

A simple tool to increase confidence in results

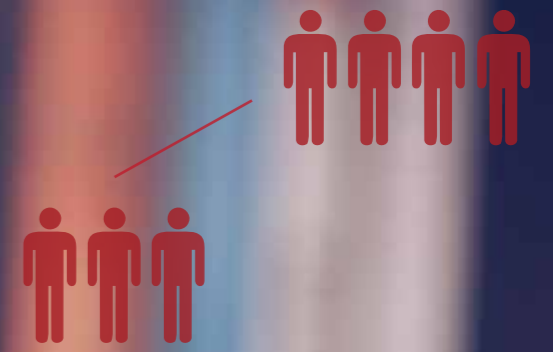
SALLY DUCKWORTH

Research Evaluation
& Design Specialist

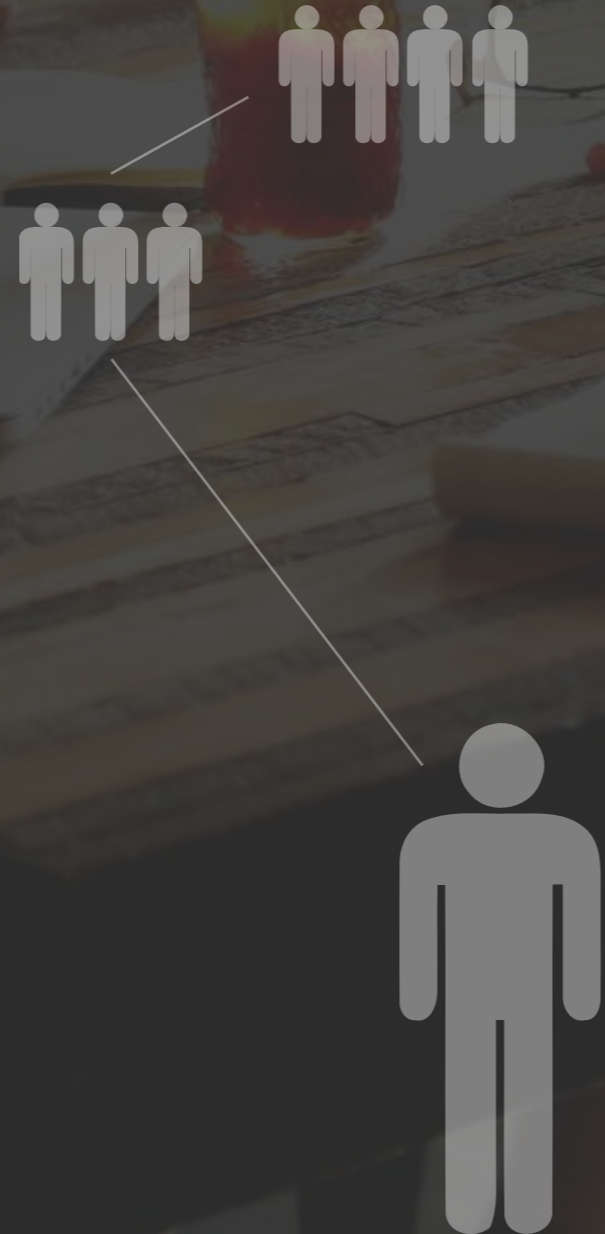
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Data quality is a concept that academics, scientists and IT specialists have been taking seriously for years.



Data quality is the **fitness** of data for an intended purpose.



