



MULTIMEDIA RESEARCH

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Evaluation Proposal for *Earth & Sky* NASA Shows July 14, 2008

Since 1995, Multimedia Research of Bellport, NY, has implemented numerous summative evaluations of *Earth & Sky* national programming. For the NASA-sponsored shows, Dr. Barbara Flagg, Director, will implement a quasi-experimental separate-sample pre-post summative evaluation to assess the impact of the shows on adults. The research design involves assigning participants randomly to one of two groups: one sample to complete an assessment interview prior to listening to NASA shows and a different random sample to complete the interview after listening. This approach is chosen because adult participants already have some knowledge of earth systems and some attitudes toward NASA so a pre-listening interview is important. However, an interview just prior to listening to shows may sensitize an audience to our desired outcomes and affect their listening behavior and the posttest results; thus, one random group is interviewed prior to listening to the shows and another randomly selected group interviewed after listening. The random assignment, stratified by gender, eliminates systematic differences between the groups.

Twenty men and twenty women, who are familiar with *Earth & Sky* shows, will be recruited at five national sites and randomly assigned to two listening groups. The sample of forty will listen to ten NASA-sponsored *Earth & Sky* shows over a period of ten days by visiting an *Earth & Sky* online site daily. One group will be interviewed prior to the listening experience, and one group afterwards. The interviews will assess the participants' attitudes toward NASA, their understanding of NASA's mission, knowledge of NASA scientists' methodologies, and the breadth of science researched by NASA. Both groups will also complete an online survey focusing on appeal and specific learning outcomes of exposure to the shows.

Budget:

Director of Evaluation	\$15,500
Research Assistants	\$ 5,000
Data Analyst	\$ 1,000
Participant Incentives	\$ 3,000
Administration	\$ 500
Total	\$25,000