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EU COMMUNITY MERGES ICT AND SOCIAL MEDIA NETWORKING WITH ESTABLISHED ONLINE MEDIA AND STAKEHOLDER GROUPS TO CULTIVATE TRANSPARENCY, ENHANCE EFFICIENCY AND STIMULATE

Deliverable D8.1
Evaluation Metrics

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Abstract:	<p>Within the framework and scope of the EU Community project, this deliverable illustrates the evaluation metrics to be used to assess the overall success level of the EU Community platform. The evaluation basically consists in measuring the extent to which the project has achieved the results intended, and it will be carried out by the mean of measurement indicators related to key criteria of evaluation. The methodology is built on the combination of two approaches: the policy impact measurement approach, which aims to evaluate the EU Community platform in terms of relevance, efficiency, effectiveness, additionality and sustainability; and the technology acceptance approach, which evaluates the platform</p>
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	<p>developed by EU Community according to the criteria of attitude towards use, perceived usefulness, perceived ease of use and behavioural intention to use.</p> <p>The deliverable starts with an introduction of the work package and the output to be delivered. Afterwards the online engagement evaluation framework, consisting of the intervention logic, the evaluation approaches, the general methodological framework and the development process for the evaluation metrics is presented. Finally, the evaluation metrics stemming from the evaluation criteria and the evaluation questions, as well as the sources for data collection are described and presented.</p>
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Contents

1 EXECUTIVE SUMMARY	9
2 INTRODUCTION	10
2.1 PURPOSE AND SCOPE	10
2.2 APPROACH FOR WORK PACKAGE AND RELATION TO OTHER WORK PACKAGES AND DELIVERABLES	10
2.3 STRUCTURE OF THE DOCUMENT	11
3 THE ONLINE ENGAGEMENT EVALUATION FRAMEWORK.....	12
3.1 THE EU COMMUNITY INTERVENTION LOGIC	12
3.2 THE TWO DIMENSIONS OF EVALUATION.....	16
3.2.1 Policy Impact Measurement Approach.....	16
3.2.2 Technology Acceptance Model	17
3.3 METHODOLOGICAL FRAMEWORK.....	19
3.4 DEVELOPMENT OF THE EVALUATION METRICS	20
4 EVALUATION METRICS.....	22
4.1 CRITERIA AND EVALUATION QUESTIONS	22
4.2 INDICATORS AND SOURCES	25
4.3 OPERATIONALISATION OF THE METRICS	31
5 CONCLUSION AND FUTURE STEPS.....	33
6 REFERENCES	34
I. APPENDIX A: EXTENDED METHODOLOGY: POLICY IMPACT MEASUREMENT.....	36
II. APPENDIX B: EXTENDED EVALUATION METHODOLOGY: TECHNOLOGY ACCEPTANCE ..	41

List of Figures

FIGURE 1: EU COMMUNITY INTERVENTION LOGIC	12
FIGURE 2: LOGICAL-CAUSAL RELATIONSHIP	14
FIGURE 3: BERMUDA TRIANGLE OF POLICY	15
FIGURE 4: TECHNOLOGY ACCEPTANCE MODEL	18
FIGURE 5: METHODOLOGICAL FRAMEWORK	19
FIGURE 6: LOGICAL-CAUSAL RELATIONSHIP COMPLETE WITH EVALUATION CRITERIA	20
FIGURE 7: DEVELOPMENT OF THE EVALUATION METRICS.....	21

List of Tables

TABLE 1: DEFINITIONS, ACRONYMS AND ABBREVIATIONS.....	8
TABLE 2: CRITERIA AND GENERAL EVALUATION QUESTIONS: THE POLICY IMPACT MEASUREMENT APPROACH	22
TABLE 3: CRITERIA AND SPECIFIC EVALUATION QUESTIONS: POLICY IMPACT MEASUREMENT APPROACH.....	23
TABLE 4: CRITERIA AND GENERAL EVALUATION QUESTIONS: TECHNOLOGY ACCEPTANCE MODEL	24
TABLE 5: CRITERIA AND SPECIFIC EVALUATION QUESTIONS: TECHNOLOGY ACCEPTANCE MODEL	24
TABLE 6: SCHEMATIC OVERVIEW OF PRIMARY SOURCES PER CRITERIA.....	25
TABLE 7: SPECIFIC EVALUATION QUESTIONS AND INDICATORS. SOURCE: METRICS EMBEDDED IN THE PLATFORM.....	26
TABLE 8: SPECIFIC EVALUATION QUESTIONS AND INDICATORS. SOURCE: USERS’ SURVEY...	27
TABLE 9: SPECIFIC EVALUATION QUESTIONS AND INDICATORS. SOURCE: EXPERTS’ ASSESSMENT.....	29
TABLE 10: SPECIFIC EVALUATION QUESTIONS AND INDICATORS. SOURCE: USERS’ SURVEY	30
TABLE 11: METRICS TO BE EMBEDDED IN THE PLATFORM.....	31

Definitions, Acronyms and Abbreviations

Table 1: Definitions, Acronyms and Abbreviations

Acronym	Title
EC	European Commission
ICT	Information and Communication Technologies
FITT	Fit among individuals, tasks and technology
IDT	Innovation Diffusion Theory
IT	Information Technology
TAM	Technology Acceptance Model
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UTAUT	Unified Theory of Acceptance and Use of Technology

1 Executive Summary

The aim of this Deliverable 8.1 is to elaborate a set of metrics and indicators to be used for assessing the extent to which the EU Community project has achieved its results. The process for the elaboration of the metrics has its start in the definition of the operational, intermediate and strategic objectives of the project followed by the definition of the evaluation criteria related in the case at hand both to the policy impact measurement approach and to the technology acceptance model.

The criteria of evaluation developed within the scope of the policy impact measurement approach are efficiency, effectiveness, additionality and sustainability. On the other hand, the evaluation criteria build on the technology acceptance approach are attitude towards use, perceived usefulness, perceived ease of use and behavioural intention to use.

The results of the deliverable consist in a set of metrics and indicators some of which will be implemented in the platforms, while others will be used to elaborate a long semi-qualitative questionnaire (users' survey), a quick qualitative feedback form, and the forms for the experts' assessment. Since the platform is not completed and the pilots are yet to be designed and launched, it is a bit premature to define a fully-fledged evaluation plan. In fact the evaluation methodology will be adjusted when the platform and its capabilities to be evaluated will be finalised. Thus, the deliverable prescribes an initial design of the evaluation methodology and will be further elaborated and finalised after the finalisation of the platform and based on the design of the pilots.

2 Introduction

2.1 Purpose and Scope

The aim of the Deliverable 8.1 is to elaborate a set of metrics and indicators to be used for assessing the extent to which the EU Community project has achieved its results. The deliverable prescribes an initial design of the evaluation methodology and will be further elaborated and finalised after the finalisation of the platform and based on the design of the pilots. Some of the produced indicators will be implemented in the platforms, while others will be used to elaborate a long semi-qualitative questionnaire (users' survey), a quick qualitative feedback form, and the forms for the experts' assessment. The process for the elaboration of the metrics initiates with the definition of the operational, intermediate and strategic objectives of the project followed by the definition of the evaluation criteria related in the case at hand both to the policy impact measurement approach and to the technology acceptance model. Then, building on objectives and criteria, we develop a series of evaluation questions to be further refined. Finally, in order to give an answer to the specific evaluation questions, a set of indicators are elaborated and matched to the appropriate sources for data collection.

It has to be noticed that the objectives of EU Community and the needs of target users illustrated in the deliverable are excerpted from the project' documents (in particular the Description of Work and the article by Charalabidis et al. (2014)), and that the process of the elaboration of the evaluation metrics has taken into account the Deliverable D9.1 - Dissemination & Communication Plan as well as the Deliverable D2.4 – Community Requirement and Specifications Research Strategy.

In the following paragraphs the relation between the evaluation activity and other work packages is presented.

