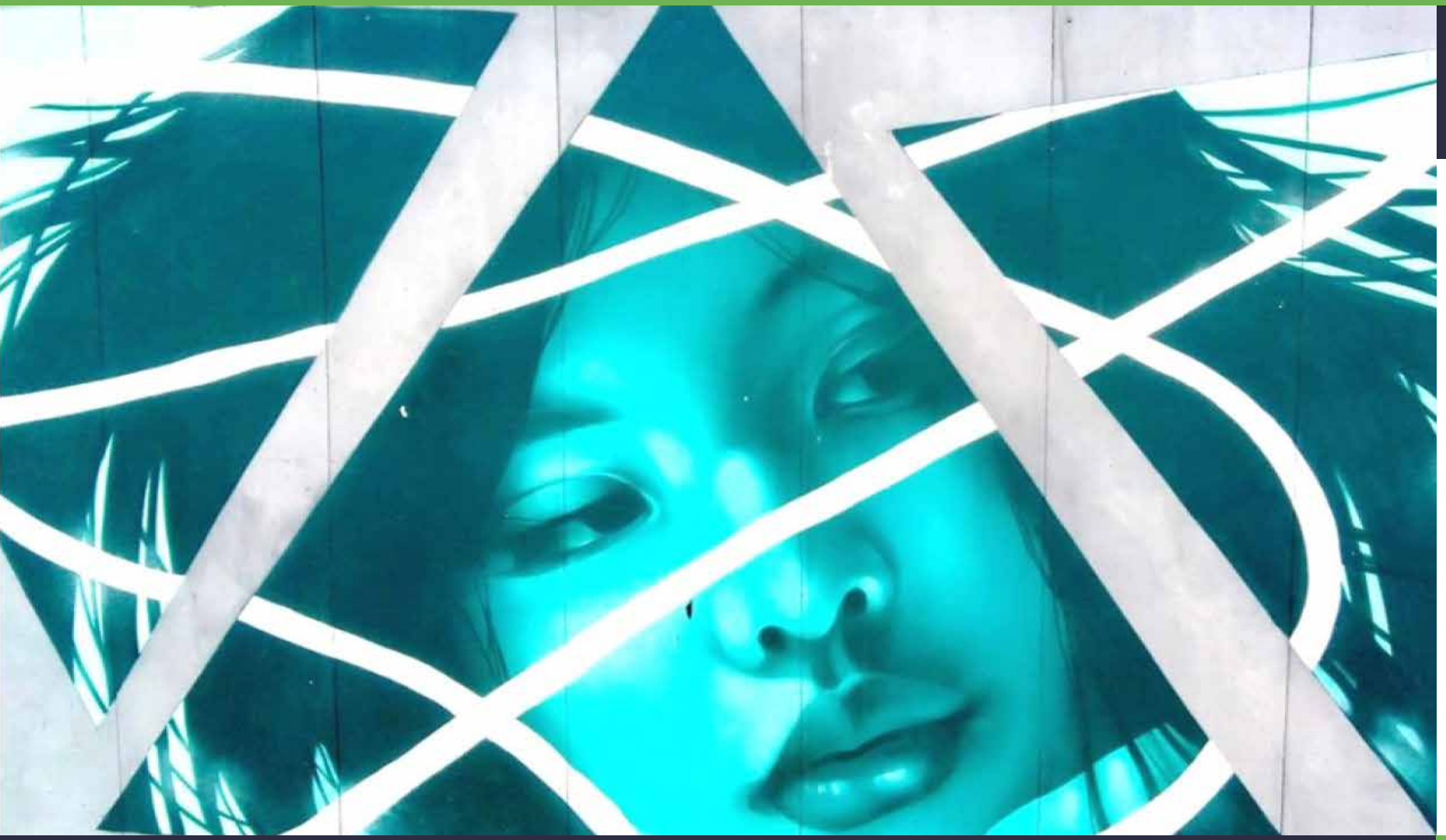
The importance of evaluation

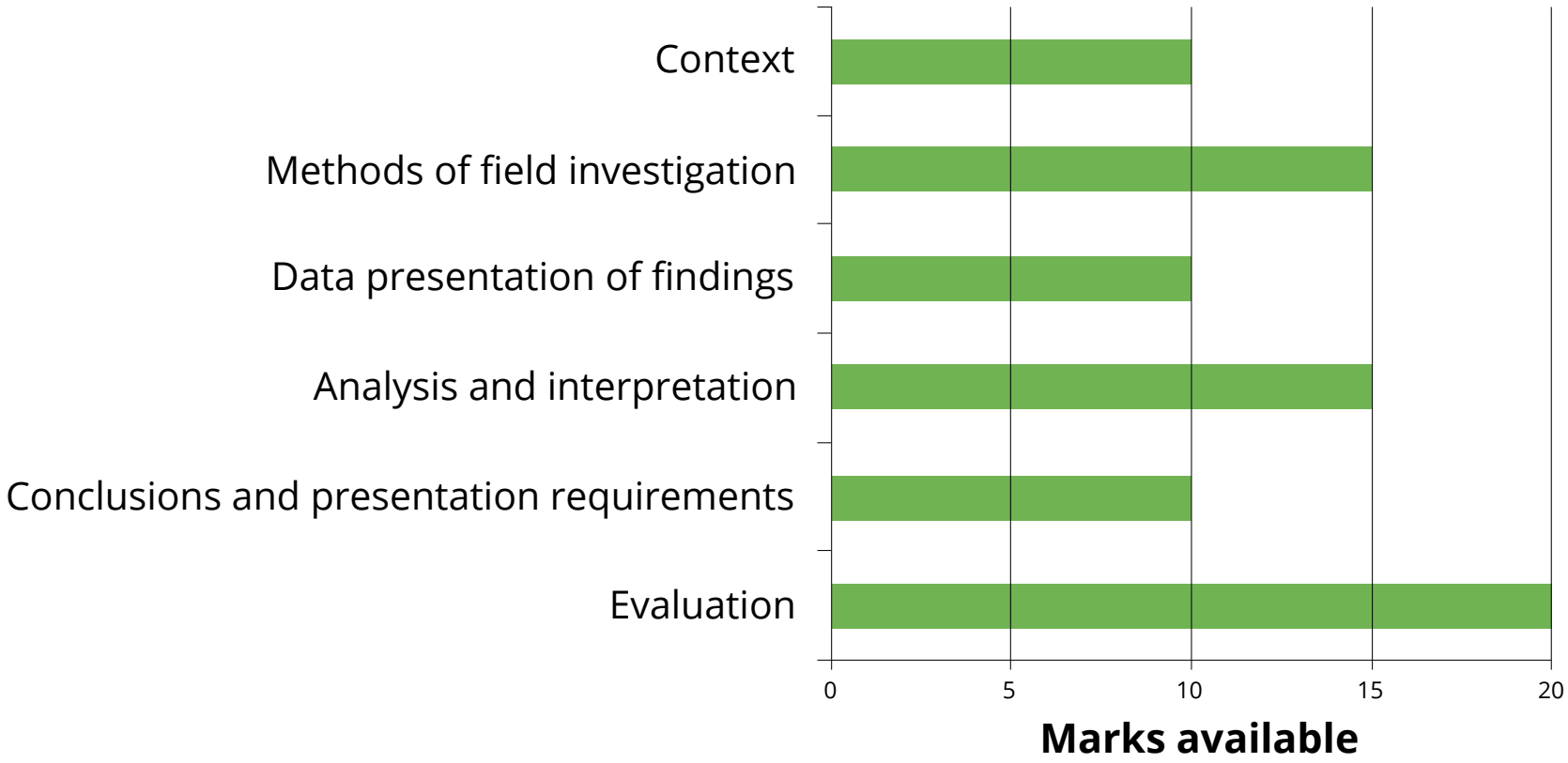


What is evaluation?

To evaluate your NEA means to:

- reflect on your research and what you have learned in relation to your aims
- identify the **strengths** and **weaknesses** of each stage of the investigation
- consider how the investigation could be extended and/or suggest further research ideas
- identify how the research could have been improved.

