The evaluation pub test

simple questions for **public** value

people who aren't experts



Evaluations often ask

structured and technical questions focused on accountability and compliance



The public often want

direct answers to more simple questions



publicly funded evaluations

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don't answer the kinds of questions that people expect or want



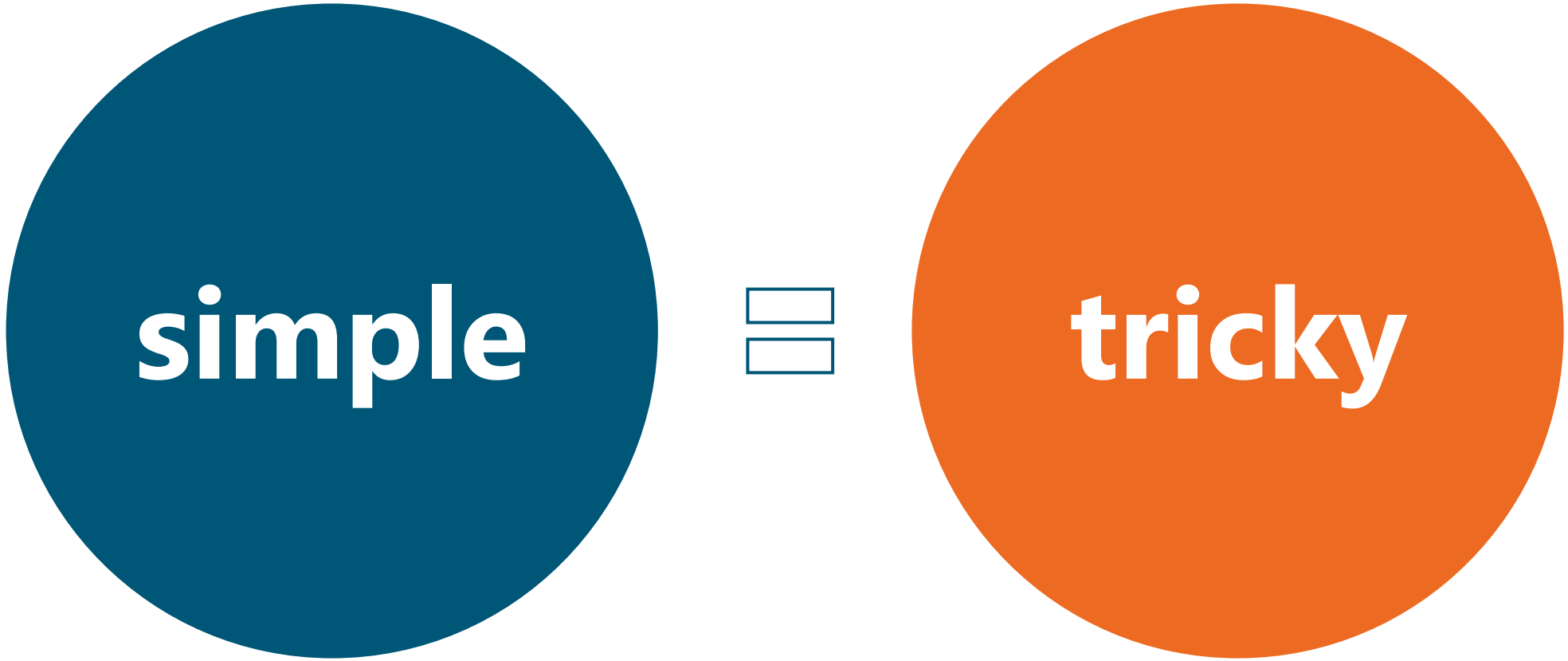
Plastic recycling is a minefield. Here's why it's so difficult and how we can make it easier

By environment reporter Nick Kilvert

ABC Science | Animals

Posted 26 Jul 2023 at 6:00am, updated 31 Jul 2023 at 4:18pm

Lack of consistency between councils adds to the confusion around recycling in Australia. *(ABC: Teresa Tan)*


simple
tricky

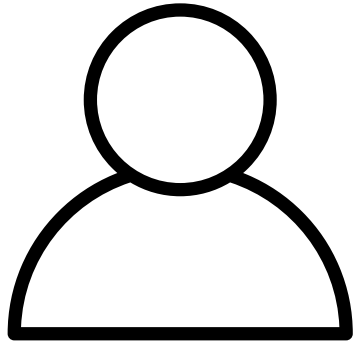
The challenge…

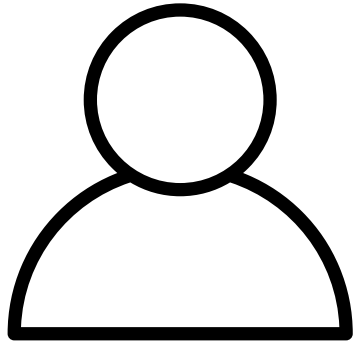
what gets attention?

do we focus on what's easy and within our control?

or should we try to tackle a tricky but important question that matters to the public?

also known as simple





The challenge in practice…

what gets attention?

focus

KEQ 1
KEQ 2
KEQ 3

+

Reporting requirements

line of accountability

unexplored

simple

questions

publicly funded evaluations

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should try to answer the kinds of questions that people expect or want



even if it's tricky

what gets attention?

line of accountability

simple

and probably tricky

questions

could we do more?

our decisions must always be justified

out of reach?