2.2 Approach for Work Package and Relation to other Work Packages and Deliverables

The elaboration of the evaluation metrics refers to Task 8.1 Design of the metrics, which is part of Work Package 8 Evaluation. The objective of the work package is to evaluate the overall success level of the EU Community platform by measuring the level of the community engagement, as well as to draw recommendations for future solution deployment and lessons learnt from the pilot phase. The evaluation will be undertaken throughout the project by the means of a set of metrics embedded in the platform, a long semi-qualitative questionnaire (users' survey), a quick qualitative feedback form, interview forms for experts' assessment, and finally some of them will be embedded in the platform. The activities of the work package Evaluation are related to Work Package 6 Platform Development, as a set of evaluation metrics are to be implemented in the platform; and to Work Package 9 Dissemination and Exploitation, as the survey of users needs will be available on the platform but also send out to the stakeholders via email. Additionally it will be disseminated also on social media through the channels identified by Work Package 9.

2.3 Structure of the Document

This deliverable is structured as follows: Section 2 discusses the online engagement evaluation framework. More specifically, section 2.1 introduces the intervention logic of the project, Section 2.2 presents the two dimensions of evaluation, Section 2.3 illustrates the general methodological framework, while Section 2.4 depicts the process for the development of the evaluation metrics. Further, Section 3 presents the evaluation metrics, describing the evaluation criteria (3.1 and 3.2), the evaluation questions, the indicators and the sources (3.3), while Section 4 wraps up the contents of the document. Section 5 contains bibliographic references whereas Section 6 includes the extended evaluation methodology as an Appendix.

3 The Online Engagement Evaluation Framework

This chapter begins with the illustration of the fundamental intervention logic of the project. Subsequently the two dimensions of evaluation are presented, namely the policy impact measurement approach and the technology acceptance model, which are then integrated in the general methodological framework. Finally, the process for the development of the evaluation metrics is described.

3.1 The EU Community Intervention Logic

The first step in setting up an evaluation framework is the definition of an intervention logic for the project. In the specific case, the logic of the intervention (Figure 1) entails the evaluation of the five stages of engagement:

- Definition of the **Context** in terms of socio-political factors and of the **Needs** of the users as well as of the objectives of the call
- Evaluation of the **Intervention** in terms of technical design, methodological design, and quality of moderation
- Evaluation of **Output/uptake**: extent of participation, degree of diversity in participation, content provided in the platform
- Evaluation of **Outcomes**: quality of ideas, quality of actual decisions, quality and availability of policy options
- Evaluation of **Impact**: improved quality of policy making and increased empowerment of actors

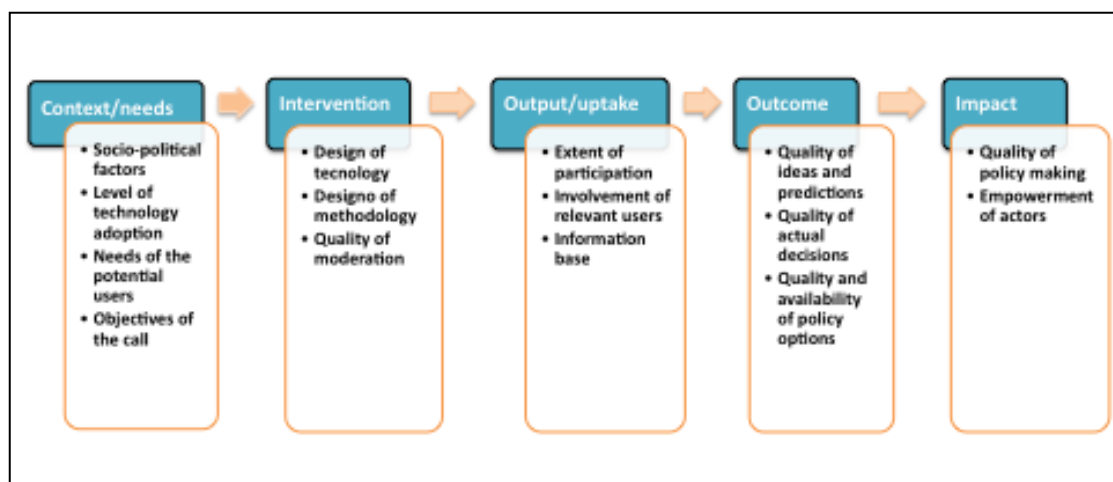


Figure 1: EU Community intervention logic

The steps outlined in the intervention logic are related to the objectives of the project:

- The operational objectives are related to output/uptake, and consist of:
 - Providing a ready to use information base and a platform containing a set of visual tools, focusing on the most relevant documents as well as the most knowledgeable people and credible people on each topic
 - Involve the key actors of the EU policy debate
- The intermediate objectives are related to outcome/results and consist in improving the capacity to:
 - IO1. Map the position of stakeholders and institutions
 - IO2. Quickly gather the evidence available
 - IO3. Monitor the status of policy issues in the decision-making flow
 - IO4. Expand you visibility and influence the policy debate
 - IO5. Identify new experts
- The strategic objectives are related to impact and consist in Improving the quality and transparency of EU Policy Making:
 - More evidence based policy making
 - More consensus behind policy decisions
 - More alignment with strategic priorities
 - More capacity to quickly react to policy priority

Also the problems/challenges of the targets of the project are related to the steps of the intervention logic:

- In relation to output/uptake
 - The traditional policy discussion is sub-optimal in terms of speed, clarity and use of evidence and the open discussions involving important new players are often too general and crowded
 - Too many unstructured contributions not easily understandable and of low quality
- In relation to outcome/results
 - Low quality and availability of policy options, low quality of decisions and ideas

- In relation to impact
 - Low quality, transparency and efficiency of EU policy making and empowerment of stakeholders and citizens

There is obviously symmetry between the analysis of the problems and the description of the objectives. In Figure 2, the logical-causal relationship is illustrated between problem/challenge and the objectives outlined by associating to each level of problems/challenges a correspondent level of objectives. The logical-causal relationship is complemented by systemic elements and feedback loops.

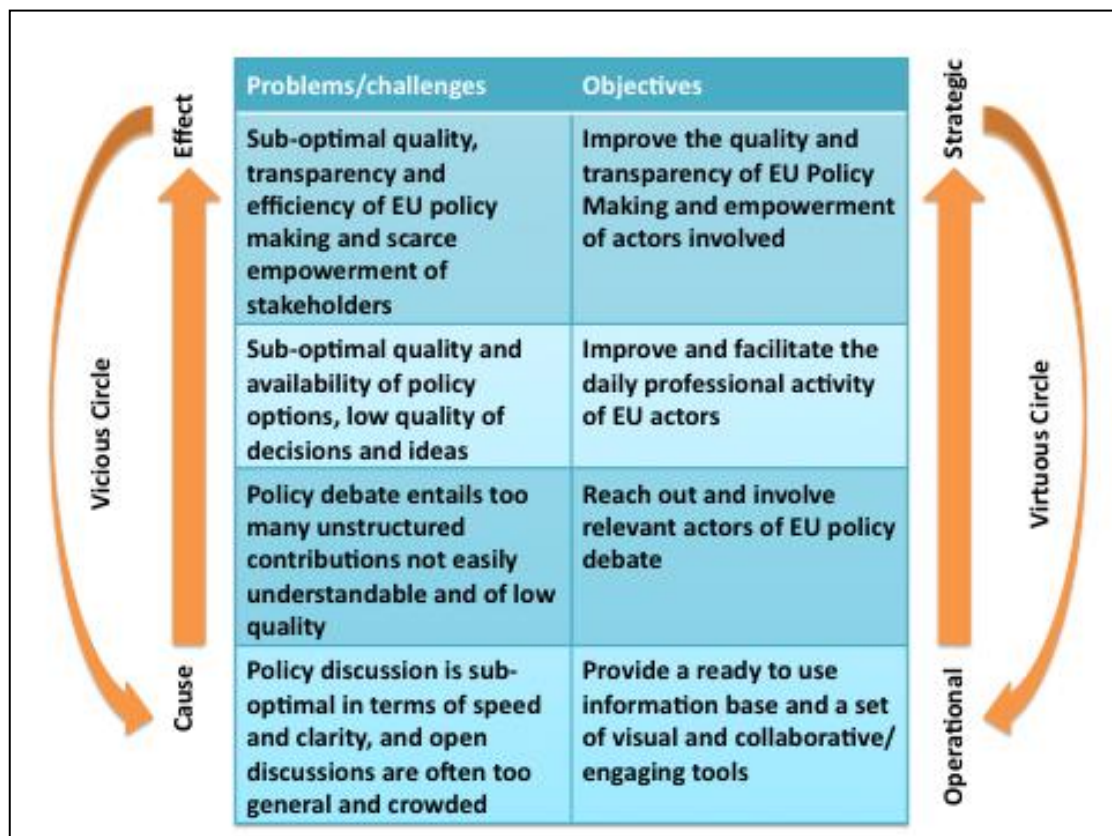


Figure 2: Logical-causal relationship

The target

One remarkable element of the project is the fact that it is not targeted to the population at large, but rather it addresses the needs of relevant EU stakeholders. It goes beyond the paradigm of “open policy making” to provide high quality services to expert groups, in order to improve the quality of policy-making. In fact, according to Charalabidis et al. (2014), the target of the EU Policy Community, which is the target of the project, is composed by:

