

REALISTIC EVALUATION AND THE THEORY OF CHANGE



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REALISTIC EVALUATION (CMO)

Pawson & Tilley (1997)

Context	Mechanisms	Outcome
Target group Problem Conditions, circumstances	Mechanisms induced by the intervention will lead to a certain outcome in a certain context	Desired outcome Possible side effects

CMO MODEL: THE APP-CHECK

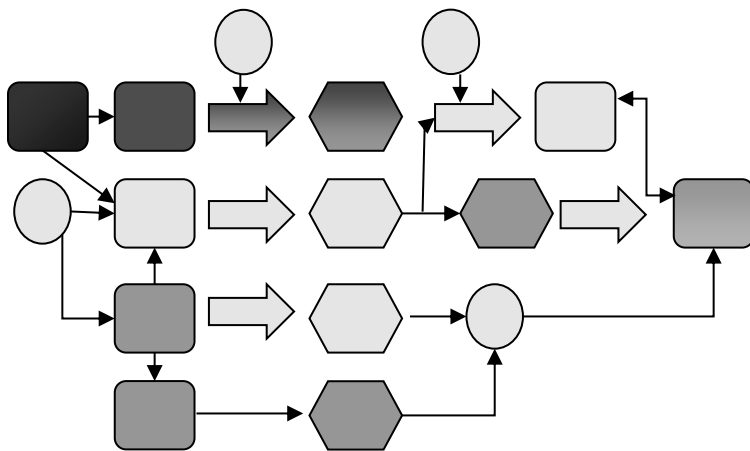
ACM (2006)

Context	Mechanisms	Outcome
Consumers Are not aware of how app-hosts use their personal data when installing apps	Inform consumers about what happens with their personal data by providing them with a checklist will change their app use	Consumers' privacy (while using apps) is protected Possible side effects: consumers are more aware of privacy risks in general

THEORY OF CHANGE

- Identify long-term goals
- Map and connect the preconditions or requirements necessary to achieve set goals
- Identify basic assumptions about the context
- Find proof for the assumptions in the theory
- Develop indicators to measure the outcomes

HOW DOES IT WORK?

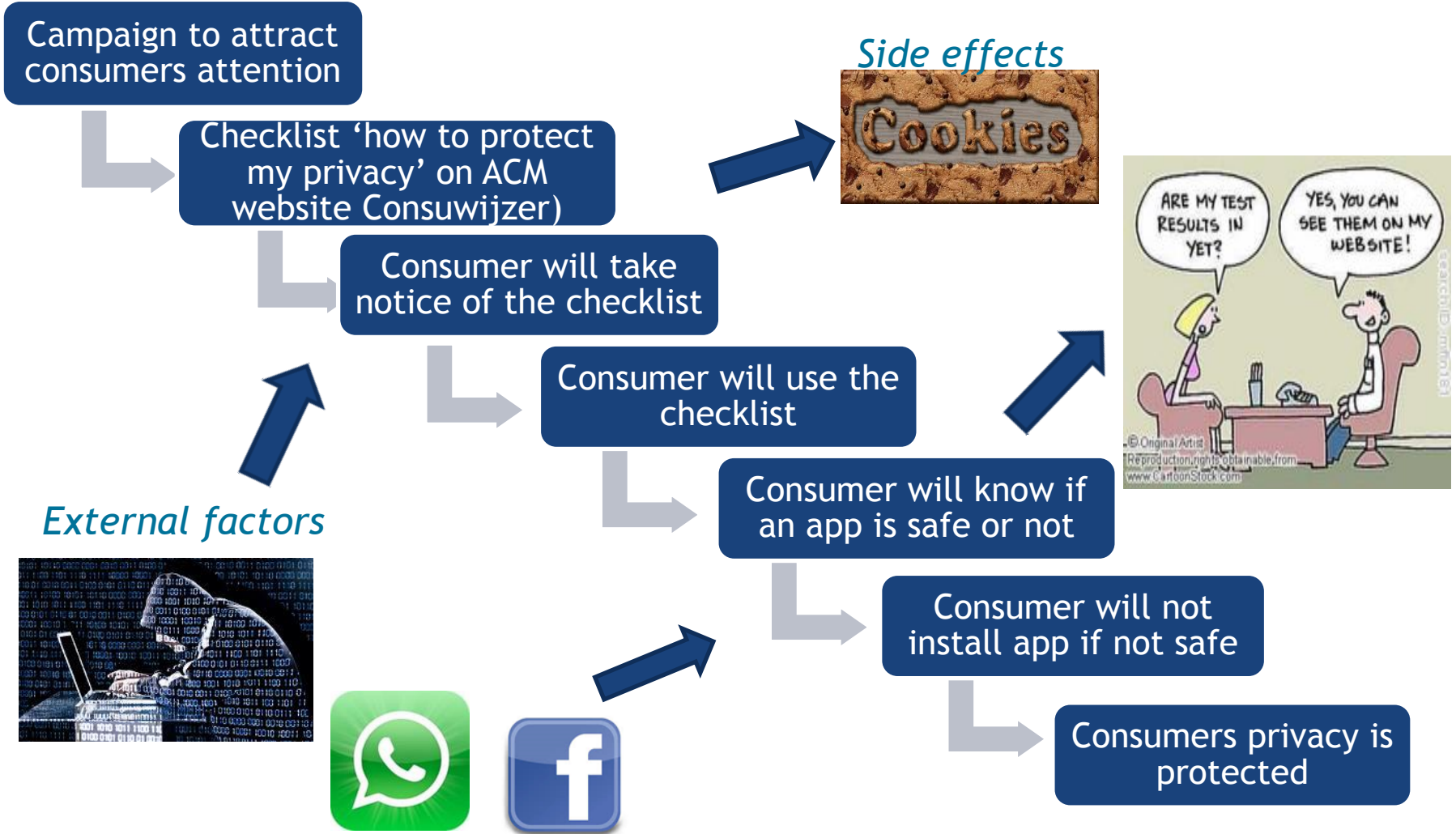


<https://www.youtube.com/watch?v=dpb4AGT684U&feature=youtu.be>

THEORY OF CHANGE

THE

THEORY OF CHANGE: THE APP CHECK



INDICATORS FOR EFFECTIVENESS

- Consumers are familiar with the campaign
- Consumers are familiar with the checklist
- Consumers know how to use the checklist
- Consumers use the checklist
- Consumers are able to detect if an app is safe
- Consumers make well-founded decisions when installing apps

TAKE HOME

- Describe the context (problem, target group, circumstances)
- Describe the step-by-step problem-solving procedure
- Choose an intervention that best fits the desired outcome
- Find evidence for assumptions in the constructed theory
- Apply the new measure or intervention
- Monitor the process and results of the intervention

QUESTIONS?



THANK YOU FOR YOUR ATTENTION!

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Veilig Ondernemen

Het programma Veilig Ondernemen wil bijdragen aan een samenleving waarin ondernemers hun bedrijfsvoering onbelemmerd kunnen uitvoeren: niet gehinderd door criminaliteit en onveiligheid.

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- BORG Beveiligingsbedrijf 2005
- BORG Particuliere Alarmcentrale

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See/read also:

http://www.communitymatters.com.au/RE_chapter.pdf

<http://www.theoryofchange.org/>