



# RECOMMENDATIONS FOR IN-HOUSE DIGITAL EQUITY EVALUATION

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# FRAMEWORKS FOR SUCCESSFUL NON-PROFIT EVALUATION

- Internal non-profit evaluation is increasingly expected, and often challenging (e.g. Thayer & Fine, 2001)
- Researcher-Practitioner partnerships are critical
  - Working across sectors is often difficult but important (Jansson et al., 2010; McArdle & Murray, 2021)
- Much of the literature provides overarching frameworks (e.g. Fine et al., 2000; Liket et al., 2014)



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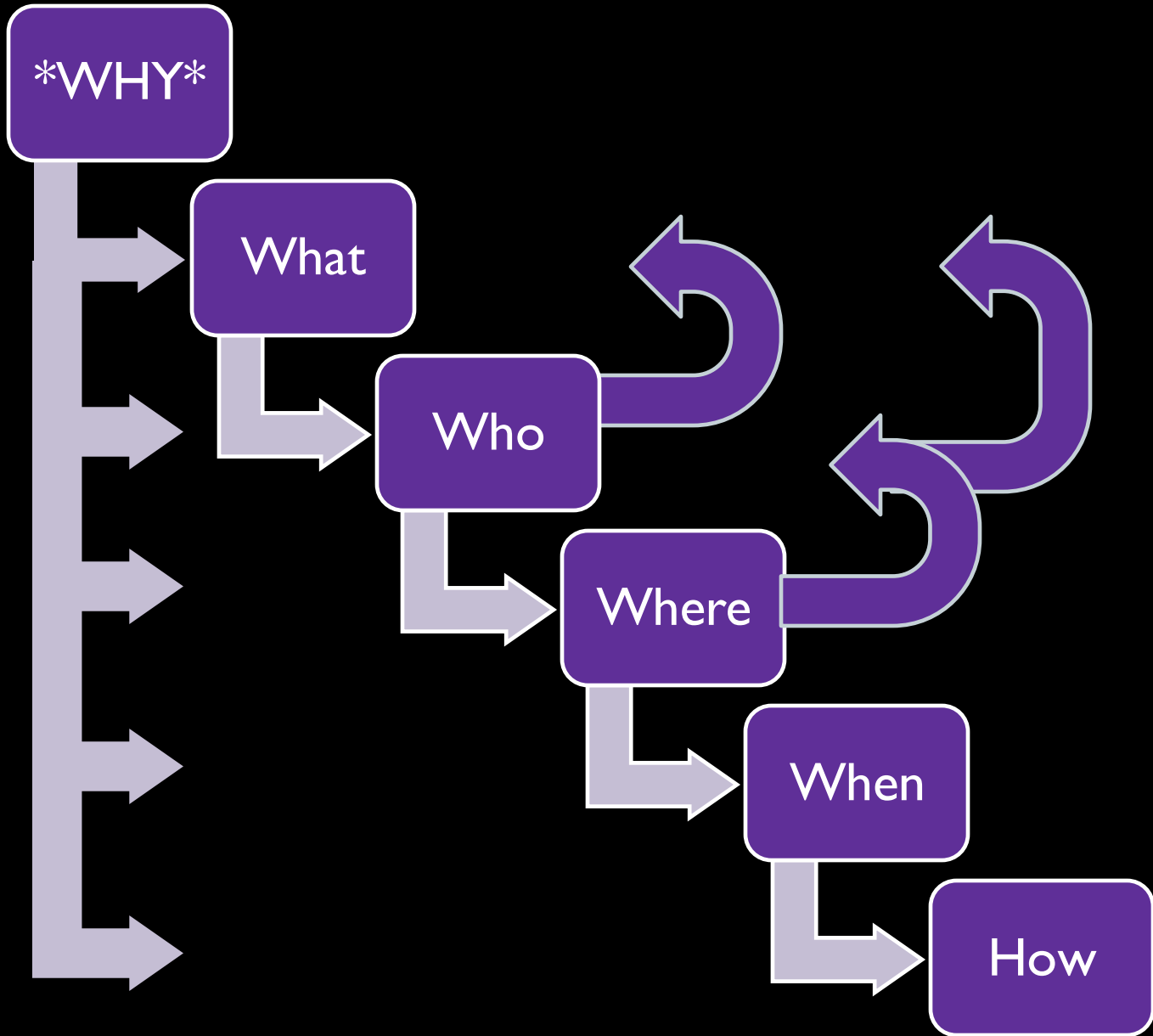
**WHAT DO WE WANT TO DO?**

**WHAT CAN WE DO?**

**WHAT ARE THE STRENGTHS &  
WEAKNESSES OF OUR CHOICES?**

THE 5 W'& AN H OF DIGITAL EQUITY PRACTITIONER  
EVALUATION





**\*WHY\***

What

Who

Where

When

How

## WHY (DID YOU COLLECT THE DATA)?

- What is the purpose of the project? What are you trying to learn?
  - Formulate specific and clear hypotheses/research questions.
    - *H. Our new digital literacy program will improve client literacy and efficacy.*
    - *RQ. Should we add a weekly tech support walk-in service?*
  - Consider all of the stakeholders (e.g. clients, staff, funders, policymakers, the press, etc.)
    - Write separate hypotheses/research questions for each stakeholder.

## WHAT (KIND OF DATA WILL YOU COLLECT)?

- What method will you use?
  - Survey? Interviews? Experiments? A combination?
    - **True experiments require random assignment.**
      - Natural experiment- some participants will receive the intervention and others will not.
        - Must identify the bias between the groups: how are they different?
- Be clear about confidentiality with participants.

