

# The Energy Project

*An Integrated Cross-media Project*

PI: Bari Scott, SoundVision Productions

Evaluator: Saul Rockman, Rockman et al

# *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

The image shows a computer screen with two overlapping windows. On the left is a video chat window titled "Video Chat with rockmanchat4" showing a man with a blacked-out face. On the right is a Safari browser window displaying the website "The Public Radio Energy Project (BETA)". The website features the "BURN" logo, a navigation menu, and a main article about energy news.

**Finder** File Edit View Go Window Help David Wilmore's Computer

**Safari** File Edit View History Bookmarks Window Help The Public Radio Energy Project (BETA) Thu 1:53 PM Test User

http://burnenergyjournal.com/ Google

## BURN

*an energy journal*

The Public Radio Energy Project



HOME LISTEN LEARN BLOGS ABOUT STATION INFO

Host Alex Chadwick

### Welc

BURN RADIO SPECIALS

MARKETPLACE RADIO

Welcome ENERGY NEWSCASTS new series from The Public Radio Energy Project.



Hosted by veteran journalist and master storyteller **Alex Chadwick**, Burn is the beginning of a conversation—a dialogue that we hope will start our nation on the road to a better energy future.

Burn is about sharing Energy stories. Alex is keeping a journal of what he discovers on his explorations into a subject that is a huge part of our lives, but about which most of us know very little. And we want to hear from you because your Energy experience is just as important to

— Photo by Andy Corbett

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BURN RADIO SPECIALS

- 1 **Parties: Nuclear Power After Fukushima**
- 2 **Hunt for Oil: Risks and Rewards**
- 3 **Energy Efficiency**
- 4 **Election Special**

RECENT POSTS

- **January 27, 2012**
- **Welcome to BURN: an energy Journal**

# *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)