Generativity

IO3 evaluation report

Summary

The evaluation has demonstrated clearly that the Generativity project has successfully implemented the planned video tutorials. Over 200 testers across all partner countries concluded that they were likely to have strongly positive impacts on knowledge and understanding of PCM use in European project management, they are well designed with effective content, and will contribute positively to the success of the Generativity project.

Background

Generativity's IO3 was designed to produce a series of short video tutorials which together form a resource to help Generativity users design, develop and manage European projects, particularly in relation to the Erasmus+ program. The tutorials provide "how-to" materials, an unofficial method often used by open source communities, which has been shown to be very effective for learning about ICT tools.

All video tutorials were produced in English, with subtitles in all partner languages. Each tutorial slide was accompanied by explanatory notes – again in all partner languages.

Fifteen video tutorials were produced covering six separate applications. All are available freely on the Generativity platform (www.generativity.eu):

- Project management applications
    - AdminProject (8)
    - EasyProject (3)
- File/data management applications
    - Dropbox (1)
    - Google Drive (1)
- Social media applications
    - FaceBook (1)
    - Twitter (1)

To evaluate the effectiveness of the package of tutorials, partners were asked to build a database of potential users who were able to trial the tutorials, with the overall requirement that all partner languages would be tested across all partners. Potential testers were then asked to watch all tutorials and complete a short, online, assessment questionnaire. This questionnaire, shown in Appendix 1, asked respondents about:

- The tutorials reviewed
- The extent to which they felt the tutorials were likely to contribute to their knowledge about using PCM and ICT tools for EU funding
- Their assessment of the content and design of the tutorials

- Their assessment of the extent to which the tutorials would be likely to contribute to the Generativity objectives

Results

A total of 209 completed returns were received, with respondents having reviewed the full span of partner languages:

Module language reviewed

Language	Frequency	Percent
EN	39	18.7
FR	20	9.6
GR	43	20.6
IT	49	23.4
NL	7	3.3
PL	51	24.4
Total	**209**	**100**

Nearly 70% of the respondents were involved, or expected to be involved, with EU projects/project management:

Have you been involved/want to be involved in EU projects and European project management?

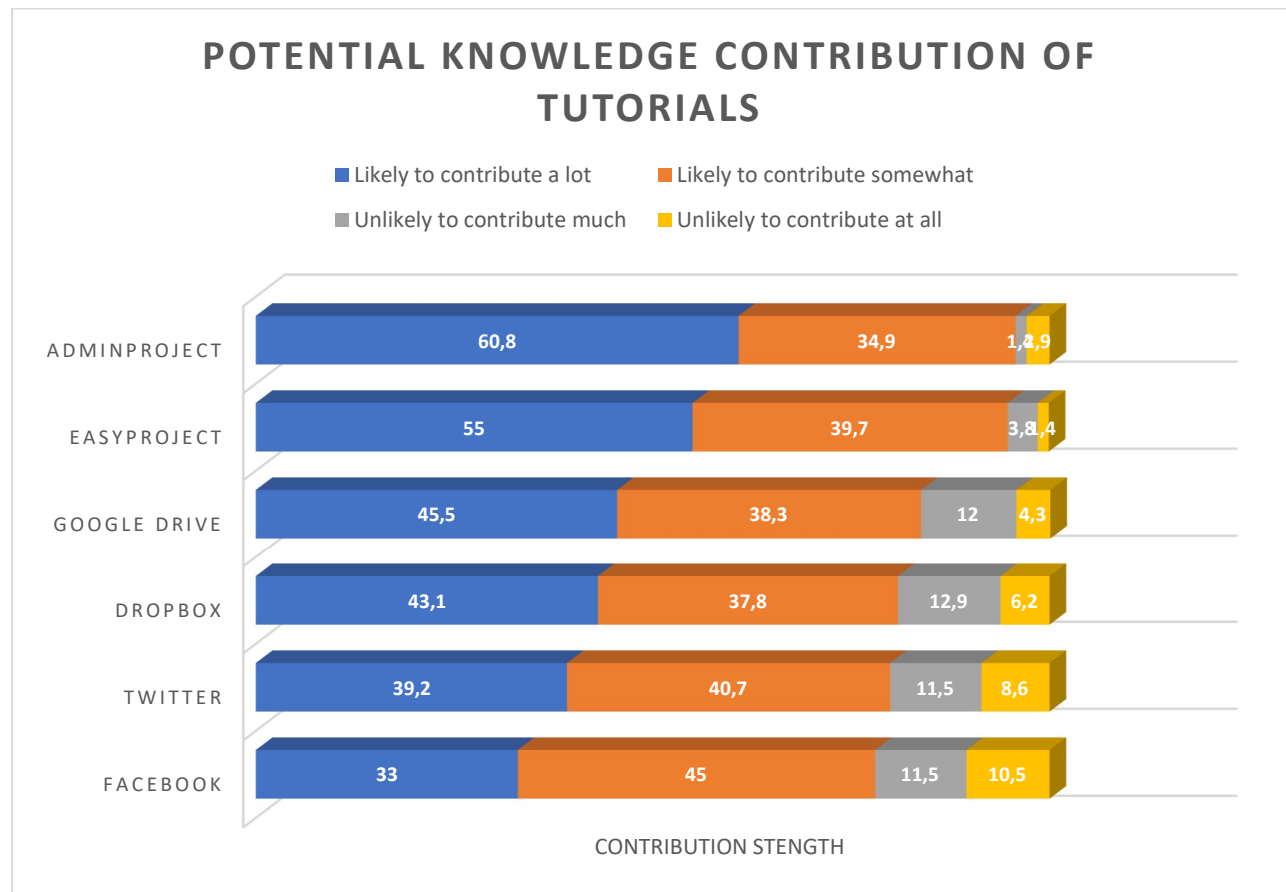|	Frequency	Percent
No	63	30.1
Yes	146	69.9
Total	209	100

