LEVELS OF EVIDENCE



Product/service has well defined outcomes and measures and a supporting theoretical evidence base appropriate to its purpose



Example Evidence: Education research (e.g. literature review)



Usage of the product/service is as designed and achieves appropriate levels of satisfaction



Evidence that the product/service is shifting or influencing leading indicators and/or evidence of attaining outcomes



Evidence isolates the impact of the product/service or the target outcome(s) with practical and/or statistical significance



Evidence that the impact of the product/service on the target outcome(s) is replicated in multiple situations



Example Evidence:

User experience studies (e.g. satisfaction surveys from leaners/teachers



Example Evidence:

Pre/post tests (e.g. correlation analysis)



Example Evidence:

Controlled studies (e.g. use of control vs. 'treatment' groups)



Example Evidence:

Repeated and independent studies



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THE EFFICACY FRAMEWORK







