Handout for the webinar on

e-valuation
Assessing Webinars, Social Media, and Website Usage

by Jason Burkhardt, Stephanie Evergreen, Karl Kapp, and Kurt Wilson
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Webinar slides and recording are available at http://evalu-ate.org/events/Nov11_webinar/.

Webinars

Karl Kapp outlined the best practices for webinar marketing, design, preparation, delivery, and follow up. He has developed a checklist to guide webinar development and evaluation—see http://evalu-ate.org/resources/webinar_eval_checklist/. It's a first draft, so feedback is most welcome (a review form is included).

Olivia Mitchell has a great blog that supports many of the best practices mentioned. Webinar presenters can use it for guidance. There are even blog posts about tips for webinar attendees! http://www.speakingaboutpresenting.com/presentation-skills/how-to-conduct-engaging-webinar/

Information from evaluations (both internal and external) of EvaluATE's webinars is available from http://evalu-ate.org/about_us/evaluation/.

Social Media

Stephanie Evergreen mentioned Hon & Grunig's Relationship Scale as one way to measure the relationships built over social media platforms. Here is one of their articles that includes the specific items used in their surveys: http://www.aco.nato.int/resources/9/Conference%202011/Guidelines_Measuring_Relationships[1].pdf The same general set of relationship components can be used to categorize online commentary.

Public relations researchers like K.D. Paine are a wealth of information about measuring the effects of social media. Check out K. D.'s blog: http://kdpaine.blogs.com/. Avinash Kaushik also keeps a helpful blog, found here: http://www.kaushik.net/avinash/. Both of these researchers have books that would be a good addition to any evaluator's shelf.

Website Usage

Kurt Wilson demonstrated the use of Google Analytics for project evaluation. Check out the handbook and benchmarks he developed specifically for ATE projects and centers: http://evalu-ate.org/resources/ga_for_eval/

Questions about the terms used in Google Analytics? Google keeps a running glossary here: http://www.google.com/support/googleanalytics/bin/topic.py?hl=en&topic=11285

Did you know Google has an official blog on analytics? If you are ready for the next step, check it out here: http://analytics.blogspot.com/

Kurt also recommends reading *Advanced Web Metrics with Google Analytics* by Brian Clifton.

Google Analytics can also operate in conjunction with many social media platforms. Just search for "google analytics" and your favorite blogging site to get instructions on how to integrate the two.