Although respondents were asked to review all 15 videos before completing the questionnaire, it was anticipated that some would be unable to complete the full set. Therefore, the respondents were also asked which videos they had reviewed. The table below indicates which videos were reviewed in each language. As can be seen, in most cases a very high proportion (%) of videos were reviewed in each partner language.

Percentage of respondents reviewing tutorials in each partner language

Video language	AdminProject	EasyProject	Google Drive	FaceBook	Twitter	DropBox
EN	82.1%	69.2%	71.8%	61.5%	56.4%	71.8%
FR	100.0%	100.0%	95.0%	90.0%	90.0%	95.0%
GR	69.8%	72.1%	76.7%	65.1%	60.5%	60.5%
IT	77.6%	89.8%	71.4%	65.3%	63.3%	71.4%
NL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
PL	100.0%	98.0%	100.0%	100.0%	100.0%	98.0%

Respondents were asked to evaluate the tutorials they had reviewed in terms of the extent to which they felt each set is likely to contribute to their knowledge about using PCM and ICT tools for EU funding. A simple 4-point scale was provided: 'Likely to contribute a lot' (1), 'Likely to contribute somewhat' (2), 'Unlikely to contribute much' (3), 'Unlikely to contribute at all' (4).

The results clearly demonstrate that the respondents felt that all sets of videos would contribute strongly to their knowledge. Thus, the project management applications were clearly rated to be most valuable, followed by the file management applications, and then the social media applications.

POTENTIAL KNOWLEDGE CONTRIBUTION OF TUTORIALS

Legend:
- ■ Likely to contribute a lot
- ■ Likely to contribute somewhat
- ■ Unlikely to contribute much
- ■ Unlikely to contribute at all

