

Number/percentage of intended users who can recall correct information about knowledge

Indicator Number:

36

Logic Model Component:

Initial Outcomes

Data Type(s):

Count, proportion, qualitative

Short Definition:

Measures the extent to which intended users can accurately recall the health information, lessons, and guidance offered by a KM output

Definition and Explanation (Long):

This indicator measures the extent to which members of intended audiences recall/remember health information, lessons, and guidance offered by a KM output and can recall the information or concepts accurately.

Data Requirements:

Pre- and post-assessment data on knowledge about a particular subject matter; self-report surveys, which are most useful when conducted after the knowledge/information has been available for some time; anecdotal reports from intended users

Data Sources:

Pre- and post-assessment instruments on selected subject matter, such as multiple-choice or true/false knowledge quizzes or tests; feedback forms or audience surveys distributed with the KM output or after its dissemination or promotion; in-depth interviews (telephone or in-person)

Frequency of Data Collection:

Annually, or baseline/endline

Purpose:

Correctly recalling/remembering information suggests that a person paid enough attention to it to be able to remember it accurately later and/or it was presented in an appropriate way for learning and retention. Correct recall of information can be associated with effective knowledge development. It indicates an understanding of the knowledge or innovation, which may lead to better or more innovative application (Carneiro, 2000).

Issues and Challenges:

As with Indicator 35, to obtain sufficient information, yes/no questions should be followed up with an open-ended request for respondents to provide specifics.

Related Indicators:

Self-efficacy (indicator 37) and adoption of knowledge into one's belief system (indicator 38) can facilitate learning, retention, and recollection and, more importantly, necessary precursors to action (Bandura, 2006b; Bell et al., 2008).

Pages in the Guide:

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