

# Examples of KT indicators



This document defines the four most common things that people look at when evaluating knowledge translation (KT) activities and provides examples of ‘indicators’ that you might use to measure them.

## What are you interested in?

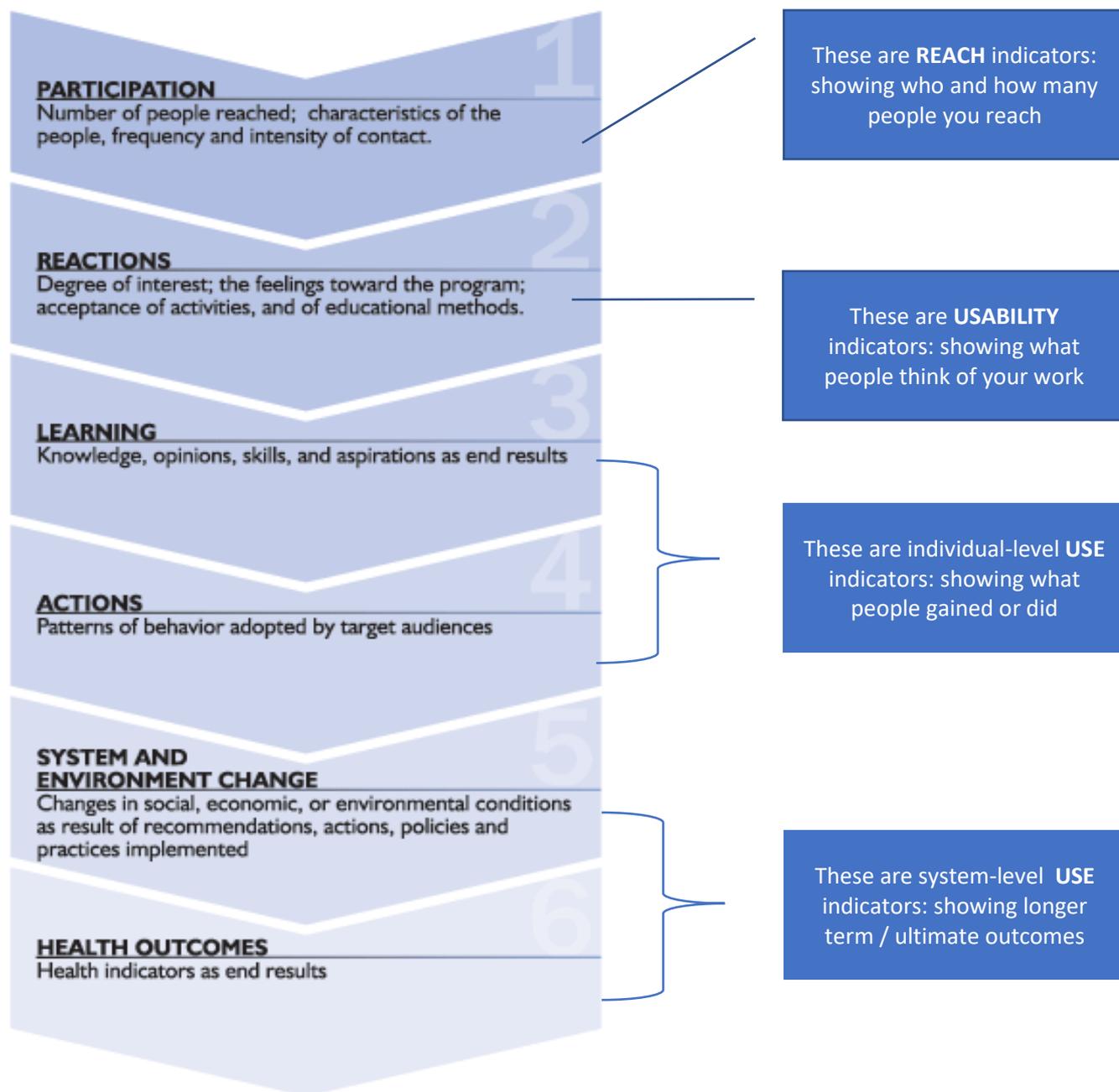
The four most common things that people want to look at when evaluating KT activities are:

- **Processes** – this refers to **how** we are doing things. This might include describing the inputs, systems and approaches we use to create KT or the KT products we’ve created. It can also include monitoring whether we are doing things in the timeframe and budget we planned.
- **Reach** – this is about measuring whether our KT reaches our target audiences. This focuses on who and **how many** people are looking at our KT work, but not necessarily whether people are using them.
- **Usability** – this is about what people **think** of our KT work, such as whether it is easy to get, easy to understand and relevant to the target audience.
- **Use** – this refers to whether people **do something** as a result of our KT work or Cochrane evidence. This might include having increased knowledge or confidence, using evidence to inform their decisions or changing their behaviour.

