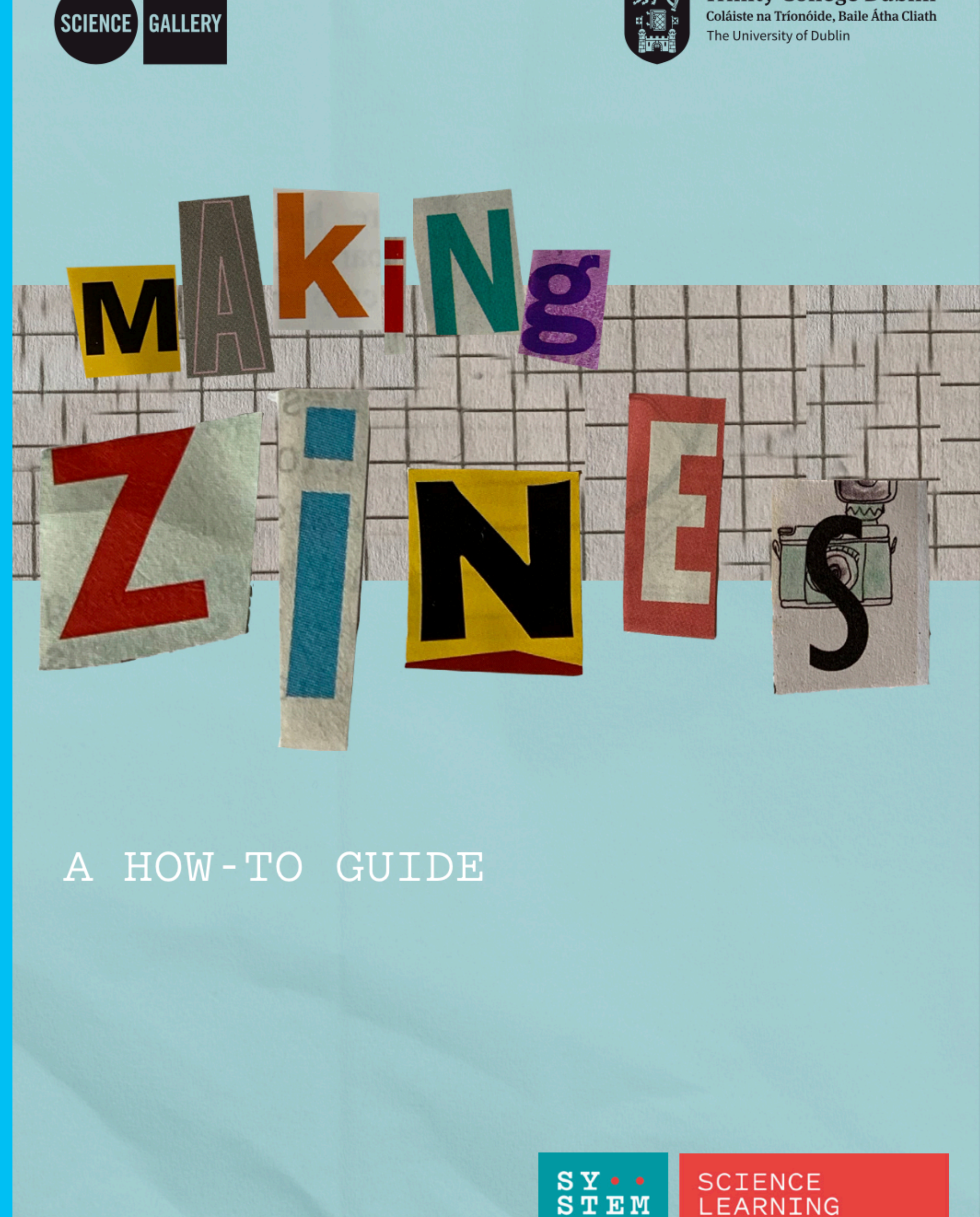
why: to find out at the end of a project whether it met its original objectives, and if not, why not

