

Evaluating Knowledge Exchange Initiatives

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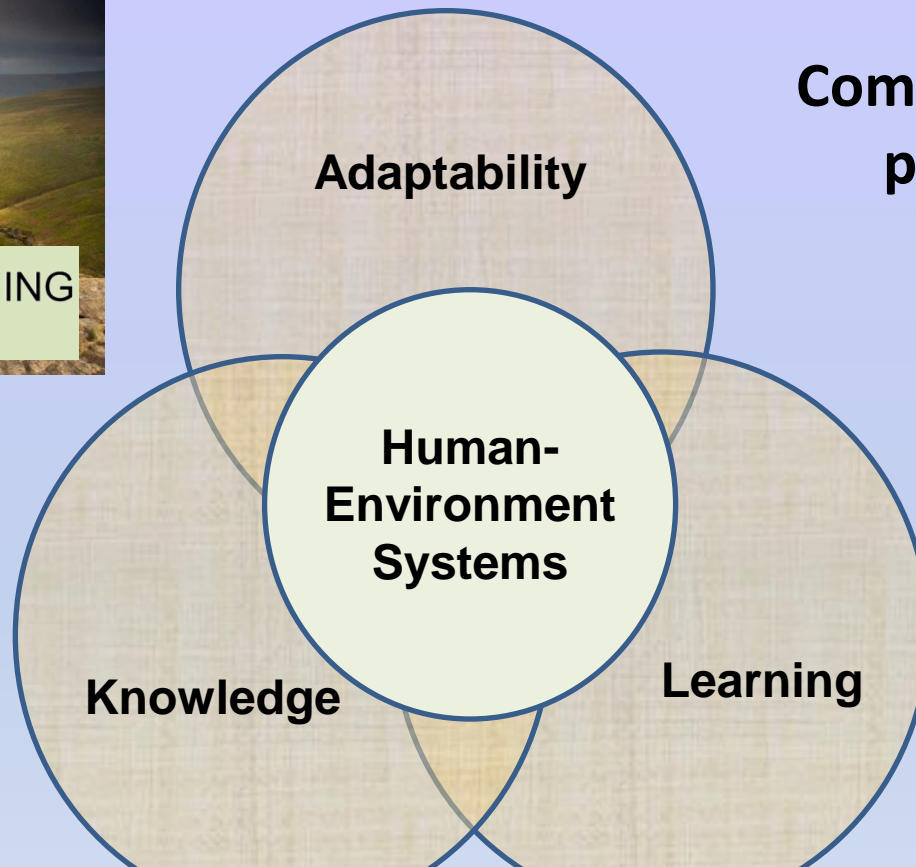
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Adaptive co-management uplands, England



**Emphasis on
initiatives for
knowledge
exchange**



**Community resilience
plans, Scotland**



Community based adaptation, Solomon Islands

Knowledge Exchange (KE)

“A process of generating, sharing, and/or using knowledge through various methods appropriate to the context, purpose, and participants involved”.

Fazey et al. 2013. Environmental Conservation.



- **Can be formal or informal**
- **Sharing, transfer, co-production...**
- **Practices full of implicit assumptions**
- **Review highlights need to better understand process & evaluation methodologies**

Evaluation of KE initiatives

Why?

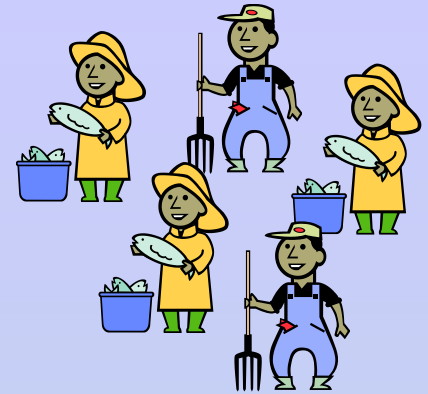
Lots of research on impact, less on how it emerges

How?