**Indicators of success** are specific, measurable statements that help to define exactly what we are looking for or what we mean by our desired outcomes. Indicators help to turn our broad descriptions of outcomes into something more tangible and easier to measure. Your indicators of success show how you will know that you are progressing towards your goals.

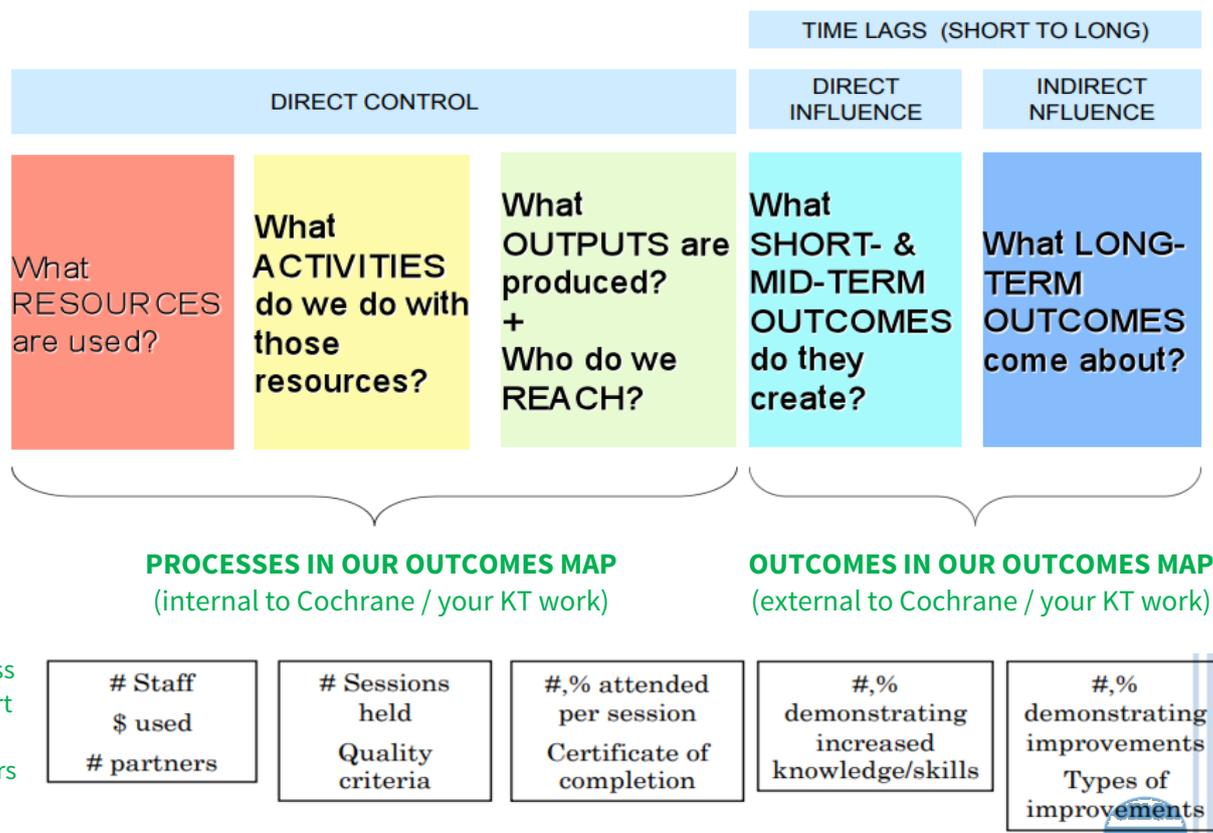
For instance, you might want your KT work to result in the outcome ‘increased confidence’. But what does that mean? An ‘indicator’ of increased confidence could be ‘50% of healthcare consumers say they are more confident using Cochrane evidence after taking part in training’. If you achieve this, it would indicate that you are succeeding or progressing towards the outcome you want.

