TECH1502-18 Introduction to Community Media

Workshop Seven: Doc Media Centre Visit
- This session will take place at the Doc Media Centre https://docmediacentre.wordpress.com/
- 1st Floor of 10 Bishop Street, Leicester LE1 6AF (Town Hall Square – Opposite Fountain, next to Bishop Street Chapel).

1   Activity - Coursework B Planning
- Visit the DMU Commons Wiki and access the assignment briefs for Coursework B & C
- https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Introduction_to_Community_Media#Assessment
- Working in a small group, look through the assessment criteria (i.e. how you will be marked) and note any issues that you need clarification about.
- Note these issues and discuss them in your group. If you need further clarification discuss the issue with your tutor.
- Look at the examples of work that was undertaken by learners in previous years.
- https://wiki.our.dmu.ac.uk/w/index.php/TECH1502_Community_Media_Group_Project
- Identify and note something that interests you about any of these particular projects?
- If you want to devise an alternative project, what would it consist of?
- If you want to adapt an existing project, how will you go about developing it?
- Coursework B asks you to identify an issue of social concern in Leicester that you can use your project to address.
- Discuss in your group what issues of social concern you are drawn to and would like to explore.
- Open a thread on DMU Talk (https://talk.our.dmu.ac.uk). Using the TECH1502 Community Media Project category, write a brief description of what type of activity you are interested in and what issue of social need you think this will address.
- Include links, screen-grabs, images, or other media in your post.
- Read through the posts that other users have added to this topic and see if there is anything similar that you can learn from or that you might distance yourself from in order to make your project idea more distinctive.
- Over the coming week you can engage in discussion with other DMU Talk participants, and develop your ideas.
- In the week eight workshop you will form your group, so being ready with ideas and research will be essential.

2   Activity – Blogging Further Research Planning
- As you develop your project, you will be able to develop an explanation of how it makes a difference.
- Work through this guide to evaluating social projects, and frame a blog as a set of questions that you can potential look for answers in later?
- This is the initial phase of development, in which we ask questions, but can't yet give answers, so what would be the good questions that you need to consider in developing your project?
- Can you share your blog that asks these questions on DMU Commons Talk?
- Can you update or create a project wiki page on the DMU Commons Wiki that list and specifies these questions?

2.1   IMPACT: A Practical Guide to Evaluating Community Media Projects
This guide aims to help organizations collect useful information about the effectiveness and impact of their community information projects by highlighting aspects of the evaluation process that are unique, challenging or critical in a community information context. It also describes and includes relevant and meaningful tools that can be used to assess community information projects. The guide is not meant to be a comprehensive how-to guide on evaluation; many books and resources on evaluation practice already exist elsewhere. For any of the community information activities described above, this guide is designed to help you chart your progress and achievements toward those goals.
http://cmsimpact.org/wp-content/uploads/2015/11/IMPACT-A-Practical-Guide-to-Evaluating-Community-Information-Projects-Resources-case-study.pdf

2.2   How to Use This Guide
This guide will take you through the essential steps for designing an evaluation of your community information project. These steps explain what to do and consider at different stages of the evaluation process:
1. Describe your project and identify your target audience.
2. Identify the evaluation's purpose and key questions.

3. Design the evaluation using effective methods.
4. Communicate and report the evaluation findings to make decisions and take action.

2.3   What changes in your community are you hoping to achieve?

Understanding what your project is and what it hopes to achieve can be facilitated by articulating a Theory of Change (TOC). A TOC is a graphic representation of your assumptions and beliefs about how your project will effect the changes that you hope to see. There are three major elements of a TOC:

1. Assumptions/Need – answers the questions: What is the issue? Who is affected by it? Why are you taking action?
2. Activities – answers the question: What are you doing to address the issue?
3. Outcomes – answers the question: If your project is successful, what change, among which members of the community, do you hope to see?