## WHAT (KIND OF DATA WILL YOU COLLECT)?

### ■ Surveys

- One time (i.e. cross-sectional) or longitudinal?
  - **Surveys cannot demonstrate causality, especially cross-sectional surveys.**
- Use Likert scales (e.g. 1-5, 1-7) v. dichotomous measures (e.g. yes/no).
  - Measure psychological concepts by averaging multiple items.
- Only ask one idea per item.
- Make answer options mutually exclusive and exhaustive (i.e. “other”).
- Target survey length: 10-15min (depending on payment)
  - Longer surveys may require attention check questions.

## WHAT (KIND OF DATA WILL YOU COLLECT)?

- Interviews

- Individual or focus group interviews?
- Use an hourglass approach to designing the interview
  - i.e. Start broad > get increasingly specific > end with “what else?”
- Target length 45-60 minutes (depending on payment).



## WHO (WILL YOU COLLECT DATA FROM)?

- Target population: Clients? Non-clients? Staff? All of the above?
  - Do you have money to pay them? Individual payment or raffle?
- Want to evaluate everyone or only a subgroup (i.e. a sample)?
  - If the latter, do you want your sample to represent everyone (i.e. statistically represent the target population of interest)?
    - YES: Must randomly sample from target population.

# SIMPLE RANDOM SAMPLING

## Random Number Generator

Use the Random Number Generator to create a list of random numbers, based on your specifications. The numbers you generate appear in the [Random Number Table](#).

For help in using the Random Number Generator, read the [Frequently-Asked Questions](#) or review the [Sample Problems](#).

- Enter a value in each of the first three text boxes.
- Indicate whether duplicate entries are allowed in the table.
- Click the **Calculate** button to create a table of random numbers.

**Note:** The seed value is optional. Leave it blank to generate a new set of numbers. Use it to repeat a previously-generated set of numbers.

How many random numbers?

Minimum value

Maximum value

Allow duplicate entries

Seed (optional)

1	ABBASS		
2	ADAMS		
3	ALJUNDI		
4	ARMSTRONG	160	SANTOS
5	ARRIARAN	161	SCHAMU
6	ASSELSTINE	162	SFETCU
7	ATWOOD	163	SIMIC
8	BAKEWELL	164	SKALJAC
9	BANAWIS	165	SKIPPER
10	BANKS	166	SMITH
11	BARR	167	SNYDER
12	BARRETT	168	SNYDER
13	BATANIDES	169	SOARENTINO
14	BATES	170	STENOVICH
15	BAWA	171	STERN
16	BEN-SHLOMO	172	STORCH
17	BERLIN	173	SUMBANG
18	BERRY	174	TESKE
19	BETTELLI	175	THEIMER
20	BETUK	176	THOMPSON
21	BONENFANT	177	THUVANUTI
22	BOUDAGHIAN	178	TIPTON
23	BURON	179	TOWNSEND
24	BURTON	180	TSAI
25	BUTTS	181	TURPIN
26	BYRON-FIELD	182	UTAL
27	CANALES CUE	183	VAN NOY
28	CAREY	184	VARELLAS
29	CARROLA	185	WAGNER
30	CASTANEDA	186	WANG
31	CATTOLICA	187	WARREN
32	CAVANAUGH	188	WARRINER
33	CHANG	189	WEBSTER
34	CHAVEZ	190	WIEBALK
35	CHOW	191	WIESENBERG
36	CHU	192	WON
37	COFFIN	193	WRENNE
38	COHAN	194	YODZ
39	COLLINS	195	YOKOYAMA
40	CONTRERAS	196	YU
		197	ZEGARRA
		198	ZINK

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  - If the latter, do you want your sample to represent everyone (i.e. statistically represent the target population of interest)?
    - YES: Must randomly sample from target population.
    - NO: Identify bias in the data and consider when using to inform decisions.

## NON-REPRESENTATIVE SAMPLING

- Convenience Sampling – Who is available?
- Purposive Sampling – Who meets certain criteria?
- Snowball Sampling – Using participants to find participants.

## WHERE (WILL YOU COLLECT DATA)?

- **Easy to underestimate the difficulty of recruiting participants.**
- Don't rely on technology (alone) for recruitment and data collection.
  - Partner with community orgs (e.g. churches, libraries, shelters, etc.)
  - Target participation rates
    - ~25-75% of sample, depending on sampling technique
    - ~20-40 interview participants
      - Reach saturation

## WHEN (WILL YOU COLLECT THE DATA)?

- Create a target timeline to help manage project.
  - ~6-8 months to design, implement, and analyze evaluation data.
    - Then be willing to amend it....
- Collect baseline data if possible.
  - Informs intervention design.
  - Easier to demonstrate improvement in non-experiments.

## HOW (WILL YOU ANALYZE AND PRESENT THE DATA)?

- Request funding for statistician.
- Basic in-house analysis.
  - Don't underestimate a good scatterplot or histogram.
  - Surveys: Linear regression control for multiple variables at once.
  - Interviews: Iterative review of data using matrix.

## NEXT STEPS FOR THIS PROJECT



- Partner with Digitunity to collect data and write full-length report.
  - Recruit from their 1,500 network members: Interviews & Surveys.
  - Case study: device distribution non-profits.
    - *RQs: What is your experience with evaluation? What works? What doesn't?*
- Provide a list of common measures of digital equity predictors and outcomes.
- Publish research article informing researchers about practitioner needs and encouraging collaboration.
- What else?





THANK YOU!

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