

The “Golden Rules” of Evaluation



Your evaluation should be **well planned** and organised with a **clear understanding** of what you are trying to find out

- What do you want to find out?
- Who do you need to speak to?
- What questions will you need to ask?
- How will you ask those questions?

You need to **take care** of your participants and yourself

- No harm should come to those who participate in your evaluation
- Protect the privacy, anonymity and confidentiality of your participants
- Participants must be informed about the purpose of the research and how you will use the information

Think about **your role as an evaluator** and how this affects your evaluation

- Think about what power you have and how you use it
- Voluntary participation – those who participate in your research must choose to do so
- Think about the language you use in your questions
- Think about your body language
- Be aware of your own opinions on the topic and avoid trying to get participants to think the same as you

Adapted from Northern Star Associates