Evaluation is worth 25% of NEA marks



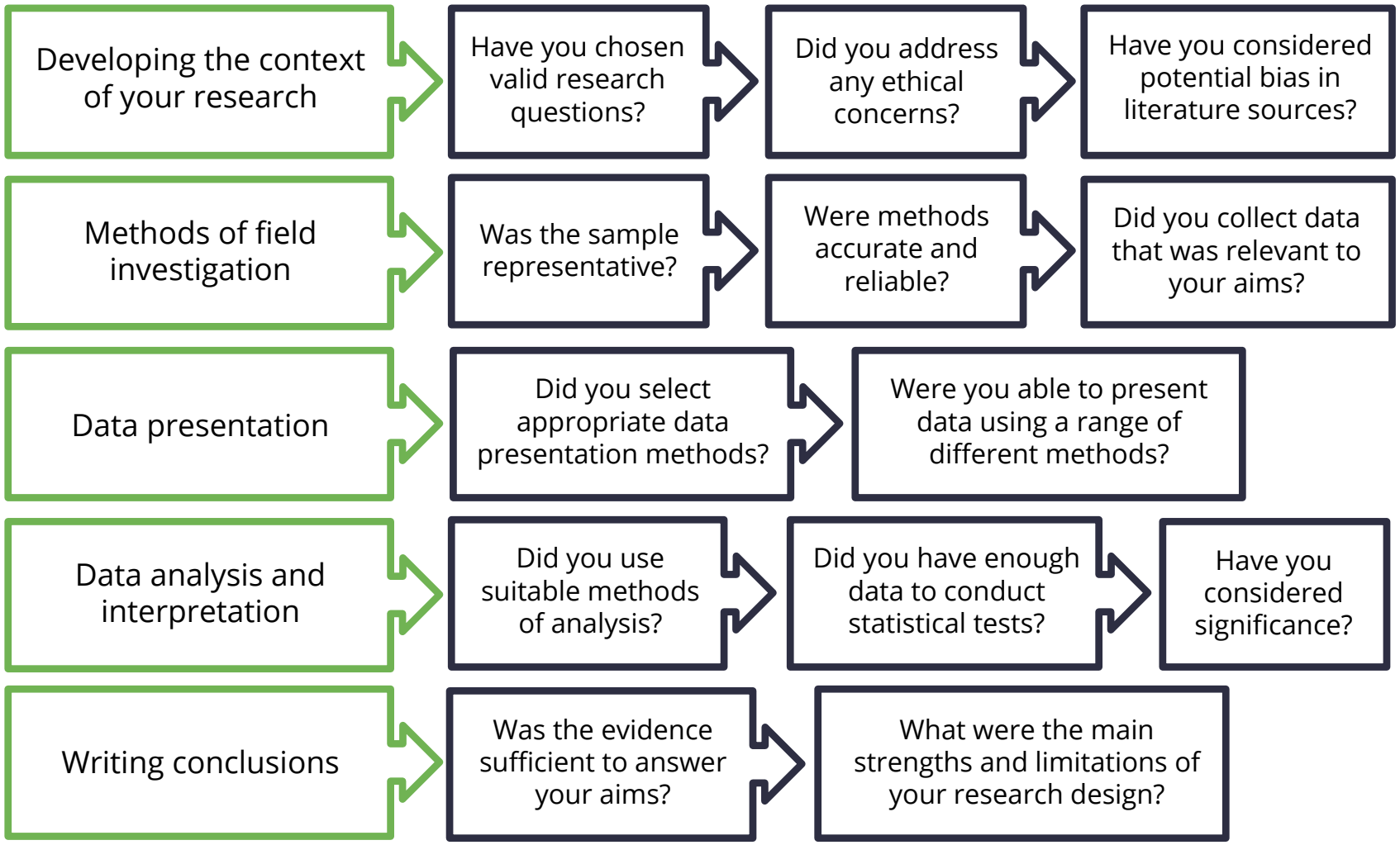
Review

Your NEA should be 3,000 to 4,000 words long.

If your NEA is 4,000 words long, and 25% of the marks are for evaluation… how many words should you write in your evaluation?

	Marks / 80	Words
Setting a context	10	
Methods of field investigation (includes sampling)	15	
Presentation of findings	10	
Analysis and interpretation of findings	15	
Conclusions	10	
Evaluation	20	

