

# 設定評估方式

## INDIVIDUAL IMPACT: VARIABLES, DEFINITIONS AND INDICATORS

Logic statement	Outcome variable (ascending magnitude of impact)	Variable definition	Example for ONE piece of content: Chalkbeat publishes an article about a successful school in Detroit...	Methods and/or indicators applied to one piece of content (ascending order of magnitude)
1. Trusted journalism causes people to think, believe, and act differently.	Increased awareness	Individuals have a new and/or deepened awareness of an issue.	Readers learn about the charter school system.	Unique page views; Time on page; Average session duration; Facebook Fans; Twitter followers; Newsletter subscribers; Podcast downloads; Survey results
	Increased interest	Individuals have a new and/or deepened interest in an issue.	Readers spend time reading the story and, due to increased interest, share it with others in their network.	Facebook comments; Facebook shares; Facebook video views; Twitter engagement rate; Newsletter open rate; Podcast listens; Survey results
	Change in opinion	Individuals change their opinion about an issue or topic.	Readers who previously were anti-charter schools change their opinion.	Survey results; Direct audience feedback

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2. Journalism influences individuals who then take an action based on the information they've accessed.	Spur to action	Individuals take a one time or finite action.	Readers decide to look into their local charter school system.	Survey results; Direct audience feedback
3. Journalism influences individuals who then become active, engaged citizens, including voting and putting pressure on publicly elected officials.	Behavior change	Individuals change a behavior.	Readers use the information they've gleaned when making decisions to vote and/or attend a public meeting.	Survey results; Direct audience feedback

## NETWORK IMPACT: VARIABLES, DEFINITIONS AND INDICATORS

Logic statement	Outcome variable (ascending magnitude of impact)	Variable definition	Example for ONE piece of content: Chalkbeat publishes an article about a successful school in Detroit...	Methods and/or Indicators applied to one piece of content (ascending order of magnitude)
<p>4. Journalism empowers organizations and networks, which then put pressure on publicly elected officials.</p> <p>5. Journalism empowers organizations and networks to share information with their constituents, resulting in individuals thinking and/or acting differently.</p>	New organizations and/or networks formed	New organizations and/or networks self-organize.	Parents in Detroit use the article as a focal point for an organizing meeting.	Survey results; Direct audience feedback; Citations (in content produced, newsletters, etc.)
	Existing organizations and/or networks strengthened	Existing organizations and/or networks are able to strengthen their own institutions.	A Detroit PTA uses the article to make demands of the city government in a public meeting.	Survey results; Direct audience feedback; Citations (in content produced, newsletters, etc.)
	Contribute to organizations and/or networks' work	Contribute to organizations and/or networks' work	A Detroit PTA shares the article through their newsletter in order to inform their members.	Survey results; Direct audience feedback; Citations (in content produced, newsletters, etc.)

## INSTITUTIONAL IMPACT: VARIABLES, DEFINITIONS AND INDICATORS

Logic statement	Outcome variable (ascending magnitude of impact)	Variable definition	Example for ONE piece of content: Chalkbeat publishes an article about a successful school in Detroit...	Methods and/or indicators applied to one piece of content (ascending order of magnitude)
6. Journalism puts pressure on institutions to address wrongdoing or take action.	Policy introduced	A new policy or regulation is introduced in an institution (governmental, corporate, etc.)	The city government introduces a policy related to charter schools and cites this story.	Public records; Public statements
	Policy passed	A new policy or regulation is passed by an institution (governmental, corporate, etc.)	The city government passes a policy related to charter schools and cites this story.	Public records; Public statements
	Institutional change	An institution initiates a change (governmental, corporate, etc.)	City council passes a new policy based on the story.	Public records; Public statements



## MEDIA AMPLIFICATION: VARIABLES, DEFINITIONS AND INDICATORS

Logic statement	Outcome variable (ascending magnitude of Impact)	Variable definition	Example for ONE piece of content: Chalkbeat publishes an article about a successful school in Detroit...	Methods and/or indicators applied to one piece of content (ascending order of magnitude)
7. Journalism can change the public discourse about an issue, or put an issue on the public agenda, resulting in greater awareness among the general public.	Amplification of content/ message	A particular perspective, piece of information, or message is amplified in the greater media ecosystem.	The story is mentioned in national media outlets.	Media mentions (news clipping service)
	Change in discourse	A pre-existing public conversation is altered.	The story is mentioned in national media outlets.	Content analysis
	Generate buzz	A new topic or issue is introduced into the greater media ecosystem.	The story is mentioned in national media outlets.	Content analysis using Media mentions (news clipping service)

# Impact 指標 (範例)

本案的本質為國家行銷，需要嚴肅的針對行銷階段與目的，制定不同指標來觀察，並定期追蹤考核。指標類型包含：品牌認知指標、使用者行為指標、影響力指標等。具體的開展與追蹤需要專業團隊參與。

	Awareness	Consideration	Conversion	Loyal
不排斥台灣的人	<ul style="list-style-type: none"><li>Content Usage</li><li>Brand Awareness</li></ul>			
未來有目標來台灣的人		<ul style="list-style-type: none"><li>Engagement</li><li>Clicks</li><li>Search</li><li>Mention</li></ul>	<ul style="list-style-type: none"><li>Business Metrics</li></ul>	
熱愛台灣的人		<ul style="list-style-type: none"><li>Search</li></ul>	<ul style="list-style-type: none"><li>Engagement</li></ul>	<ul style="list-style-type: none"><li>Share</li><li>NPS</li></ul>