



Geneva Communicators Breakfast

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<http://genevacom.wordpress.com>

Evaluating Communication Campaigns

Communication campaigns set out to achieve specific objectives with target publics in a set period of time.

What is the purpose? Most communication campaigns aims to change individual attitudes and behaviours or to mobilise public and decision-maker support for policy change - or a combination of both. A visual representation of the pathway between communication activities, the intended outputs, outcomes and ultimate impact is important in pinpointing the evaluation focus.



What should be evaluated? Most communication evaluation focuses on *output*: measuring communication performance (e.g. number of press releases issued, events held, etc.). Although this can be useful initial feedback, far more important is to measure *outcomes*: did communication activities result in any opinion, attitude and/or behaviour change amongst targeted audiences? The aim of evaluation may not always be to prove communication efforts definitely caused change, but to assess the assumptions and quality of the communication activities.

How to evaluate? Methods to evaluate communication campaigns vary according to the objectives set and activities used. Following is an overview of evaluation methods relevant to communication campaigns:

Outcome/impact:	<i>Quality of communication</i>	<i>Opinions Attitudes</i>	<i>Behaviour</i>	<i>Policy change</i>
Method:				
Web analytics	✓	✓	✓	
Short polls	✓	✓		
Focus groups	✓	✓	✓	
In-depth Interviews		✓	✓	
Panel studies		✓	✓	
Surveys		✓	✓	
Control group studies			✓	
Tracking mechanism				✓
Chronological monitoring				✓

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