Evaluate each stage

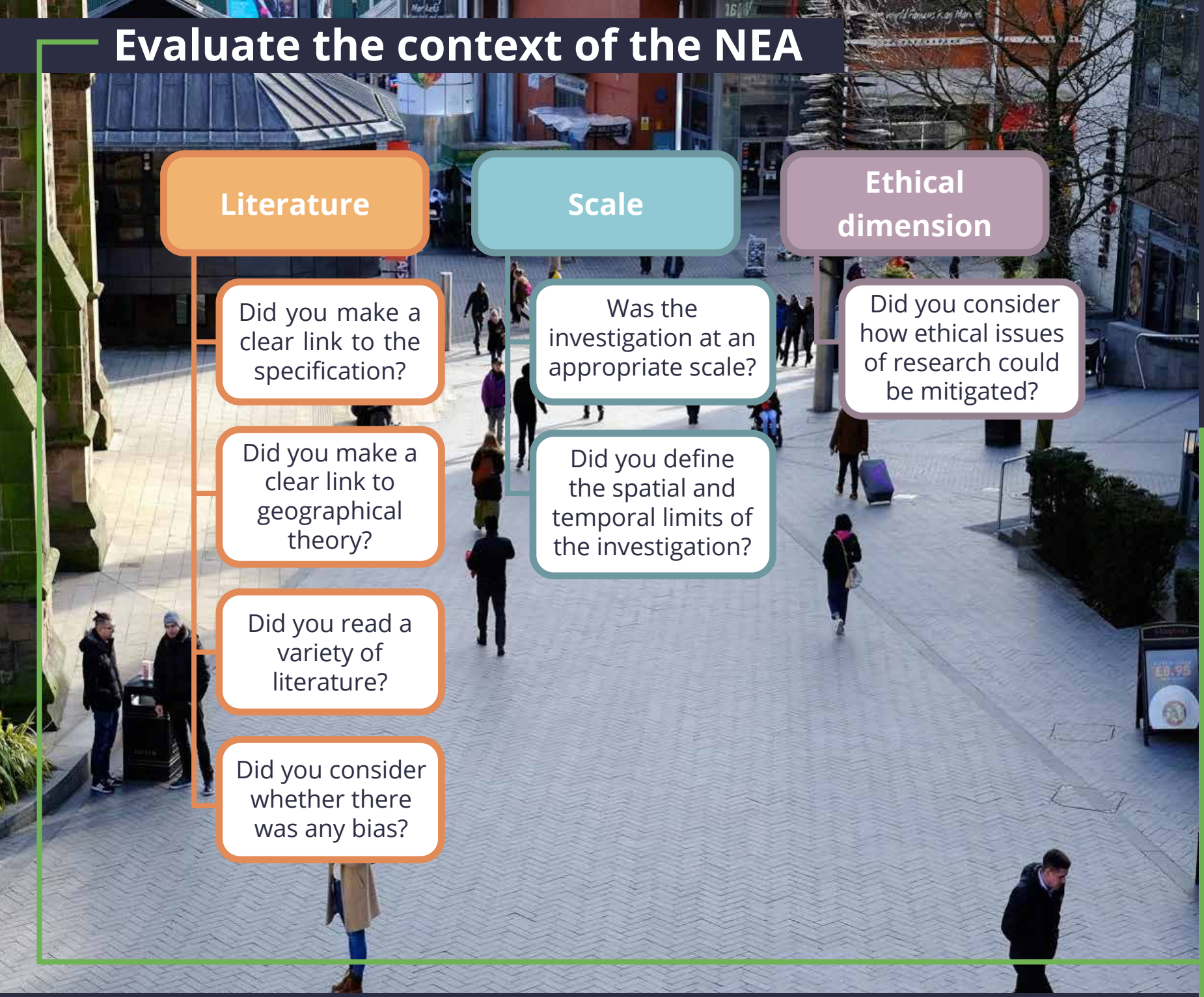


Keep a record

Your NEA could take several weeks before you write the evaluation part of the report, so keep a record of strengths and limitations as you work through the investigation.

	Strengths	Limitations
Planning/context		
Sampling strategy		
Data collection		
Data presentation		
Data analysis		
Writing conclusions		

Evaluate the context of the NEA



Literature

- Did you make a clear link to the specification?
- Did you make a clear link to geographical theory?
- Did you read a variety of literature?
- Did you consider whether there was any bias?

Scale

- Was the investigation at an appropriate scale?
- Did you define the spatial and temporal limits of the investigation?

Ethical dimension

- Did you consider how ethical issues of research could be mitigated?

Review

A student wants to investigate regeneration in Birmingham. Evaluate these potential titles.

A: How successful has the regeneration of the Birmingham Bullring been?

B: How sustainable are the regeneration projects (between 1990 and 2020) across Birmingham?

C: Has the regeneration of the Bullring in Birmingham been as popular with people aged over 60 as those aged under 30?