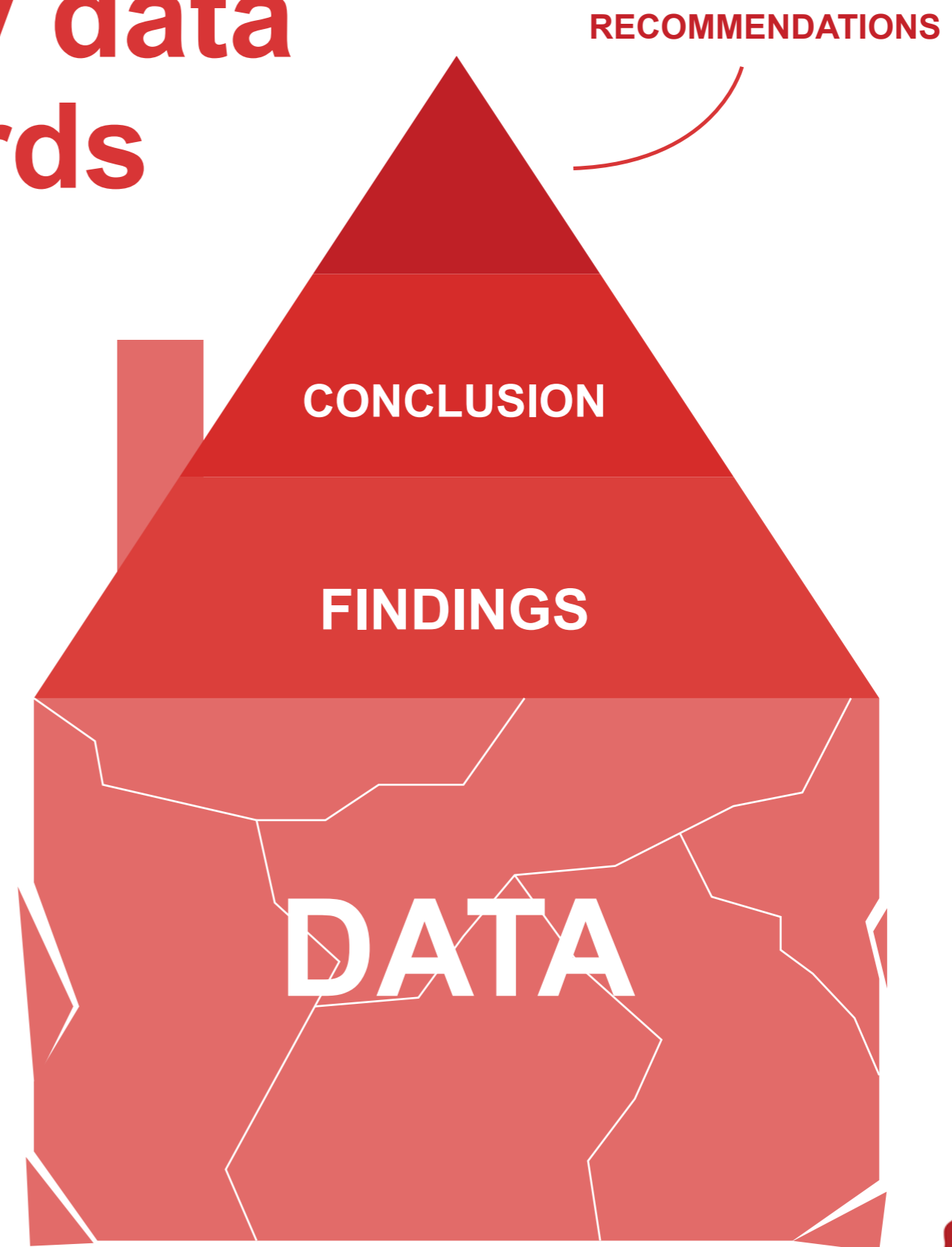
- Valid
- Accurate
- Complete
- Culturally responsive
- Ethical
- Coherent
- Reliable
- Intuitive
- Depth
- Precise

Having quality data leads to **confidence** in results.



And poor quality data is a house of cards

An expression dating back to 1645 meaning a *structure* or *argument* built on a shaky foundation that would collapse if a necessary but overlooked element is removed.

