

Number/percentage of intended users who report that a KM output reinforced or validated existing knowledge

Indicator Number:

35

Logic Model Component:

Initial Outcomes

Data Type(s):

Count, proportion, qualitative

Short Definition:

Measures the extent to which intended users feel that the information presented in KM outputs supports their previously acquired knowledge

Definition and Explanation (Long):

This indicator measures the extent to which users feel that the information and experiential knowledge presented in KM outputs supports their previously acquired knowledge by reinforcing or validating it.

Data Requirements:

Quantitative data from survey self-reporting; qualitative data from anecdotal user reports

Data Sources:

Feedback forms or user surveys distributed with the KM output or after its dissemination or promotion; in-depth interviews (telephone or in-person)

Frequency of Data Collection:

Annually

Purpose:

Reinforcement and validation can help to further transform health information and guidance into knowledge that is relevant and actionable for the user. It can also confirm the importance of the knowledge, reduce uncertainty, and increase the person's confidence in continuing to use the knowledge.

Issues and Challenges:

Validation is an important step in adopting and applying knowledge/innovation (Rekers, 2012).

As with measurement of new knowledge acquisition (Indicator 34), in a cohort approach questions can be designed to gauge whether intended users have encountered any information or guidance that confirmed what they already knew. To obtain sufficient information, yes/no questions should be followed up with an open-ended request for respondents to provide specifics.

Sample Topics and Questions for Data Collection Instruments:

"Please rate the following statements about whether your knowledge has been affected by the [Web product].

(1-Strongly disagree, 2- Disagree, 3-Not sure, 4-Agree, 5-Strongly agree)

- o It reinforced and validated what I already knew.
- o It provided me with information that was new to me and useful for my work.
- o I have already seen the information in a different resource.

Please give a specific example of knowledge validated or gained. (Open-ended.)"

Pages in the Guide:

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