Evaluate methods of data collection

A good report will evaluate how data was collected. A great report will include an evaluation of whether the data that was collected was actually necessary or relevant to meet the aims of the investigation. It will also evaluate the sampling strategy.

Review

A student wants to investigate how people perceive rebranding of Liverpool city centre. They decide to collect data in Liverpool ONE. Which of these could be relevant?

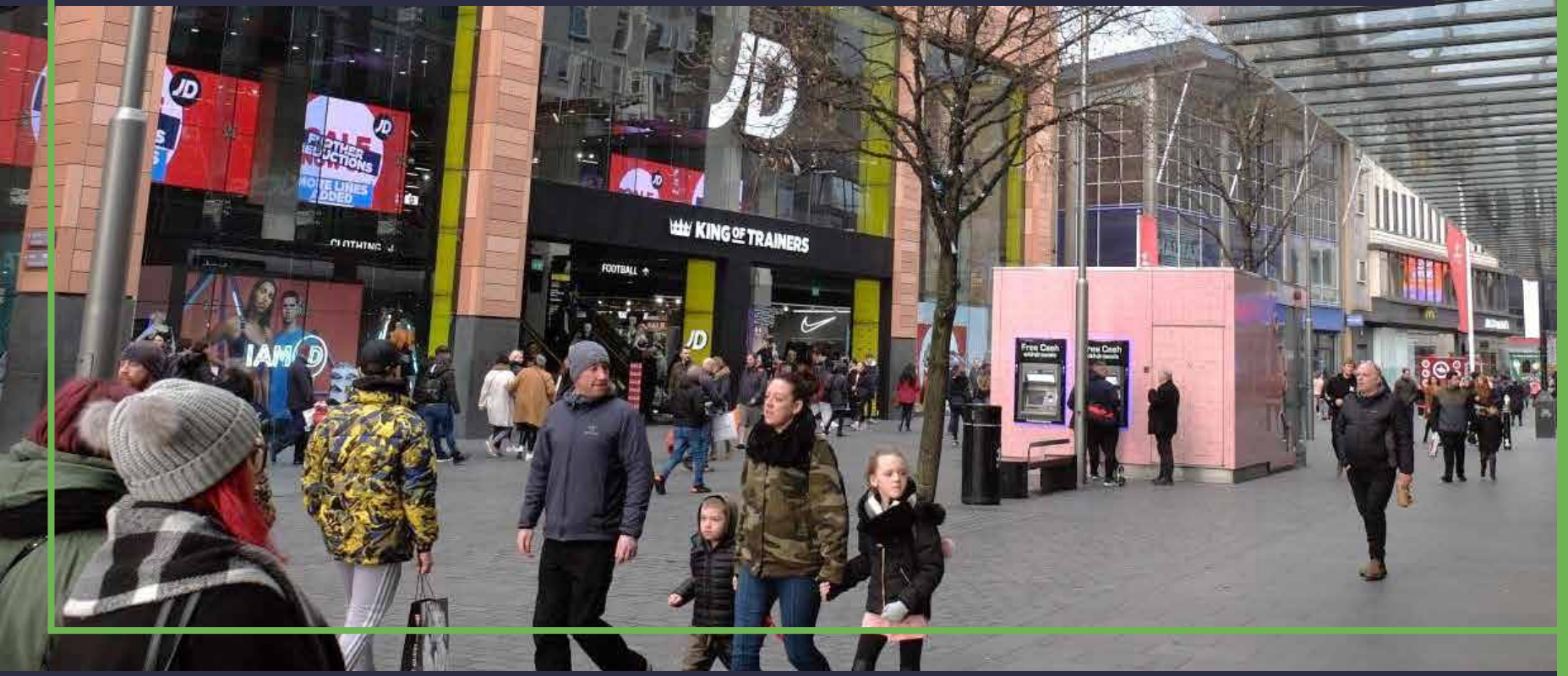
A: Pedestrian flow counts

B: Questionnaire survey of shoppers

C: Interview with local councillors

D: Clone town survey of shop types

E: Review of images on Visit Liverpool website



Review

A student wants to investigate how plant cover is connected to soil type.

Which of these could be relevant?