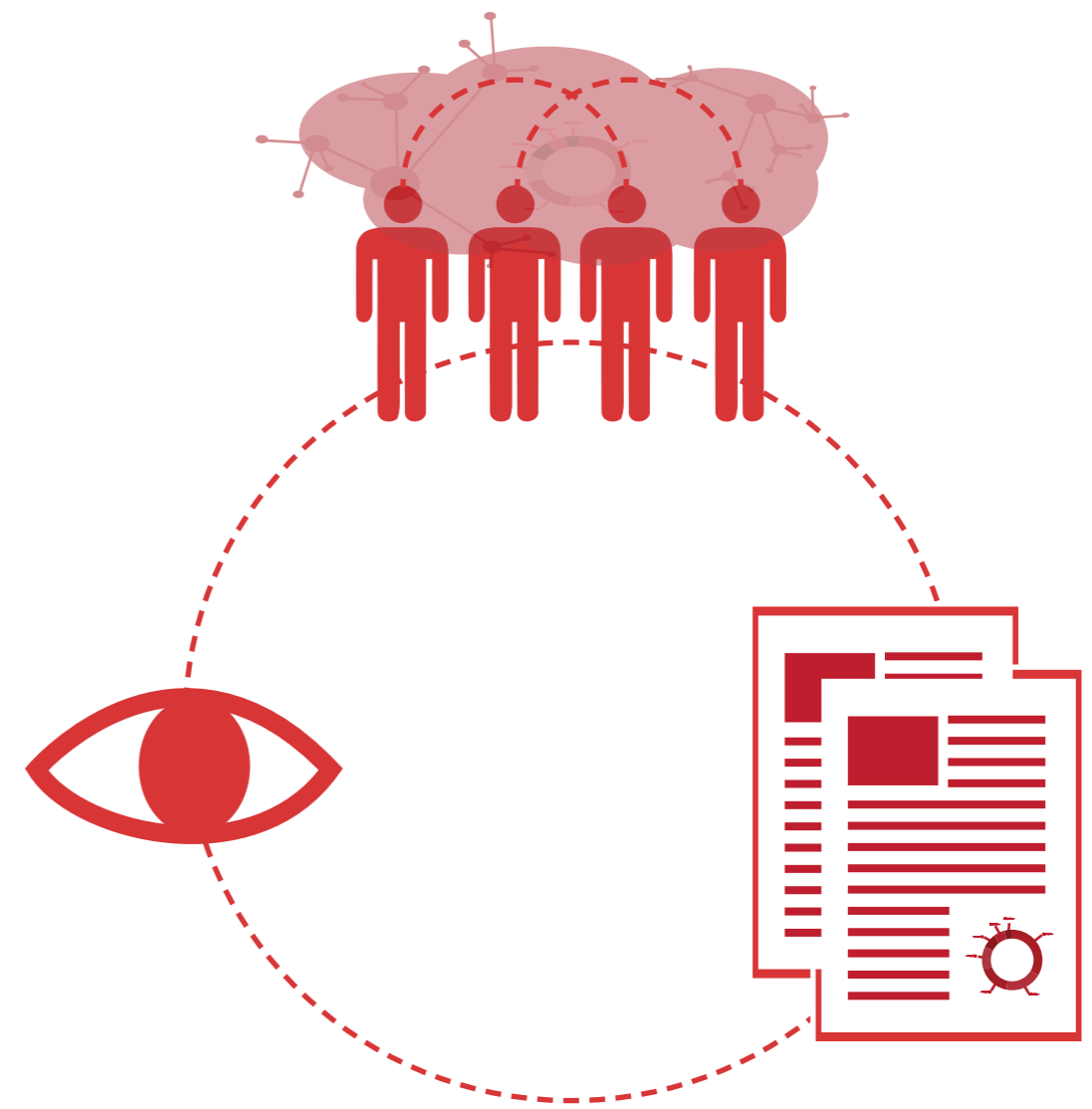


The main way of making data quality **explicit** in formal evaluation products is by stating limitations.

Limitations are occurrences that the evaluator did not or could not **control**.

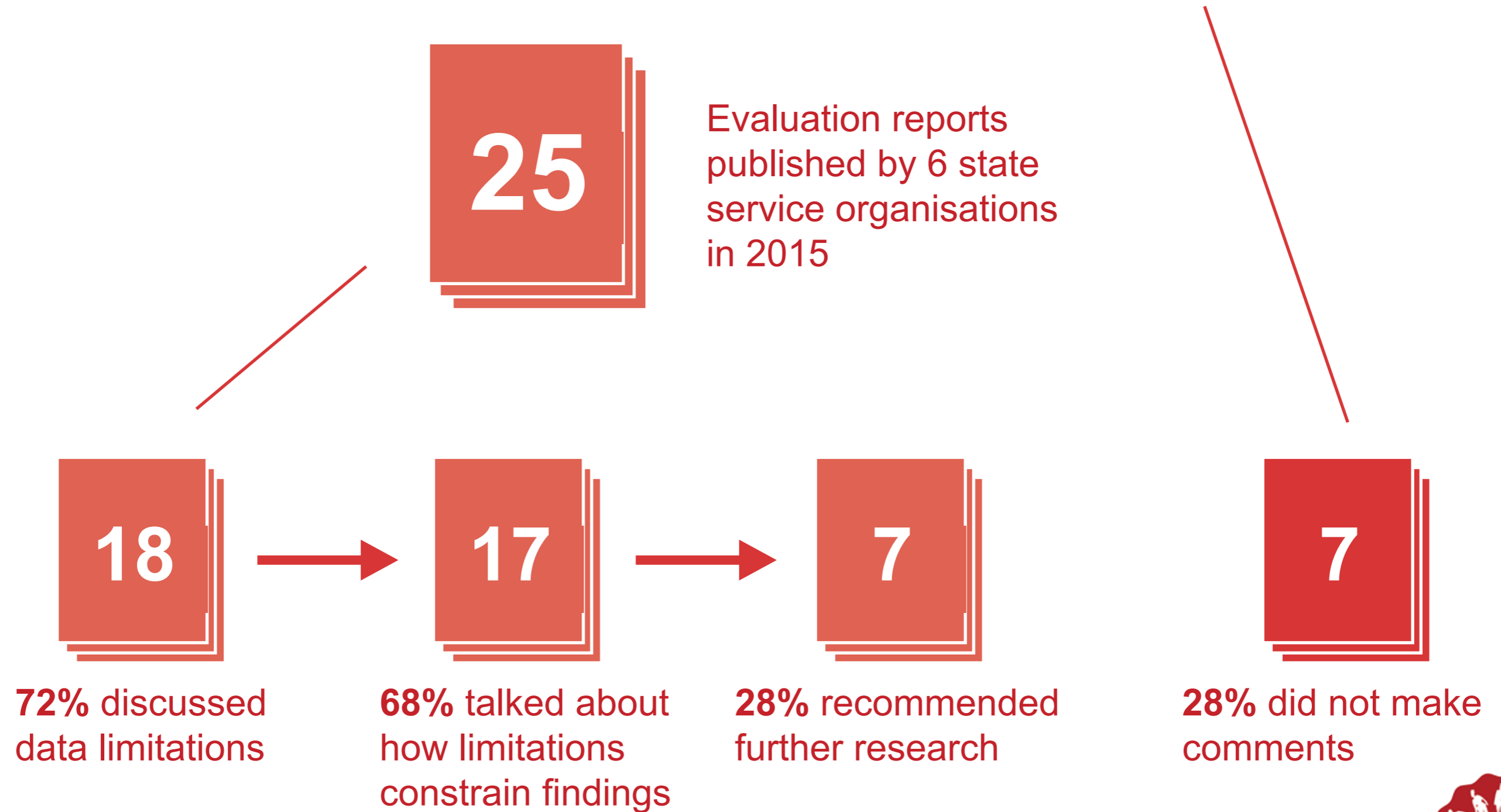
Acknowledging limitations should not be seen as a weakness of the evaluator, but rather a signifier of **credibility. They are also an opportunity for **reflective learning**.**