Decision makers:	The Commission, the European Parliament, the Council, the European Investment Bank, the European External Action
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	Service and the decentralised agencies and bodies
Influencers:	EU industry federations, Trade Unions, NGOs, multinational corporations
Experts and Policy Analysts	Examples include international media organisations (e.g. EurActiv.Com), as well as think tanks (e.g. Lisbon Council) and academic experts

Incidentally, these three categories reflect what Robert Madelin calls the Bermuda Triangle of policy, as illustrated below:

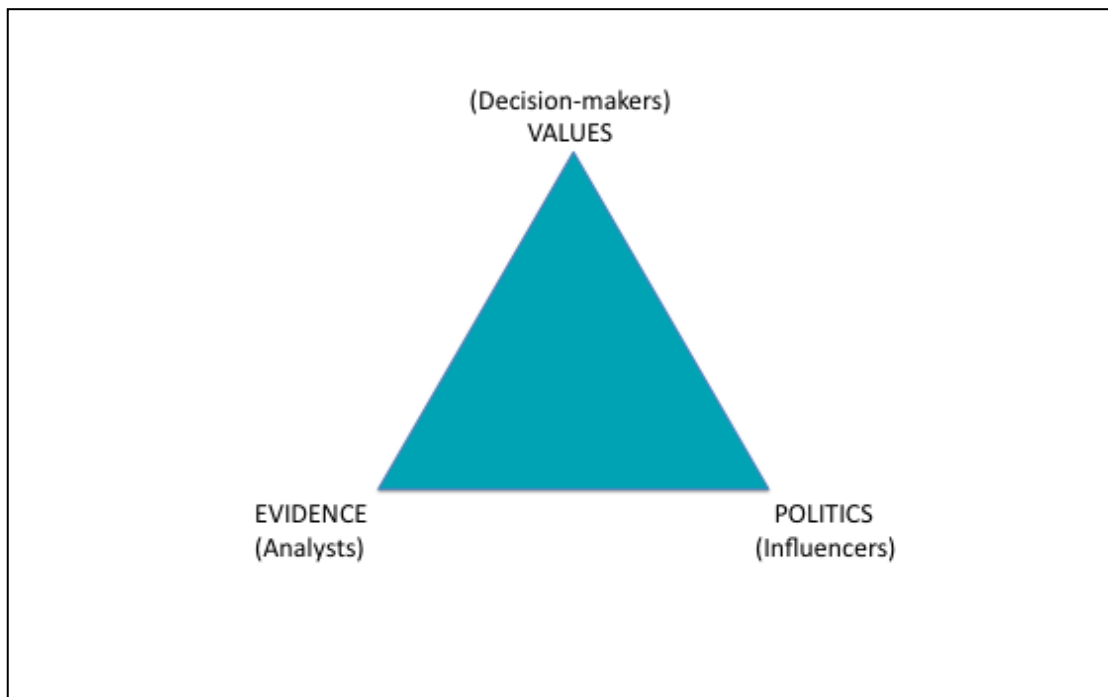


Figure 3: Bermuda Triangle of policy

Different objectives are relevant for each typology of stakeholders¹:

Type	IO1	IO2	IO3	IO4	IO5
Decision makers:	XXX	XXX	X		XXX
Influencers:	XX	X	XXX	XXX	
Experts and Policy Analysts	X	XX	XX	X	

¹ It has to be noticed that the higher the number of “X”, the more relevant the objective is for the stakeholder

As for the output produced, the aim of the project is to retrieve documents authored by experts (or authorities, such as European Commission) in various other sources (blogs, websites, etc.), and then process them providing a structured information base. More in particular the project platform EurActory component's output will include credibility ranking of pivotal EU actors, while the PolicyLine component will include relevant documents in visualization form such as:

- The mapping of topics and subtopics of the document with respect to the steps of EU policy process (public debate, policy debate, draft, debate, decision, implementation, review)
- Official relevant documents from EU Institutions (e.g. white papers, green papers, Commission drafts, amendments, etc.)
- Links to various stakeholder positions documents (e.g. from industry federations, NGOs, etc) related to the relevant official documents
- Media analysis documents (e.g. from EurActiv and other media), which are related to the relevant official documents

3.2 The two Dimensions of Evaluation

In this subsection the two approaches to the evaluation to be used throughout the project are depicted. One approach has been developed for assessing policy interventions, and thereby it is dubbed by the authors' policy impact measurement approach, while the other approach is related to the acceptance of a technology.

3.2.1 Policy Impact Measurement Approach

Starting from the intervention logic depicted in Figure 1, it is possible to define a set of indicators, which are characteristics or attributes that can be measured to assess a project in terms of its outputs, outcomes or impacts, and that can be either quantitative or qualitative. Measurement indicators can be used to assess interventions according to key criteria of evaluation and which measure to which extent a project has achieved the results intended. The evaluation criteria used in the project are: relevance, efficiency, effectiveness, and additionality. The evaluation criteria are further described below:

- The relevance criterion aims to evaluate if the objective of the intervention under scrutiny is adequate to face the needs of the beneficiaries. In this respect, we will analyse the profile of the participants in terms of needs, benefits and participation, as well as the methodological and technical design of the project.
- Efficiency aims to evaluate if the inputs provided by a project are adequate to reach a given result in terms of outputs and outcomes. In this sense, we will evaluate the extent of participation, its degree of diversity, as well as the capability of the project to obtain the same results with less expenditure.

- Effectiveness: this criterion, which is the most important, refers to the capability of EU Community to reach its intermediate and strategic objectives, i.e. to improve and facilitate the daily activity of EU actors, and to improve the quality and transparency of EU Policy Making and empowerment of actors. To this respect, we will evaluate the value of the services offered, the quality and quantity of the information provided in the platform, as well as what kind of benefits have been gained by users.
- Additionality is referred to the capability of EU Community to achieve a set of results that would have not been reached in its absence. In particular, in our case it refers to the capability of the project to provide better services that are unique or better than similar initiatives, as well as to reach users that normally are not reached by other services.

3.2.2 Technology Acceptance Model

A number of theories have been developed in order to assess the reasons according to which users make decisions about adopting technology applications.

The Innovation Diffusion Theory (IDT) (Rogers 1995), explains the process that an intervention follows in order to move from the state of invention to widespread adoption. The theory classifies individuals according to their speed of uptake: innovators, early adopters, early majority, late majority and laggards. Moreover, the approach illustrates a set of innovation characteristics affecting diffusion: compatibility, relative advantage, complexity, trialability and observability.

The Theory of Planned Behaviour (TPB) (Fishbein and Ajzen 1975) states that the determinants of individual behaviour are subjective norms (individual's consideration about the opinion of people who are important to him/her towards the implementation of the behaviour in question), attitudes toward behaviour (feelings about implementing the behaviour), and perceived behavioural control (ease or difficulty in implementing the behaviour).

The Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al. 2003), according to which social influence, performance expectancy, effort expectancy, and facilitating conditions, are direct determinants of intention to use and of behaviour.

The FITT framework (Ammenwerth et al. 2006), according to which in the IT implementation process an essential element is the fit among individuals, tasks and technology. The theory states that the implementation of IT solutions in clinical practice depends upon the fit amongst individual attributes (e.g. motivation to use the IT solution), technological attributes (e.g. usability), and attributes of the clinical processes (e.g. organizational factors).

Finally, the Technology Acceptance Model (TAM) (Davis 1989, Davis et al. 1989) is the most frequently used theory, and it is the one to be adopted within the scope of the EU Community project. The Technology Acceptance Model builds on the attitude paradigm developed by Fishbein and Ajzen's (1975), which illustrates how to measure the components of attitudes related to behaviour, distinguishes between beliefs and attitudes and explains the mechanism according to which external stimuli are connected to beliefs, attitudes and behaviour. The Technology Acceptance Model builds also on the Theory of Reasoned Action (TRA). This theory states that the performance of an individual is influenced by his/her attitude and subjective norms concerning the behaviour in question. Moreover, it

states that the beliefs and the motivations of individuals interact with existing behaviour (Ajzen and Fishbein 1980).

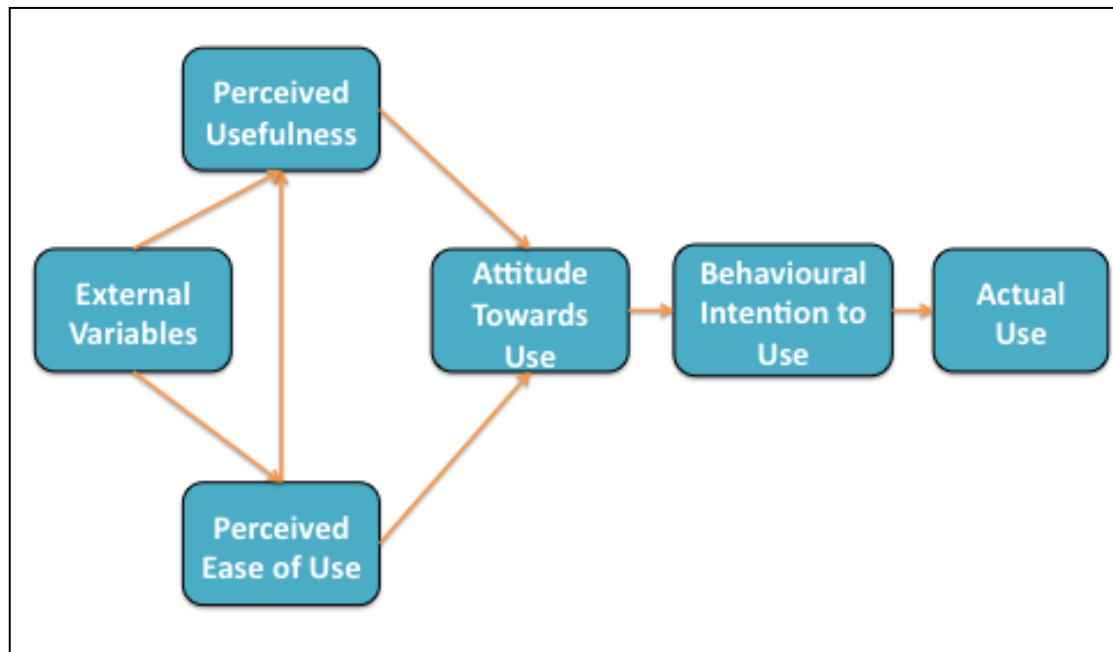


Figure 4: Technology Acceptance Model
Source: Davis (1989)

Let us now see what are the criteria according to which technology can be accepted. Davis (1989), argues that user acceptance of any technology is determined by two factors:

- Perceived usefulness, which is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance”
- Perceived ease of use, which is defined as “the degree to which a person believes that using a particular system would be free from effort”

Perceived usefulness and perceived ease of use form the attitude towards use, which is explained by Davis (1989) as “the degree of evaluative affect that an individual associates with using a system in his or her job”. Finally, according to the theory behavioural intention to use, which is “a person’s perceived likelihood or subjective probability that he or she will engage in a given behaviour” (Davis et al. 1989; Davis and Venkatesh 2004), determines the actual use of the application, and attitude toward technology affects the intention.

As shown in Figure 4, perceived ease of use and perceived usefulness can be affected by various external variables such as personal characteristics like the level of education (inter al. Burton-Jones and Hubona 2005) and gender (inter al. Venkatesh and Morris 2000), or such as organisational features like training in computer use (inter al. Venkatesh 1999).

The technology acceptance mode has been tested with several types of IT applications (inter al. Lee et al. 2006; Yarbrough and Smith 2007), and it has also been adopted for the identification of functional factors in designing health information websites for customers (Kim and Chang 2007). Moreover, several studies have demonstrated that the model can be used to assess actual IT use

(Venkatesh and Morris 2000) as well as the variation in behavioural intention (Chau and Hu 2002).

3.3 Methodological Framework

Combining the intervention logic, the technology acceptance evaluation criteria and the policy impact evaluation criteria we have defined an overall methodological framework for the evaluation of EU Community (Figure 5). As illustrated, the technology acceptance criteria are all indirectly related to the production of output of the project, while in particular perceived ease of use is related to the input/intervention and perceived usefulness is related to the outcome/result of the project. As for the policy impact evaluation criteria, additionality is related to the impact over the baseline (context), while relevance regards the adequacy of the intervention with respect to the needs of the targets. In the same way efficiency concerns the adequacy of the output produced with the input deployed, while finally effectiveness of the intervention concerns the outcome reached by the mean of the outputs produced.