OR

out of touch?

public expectations

the pub test





technically
correct or legal

the pub test

does this make sense?

is this fair, honest, or
a bit dodgy?

technically correct or legal

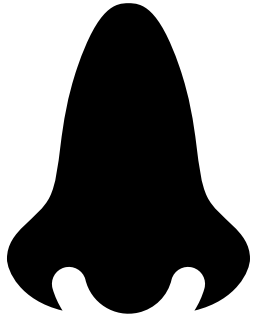


that's not our job




Quora
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Social and Behavioral Nor...
Australia
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Drinking Alcohol
A
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What does it mean to "pass the pub test" in Australia? Is a pub test the lowest possible marker? The opinion of the people who have been drinking alcohol since breakfast in a lonely pub matter more than say the folks in a gym, or walkers in the park?
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what gets attention?

line of accountability

simple

and probably tricky

questions

the pub test

does this make sense?

is it fair, honest, or a bit dodgy?

could we do more?

evaluations can’t answer every question

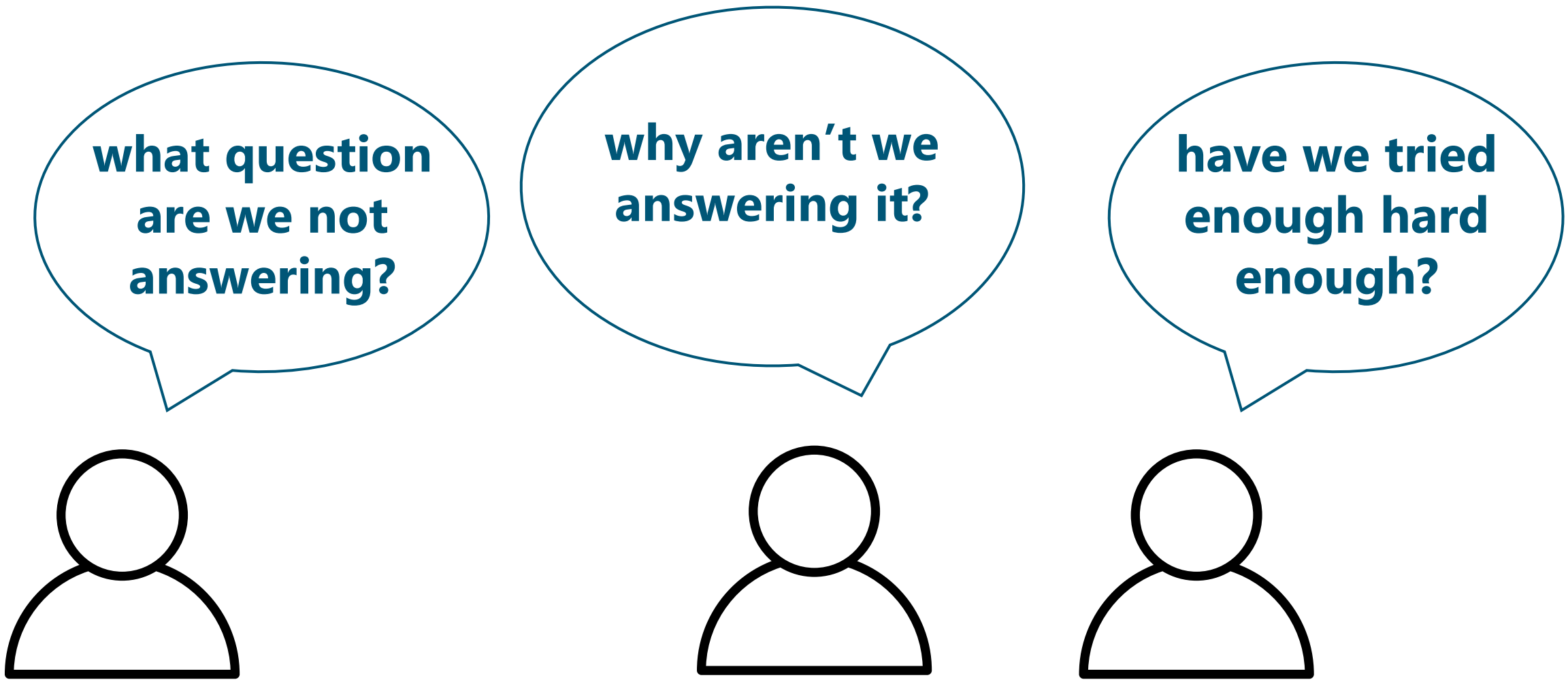
the public want




Research
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The challenge…

what gets attention?



that's not our job

what gets attention?

line of accountability

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out of reach?
OR
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