Best practice for acknowledging limitations points to **3 things**:



1. Identifying limitations and their importance
2. Discussing constraints
3. Recommending further research and data collection

We did a stocktake of evaluation reports and found that 28% did not refer to limitations



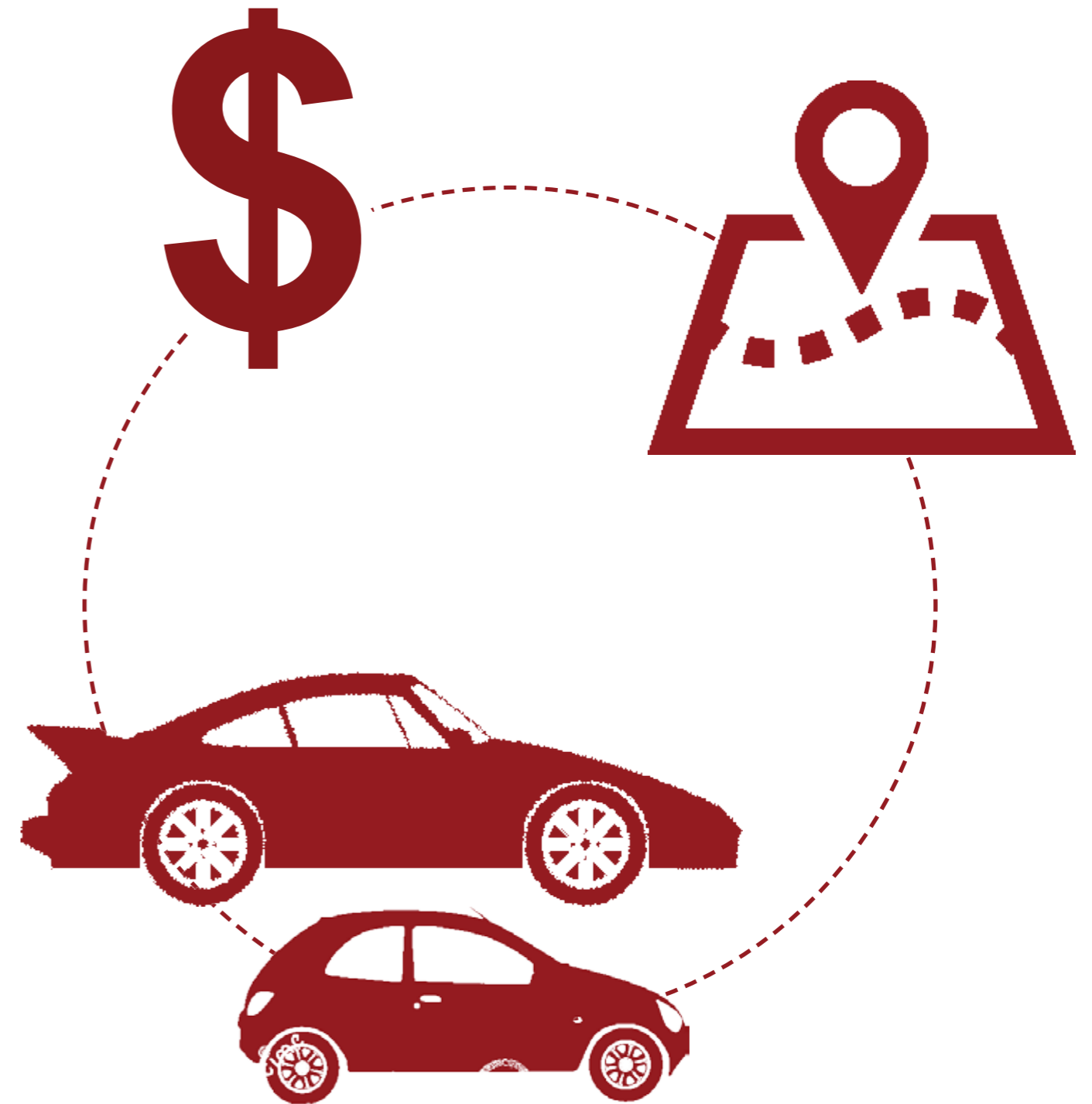
Then we asked senior evaluators* **3 questions:**