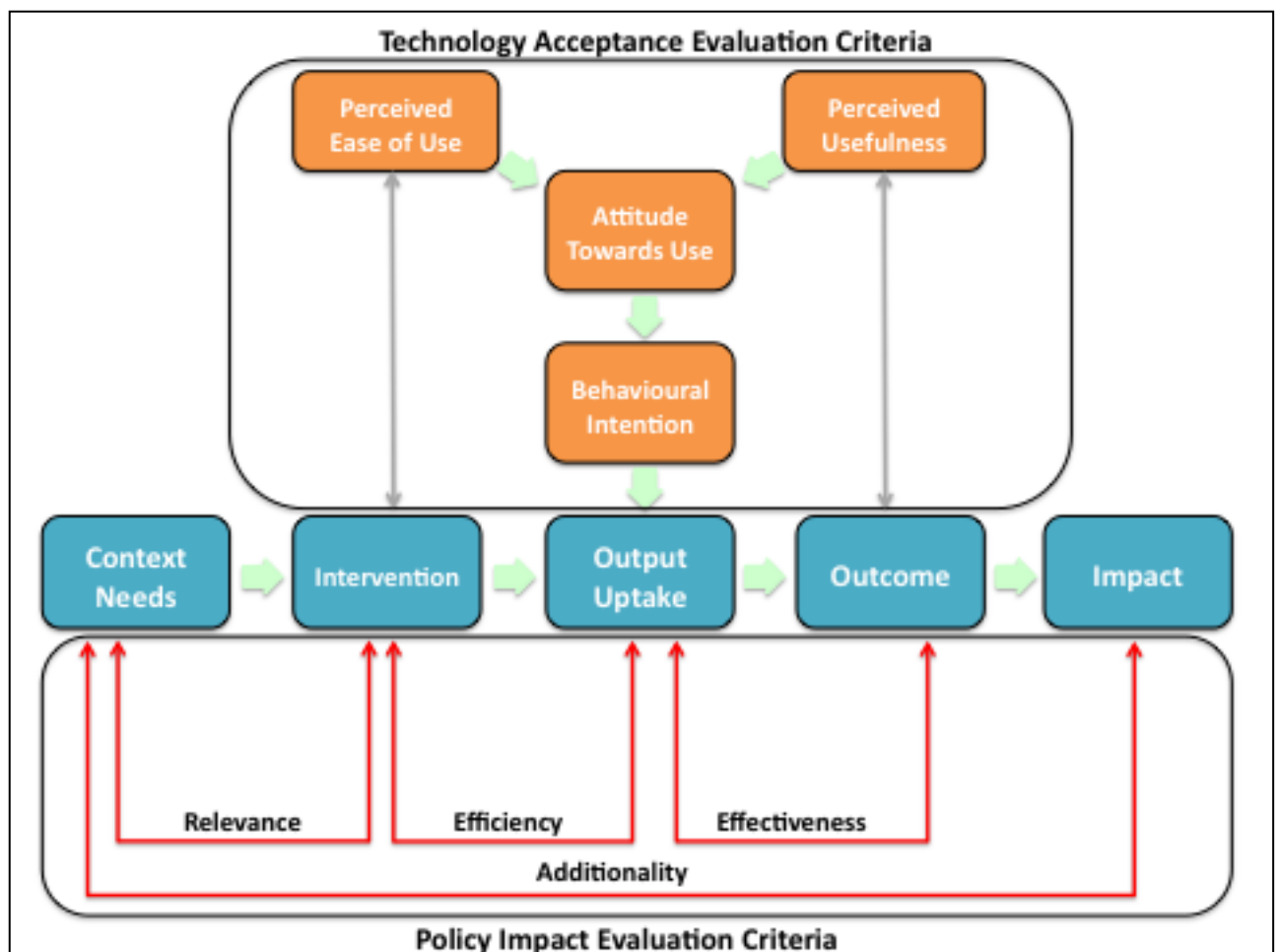


Figure 5: Methodological Framework

After having defined the technology acceptance evaluation criteria and the policy impact evaluation criteria it is possible to illustrate the logical-causal relationship between problem/challenge and objectives in a more complete fashion (Figure 6).

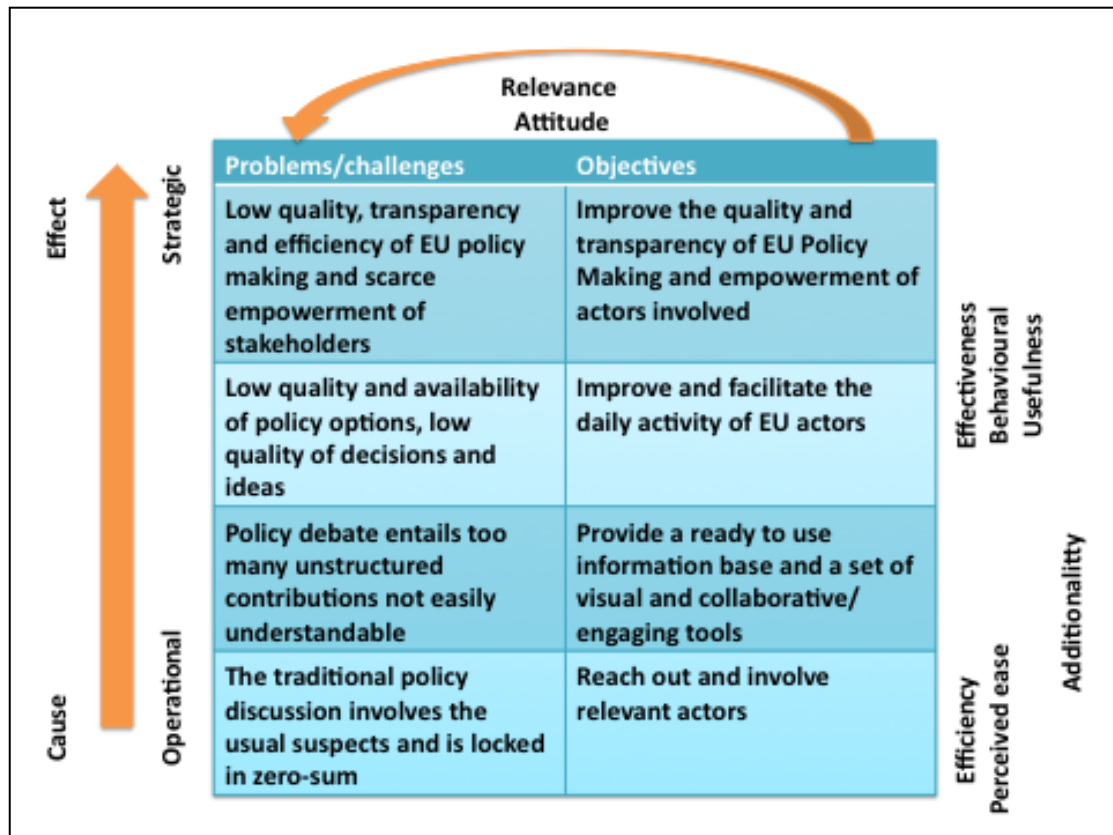


Figure 6: Logical-causal relationship complete with evaluation criteria

Taking into account the objectives of the project, it follows that the criteria of efficiency and effectiveness are respectively referred to the operational and strategic objectives. Moreover, the criteria of relevance, additionality and sustainability are transversal to all the objectives. On the other hand, perceived usefulness is related to operational objectives, while attitude, perceived ease of use and behavioural intention to use are related to the intermediate objectives.

3.4 Development of the Evaluation Metrics

In Figure 7 the process for the development of the evaluation metrics is depicted. The process starts with the definition of the objectives of the project (operational, intermediate and strategic), followed by the definition of the evaluation criteria, which assess to which extent a project has achieved the results intended, and which are related in the case at hand both to the policy impact measurement approach and to the technology acceptance model. From the set of objectives and criteria stems a series of evaluation questions that are further refined. Then a set

of indicators is defined in order to answer to the specific evaluation questions. The definition of the sources related to the indicators is the last step.

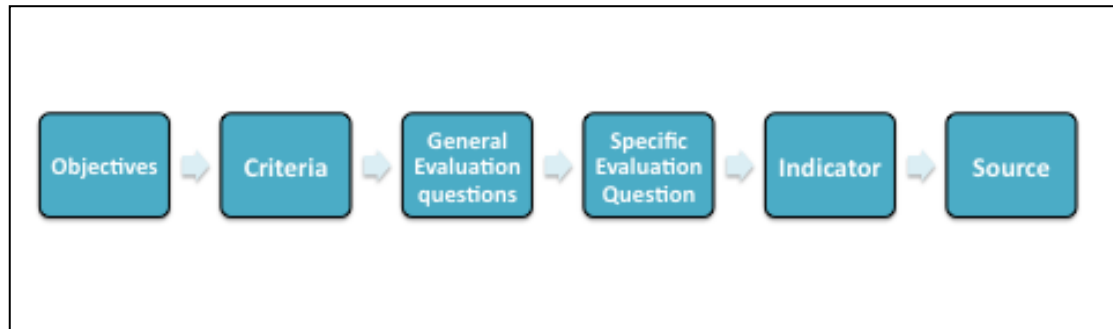


Figure 7: Development of the evaluation metrics

In section 3 the evaluation metrics stemming from the criteria and the evaluation questions for the two approaches, the policy impact measurement and technology acceptance model, are illustrated. Furthermore, the extended methodology for the dimensions of evaluation is presented in the Appendixes (Appendixes A and B).

4 Evaluation Metrics

This section contains the core output of the deliverable, as it illustrates the criteria and evaluation questions (3.1), the indicators and data sources (3.2), and finally the operationalisation of the metrics (3.3).

4.1 Criteria and Evaluation Questions

In this subsection, we first illustrate the criteria and the derived general evaluation questions relative to the policy impact measurement approach and the technology acceptance model.

Relevance deals with the extent to which the project is designed to address genuine needs and problems. Efficiency refers to the capacity to attract the right quantity and profile of participants and to stimulate uptake of the platform in a cost-efficient manner. Effectiveness refers to capacity to reach the objectives of the project, delivering high value and benefits to users, and ultimately delivering better policies, while additionality refers to the difference made by the project with respect to existing services.

In Table 2 the criteria and the general evaluation questions related to the Policy Impact Measurement approach are illustrated.