The diagram below shows a slightly more detailed breakdown of different types of indicators of the success of KT work.



In KT evaluations, people sometimes focus on their ‘reach’ (such as the number of website visits), but this will not usually tell us whether we are making a difference. It doesn’t tell us what people think of our evidence or whether our evidence affects what they do.

You can use an **Outcomes Map** to visualise what you are trying to achieve (the desired outcomes) and then select indicators that are most relevant. Always think about what you want to achieve from your KT work and try to use a range of different indicators to see whether you are succeeding.



On the next pages we provide examples of some common ‘indicators’ for each of the four main outcome categories. **This is not an exhaustive list and there are many other possible indicators.** The aim is to give you some ideas so you can develop indicators of success for your work.

## If you're interested in processes ...

Possible evaluation questions	Examples of KT indicators**	Data collection methods	Good for	Challenges
<ul style="list-style-type: none"> <li>• Were we clear about what we wanted to achieve from our KT activities?</li> <li>• Did we know what success would look like?</li> <li>• Did we have clear target audiences?</li> <li>• Did we adapt our messages and approaches for our target audiences?</li> <li>• Did we involve our audiences in planning and production?</li> <li>• Did we deliver our KT activities on time and within budget?</li> <li>• Were our planned KT activities feasible?</li> <li>• Did we think about evaluation from the start?</li> <li>• Did we build partners or collaborate?</li> <li>• Why did we do things the way we did?</li> <li>• What did we learn from the process?</li> <li>• What might we do differently next time?</li> <li>• What should we continue to do in future?</li> </ul>	<ul style="list-style-type: none"> <li>• Descriptions of processes used</li> <li>• Number of KT outputs e.g. translations available and number of languages, Plain Language Summaries, training courses</li> <li>• Number of people involved in work</li> <li>• Number of collaborations / partnership work</li> <li>• Number of priority setting exercises</li> <li>• Finances or % total budget allocated to KT activities</li> </ul>	<p>Data collection methods might include document review, monitoring logs, observation and interviews or discussion groups with team members</p>	<ul style="list-style-type: none"> <li>• Details about what we did and why</li> </ul>	<ul style="list-style-type: none"> <li>• Descriptive and narrative so difficult to track changes over time and can be highly influenced by the opinions of whoever is collecting data</li> <li>• Does not tell us anything about whether we made a difference, only what we did</li> </ul>

## If you're interested in your 'reach' ...

Possible evaluation questions	Examples of KT indicators	Data collection methods	Good for	Challenges
How many people are we reaching?	<ul style="list-style-type: none"> <li>Number of times a KT output is viewed, clicked on, shared or downloaded in a time period</li> <li>Number of participants at events or training</li> <li>Number of media interviews / mentions</li> </ul>	Analytics such as:  Cision, Vuelio, Mention and Vimeo analytics for media;  Google Analytics for websites;  Facebook analytics, Twitter analytics, YouTube analytics, and Hashtracking for social media;	<ul style="list-style-type: none"> <li>Monitoring how many people are visiting an output</li> <li>Comparing the popularity of different outputs</li> <li>If using downloads, may indicate some engagement / use of the resource</li> </ul>	<ul style="list-style-type: none"> <li>Doesn't tell us whether people are using the material or whether it is informing their decisions or behaviour</li> <li>Doesn't tell us anything about whether people value the resource</li> </ul>
Who are we reaching?	<ul style="list-style-type: none"> <li>Web browser country viewing webpages or social media</li> <li>% of views coming from certain regions</li> <li>Role of people attending events or training</li> </ul>	MailChimp and SendinBlue for emailed newsletters  Eventbrite, Event Smart, and Eventzilla for events	<ul style="list-style-type: none"> <li>Understanding where viewers are based and the geographic range</li> <li>Understanding whether we are reaching people in diverse countries and roles</li> </ul>	<ul style="list-style-type: none"> <li>Doesn't tell us anything else about who the audience are, how they are using the resources or what they think of them</li> </ul>
Are the people we are reaching interacting with our KT outputs?	<ul style="list-style-type: none"> <li>Time spent on a webpage</li> <li>Number of times KT output was mentioned on social media, blogs, online newspapers etc</li> <li>Number of times output is cited, shared or commented on</li> </ul>		<ul style="list-style-type: none"> <li>Understanding what type of KT output different types of audiences react to</li> <li>Gives basic indication of whether people value/trust material (shares)</li> </ul>	<ul style="list-style-type: none"> <li>Does not say who the audience is or whether they understood the output or did anything differently as a result</li> </ul>



