

Number/percentage of intended users applying knowledge gained from a KM output to make decisions (organizational or personal)

Indicator Number:

40

Category:

KM General

Subcategory:

Action (Decision-making, Practice, Policy)

Logic Model Component:

Initial Outcomes

Data Type(s):

Count, proportion, qualitative

Short Definition:

Measures the extent to which intended users apply information and knowledge from KM outputs to make decisions at both individual and organizational levels

Definition and Explanation (Long):

This indicator measures the extent to which the intended audience applies information/knowledge from KM outputs to decision-making processes. It can apply to work-related decisions at both individual and organizational and personal levels.

Data Requirements:

Description of the information in the KM output that was used; approximate time frame of use; organization(s) involved; title, position, or role of person(s) involved; how users benefited or expect their clientele to benefit from applying the knowledge/innovation; description of the context of use; scope of application; and any further outcomes associated with use

Data Sources:

User surveys distributed with the KM output or after its dissemination; in-depth interviews (telephone or in-person)

Frequency of Data Collection:

Annually

Purpose:

This indicator examines how KM outputs, through their effect on users' knowledge, affected their decision-making processes. Evaluators can ask those exposed to a KM output whether and how the information and knowledge presented by a KM output have affected their ability to make decisions.

Issues and Challenges:

The data can be quantitative, such as the percentage of readers who made a decision based on the information, and qualitative, based on anecdotal information, such as what decisions did respondents make based on the information. One notable challenge with this indicator is that audiences may have difficulty recalling not only which information influenced their decision-making choices, but also which KM outputs provided that information.

Sample Topics and Questions for Data Collection Instruments:

Please indicate whether or not you have used information from the [Web product] for the following purposes. (Select all that apply.)

- To make management decisions (either personal or organizational)
- To design or improve projects or programs
- To develop or improve policy or national service delivery guidelines
- To develop training programs or workshops
- To assist in designing education materials
- To guide research agenda or methods
- To put research findings into practice
- To promote best practices
- To write reports/articles
- To develop proposals
- To increase public awareness
- To increase my own knowledge
- Other, please specify _____

Please give an example of how you have used specific information from the [Web product] in your work. (Open-ended.)

Please rate the following statements about performance areas affected as a result of using the [Web product]:

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

- Based on something I have learned in it, I have changed the way I perform my job.
- I have used information from it to improve my skills.
- It has helped me to be more competent and effective at my job.
- It has helped me to perform my job more efficiently.
- It has helped to improve the performance of my organization.

Please give a specific example of how the [Web product] has improved your own performance or your organization's performance. (Open-ended.)

Pages in the Guide:

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