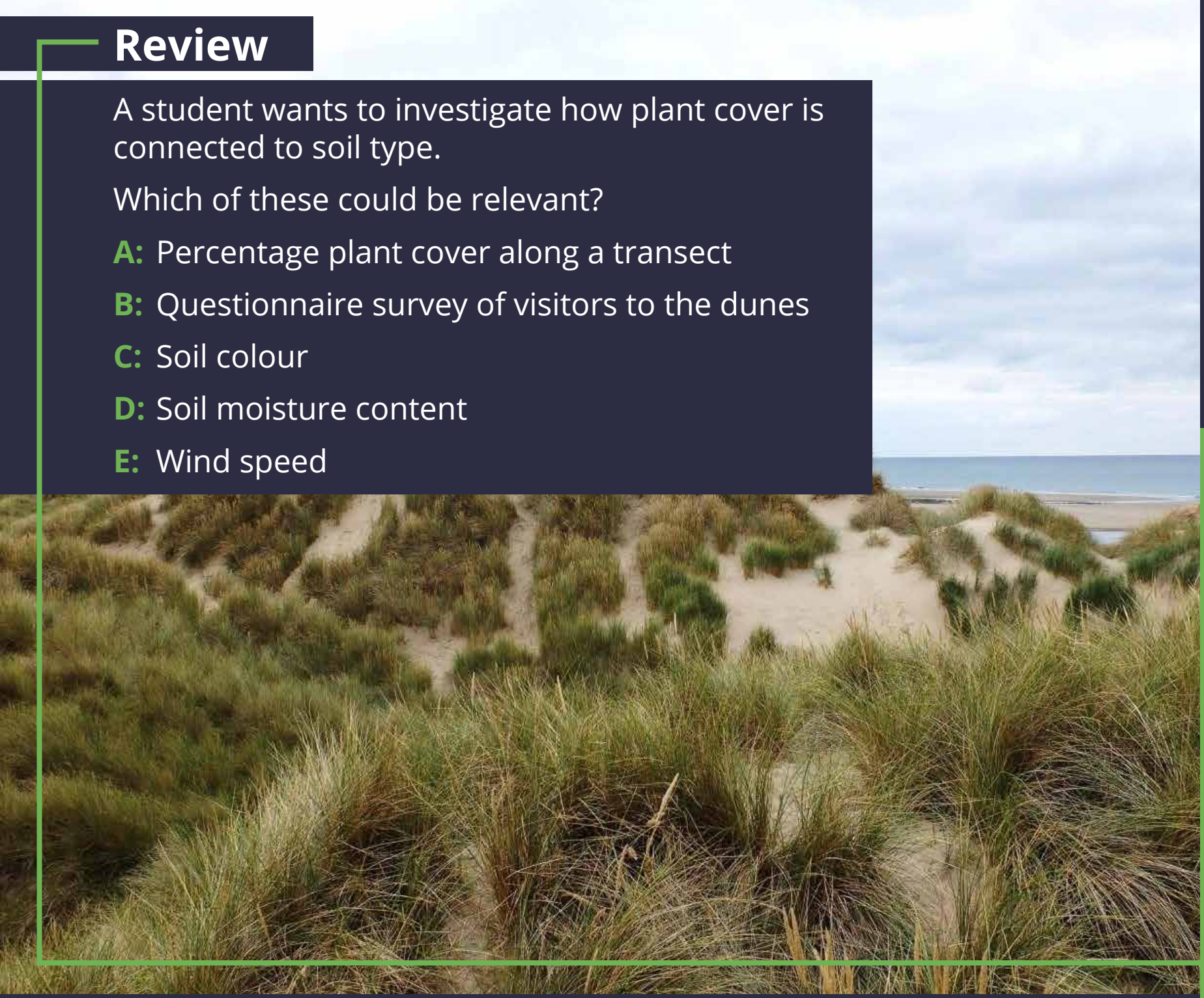
A: Percentage plant cover along a transect

B: Questionnaire survey of visitors to the dunes

C: Soil colour

D: Soil moisture content

E: Wind speed



Evaluate sampling

A good report will evaluate the amount of data that was sampled but a great one will be reflective about:

