

Art-SE Framework

(Art-Science Communication Evaluation Framework)

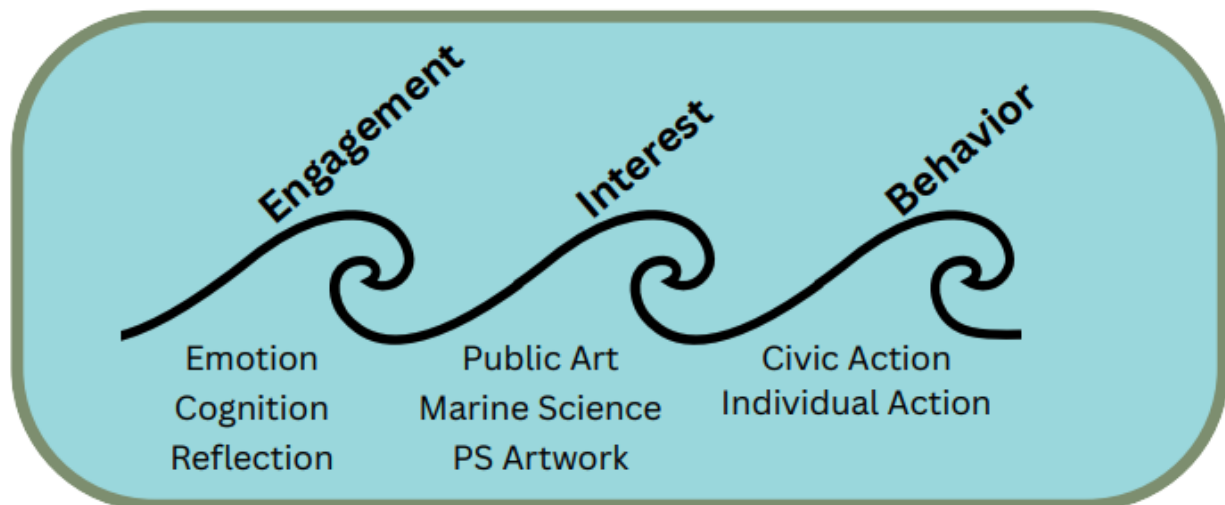
The Art-SE Framework includes high-level guidance and supporting materials for executing the evaluation of arts-based science communication projects.

See below for:

- o Art-SE Impact Categories Diagram (p.1)
- o Evaluation Checklist (p.2)
- o Logic Model Worksheet (p.3)
- o Outcomes & Indicators Worksheet (p.4)
- o Data Collection Toolbox (p.5)
- o Survey (draft) (p.6-10)

Art-SE Impact Categories

Art-SE Outcome Categories. Adapted from the Continuum of Impact and co-designed outcome categories.



EVALUATION CHECKLIST

Date:

Evaluator name:

Project name/location:

Step 1: Planning

Complete logic model for project. Make sure all below elements have been addressed.

- ☐ Project Overview
- ☐ Logistics (*consider evaluation within context of larger project*)
 - ☐ Project Lead (*evaluation specific*)
 - ☐ Timeline (*evaluation specific; consider how it relates to larger project*)
 - ☐ Budget (*evaluation specific; consider how it fits within larger budget*)
- ☐ Define Goals & Outcomes

Step 2: Design

Complete outcomes & indicators table, reference instrument toolbox as needed. Make sure all below elements have been addressed.

- ☐ Data Collection Plan
- ☐ Instrument Design
- ☐ Digital Survey Platform (*including data storage & security*)

Step 3: Implementation

Execute data collection. Utilize survey draft if method is applicable. Make sure all below elements have been addressed.

- ☐ Data Collection

Step 4: Analysis

Collate & review results. Make sure all below elements have been addressed.

- ☐ Analyze Data
- ☐ Synthesize Findings

Step 5: Follow-up

Consider executing the below elements.

- ☐ Develop Summary Report
- ☐ Circulate to Stakeholders (*consider hosting follow-up meeting*)

LOGIC MODEL WORKSHEET

Project Title: *(for this artwork/installation)*

Project Location: *(for this artwork/installation)*

Project Context: *(predominant local, socio-political ideologies; ongoing environmental policy changes, recent climate events etc.)*

Project Logistics: *(consider schedule, budget, and personnel capacity for the full project and the evaluation specifically)*

Project Description: *(summary of contributors (artist, scientists), potential subject matter, anticipated public engagement events – e.g., panels, film viewing, beach cleanups, etc.)*

Theory of Change: *(consider how this project will lead to the intended goals; use an “if...then” statement to articulate)*