1. Summative
2. Formative
3. Participatory/ Empowering – part of KE strategy?

Review

135 evaluations



Review Framework

How KE is
conceptualised



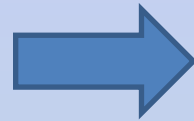
How KE is
conducted



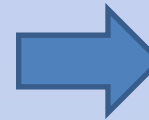
How KE is
evaluated

Examples

Knowledge as
packages/
discrete facts



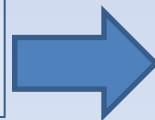
Transfer type
models of KE



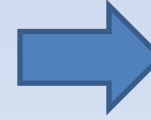
Focus on quant/
exam type
methods

E.g. some medical 'transfer' projects to improve knowledge of practitioners:
presentations, tests

Knowledge as
tentative/evolving



Greater emphasis
on exchange,
mutual learning



Qualitative interviews,
focus groups etc. to
capture diverse
experiences

E.g. some interdisciplinary projects where the value of different forms of knowledge
is recognised and expertise and use of facilitated exchanges, workshops etc

Review Framework - Outcomes

How K is conceptualized



How KE is conducted



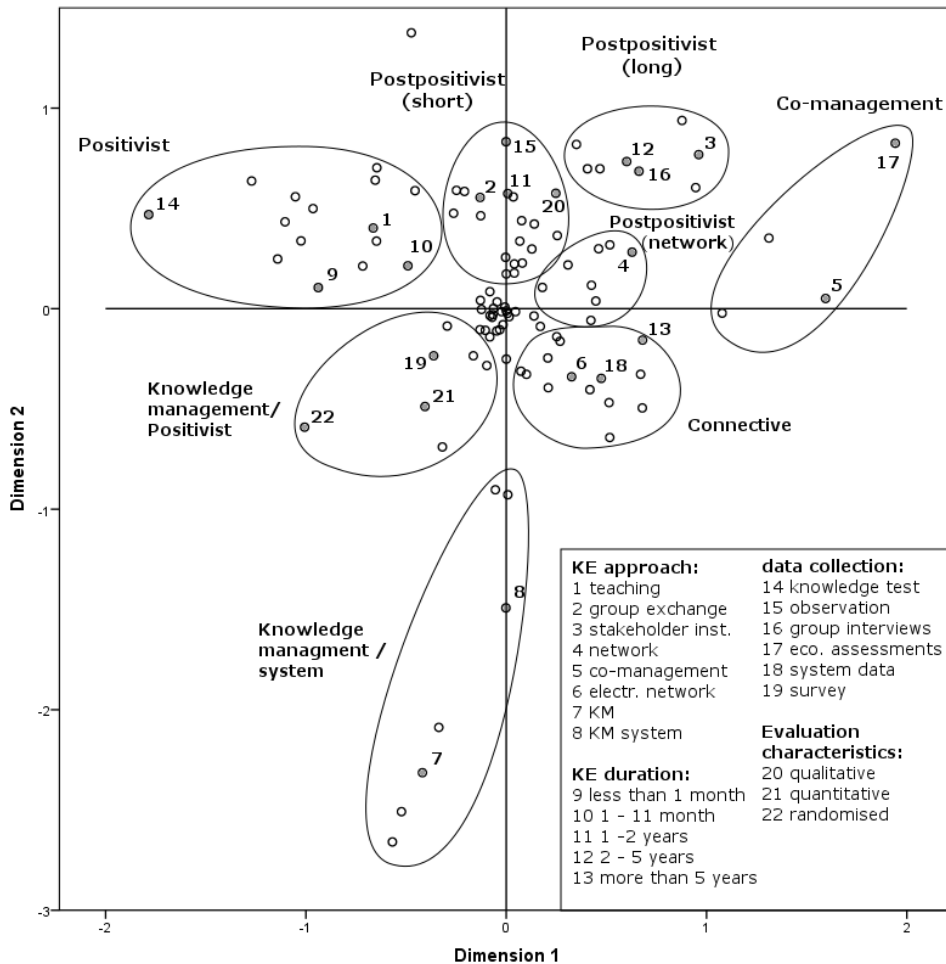
How KE is evaluated
&

What is evaluated

Possible outcomes from KE initiatives:

- Change in understanding
- Change in practice/policy/behaviour
- Impact of the change in practice/policy/behaviour
- Process

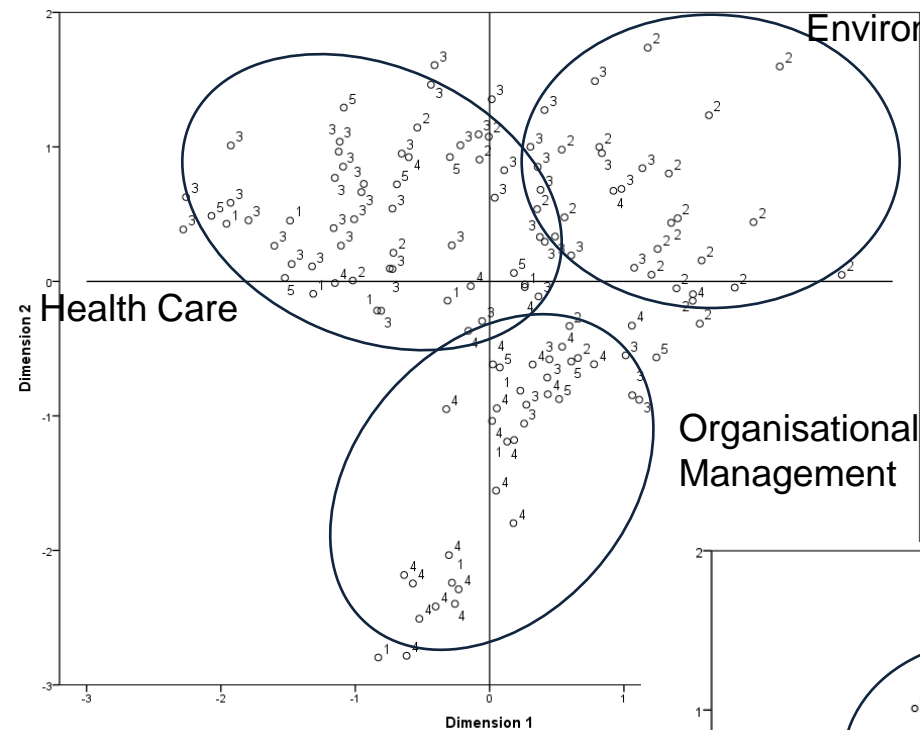
Results



Typology

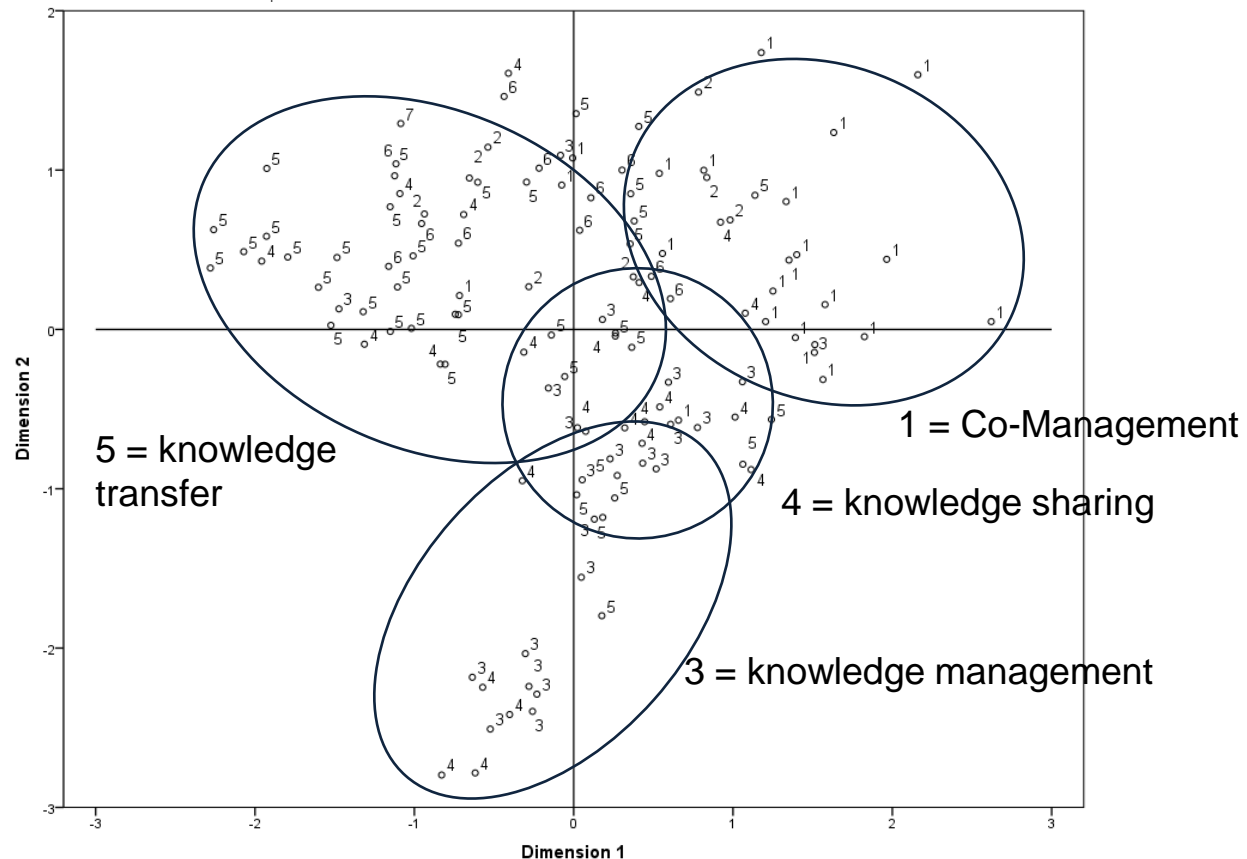
- Positivist
- Post-positivist (short)
- Post-positivist (long)
- Co-management
- Connective
- Knowledge management/systems
- Knowledge management/positivist

Each data points relates to a category, not a research paper. Examples of the categories are numbered circles and explained in the key. Clustering of the different categories identifies different kinds of knowledge exchange evaluations and provides the basis of the knowledge exchange evaluation typology



How KE is conceptualised

- 1 = co-management;
- 2 = knowledge exchange
- 3 = knowledge management
- 4 = knowledge sharing
- 5 = knowledge transfer
- 6 = knowledge translation
- 7 = co-production + knowledge



Field	Main types of KE evaluation	Contribute to	Potential aspects to improve
Health Care	Many positivist	<ul style="list-style-type: none"> • Experimental forms of evaluation • Large-scale complex evaluations 	<ul style="list-style-type: none"> • Often need more holistic views of KE
Environmental Management	Many post-positivist, co-management	<ul style="list-style-type: none"> • Evaluating multi-way exchanges between stakeholders • Formative styles of evaluation 	<ul style="list-style-type: none"> • More robust and explicit evaluation methods • Needs greater consideration of assumptions/theory of KE
Organisation Management	Connective, knowledge management/positivist	<ul style="list-style-type: none"> • Approaches aiming to engage multiple participants • Can show importance of being explicit about conceptual underpinnings 	<ul style="list-style-type: none"> • Greater attention to participatory and formative approaches

Conclusions #1

1. Strong relationships between how knowledge exchange is conceptualised, implemented & evaluated.
2. Need to be much more explicit about how assumptions shape implementation and evaluations.

Conclusion #2: 5 key principles

1. Design evaluations for multiple end users
2. Be explicit about how knowledge exchange is conceptualised and the assumptions as to why it is expected to deliver its outcomes;
3. Evaluate diverse outcomes;
4. Use evaluations as part of the process of delivering knowledge exchange;
5. Use mixed methods.

For more information see:

Fazey, I. et al (2014) Evaluating knowledge exchange in interdisciplinary and multi-stakeholder research. *Global Environmental Change* 25, 204-220.