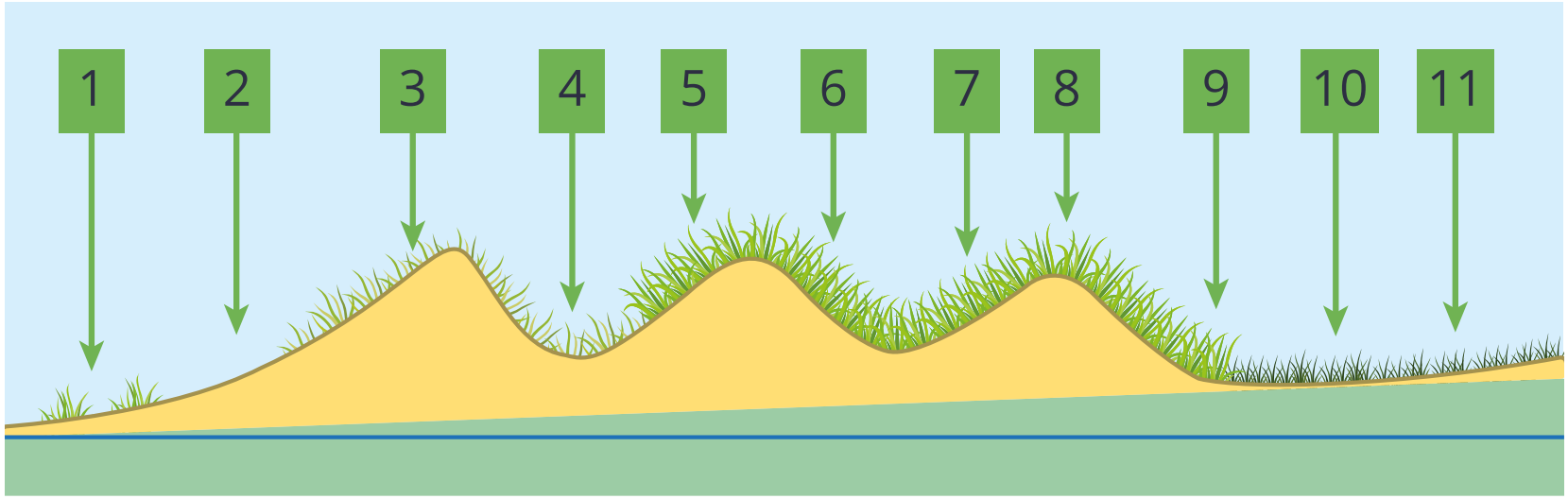
- the **frequency** of sample points
- the **timing** of the sample
- whether or not the sample was likely to be **representative** of the whole population
- the **spatial extent** of any sampling strategy and the **geo-location** of sample points.

Evaluate timing

For example, you might evaluate whether data that varies over time has been sampled on more than one occasion so that mean values can be calculated. If so, you also need to reflect on the **timing** of your sample.

Review

A student wants to investigate how vegetation and soil characteristics change with increased distance from the strand line. Explain why it is useful to justify the **frequency** of sample points



Evaluate data collection methods

A good report will evaluate the accuracy and reliability of the data collection methods:

Accuracy Has the research used precise methods so that the data that has been collected is close to real or original values? For example, did you use the correct equipment? If so, did you know how to use it?

Reliability Has the research used methods that generates consistent results? For example, you might evaluate the reliability of data if:

- you collected primary data as part of a larger group and you want to use all of the data.
- you want to compare your primary data to data collected from a secondary source. Did you use consistent and comparable methods?

Review

A student wants to investigate scree particle size in an upland environment. Which of these methods would provide the most **accurate** data?

EQIs

A great report will evaluate methods of collecting qualitative data such as EQIs. EQI scores are valuable data but the method of collecting them can lead to data unreliability. To reduce this issue, a great report will use photos to standardise the scores.

+5	-1	-5
Pavements are smooth and even with no trip hazards.	Pavements are slightly uneven.	Pavements are uneven and present potential trip hazards.

Review

1. Suggest how you might evaluate the use of an EQI in an urban environment.
2. Discuss how photos could be used to standardise an EQI.

Evaluate data presentation

A great report will evaluate the range of data presentation techniques that have been used:

- Were the techniques successful in showing patterns and trends?
- Were you able to draw a map to show spatial patterns? If not, how could the data collection methods have been amended to enable a map to be drawn?

Evaluate analysis

A great report will reflect on the methods of analysis that have been used:

- Did you have enough of the right kind of data to perform statistical analysis? If not, how could you have improved the data collection?
- If relevant, did you analyse qualitative data using an appropriate method? Could you have made better use of coding, annotation or other forms of qualitative analysis?

Review

What interpretation can you make from this graph?

How could data collection have been changed to improve the *significance of the evidence?*