- 1. How important is the quality of data used in evaluations?**
- 2. How does your organisation determine the quality of data used in evaluations?**
- 3. Does your organisation have standards for reporting the quality of data in evaluation products?**

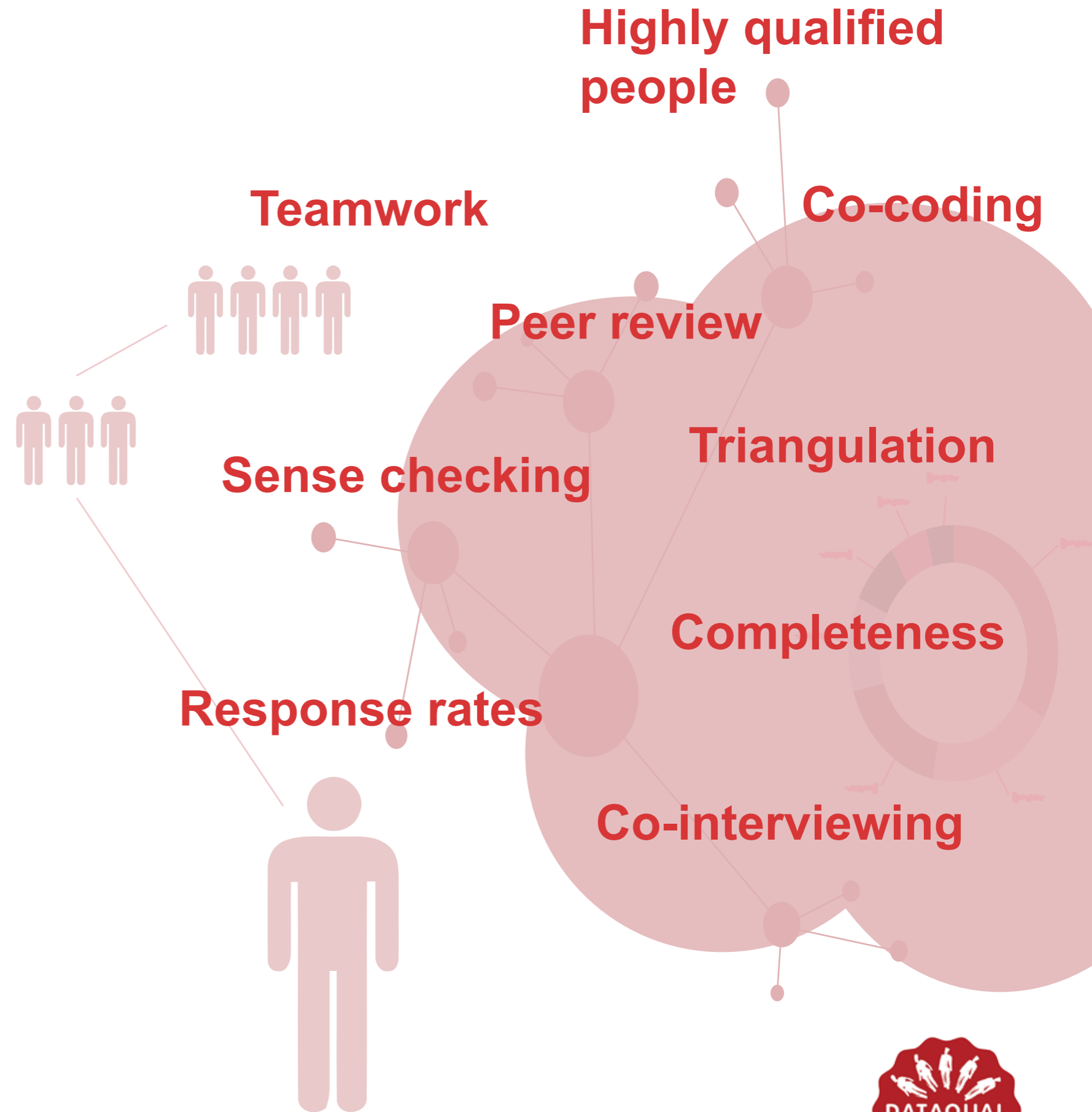
*6 in 4 state sector organisations

We heard that **data quality** is important when conducting evaluation.