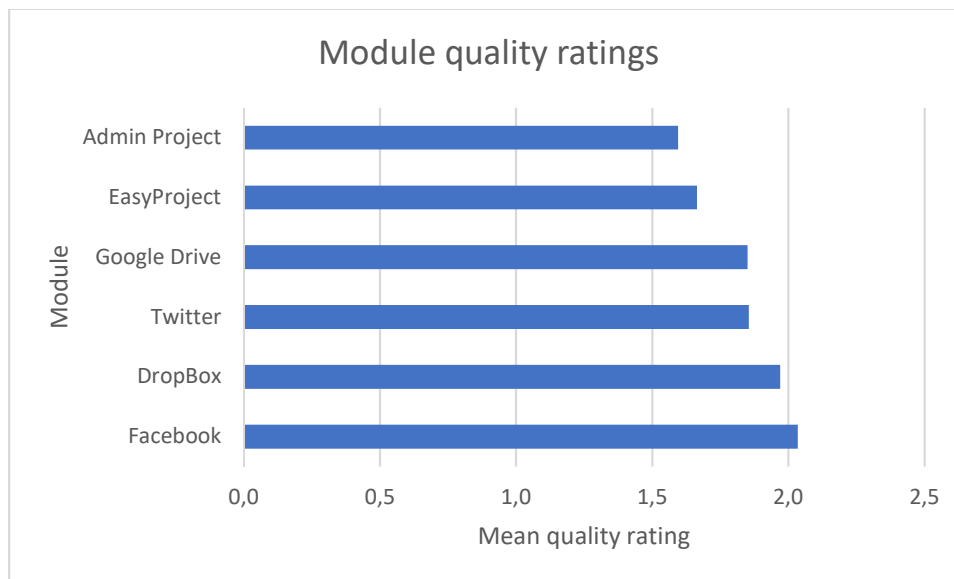| Application	Likely to contribute a lot	Likely to contribute somewhat	Unlikely to contribute much	Unlikely to contribute at all
ADMINPROJECT	60,8	34,9	1,4	2,9
EASYPROJECT	55	39,7	3,8	1,4
GOOGLE DRIVE	45,5	38,3	12	4,3
DROPBOX	43,1	37,8	12,9	6,2
TWITTER	39,2	40,7	11,5	8,6
FACEBOOK	33	45	11,5	10,5

CONTRIBUTION STENGTH

That this is a robust outcome is strengthened by the fact that no significant difference was observed between respondents who expected to have future involvement in EU projects and those who did not.

When asked to rate separately the content and design of each of the video sets (1=excellent, 2=good, 3=OK, 4=poor), respondents very positive about the material they reviewed. Thus, the mean scores for each of the video sets generally fell well within the range of 'excellent' to 'good':

Mean ratings for the content and design of the video tutorials

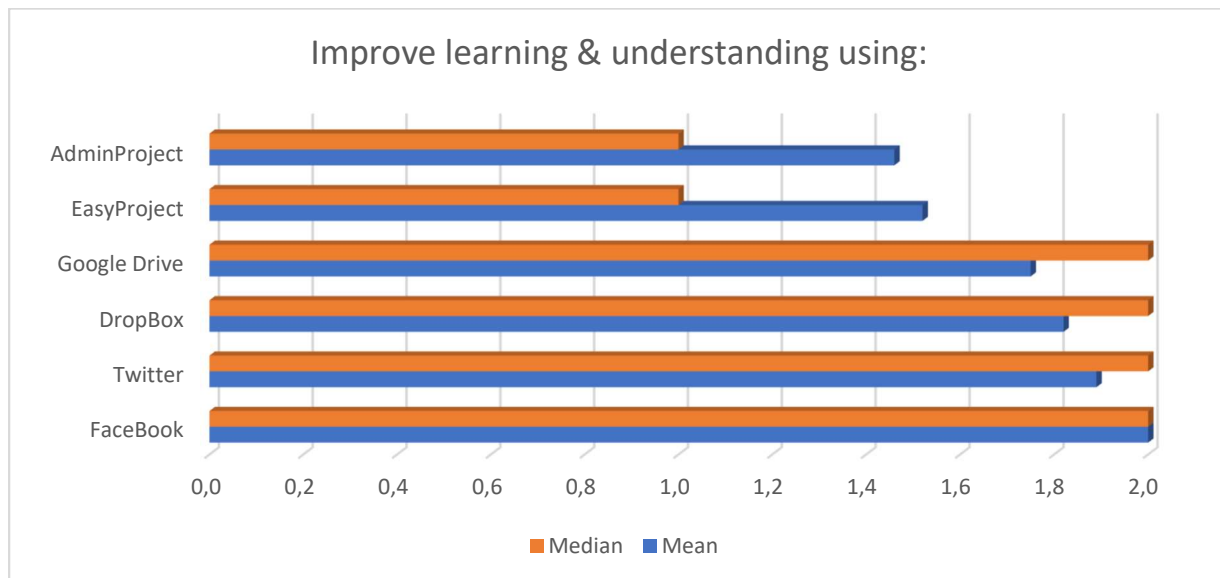|	Content	Design
Admin Project	1.58	1.61
EasyProject	1.66	1.67
Twitter	1.85	1.86
Google Drive	1.86	1.84
DropBox	1.98	1.96
Facebook	2.05	2.02