Goals (high-level): *(consider how this project will contribute to high-level organizational goals, e.g. ocean conservation)*

#	Input <i>(Art materials, Event setup, etc.)</i>	Activity <i>(Artwork installation, Engagement event, etc.)</i>	Output <i>(Input results; Determines indicator achievement)</i>	Impact Category/Outcome <i>(Art-SE Impact Category & Intended/anticipated outcomes)</i>
1	<i>-Artist/scientist artwork co-design -Materials (e.g., paint, brushes, lifts/ladders) -Installation of piece -Funds (source /expenses)</i>	<i>Viewer interaction with public mural featuring marine science subject matter</i>	<i>Increase in knowledge /awareness of participant on subject matter</i>	<i>Category: Engagement Sub-category: Cognitive Foster deeper learning and sustained awareness around subject matter</i>
2	<i>-Installation of piece -Associated engagement events (e.g. film viewing, clean-up) -Funds (source /expenses)</i>	<i>Viewer interaction with public mural AND participation in public facing events</i>	<i>Anticipated behavioral changes, either on individual (e.g. recycling) or civic (e.g. voting) levels</i>	<i>Category: Behavior Sub-category: Individual/Civic Motivate viewers to behave in an ocean-friendly manner</i>
3	-	-	-	-

*Adapted from the Cornell Lab's guide. The blue, italicized text provides examples.

OUTCOMES & INDICATORS WORKSHEET			
Outcomes <i>(carry over from logic model)</i>	Indicators <i>(measurable criteria, indicative of outcome achievement)</i>	Data Collection Instrument <i>(refer to toolbox for options)</i>	Priority <i>(low, medium, high)</i>
<i>Foster deeper learning and sustained awareness around subject matter</i> <i>Category: Engagement</i> <i>Sub-category: Cognitive</i>	<i>Increase in intellectual awareness and desire to continue interacting with topic</i>	<i>-Survey</i> <i>-Existing Data</i> <i>-Digital Impressions</i>	<i>High</i>
<i>Motivate viewers to behave in an ocean-friendly manner</i> <i>Category: Behavior</i> <i>Sub-category: Individual/Civic</i>	<i>Convey intention to vote/support climate-friendly policy</i>	<i>-Survey</i>	<i>High</i>
-	-	-	-
Consider: Are the outcomes SMART? S (specific) * M (measurable) * A (attainable) * R (relevant) * T (time-bound)			

*Adapted from *The Continuum of Impact and Interactive User's Guide*. The blue, italicized text provides examples.

DATA COLLECTION TOOLBOX				
Method	Description	Inputs	Outputs	Resources
Digital Impressions	Numerically summarize the digital engagement with project-related material	Social media or post-project videos	Sum of views or shares of social media posts (e.g. Instagram, post-project video)	-Team member -Minimum time -Low cost -Access to internet -Access to data (e.g. impressions)
Existing Data	Collect existing information (e.g. site visitor or tourism numbers)	Existing statistics	Sum of visitor numbers to numerically support purported viewer engagement	-Team member -Minimum time -Low cost -Access to internet
Focus Group	Interactive conversation with project viewers and/or developers	Facilitate group discussion	Qualitative feedback regarding process (e.g. science/art contributors) and/or project takeaways (e.g. viewers)	-Team member(s) -High time -Medium cost (space, food/drink) -Record, observe, analyze results
Image/ Video Documentation	Visual recording of installation process and viewer interaction	Photographs and/or video	Visual, archival evidence of project and purported impacts	-Team member or specialist (e.g. videographer) -Moderate time -Moderate cost -Access to camera (phone/professional depending on need)
Observation	Objectively monitor viewer reactions to and interactions with artwork	Objective observations	Qualitative feedback regarding viewer's interaction and reactions	-Team member(s) -Minimum time -Low cost -Record (notetaking), analyze results
Survey	Pose questions and gather responses directly from viewers	Administer surveys on-site or remotely (digitally)	Qualitative/quantitative feedback regarding various project impacts	-Team member(s) -Medium/high time -Low cost -Collate/analyze results

* Adapted from *The Continuum of Impact and Interactive User's Guide*.

Art-SE Survey Draft

Consent Form Template

Overview: We are PangeaSeed (PS), the non-profit organization responsible for installing this artwork. PS is working to educate and inspire audiences to address pressing ocean conservation issues. This survey will help us assess the efficacy of our art-science mural (*or other artwork*) in communicating certain scientific information.

What: This anonymous survey will require a few minutes of your time and includes questions addressing your interest in and understanding of marine science and art, as well as your engagement with this artwork and current and future conservation behaviors.