example | developing an exhibition: include asking pupils what they thought about a workshop they participated in, asking visitors to fill in a questionnaire after their visit or observing what visitors do in an exhibition

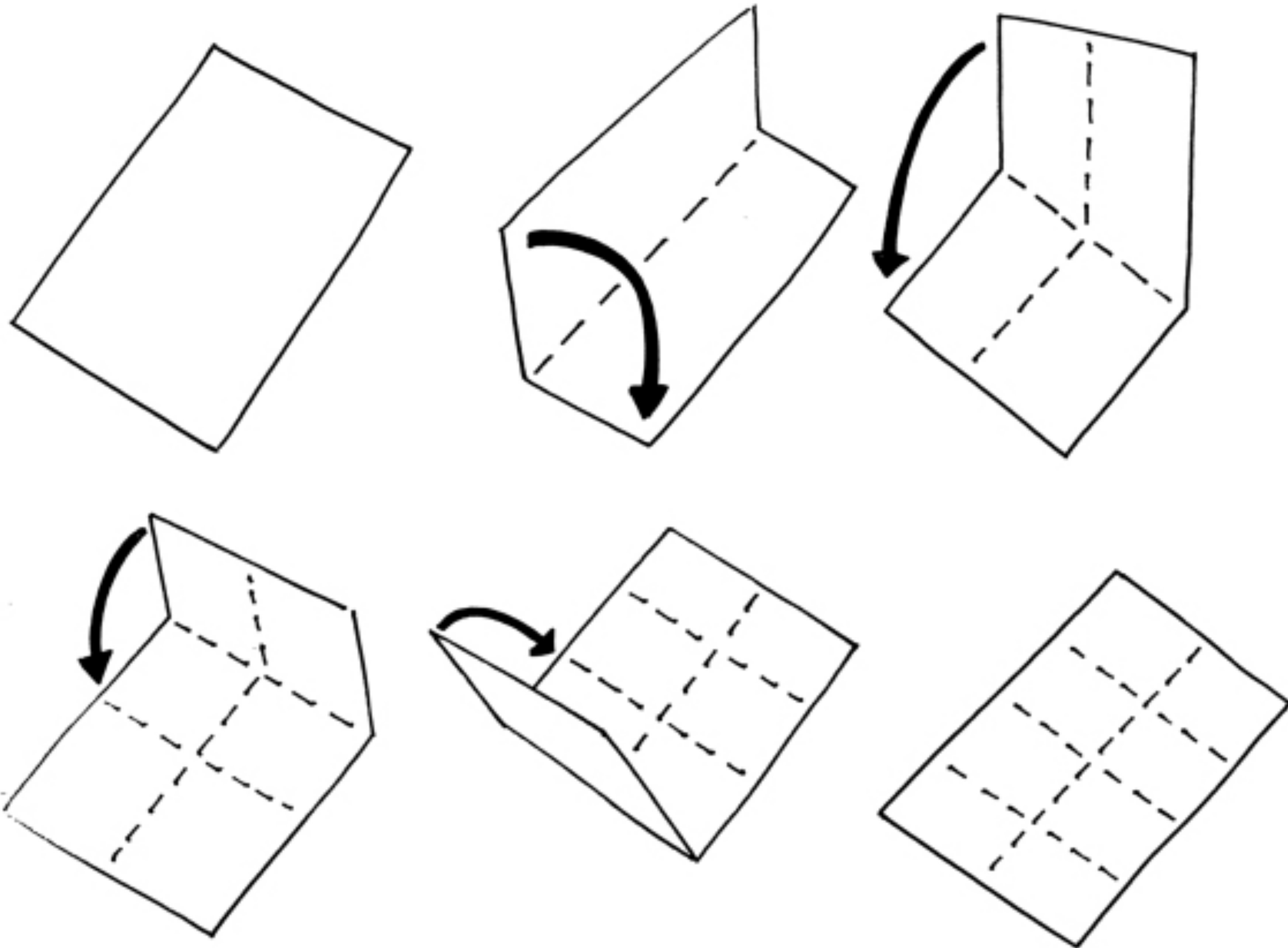


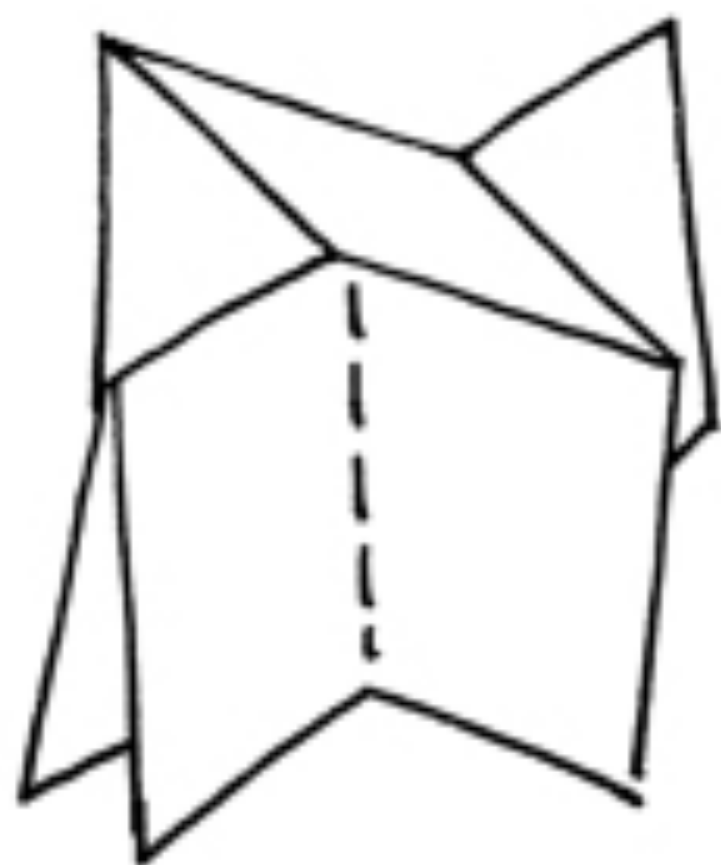