Since the mean scores for 'content' and 'design' were so close in each case, a combined (mean) 'quality' score was produced and is shown below (1='excellent, 2='good'):

Finally, respondents were asked to indicate the extent to which they felt each of the Generativity project's objectives would be better reached (understood) from the video set as a whole (1=strongly agree, 2=Agree, 3=Neither agree nor disagree, 4=Disagree, 5+Strongly disagree).
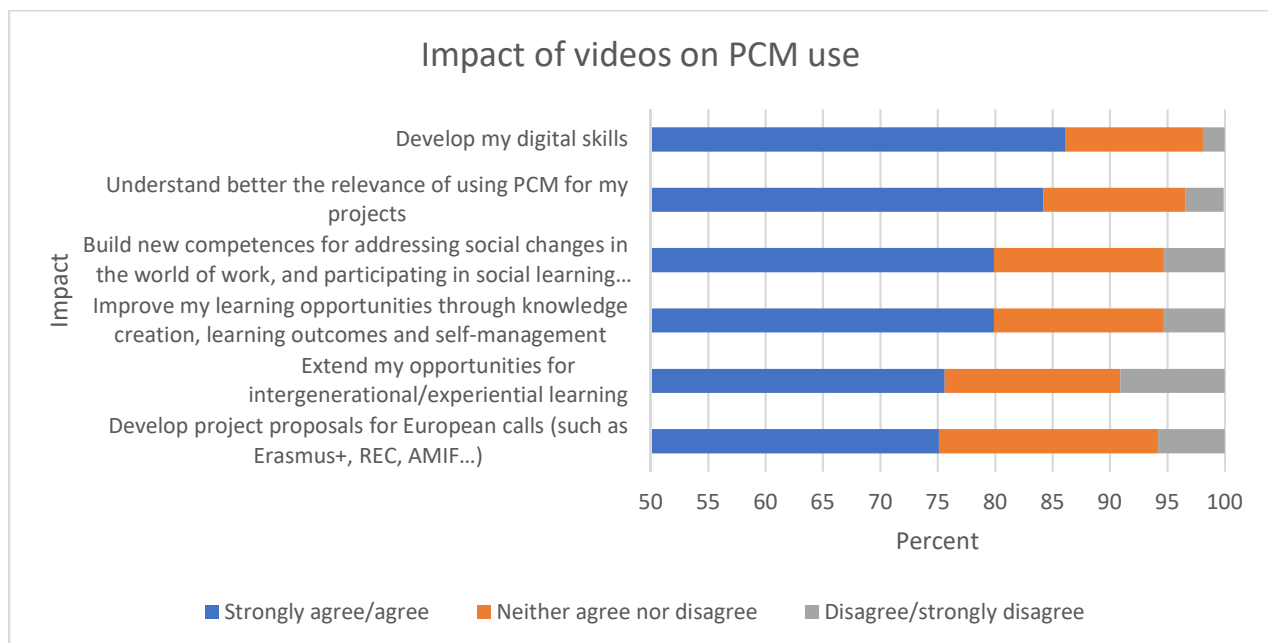
For the first of the objectives (improve my learning and understanding of Information & Communication Technologies (ICT) and Project Cycle Management (PCM) skills) the mean and median ratings were computed for each of the video tutorial sets reviewed. The median ratings for the two project management applications were both 1 (Strongly agree). For the remaining four applications the median rating was 'agree'. The figure below also provides the mean ratings for the six sets of videos. Although relatively meaningless in themselves, given the categorical scale used, an analysis of the mean scores does provide some more fine-grained interpretation of the relative impacts. As can be seen from the figure below, like with the knowledge contribution ratings, the project management applications were

clearly rated to be most valuable, followed by the file management applications, and then the social media applications.