Voluntary Nature/Confidentiality: Please note that this survey is entirely voluntary. This means you are not obligated to participate, and you may skip any questions you are uncomfortable answering. Your responses should reflect your personal opinion and experiences. There are no right or wrong answers. Your responses will be safely and securely stored.

Statement of Consent: I have been given an overview of the survey, as well as relevant risks and benefits, and have been able to ask any and all questions.

By completing this survey, I consent to participate in this study.

Survey Questions (DRAFT)

Is this your first time seeing the mural?

- ☐ Yes
- ☐ No (Use *open text box*, specify previous exposure to work)
- ☐ Other (e.g. *online viewing, seeing in person for the first time*)

SECTION 1: ENGAGEMENT

Emotion

1. Did the artwork elicit an emotional response?
 - ☐ Yes
 - ☐ No
 - ☐ Other
2. If yes, were the emotions positive?

- ☐ Yes
- ☐ No
- ☐ Neutral

Please explain your answer in a few words: _____

Cognition

1. Was there a clear environmental message in the artwork?

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Other: _____

Please explain your answer in a few words: _____

2. Prior to viewing the artwork, had you thought about ocean conservation?

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Other: _____

3. If yes, had you thought about ocean conservation recently? (circle response)

1= Very recently

2= Somewhat recently

3= Not recently

1 2 3

Please explain your answer in a few words: _____

4. Are you more likely to think about ocean conservation after viewing the artwork?

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Other: _____

SECTION 2: INTEREST

Public Art

1. Are you interested in art? (or public art)

- ☐ Yes
- ☐ No
- ☐ Unsure
- ☐ Other: _____

Marine Science

2. Are you interested in marine science? (circle response)

1= Very interested

2= Somewhat interested

3= Neutral

4= Somewhat uninterested

5= Very uninterested

1 2 3 4 5

Please explain your answer in a few words: _____

3. Are you more interested in marine science after viewing this artwork?

☐ Yes

☐ No

☐ Unsure

☐ Other: _____

PS Artwork

4. Were you familiar with art-science communication prior to viewing this installation?

☐ Yes

☐ No

☐ Unsure

☐ Other: _____

SECTION 3: BEHAVIOR

Civic Action

1. Do you participate in environmentally friendly political behaviors? (e.g. voting for candidates prioritizing climate-change)

☐ Yes

☐ No

☐ Unsure

☐ Other: _____

Please explain your answer in a few words: _____

2. Are you more inclined to participate in environmentally friendly political behaviors after viewing this artwork?

☐ Yes

☐ No

☐ Unsure

☐ Other: _____

Please explain your answer in a few words: _____

Individual Action

3. Do you practice environmentally friendly behaviors in your daily life? (e.g. recycling)

☐ Yes

☐ No

☐ Other: _____

Please explain your answer in a few words: _____

4. Are you more inclined to practice environmentally friendly behaviors after viewing this artwork?

☐ Yes

- ☐ No
- ☐ Unsure
- ☐ Other: _____

Please explain your answer in a few words: _____

In closing:

Is there something else we could provide to make the work more impactful? E.g., additional education materials? Suggested actions to take?

Please explain your answer in a few words: _____

Demographic Questions Template

What is your age? (check one)

- ☐ 18-19
- ☐ 20-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60+
- ☐ Do not wish to answer

What is your gender? (check one)

- ☐ Woman
- ☐ Man
- ☐ Nonbinary
- ☐ _____
- ☐ Do not wish to answer

Which of the following best describes you? (check multiple, if needed)

- ☐ African American, Black
- ☐ American Indian, Native American, or Alaskan Native
- ☐ Asian, Asian-American
- ☐ Caribbean Islander
- ☐ Latino or Hispanic
- ☐ Middle Eastern or Arab
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White, Caucasian, European American
- ☐ Multi-racial
- ☐ Do not wish to answer

Where do you currently reside?

- ☐ Locally (City/Town of installation)
- ☐ US (or Country of installation)
- ☐ Outside of US (or Country of installation; Use open text box, specify if comfortable)

What is the highest level of education you have completed? *(check one)*

- ☐ Preschool/Kindergarten
- ☐ Elementary/Primary School
- ☐ Middle/Junior High School
- ☐ High/Secondary School
- ☐ Some College (less than four years)
- ☐ College Degree (Bachelor)
- ☐ Post-Graduate Degree (Master/PhD)

Which best describes your political viewpoints?

- ☐ Liberal
- ☐ Moderate
- ☐ Conservative