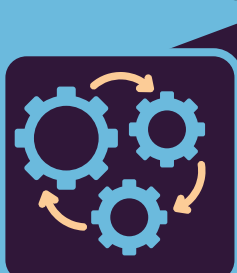


Driving Positive Attitudes towards Evidence Use

A Data for Impact (D4I) study tested the impact of 5 messages on people's willingness to endorse using evidence from qualitative evaluations for decision making.

Messages about Methods

The messages highlighted the following:



- 1 Appropriateness of qualitative methods for the line of inquiry
- 2 Triangulation of data sources and methods

Messages about Evaluators

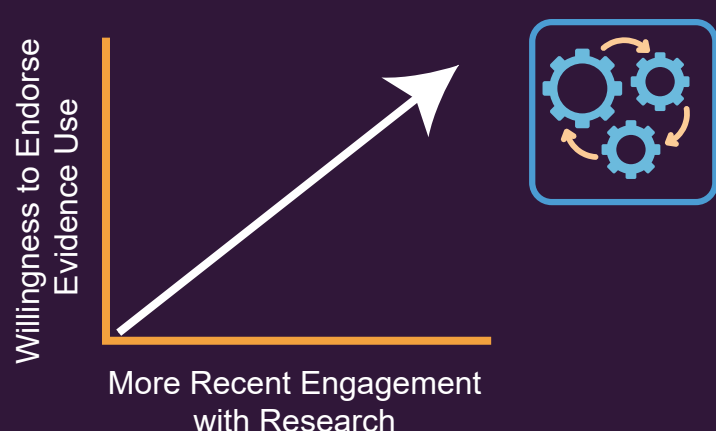
The messages highlighted the following:



- 3 Subject matter expertise of the evaluators
- 4 Independence of the evaluators
- 5 That the evaluators are from the same location as the activity they are evaluating

Timing of participant engagement with evidence matters

The more recently participants engaged with research (including evaluations), the more likely they were to endorse the use of evaluation findings.*



80% of participants had a positive or highly positive experience with previous research

This suggests that the more recently someone has had a positive experience with research (including evaluations), the more likely they'll be to endorse the use of evidence.

For participants who engaged with research more than a year ago, the more professional experience they had, the less likely they were to endorse the use of evaluation findings.*



* These findings are exploratory. Causal links cannot be made without conducting additional studies specifically aimed at exploring these initial observations.

Changing messages regarding evaluation methods and evaluators **did not** significantly increase participants' willingness in using evidence for decision making.



Recommendations

These recommendations flow from the study's findings. They suggest strategies to strengthen evidence use as well as areas for further research.

Key Actions Recommended

Find more ways to engage intended evidence users in research and evaluation processes, focusing on creating positive experiences, for instance by building trust between evaluators and decision makers.

Create positive experiences with research through how findings are disseminated, for example by reducing cognitive overload by producing research summaries and using data visualizations.

Involve more senior or experienced members in evidence use interventions, especially for individuals who may not frequently engage with research or evaluations in their day-to-day work.

Reinforce evidence users' positive memories of engaging with research and/or evaluations.

Areas for Further Research

Test the impact of a combination of text messages and images regarding evaluation methods and evaluators. These may be more effective than text only messages.

Test more personal and relatable messaging, which invokes people's experiences of engaging with research, including through the use of storytelling.

Do further research to get a fuller picture regarding the relationship between the timing of one's last engagement with evidence, frequency of engagement, and willingness to endorse evidence use.

Do further research on the relationship between messages about methods and evaluators and the use of evaluation findings.

