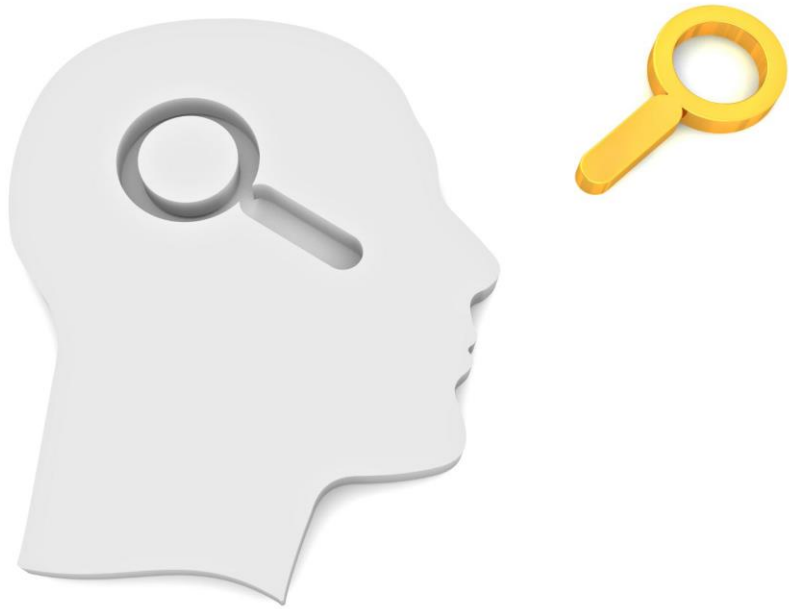


Evaluating the Effectiveness and Impact of Campus- Based Awareness Campaigns

Measuring outcomes and influence of student initiatives

Purpose and Importance of Evaluation



Determining Campaign Success

Evaluation assesses if awareness campaigns meet objectives like increasing awareness and changing behaviours.

Ensuring Accountability

Evaluation provides accountability to stakeholders and ensures resources are used effectively in campaigns.

Bridging Theory and Practice

Evaluation applies psychological principles to real-world interventions, connecting theory with practical outcomes.

Identifying Unintended Consequences

Evaluation uncovers unintended effects like stereotype reinforcement or resistance among groups.



Importance of Evaluation

Evaluation is essential for understanding the effectiveness of awareness campaigns in psychology.

Campaign Goals

Identify goals such as awareness, attitude change, and behavior modification in campaigns.

Assessment Methods

Use quantitative, qualitative, and mixed methods approaches to assess campaign impact.

Psychological Theories

Apply theories like the Theory of Planned Behaviour to guide evaluation strategies.

Evaluation Challenges

Critically analyse challenges and limitations in evaluating campus-based campaigns.

Types of Campaign Goals



Increase Knowledge

Campaigns raise awareness about psychological issues by providing information and education to the public.

Shift Attitudes

Efforts focus on reducing stigma and promoting positive beliefs to change public perceptions.

Encourage Behaviour Change

Campaigns motivate individuals to adopt healthier behaviours like seeking counselling or stress management.

Enhance Engagement

Increasing participation through events and social media creates community involvement and support.

Quantitative Approaches



Survey-Based Data Collection

Pre- and post-intervention surveys measure knowledge, attitudes, and intentions using standardized scales like Likert items.

Behavioural Metrics

Event attendance and social media engagement provide objective behavioural indicators of campaign participation.

Experimental Designs

Comparing control and intervention groups in experimental and quasi-experimental designs strengthens causal evidence.

Statistical Analysis

Techniques like t-tests, ANOVA, and effect size calculations determine the significance of observed changes.



Qualitative and Mixed Methods

Depth of Qualitative Methods

Qualitative methods explore detailed participant experiences through interviews and focus groups, revealing rich insights beyond numbers.