Improve learning & understanding using:

For the remaining six objectives, as with the quality ratings, rating distributions for all the objectives were very firmly towards the 'Strongly agree' end of the scale. That being so, for each of the objectives the rating proportions were combined into three groups: strongly agree/agree, neither agree nor disagree, disagree/strongly disagree.

As can be seen in the figure below, the positive impact was clearly demonstrated to be more towards the digital literacy kinds of objectives. Again, there were no significant differences between the distributions of respondents who intend/do not intend to participate in EU project work.

Impact of videos on PCM use

Appendix 1

Assessment questionnaire used to evaluate the tutorials

Introduction

The Generativity project is funded by the EU's Erasmus+ programme. It is designed to develop online teaching and support aids to help European project managers and developers use effective Project Cycle Management (PCM) practices to create successful project outcomes. The outputs are developed by experienced European project managers and PCM practitioners. Hence the name 'Generativity', which implies *intergenerational and experiential learning*.

The project has produced a comprehensive set of video tutorials to help potential project managers and proposers use different (currently free) online tools and application to develop effective PCM practices. These are all available [???in all partner languages ???] on the project's web platform www.generativity.eu.

This short questionnaire is designed to evaluate users' thoughts about the tutorials, their content and effectiveness.

For administrative purposes please enter your

1. **Country ……………………………..**
2. **Name ………………………………..**
3. **Email address ……………………..**

Please note that these details will be kept strictly private and confidential. They will not be used in any analysis of the data nor will they be passed on to anyone else.

4. **Have you been involved/want to be involved in EU projects and European project management?**

    Yes ☐   **No** ☐

5. **Which language modules did you actually review?**

    EN   GR   FR   IT   NL   PL

6. **Which video tutorials have you reviewed?**

    Video tutorials about AdminProject
    Video tutorials about Easyproject
    Video tutorials about Gdrive
    Video tutorials about Facebook
    Video tutorials about Twitter
    Video tutorials about Dropbox

7. **Below are the different GENERATIVITY video tutorials that have been produced. For the video tutorials that you have watched please rate how much you feel each is likely to help improve your learning and understanding of using PCM and ICT with EU funding applications and management.**

   The tutorials that I have reviewed are likely to contribute to my knowledge about using PCM and ICT tools for EU funding:

	Likely to contribute a lot	Likely to contribute somewhat	Unlikely to contribute much	Unlikely to contribute at all
Video tutorials about AdminProject				
Video tutorials about Easyproject				
Video tutorials about Gdrive				
Video tutorials about Facebook				
Video tutorials about Twitter				
Video tutorials about Dropbox				

8. **Below are the different GENERATIVITY video tutorials that have been produced. For the video tutorial that you watched please rate how you feel about the <u>content</u> of each.**

   Overall I feel that *content* of the tutorials are:

	Excellent	Good	OK	Poor
Video tutorials about AdminProject				
Video tutorials about Easyproject				
Video tutorials about Gdrive				
Video tutorials about Facebook				
Video tutorials about Twitter				
Video tutorials about Dropbox				

9. **Below are the different GENERATIVITY video tutorials that have been produced. For the video tutorial that you watched please rate how you feel about the <u>design</u> of each.**

   Overall I feel that *design* of the tutorials are:

	Excellent	Good	OK	Poor
Video tutorials about AdminProject				
Video tutorials about Easyproject				
Video tutorials about Gdrive				
Video tutorials about Facebook				
Video tutorials about Twitter				
Video tutorials about Dropbox				

10. **Below are the GENERATIVITY project's OVERALL objectives. Having reviewed the online tutorials please rate how much you feel the tutorials you have watched are likely to help you to understand the issues involved.**

The tutorials that I have reviewed are likely to help me to:

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
improve my learning and understanding of Information & Communication Technologies (ICT) and Project Cycle Management (PCM) skills					
extend my opportunities for intergenerational/experiential learning					
develop my digital skills					
develop further my education and knowledge about PCM					
understand better the use of PCM as a project management tool					
Improve my learning opportunities through knowledge creation, learning outcomes and self-management					
build new competences for addressing social changes in the world of work, and participating in social learning and active inclusion					