Table 2: Criteria and General Evaluation Questions: the Policy Impact Measurement Approach

CRITERIA	GENERAL EVALUATION QUESTIONS
Relevance	<p>Is the design of the platform and the services provided adequate to improve the quality and transparency of EU policy making?</p> <p>Does the platform satisfy the needs of users and potential users?</p>
Efficiency	<p>Is the participation obtained adequate in terms of quantity and profile of users?</p> <p>Did users contribute actively?</p> <p>Could we obtain the same results with less expenditure?</p>
Effectiveness	<p>What is the value of the services offered?</p> <p>Which kinds of benefits users have gained?</p> <p>Did it achieve the project intermediate objectives?</p> <p>Did it achieve the project strategic objectives?</p>
Additionality	<p>To which extent the project has made a difference?</p>

In a further step, the evaluation questions for the policy impact measurement approach are expanded and refined as shown in Table 3. As it can be observed, the questions are useful in order to figure out the quantitative and qualitative information that is to be used for the evaluation of the project. In regards to the terminology there are three important definitions:

- Subgroup - as already mentioned the targets of the project are basically three: decision makers, influencers and experts/analysts
- Domain - related to the pilots: Renewable energy, Innovation and entrepreneurship, Future of EU. Obviously other sub-communities will be also taken into account

Table 3: Criteria and Specific Evaluation Questions: Policy Impact Measurement Approach

CRITERIA	SPECIFIC EVALUATION QUESTIONS
Relevance	Does the platform satisfy the needs of users and potential users? Is the design of the platform and the services provided adequate to improve the quality and transparency of EU policy making?
Efficiency	Was the right target involved in terms of sub-group/domain? What is the extent of adoption from each target sub-group/domain? What is the participation in terms of active contribution from each target sub-group/domain? Could we obtain the same results with less expenditure?
Effectiveness	What is the value of the services offered? What is the quantity and quality of content presented in the platform? To what extent are users facilitated in carrying out their daily activity in terms of each intermediate objective? Are policies more evidence based, consensual, adaptive and coherent, and aligned with priorities?
Additionality	Are the services provided by the project better than similar initiatives? What are the services provided which are unique to the project? Was the service able to reach users that normally are

	not reached by other services?
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Taking into account the efficiency criterion, the assessment of participation in terms of output accessed will be refined once the capabilities of the platform are defined. The same goes for the extent of participation in terms of contribution.

On the other hand, the general evaluation questions stemming from the criteria related to the technology acceptance model are self-explanatory.

Table 4: Criteria and General Evaluation Questions: Technology Acceptance Model

CRITERIA	GENERAL EVALUATION QUESTIONS
Attitude	What is the attitude of users towards the EU Community platform?
Perceived usefulness	What is the perceived usefulness of the EU Community platform?
Perceived ease of use	What is the perceived ease of use of the platform?
Behavioural intention	Do the users predict to get back to the platform in the future?

Thereby the evaluation questions related to the technology acceptance model are expanded and refined in **Table 5**.

Table 5: Criteria and Specific Evaluation Questions: Technology Acceptance Model

CRITERIA	SPECIFIC EVALUATION QUESTIONS
Attitude	Is it desirable to use it? Is it desirable to have it?
Perceived usefulness	Does it enhance the effectiveness in performing your activities? Does it enhance your performance/productivity? Are your tasks accomplished more quickly?
Perceived ease of use	Does interacting with the platform require a strong effort? Is the platform easy to use? Is it easy to get the services to do what you want to do?

Behavioural intention	<p>Do you expect to use the platform on a regular basis in the future?</p> <p>Are you going to advise your colleagues to use the platform in the future?</p>
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Clearly in the operationalisation the effectiveness criterion (related to the benefits received by the target), and the criterion of Perceived usefulness, are to be combined together.

4.2 Indicators and Sources

In this subsection we present the questions/indicators and the source of data that are going to be used. Basically in the evaluation of the EU Community project four instruments will be adopted: metrics embedded in the platform, users' survey, feedback forms and finally experts' assessment. The subsection starts by presenting the questions/indicators related to the policy impact measurement approach, and then it presents the questions/indicators stemming from the technology acceptance model.

Broadly speaking, different sources are typically associated to different criteria, as illustrated in the table below. The survey of users involved in the pilot is expected to be the main source, while platform data are mostly to be used to measure efficiency.

Table 6: Schematic overview of primary sources per criteria

Relevance	Survey of users
Efficiency	Platform data
Effectiveness	Survey of users (for intermediate objectives) Expert assessment (for strategic objectives)
Additionality	Survey of users Expert assessment

Considering the policy impact measurement approach, in Table 7, Table 8 and Table 9 the specific evaluation questions and the questions/indicators related to the policy impact measurement approach, are depicted. To each specific evaluation question, which stems from a general evaluation question and thereby from a policy impact measurement criterion, corresponds a set of metrics to be embedded in the platform as well as a set of questions making part of the users' survey and the feedback form, or to be assessed by experts.

At this stage, only the metrics related to the platform for the criteria of efficiency are fully developed, while the metrics to be used for other criteria will be developed once the functionalities of the platform are fully designed.

Table 7: Specific Evaluation Questions and Indicators. Source: Metrics Embedded in the Platform

SPECIFIC EVALUATION QUESTIONS	METRICS	DATA COLLECTED
Was the right target involved in terms of subgroup/domain?	% of registered users belonging to each target subgroup/domain, over the total of target ²	# of registered users, by target subgroup and domain, by week
What is the extent and the trend of participation from each target subgroup/domain?	% of users accessing the platform, by target subgroup and domain, by week, over the total of target	# of users accessing the platform, by target subgroup and domain, by week
What is the participation in terms of contribution from each target subgroup/domain?	% of users contributing to the platform, by target subgroup and domain, by week, over the total of target	# of users contributing to the platform, by target subgroup and domain, by week
What is the quantity and quality of content presented in the platform?	% of contributions judged as useful by target subgroup and domain	# of contributions judged as useful by target subgroup and domain
	% of visualizations provided by domain, over the total of visualizations	# of visualizations provided by domain
	% of sources of people profiles curated/assessed by target subgroup and domain, over the total of target	# of sources of people profiles curated/assessed by target subgroup and domain
	% of sources of people profiles curated/assessed by domain, over the total	# of sources of people profiles curated/assessed by domain
	% of sources of documents curated by domain over the total of documents	# of sources of documents curated by domain

² i.e. the total of decision makers, influencers and experts/analysts

Table 8: Specific Evaluation Questions and Indicators. Source: Users' Survey

SPECIFIC EVALUATION QUESTIONS	INDICATOR
Are the needs of the targets satisfied by the project ³ ?	To what extent have you been able to: Find the most credible experts on a policy topic (Likert scale)
	See the author and subject of a document (Likert scale)
	See the evolution of a stakeholder expertise (Likert scale)
	Find stakeholders with general similar opinions (Likert scale)
	Find stakeholders with a contradicting opinion (Likert scale)
	See the opinion of a stakeholder (Likert scale)
	See the evolution of a stakeholder opinion (Likert scale)
	See the opinions on a policy topic over time (Likert scale)
	Find stakeholders with a similar specific opinion (Likert scale)
	Find the most discussed topics (Likert scale)
	See the evolution of a topic importance (Likert scale)
	Find documents, tweets and comments on a policy topic (Likert scale)
	Find most relevant documents on a policy topic (Likert scale)
	See the summarized content of a document (Likert scale)