\*\* Throughout this document the examples of KT indicators suggest broad things that you could focus on. We have used short descriptions to provide ideas, but real indicators would be better defined. In your evaluation you would define these indicator statements more precisely, so they are specific, measurable, and mention the time period. For example, instead of 'time spent on a webpage', a more precise indicator might be 'In 2021 there will be a 10% increase in the proportion of people spending more than 5 minutes per visit on our webpages compared to 2020'.

# If you're interested in what people think ...

Possible evaluation questions	Examples of KT indicators	Data collection methods	Good for	Challenges
Is Cochrane evidence easy for the audience to access? Are people aware of Cochrane evidence?	<ul style="list-style-type: none"> <li>• Number of different types of audiences using Cochrane Library or Group websites</li> <li>• % of audience members who say they have heard of Cochrane evidence</li> </ul>	<p>Surveys, training feedback forms, email feedback, interviews, discussion groups</p> <p>Validated surveys such as Staff Assessment of enGagement with Evidence (<a href="#">SAGE</a>), Seeking, Engaging with, and Evaluating Research (<a href="#">SEER</a>) and Organisational Research Access, Culture and Leadership (<a href="#">ORACLe</a>)</p>	<ul style="list-style-type: none"> <li>• Understanding what people think of Cochrane evidence or KT activities</li> <li>• A step towards understanding what difference we are making because if people find our evidence relevant, easy to understand and trustworthy it may influence their beliefs or behaviours</li> </ul>	<ul style="list-style-type: none"> <li>• Does not provide direct information about whether people are making any changes as a result of KT activities or our evidence</li> </ul>
Is Cochrane evidence easy to understand?	<ul style="list-style-type: none"> <li>• % of audience members who state content is easy to understand</li> </ul>			
Is Cochrane evidence relevant to the target audiences?	<ul style="list-style-type: none"> <li>• Number of prioritisation activities involving audience members</li> <li>• % of reviews and KT outputs produced with audience involvement</li> </ul>			
Do target audiences trust Cochrane evidence?	<ul style="list-style-type: none"> <li>• % of audience members who state they trust Cochrane evidence or that Cochrane is a preferred source of evidence</li> </ul>			
Are audiences satisfied with Cochrane evidence?	<ul style="list-style-type: none"> <li>• % of audience members who state they are satisfied or would recommend to a friend or colleague</li> </ul>			

## If you're interested in what people do ...

Possible evaluation questions	Examples of KT indicators	Data collection methods	Good for	Challenges
Has there been an increase in knowledge, skills or confidence?	<ul style="list-style-type: none"> <li>• % of audience or users who say their knowledge or confidence has improved; change over time in % of people who rate their knowledge or confidence a certain way</li> </ul>	Email feedback, surveys, interviews, discussion groups, case stories, tracking changes in knowledge, confidence or behaviour over time	Showcasing perceived / self-reported impacts	Difficult to attribute causality: can't prove that Cochrane evidence or KT activities changes people's knowledge, beliefs or behaviour on a large scale
Are people using Cochrane evidence to inform their decision-making?	<ul style="list-style-type: none"> <li>• Mentions in guidelines or policy</li> <li>• % who say they intend to use evidence</li> <li>• % of audience who say they have used Cochrane evidence to inform decisions</li> </ul>			
Have people changed their beliefs or behaviour?	<ul style="list-style-type: none"> <li>• % of audience who say they have done something differently or their views have changed as a result of Cochrane evidence or KT activities</li> </ul>			
Is the culture and climate conducive to using evidence to inform decisions?	<ul style="list-style-type: none"> <li>• Increased demand for evidence or KT products from audiences</li> <li>• Number of times evidence is mentioned in policy / government discussions</li> <li>• Availability of funding for evidence synthesis and KT</li> </ul>	Content analysis / documentary review tracking changes over time	Looking at macro issues	Cannot be sure what Cochrane's role was in changing culture and climate