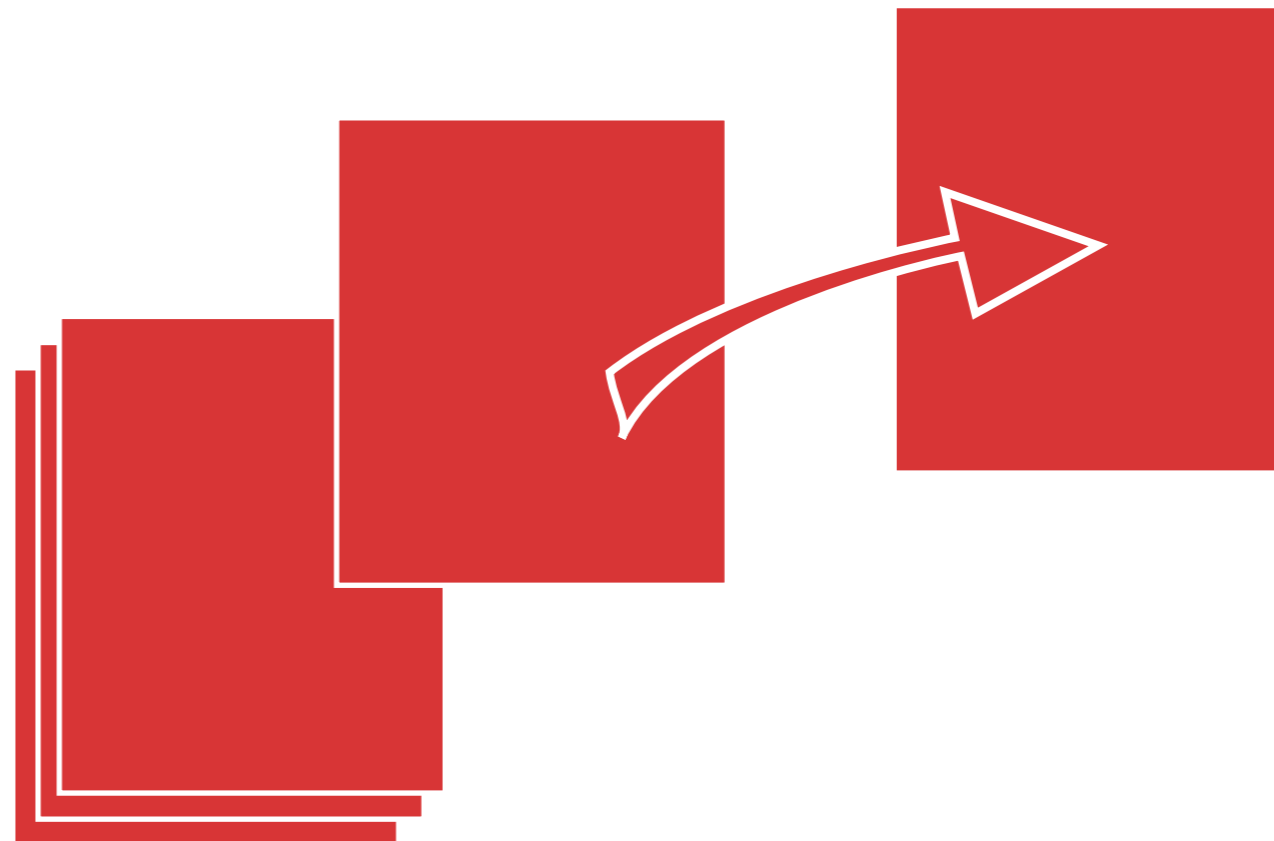
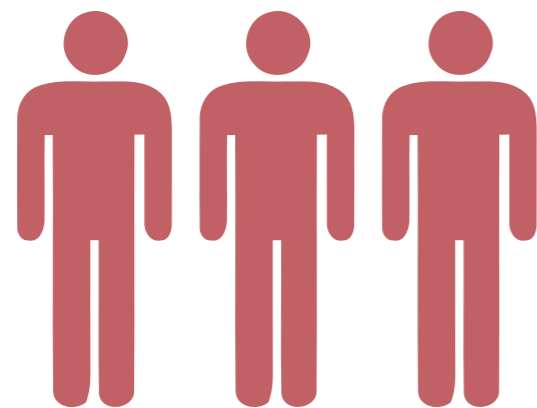
And people have different expectations of data quality depending on the **scope, size, duration** and **location** of an evaluation.