³ Adapted from D2.4 Community Requirements and Specification

	Find the emerging policy topics (Likert scale)
	Evaluate the support behind a policy proposal (Likert scale)
	Predict the most likely decision on a proposal (Likert scale)
	Find the policy proposals most likely to succeed (Likert scale)
Is the design of the platform and the services provided adequate to improve the quality and transparency of EU policy making	Do you think that the design of the platform and the services provided adequate to improve the quality and transparency of EU policy making (Likert scale)
Could we obtain the same results with less expenditure?	Open answer (Benchmarking of the cost of providing the services)
What is the value of the services offered?	Amount a user would be willing to pay for the service
To what extent are users facilitated in carrying out their daily activity in terms of each intermediate objective ⁴ ?	To what extent it is useful to policy makers for designing and implementing the required policy changes? (Likert scale)
	To what extent it assists policy makers in collecting and mapping high quality opinions from stakeholders and institutions? (Likert scale)
	To what extent it assists policy makers in quickly collecting high quality proposals and knowledge from their policy networks? (Likert scale)
	To what extent it is useful to policy makers for indentifying new experts? (Likert scale)
	To what extent it assists influencers in promoting their opinions, knowledge and interests? (Likert scale)
	To what extent it assists influencers in monitoring the status of policy issues in the decision-making flow? (Likert scale)
	To what extent it assists influencers in collecting and mapping high quality opinions from stakeholders and institutions? (Likert scale)

⁴ As it is clear from the questions presented the survey with will be customized according to the different target sub-group

	To what extent it assists influencers in quickly collecting high quality proposals and knowledge? (Likert scale)
	To what extent it assists experts and policy analysts in monitoring the status of policy issues in the decision-making flow? (Likert scale)
	To what extent it assists experts and policy analysts in collecting and mapping high quality opinions from stakeholders and institutions? (Likert scale)
	To what extent it assists experts and policy analysts in quickly collecting high quality proposals and knowledge? (Likert scale)
Are the services provided by the platform better than similar initiatives?	Open answer (benchmarking with similar services)
What are the services provided which are unique to the project?	Open answer (benchmarking with similar services)
Was the service able to reach users that normally are not reached by similar services?	Open answer

Table 9: Specific Evaluation Questions and Indicators. Source: Experts' Assessment

SPECIFIC EVALUATION QUESTIONS	INDICATOR
Could we obtain the same results with less expenditure?	Benchmarking of the cost of providing the services
What is the value of the services offered?	Amount of money the service can be worth (open answer)
Are policies more evidence based, consensual, adaptive and coherent, and aligned with priorities?	Is the EU policy making more evidence based (open answer)?
	Is there more consensus behind policy decisions? Do you users feel more empowered and trustful (open answer)?
	Is the policy process more aligned with the strategic priorities, challenges and opportunities faced by EU (open answer)?
	Is the policy process more capable to quickly react to policy priorities faced by EU (open answer)?
Are the services provided by the platform better than similar initiatives?	Open answer (benchmarking with similar services)

What are the services provided which are unique to the project?	Open answer (benchmarking with similar services)
Was the service able to reach users that normally are not reached by similar services?	Open answer

As for the technology acceptance model, combining the set of questions developed by Brooke (1996), Chang (2004) and Shih (2004) we are able to produce our own evaluation question to be used to assess the technological acceptance of the platform. As shown in Table 10 to each specific evaluation question, stemming from a general evaluation question and thereby from a technology acceptance evaluation criterion, corresponds a set of question/indicators to be assessed by the mean of a seven level Likert scale. Clearly, the assessment of questions/indicators will be carried out by the mean of a users' survey.

Table 10: Specific Evaluation Questions and Indicators. Source: Users' Survey

SPECIFIC EVALUATION QUESTIONS	INDICATOR
Is it desirable to use it?	Using the platform has been a pleasant experience (Likert scale)
	It is desirable for me to learn how to use the platform (Likert scale)
Is it desirable to have it?	The platform is a positive tool for the EU scene (Likert scale)
Does it enhance the effectiveness in performing your activities?	Use of the platform increases the effectiveness of performing tasks (Likert scale)
	Using the platform enables me to have more accurate/complete information (Likert scale)
Does it enhance your performance/productivity?	Using the platform increases my productivity when performing my tasks (Likert scale)
	Using the platform improves the quality of my performance (Likert scale)
Are your tasks accomplished more quickly?	Using the platform allows me to carry out my tasks more quickly (Likert scale)
Does interacting with the platform require a strong effort?	My interaction with the platform is effortless (Likert scale)
	The platform uses a clear and understandable terminology (Likert scale)
	It is easy to use the platform without help (Likert scale)

	scale)
Is the platform easy to use?	The platform easy-to-use (Likert scale)
	The platform is easy to navigate (Likert scale)
	Learning to use the platform is easy (Likert scale)
Is it easy to get the services to do what you want to do?	I can use the platform in a manner that allows me to obtain the information I want (Likert scale)
	It is easy to find information on the platform (Likert scale)
Do you expect to use the platform on a regular basis in the future?	The platform is worth using (Likert scale)
	I plan on using the platform on a regular basis in the future (Likert scale)
Are you going to advise your colleagues to use the platform in the future?	I plan on advising other colleagues on using the platform on a regular basis in the future (Likert scale)

4.3 Operationalisation of the metrics

The indicators presented above will be embodied in a series of data collection instruments according to their features: a long semi-qualitative questionnaire (users' survey), a quick qualitative feedback forms, interview forms for experts' assessment, and finally some of them will be embedded in the platform (Table 11). The metrics to be embedded in the platform are the main focus of the present report, and will be implemented before the pilot launch, allowing a constant monitoring of the project's results.

Table 11: Metrics to be embedded in the platform

INDICATOR
Profile of users (decision maker, influencer, policy analyst) and domain to which they belong
of registered users, by target subgroup and domain, by week
of users accessing the platform, by target subgroup and domain, by week
of users contributing to the platform, by target subgroup and domain, by week

of contributions judged as useful by target subgroup and domain
of visualizations provided by domain
of sources of people profiles curated/assessed by target subgroup and domain
of sources of documents curated by domain

Aside from the evaluation carried out through the users' survey, the metrics embedded in the platform, the feedback forms and the experts' assessment, the EU Community consortium will also consider to include task completion tests, in form of a field study or a laboratory experiment, as a complementary evaluation method, in order to test individual tools (e.g. visualisation tools), so as to ensure the usability for the end user.

5 Conclusion and future steps

The deliverable presents the evaluation metrics that will be used to assess the achievement of the EU Community objectives according to a set of evaluation criteria derived from the policy impact measurement approach and the technology acceptance model. The criteria of evaluation developed within the scope of the policy impact measurement approach are efficiency, effectiveness, additionality and sustainability. On the other hand, the evaluation criteria built on the technology acceptance approach are attitude towards use, perceived usefulness, perceived ease of use and behavioural intention to use. The results of the deliverable consist in a set of metrics and indicators some of which will be implemented in the platforms, while others will be used to elaborate a long semi-qualitative questionnaire (users' survey), a quick qualitative feedback form, and the forms for the experts' assessment. Since the platform is not completed and the pilots are yet to be designed and launched it is a bit premature to define a fully-fledged evaluation plan. In fact the evaluation methodology will be adjusted when the platform and its capabilities to be evaluated will be finalised. At this stage, the main focus of the present report is on the criteria of efficiency, which will be implemented mainly through the platform.

The next steps of the evaluation activity entail the implementation of the metrics in the platforms (Task 8.2) as well as the elaboration of the users' survey, of the feedback forms and the interview forms for the experts' assessment. In order to assess if the final results of indicators satisfy the objectives, we will also consider carrying out a benchmarking exercise. The survey will be available on the platform but also send out to the stakeholders via email and propagated on social media as well as on the other dissemination channels identified by the dissemination Work Package. Further steps are the launch of the first dissemination period of survey and feedback forms, the collection of feedback and data from the feedback form and the survey (including metrics embedded in the platform), the analysis of results and feedbacks, and finally the production of Deliverable 8.2.1 – First feedback report.

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I. APPENDIX A: Extended Methodology: Policy Impact Measurement

Objective	Criteria	Evaluation question	Metric	Source
Providing a ready to use information base and a platform containing a set of visual tools	Relevance	Are the needs of the targets satisfied by the project?	Find the most credible experts on a policy topic (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		See the author and subject of a document (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		See the evolution of a stakeholder expertise (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		Find stakeholders with general similar opinions (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		Find stakeholders with a contradicting opinion (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		See the opinion of a stakeholder (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		See the evolution of a stakeholder opinion (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		See the opinions on a policy topic over time (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		Find stakeholders with a similar specific opinion (Likert)	Users' survey

Project Title: EU Community

Contract No. 611964

Project Coordinator: INTRASOFT International S.A.

