

Evaluation of health information outreach: theory, practice, and future direction

Wanda Whitney, PhD, MLS, AHIP; Gale A. Dutcher, MLS, MS, AHIP; Alla Keselman, PhD, MA

Table 1
Coding scheme

Category	Subcategories
Theoretical framework	Framework name Framework absent
Program characteristics	Funding source Target population Setting Pre-assessment (review of the site and its clients' needs)
Program goals	Immediate (as reported) Long-range (as reported)
Key program activities	Providing computer and Internet access Computer skills training Information-seeking skills training Promoting awareness about specific resources In-depth training in using specific resources Information evaluation skills training
Activities' characteristics	Number of sessions received by each participant Length of session Type of activity <ul style="list-style-type: none"> • lecture/presentation • demonstration • hands-on learning Number of participants
Measures	Computer or Internet usage Self-efficacy and values Information-seeking skills Awareness/knowledge of specific resources Information-evaluation skills Knowledge of health content Information behaviors Health behaviors Health outcomes Institutional change Other
Methodological characteristics	Approach <ul style="list-style-type: none"> • qualitative • quantitative

Category	Subcategories
	Data collection methods
	<ul style="list-style-type: none">• surveys• focus groups• interviews• etc.
	Quantitative attributes
	<ul style="list-style-type: none">• Assessment time– pretest– immediate posttest– delayed posttest
Findings	Improvement
	Statistical significance
Match between stated objectives and reported outcomes	Full match
	Partial match
	No match
Outcomes	Judgment of the overall success (as reported)
	Judgment of the overall success (as perceived by us)
	Sustainability indicators (as reported)
	Success enablers (as reported)
	Success barriers (as reported)
	Evaluation barriers (as reported)