The Energy Project

An Integrated Cross-media Project

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Outcomes for Evaluation:

- Increase in knowledge of and sources of information about energy issues
- Awareness of opinions and perspectives
- Awareness of possible personal, community, and national actions and personal behaviors

Evaluation Design

Formative:

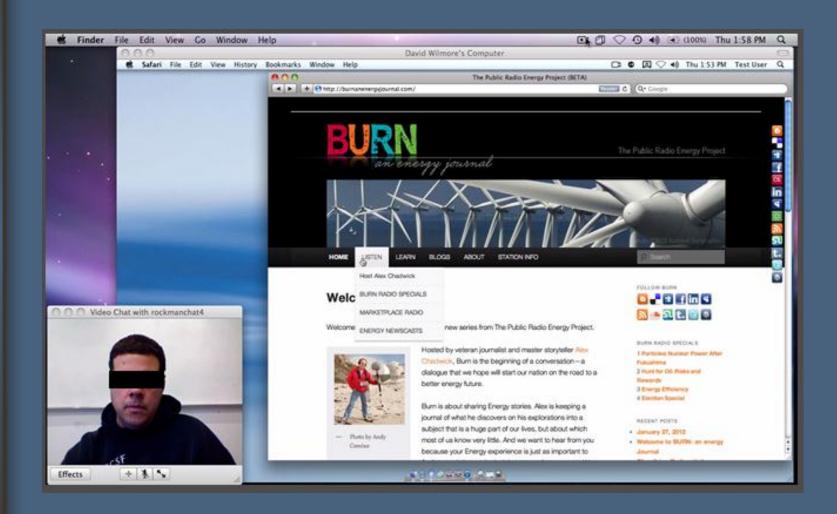
Focus groups in Philadelphia and Phoenix

explored sources of information, reactions to program themes, ideas for content topics, understandings of energy and sustainability issues, and feedback on additional materials and outreach

ThinkAlouds in San Francisco

navigation, usability, reactions to content, links, confidence in sources of information, and perceived value

Think-alouds



Evaluation Design

Summative:

Pilot for Programs 1 & 2 (spring 2012)

explore reactions to content, perceived value, links to others, access and use of resources and outreach, social media aggregators for impact, identify individual behaviors, changes in knowledge of issues, solutions, and reliable sources of information.

Impact of all resources (fall 2012)