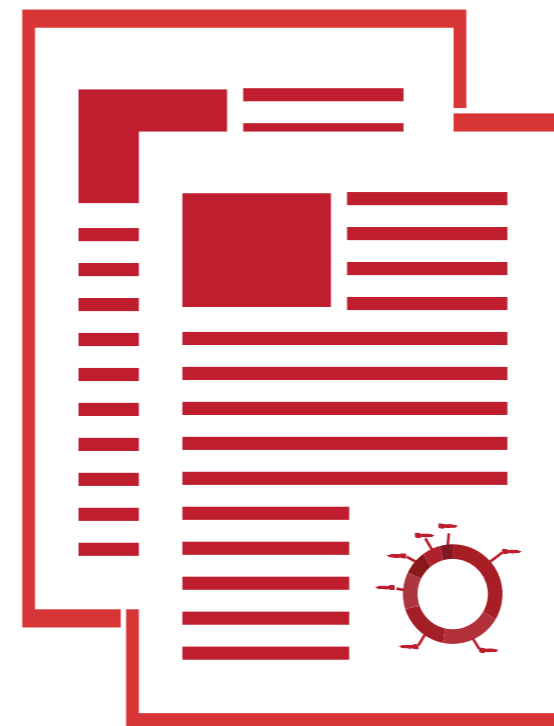
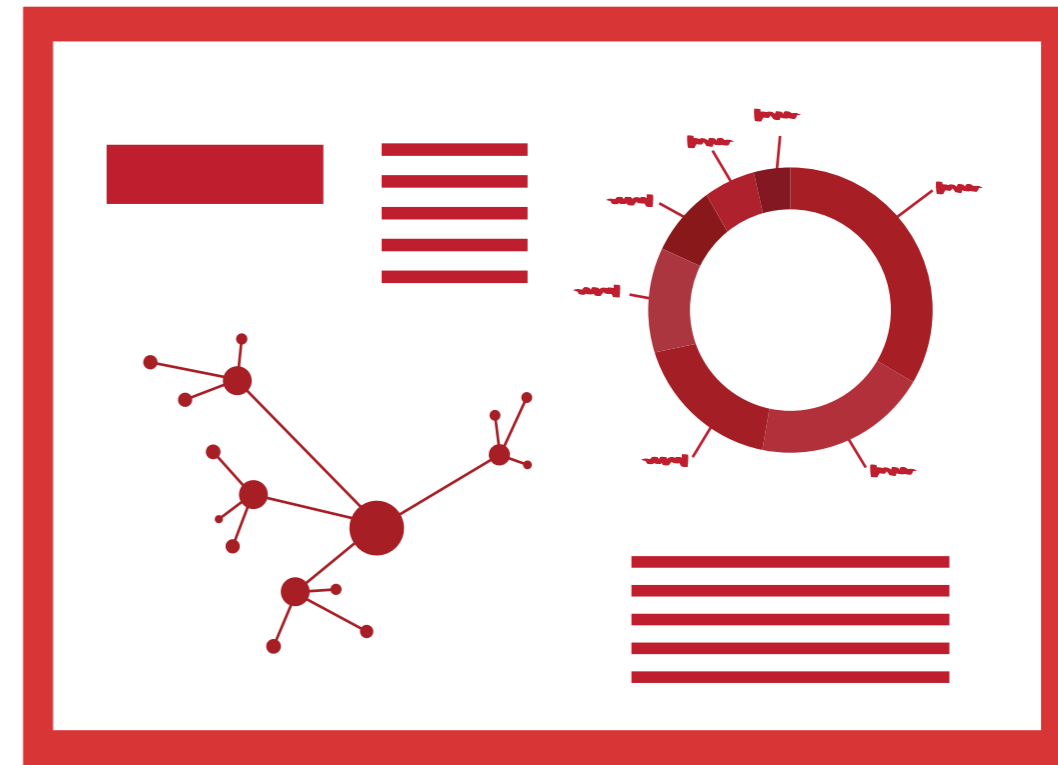
We also heard that data quality is determined by having **trust** and **confidence** that evaluators are following 'good professional practice.'



We learnt that organisations do not have standards for stating data quality but are more **explicit (risk averse) when publishing **externally**.**



We found that limitations slide off accessible and real time products such as A3's, correspondence and progress reports.

