

DECI-2

Developing Evaluation & Communication
Capacity for Information Society Research

Research Communication:
Step 8 Module: Field Testing



ResCom Steps 12 adjusted to match UFE

1. Organizational readiness assessment.
2. Communication team readiness assessment.
3. Stakeholder analysis.
4. Situational analysis.
5. Defining communication purposes.
6. Defining communication objectives.
7. Methods and media.
8. **Field testing.**
9. Implementation of strategy.
10. Assess effectiveness.
11. Institutionalization of ResCom.
12. Tell the story.

Why do field testing?

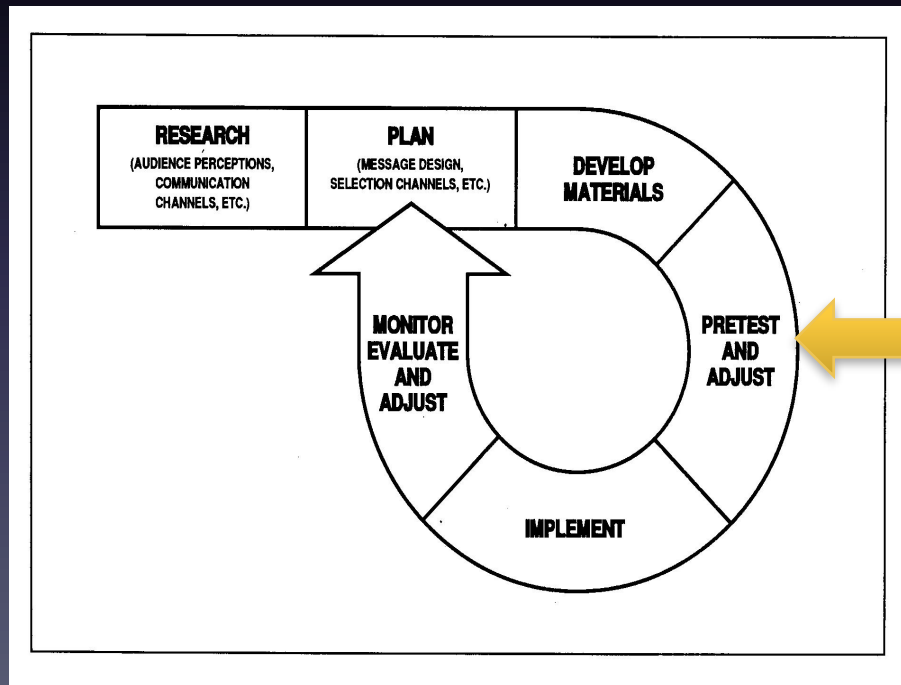
- Different people interpret data and images in unexpected ways
- Data may be out of context
- Terminology may have different meanings
- Images may not convey the expected meaning
- Introductory or background information may be implied, but not visible
- Sequencing may be unclear
- Scale, proportion, context may be distracting
- Layout may attract more attention than expected
- The medium may be of more interest than the message

How to do field testing?

- Plan this step from the beginning (timing, sub-contractor Terms of Reference, identify representative testers for each stakeholder group, develop a set of questions to guide the test.)
- Explain the process to the testers so as to manage expectations.
- Make use of internet analytical tools to track reception of your materials. They can provide you with realtime data on audience reception of your materials and you can make changes on the fly.
- Be observant: unexpected responses may inform the process by exposing views or assumptions that were not evident during earlier steps.
- Be humble (criticism can be painful); be open to surprise.

Module summary

Field Testing:



Experience shows that mistakes and un-expected interpretations are the norm. Best to double check EVERY time!