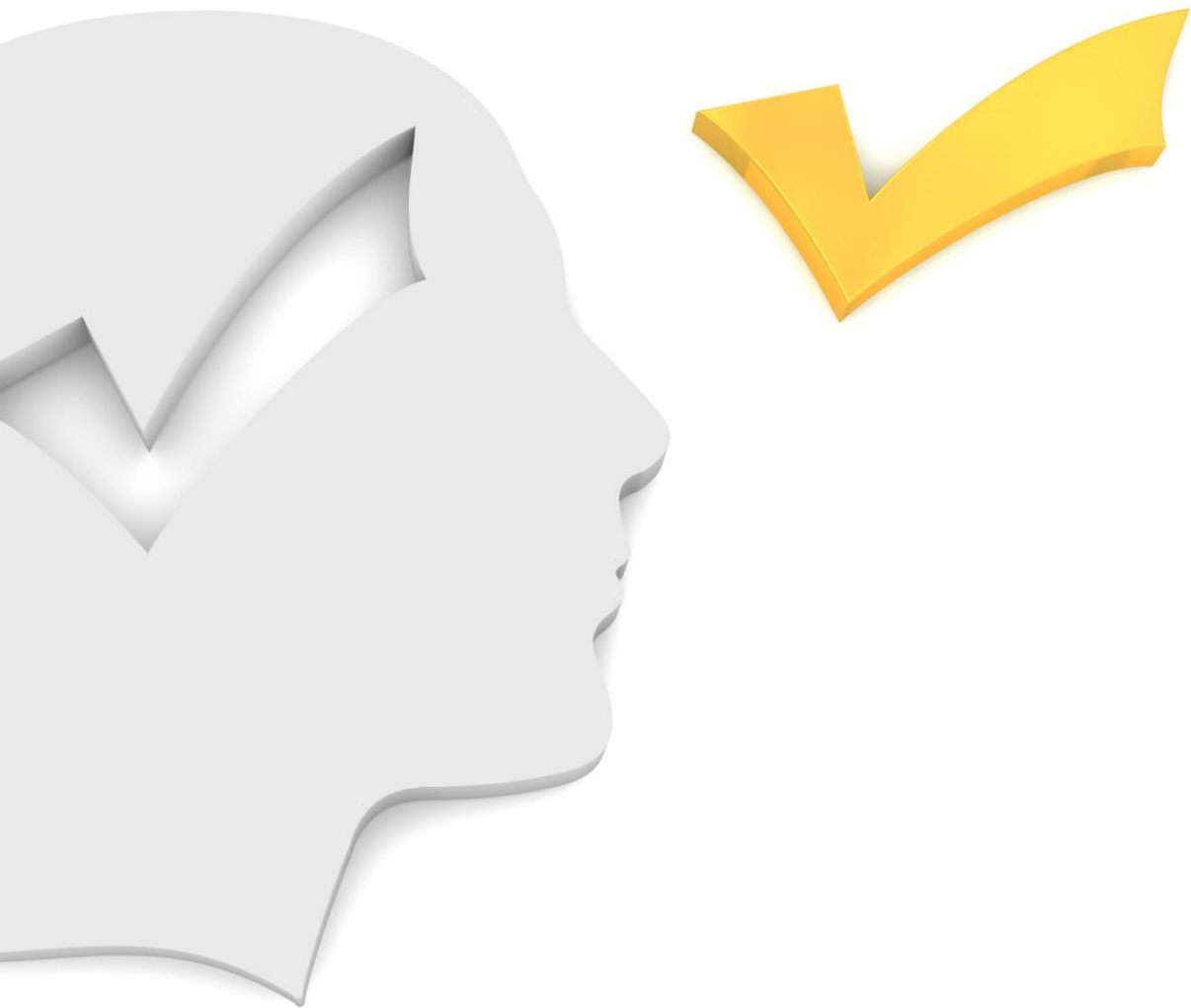
Thematic Data Analysis

Thematic analysis identifies patterns and themes from qualitative data to guide future campaign improvements and strategies.

Mixed-Method Approaches

Combining qualitative and quantitative data provides a comprehensive, valid evaluation capturing both measurable and subjective outcomes.

Applying Psychological Frameworks



Examples: Theory of Planned Behaviour and Health Belief Model

Theory of Planned Behaviour

This theory explains behaviour through attitudes, subjective norms, and perceived control influencing intentions and actions.

Health Belief Model

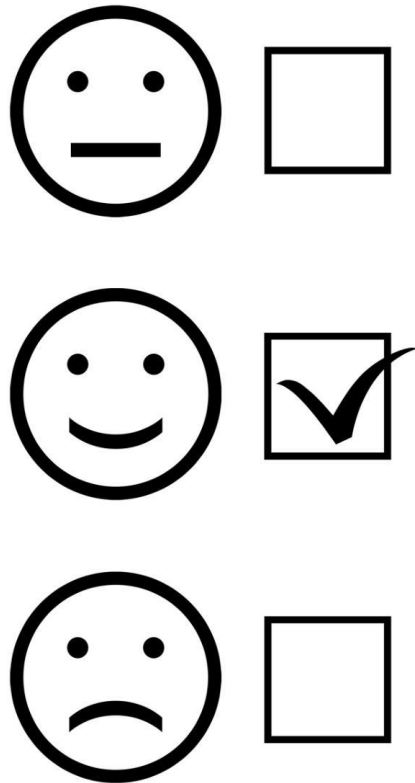
Focuses on perceived susceptibility, severity, benefits, and barriers as key factors in health-related behaviours.

Evaluation and Interpretation

Aligning metrics with these models helps explain why behaviour changes occur and improves campaign effectiveness.

Challenges and Practical Considerations

Limitations and Ethical Issues



Bias in Self-Reporting

Self-report measures may be biased as participants tend to give socially desirable answers, affecting data accuracy.

Limitations of Short-Term Evaluation

Short-term evaluations often miss long-term impacts, leading to incomplete or misleading conclusions.

Resource Constraints

Limited funding and time reduce the scope and depth of campaign evaluations on campuses.

Ethical Considerations

Ensuring informed consent, confidentiality, and avoiding harm are essential ethical practices in evaluations involving sensitive topics.

Case Study Example: mental health awareness campaign aimed at reducing stigma and encouraging help- seeking among students



Campaign Evaluation Methods

Evaluation includes pre- and post-surveys, focus groups, and counseling center usage data analysis to measure impact.

Positive Campaign Results

Results show increased willingness to seek help and greater awareness of mental health resources among students.

Impact of Personal Stories

Qualitative feedback highlights that sharing personal stories during the campaign was especially impactful for participants.

Mixed Methods Approach

Combining qualitative and quantitative methods offers a nuanced understanding of campaign effectiveness.



Key Takeaways

Importance of Evaluation

Evaluation ensures awareness campaigns achieve their intended psychological and behavioral outcomes effectively.

Combining Methods

Effective evaluation integrates both quantitative and qualitative methods aligned with theoretical frameworks.



In-class activity

Apply these principles
to your own campaign
for your assessment