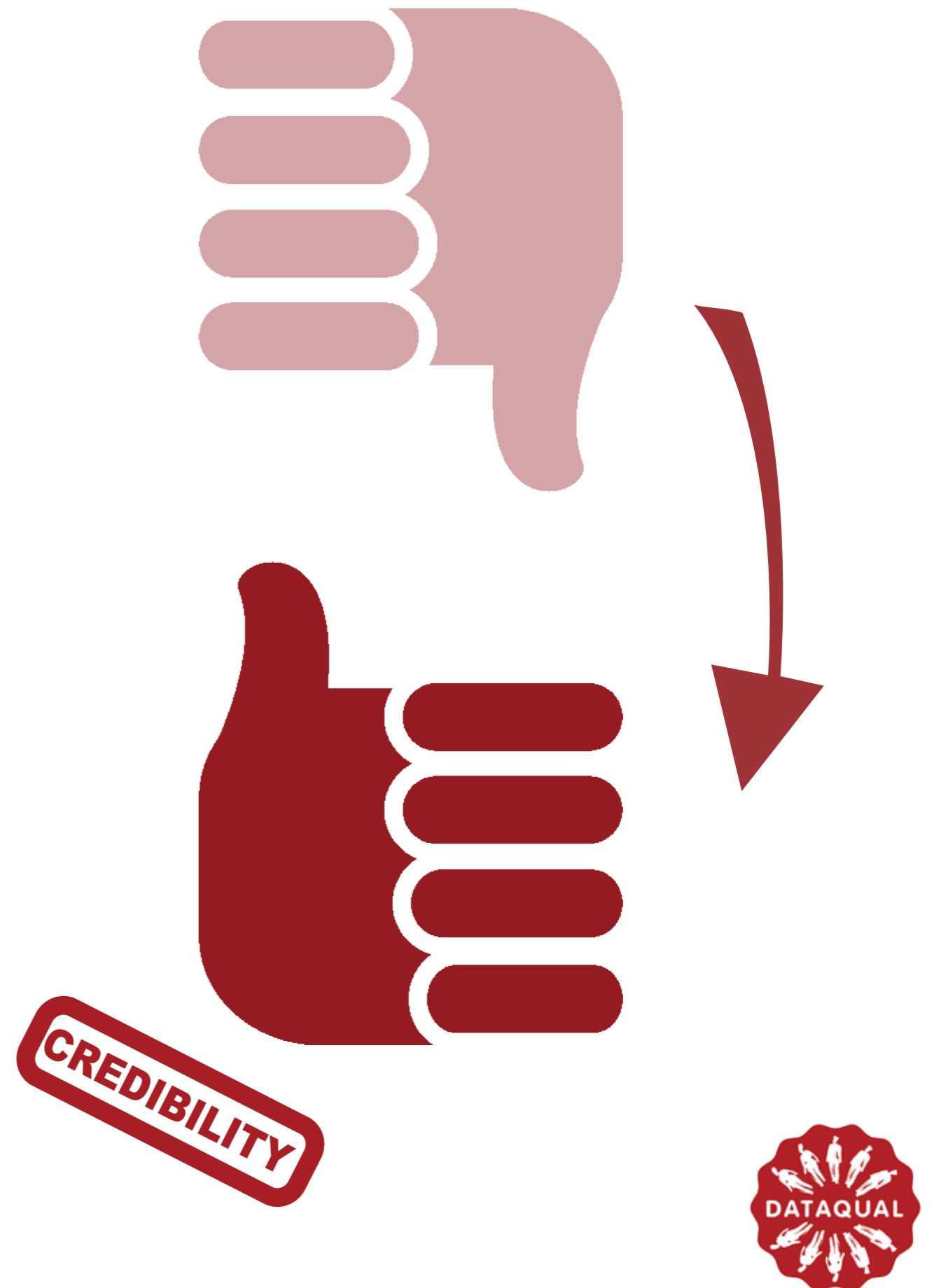




Decision makers and other stakeholders are wanting things **instantly** and **digestible**. We can provide a one or two page thing, but you lose the nuances and limitations.

Finally we learnt that limitations are seen as **weakness** of the evaluator or evaluation, rather than enhancing **credibility** or **confidence**.

We need to **flip this** around and start talking about and celebrating good data quality to enhance the confidence of results.



A simple tool to increase the confidence in results is to:

1 State the quality of your data

DATA SOURCE	QUALITY RATING	COMMENT ON QUALITY
LITERATURE REVIEW	HIGH	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
QUALITATIVE INTERVIEW	HIGH	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
STOCKTAKE	MEDIUM	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>



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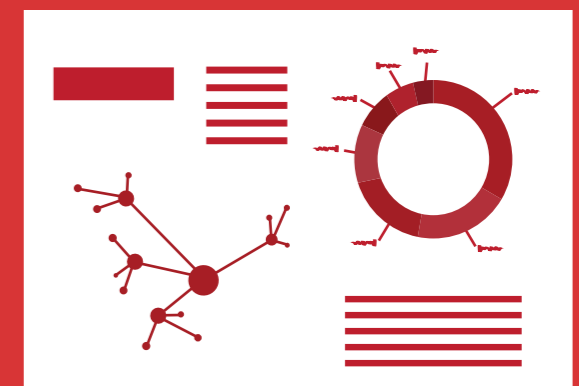
DATA SOURCE	QUALITY RATING	COMMENT ON QUALITY
LITERATURE REVIEW	HIGH	=====
QUALITATIVE INTERVIEW	HIGH	=====
STOCKTAKE	MEDIUM	=====



2 ...Adjust it so it fits the context



3 ...And apply it to all evaluation products



Data quality...

...let's start a conversation

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