2.4   Identify the Evaluation's Purpose and Key Questions

Focusing the evaluation requires identifying what the evaluation is going to be used for (i.e., the purpose of the evaluative inquiry) and what the key evaluation questions will be. An evaluation of community information projects may prioritize questions that are important for project design, implementation or future strategy, or for external stakeholders, such as funders.
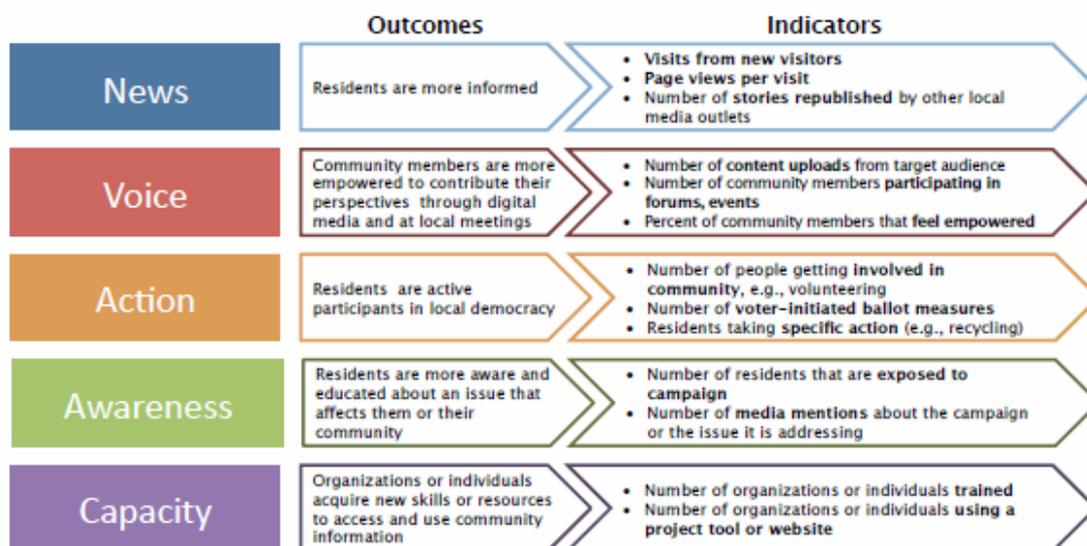
2.5   What is the purpose of your evaluation?

An evaluation may be used to advance strategic learning, to refine project design and/ or implementation, or for accountability. Examples of purpose statements from community information evaluations include:

• To improve the quality and usefulness of information and media content produced.
• To determine the composition and diversity of contributors and readers.
• To identify the strengths and weaknesses of a new outreach or engagement strategy in order to modify and refine the strategy.
• To assess the progress a project has made toward achieving its goals and intended outcomes.

2.6   Outcomes and Indicators by Project Type

Figure 4. Example Outcomes and Indicators by Project Type

	Outcomes	Indicators
News	Residents are more informed	• Visits from new visitors • Page views per visit • Number of stories republished by other local media outlets
Voice	Community members are more empowered to contribute their perspectives through digital media and at local meetings	• Number of content uploads from target audience • Number of community members participating in forums, events • Percent of community members that feel empowered
Action	Residents are active participants in local democracy	• Number of people getting involved in community, e.g., volunteering • Number of voter-initiated ballot measures • Residents taking specific action (e.g., recycling)
Awareness	Residents are more aware and educated about an issue that affects them or their community	• Number of residents that are exposed to campaign • Number of media mentions about the campaign or the issue it is addressing
Capacity	Organizations or individuals acquire new skills or resources to access and use community information	• Number of organizations or individuals trained • Number of organizations or individuals using a project tool or website

A successful community information project will likely have an effect on individuals, organizations and institutions beyond the project's intended goals. These emergent outcomes are important to consider and document when evaluating your information project as well. A few examples are show in the box below.

2.7   Project Evaluation List
What are your resources?
What resources do you have to work with?

What activities have you been using?
What is the project doing with its resources?

What are the outputs?
What are the tangible products of your activities?

What are the short-term outcomes?
What changes do you expect to occur within the short-term?

What are the long-term outcomes?
What changes do you hope to see over time?

What is your news?
What are your readers/users better informed about?

What is the voice?
What are your readers/users more empowered about?

What kinds of action have become possible?
Are your readers/users more likely to be civically active?

What issues are readers/users more aware of?
What have your readers/users become more aware of or learnt about?

Is there an improvement in capacity?
What new skills and resources have been gained by your readers/users?