Providing a ready to use information base and a platform containing a set of visual tools	Relevance		Predict the economic impact of a proposal (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		Find the most discussed topics (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		See the evolution of a topic importance (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		Find documents, tweets and comments on a policy topic (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		Find most relevant documents on a policy topic (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		See the summarized content of a document (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance		Find the emerging policy topics (Likert)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Relevance	Is the design of the platform and the services provided adequate to improve the quality and transparency of EU policy making?	Do you think that the design of the platform and the services provided adequate to improve the quality and transparency of EU policy making (Likert)	Users' survey
Involve the key actors of the EU policy debate	Efficiency	Was the right target involved in terms of sub-group/domain ?	% of registered users belonging to each target sub-group/domain, over the total of target	Metrics in the platform
Involve the key actors of the EU policy debate	Efficiency	What is the extent of adoption from each target sub-group/domain?	% of users accessing the platform, by target subgroup and domain, by week, over the total of target	Metrics in the platform
Involve the key actors of the EU policy debate	Efficiency	What is the participation in terms of active contribution from each target sub-group/domain?	% of users contributing to the platform, by target subgroup and domain, by week, over the total of target	Metrics in the platform

Providing a ready to use information base and a platform containing a set of visual tools	Efficiency	Could we obtain the same results with less expenditure?	Benchmarking of the cost of providing the services	Users' survey; Experts' assessment
Providing a ready to use information base and a platform containing a set of visual tools	Effectiveness	What is the quantity and quality of content presented in the platform?	% of contributions judged as useful by target subgroup and domain	Metrics in the platform
Providing a ready to use information base and a platform containing a set of visual tools	Effectiveness		% of visualizations provided by domain, over the total of visualizations	Metrics in the platform
Providing a ready to use information base and a platform containing a set of visual tools	Effectiveness		% of sources of people profiles curated/assessed by target subgroup and domain, over the total of target	Metrics in the platform
Providing a ready to use information base and a platform containing a set of visual tools	Effectiveness		% of sources of people profiles curated/assessed by domain, over the total	Metrics in the platform
Providing a ready to use information base and a platform containing a set of visual tools	Effectiveness		% of sources of documents curated by domain over the total of documents	Metrics in the platform
Improving the capacity of EU actors	Effectiveness		To what extent are users facilitated in carrying out their daily activity in terms of each intermediate objective?	To what extent it is useful to policy makers for designing and implementing the required policy changes? (Likert scale)
Improving the capacity of EU actors	Effectiveness	To what extent it assists policy makers in collecting and mapping high quality opinions from stakeholders and institutions? (Likert scale)		Users' survey
Improving the capacity of EU actors	Effectiveness	To what extent it assists policy makers in quickly collecting high quality proposals and knowledge from their policy networks? (Likert scale)		Users' survey
Improving the capacity of EU actors	Effectiveness	To what extent it is useful to policy makers for indentifying new experts? (Likert scale)		Users' survey
Improving the capacity of EU actors	Effectiveness	To what extent it assists influencers in promoting their opinions, knowledge and interests? (Likert scale)		Users' survey

Improving the capacity of EU actors	Effectiveness			Users' survey
Improving the capacity of EU actors	Effectiveness		To what extent it assists influencers in monitoring the status of policy issues in the decision-making flow? (Likert scale)	Users' survey
Improving the capacity of EU actors	Effectiveness			Users' survey
Improving the capacity of EU actors	Effectiveness		To what extent it assists influencers in collecting and mapping high quality opinions from stakeholders and institutions? (Likert scale)	Users' survey
Improving the capacity of EU actors	Effectiveness			Users' survey
Improving the capacity of EU actors	Effectiveness		To what extent it assists influencers in quickly collecting high quality proposals and knowledge? (Likert scale)	Users' survey
Improve the quality and transparency of EU Policy Making	Effectiveness	Are policies more evidence based, consensual, adaptive and coherent, and aligned with priorities?	Is the EU policy making more evidence based (open answer)?	Experts' assessment
Improve the quality and transparency of EU Policy Making	Effectiveness		Is there more consensus behind policy decisions? Do you users feel more empowered and trustful (open answer)?	Experts' assessment
Improve the quality and transparency of EU Policy Making	Effectiveness		Is the policy process more aligned with the strategic priorities, challenges and opportunities faced by EU (open answer)?	Experts' assessment
Improve the quality and transparency of EU Policy Making	Effectiveness		Is the policy process more capable to quickly react to policy priorities faced by EU (open answer)?	Experts' assessment
Improving the capacity of EU actors	Effectiveness	What is the value of the services provided?	Open answer	Users' survey; Experts' assessment

Providing a ready to use information base and a platform containing a set of visual tools	Additionality	Are the services provided by the platform better than similar initiatives?	Benchmarking with similar services	Users' survey; Experts' assessment
Providing a ready to use information base and a platform containing a set of visual tools	Additionality	What are the services provided which are unique to the project?	Benchmarking with similar services	Users' survey; Experts' assessment
Involve the key actors of the EU policy debate	Additionality	Was the service able to reach users that normally are not reached by similar services?	Profile of users (benchmarking with similar services)	Experts' assessment

II. APPENDIX B: Extended Evaluation Methodology: Technology Acceptance

Objective	Criteria	Evaluation question	Indicator	Source
Improving the capacity of EU actors	Perceived usefulness	Does it enhance the effectiveness in performing your activities?	Use of the platform increases the effectiveness of performing tasks (Likert scale)	Users' survey
Improving the capacity of EU actors	Perceived usefulness		Using the platform enables me to have more accurate/complete information (Likert scale)	Users' survey
Improving the capacity of EU actors	Perceived usefulness		I collect timely information to meet my task's requirements (Likert scale)	Users' survey
Improving the capacity of EU actors	Perceived usefulness	Does it enhance your performance/productivity?	Using the platform increases my productivity when performing my tasks (Likert scale)	Users' survey
Improving the capacity of EU actors	Perceived usefulness		Using the platform improves my performance when performing my tasks (Likert scale)	Users' survey
Improving the capacity of EU actors	Perceived usefulness	Are your tasks accomplished more quickly?	Using the platform allows me to carry out my tasks more quickly (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Perceived ease of use	Does interacting with the platform require a strong effort?	My interaction with the platform is clear and understandable (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Perceived ease of use		The platform uses a clear and understandable terminology (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Perceived ease of use		I needed to learn a lot of things before I could be using the platform (Likert scale)	Users' survey

Providing a ready to use information base and a platform containing a set of visual tools	Perceived ease of use		It is difficult to learn how to use the platform to make it worth the effort (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Perceived ease of use		It is difficult to use the platform without consulting others (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Perceived ease of use	Does interacting with the platform require a high level of skills?	IT skills required to use the platform (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Perceived ease of use	Is the platform easy to use?	I find the platform easy-to-use (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Perceived ease of use		The platform is easy to navigate (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Perceived ease of use		Learning to use the platform is easy (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Perceived ease of use	Is it easy to get the services to do what you want to do?	I can use the platform in a manner that allows me to obtain the information I want (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Perceived ease of use		It is easy to find information on the platform (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Attitude	Is it desirable to have it?	Using the platform has been a pleasant experience (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Attitude		It is desirable for me to learn how to use the platform (Likert scale)	Users' survey
Providing a ready to use information base and a platform containing a set of visual tools	Attitude	Is it good to have it?	The platform is a positive tool for the EU scene (Likert scale)	Users' survey

Involve the key actors of the EU policy debate	Behavioural intention	Do you expect to use the platform on a regular basis in the future?	The platform is worth using (Likert scale)	Users' survey
Involve the key actors of the EU policy debate	Behavioural intention		I plan on using the platform on a regular basis in the future (Likert scale)	Users' survey
Involve the key actors of the EU policy debate	Behavioural intention	Are you going to advise your colleagues to use the platform in the future?	I plan on advising other colleagues on using the platform on a regular basis in the future (Likert scale)	Users' survey