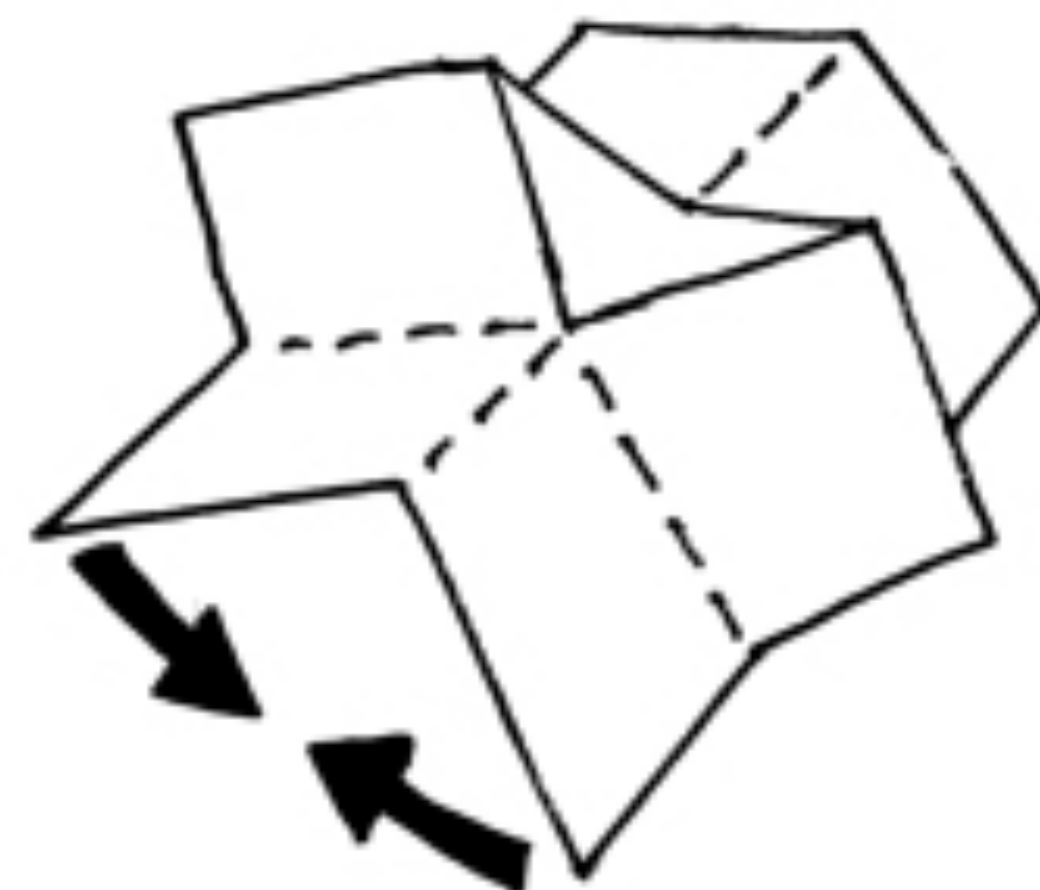
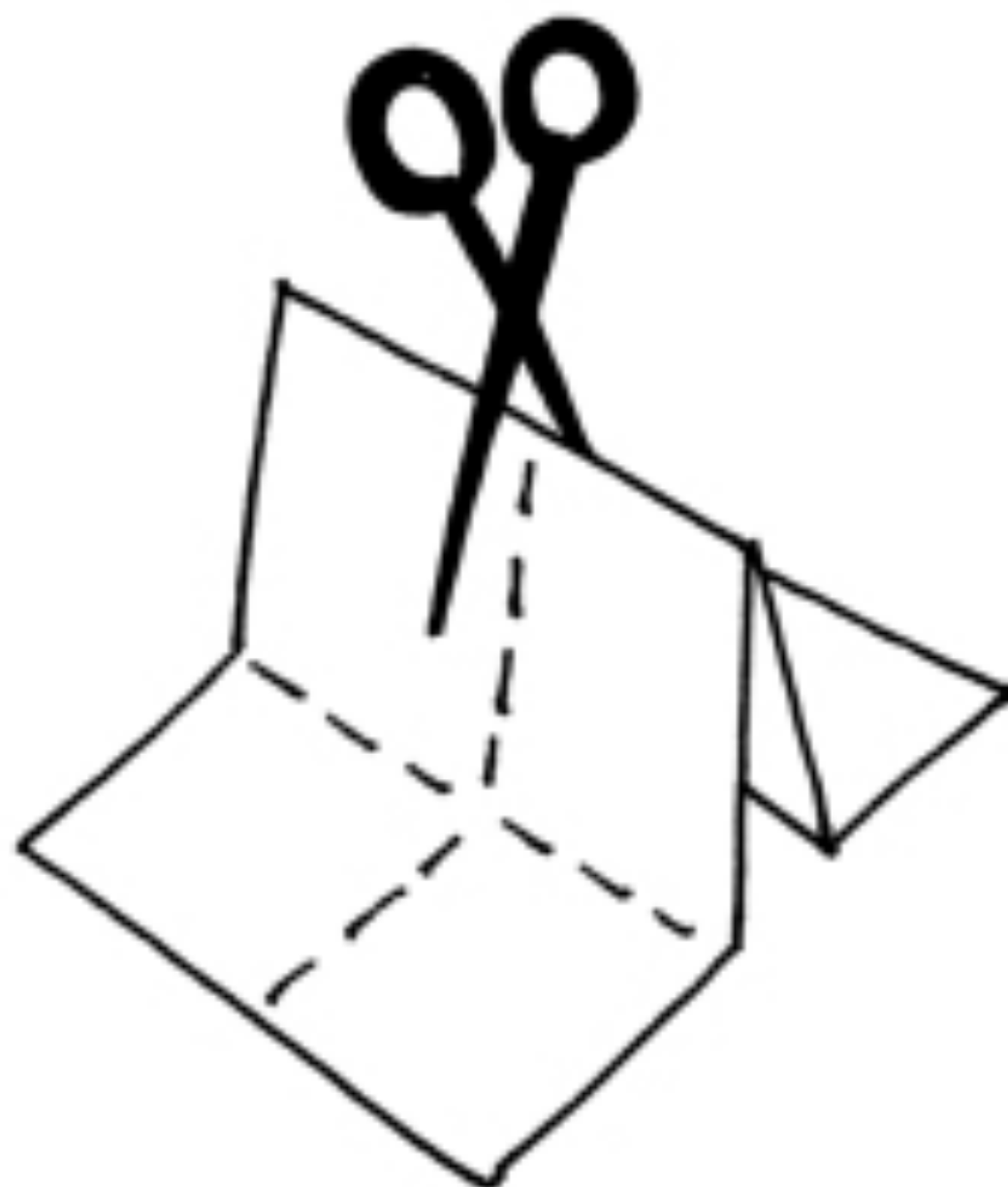
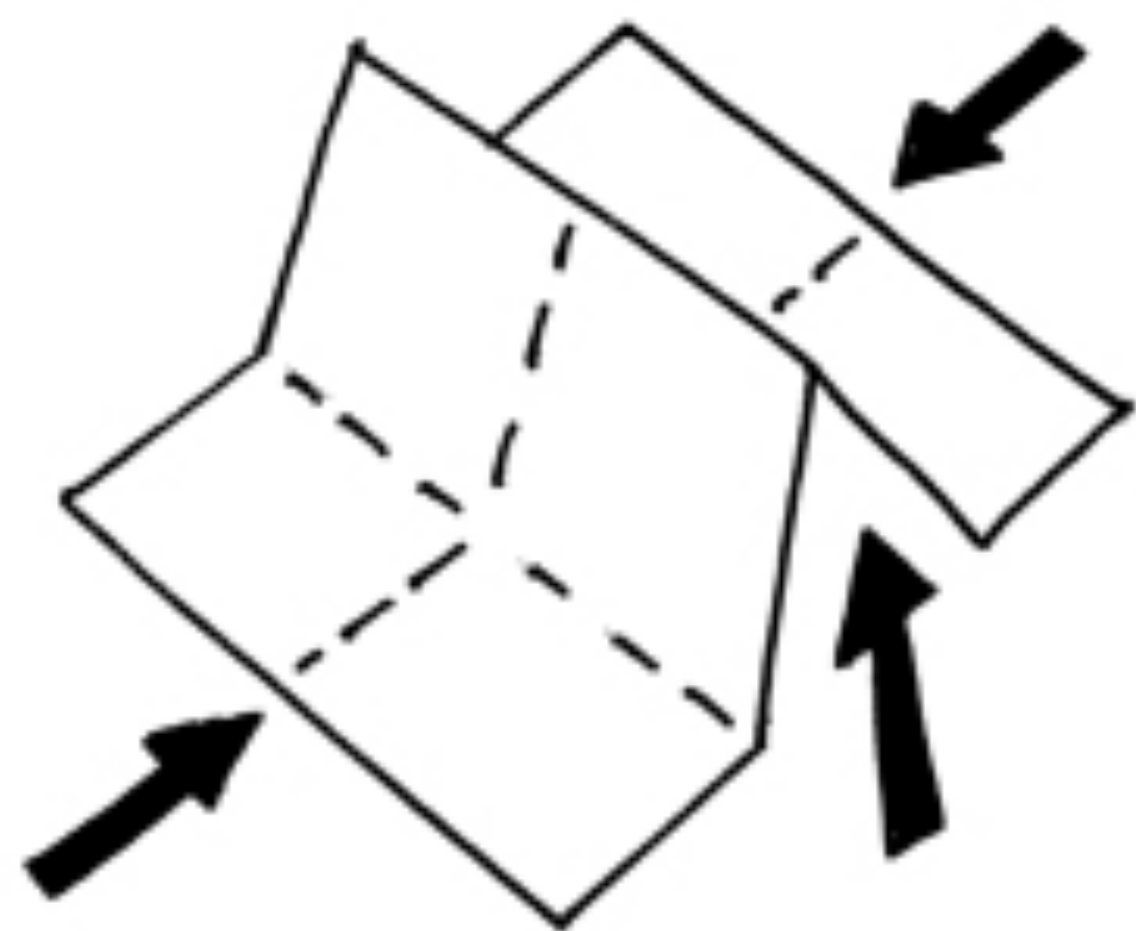
CREATIVE CONCLUSION

- paper
- scissor
- colors
- pens
- anything taken from your memories, experiences, emotions, learning, thinking



How to fold a zine





By www.tellatale.org.uk