EVALUATION PLAN

The project manager in conjunction with the designer will conduct both formative and summative evaluation using qualitative and quantitative approaches and outcome-based evaluation methodology.

The formative evaluation will take place at three key points (pre-"go live": December–January 03; post-launch: March–April 04; post-enhancement phase: July–August 04) during the design and development phases (October 03–August 04) and will be primarily qualitative in nature. We will gather qualitative data from 10-20 person live audiences through observation, interviews, questionnaires, and formal focus group testing and discussion. This data will in turn inform the design and development of the website content so that it is constantly refined and fine-tuned to better accomplish its objectives. During this phase we will gather data designed to answer questions in the following areas: 1) usability (e.g., Is the user interface easy to navigate? If not, where are the problems?); 2) content clarity (e.g., Are the story lines clear and is the terminology consistent and understandable?); 3) effectiveness of content and presentation (e.g., What did you learn that you did not already know and how would you improve the website?).

In all cases, we will strive to select a cross-section of users who will represent differences in sex, age, geographical location, race, ethnicity, religion, and socio-economic background. For example, college classrooms offer racial, geographic, ethnic, religious and cultural diversity among men and women students. Local libraries provide ethnic, cultural, religious, socio-economic and age differences among men and women.

We will begin the summative evaluation after the website has been completely developed. It will assess the degree to which the website project has achieved its goals:

1. Has the website reached a large and diverse audience?

2. Does the website increase users' knowledge of the event?

3. Does the website contribute to a greater awareness of, understanding of, and/or appreciation for, the various perspectives that define the historical event?

4. Is the website successful in helping other institutions develop their own multi-perspective website?

To answer these questions we will employ both quantitative and qualitative measures:

Quantitative methdology. We will gather information about the intended outcomes of the website by measuring how the site is being used; for example, the number of "hits" to the website, most frequently "hit" pages, and length of time on the website. In addition, our programmer will develop an instrument for measuring the number of different cultural perspectives that are visited in any given session on any given scene of the site. In this way, we will be able to determine the extent to which users are pursue perspectives that are different from their own.

Qualitative methodology. We will qualitatively pursue the answers to the above questions by developing a variety of online instruments and phone interview questions, that taken in their totality, will assess the impact of the website on users.

<u>**Online - Talk to Us**</u>
Ask us Questions. We will create a graphically attractive link on the home page which will encourage the user to 1) Ask us questions (e.g., Ask the historian, Ask the designer, Ask the programmer, Ask the project manager). This, combined with our "How To" section of the website, will provide a measure of who's interested in learning about four different aspects of the website.

Answer our Questions. Users who answer the one-page survey and press the Submit button will tell us provide demographic information, as well as give us an idea of what they have learned from the site (e.g., "On a scale from 1 to 5, how aware are you of the five different groups that participated in the Raid?" "How would you have answered this question *before* visiting the website?" "Match the group on the left with their primary objective during the raid.")

Play the Story Game. Users who play this game and press the Submit button will email us information about what they have learned from the site (e.g., "You're a Wendat chief who is telling the story of the raid. Which of the following best describes what you would say?")

Notify me when you add more to this website. Users who submit this email will tell us something about who is interested in this website and why.

Mailings

Using both mailing lists from the Smithsonian and other museum organizations, and list serves for emailing, we will mail notices that describe our website and the tools we offer other organizations, and encourage them to contact us. We will follow up with organizations that express an interest with phone interviews. We will follow those organizations that actually use our tools with in-depth phone interviews, and ultimately, by reviewing any finished products they produce.