Exhibit Evaluation Indicator and Data Collection Table

Initiative Goal Area	Evaluation Question	Indicators	Evaluation Data Sources
Social Relevancy	*To what extent has the work of the initiative promoted recognition of the social and political context of visual material?*	Visitors (virtual and physical), students, and teachers make connections from the presented content to societal and political issues of the present day and the historical past. These connections relate to: ● Relevancy to their own lives -- Visitors take the concepts and examples of the exhibit material and talk or write about its relevancy to their own lives. ● Relevance to issues - Visitors express enhanced understanding of contemporary concerns and new or renewed critical interpretations of historical events.	Count of visitors/users (sorted by basic demographics) of the physical and digital exhibit and related components (e.g., Live Talks) Visitor/User surveys (physical exhibit, virtual exhibit, related components) Visitor/User focus groups (physical and virtual)
Conceptual Understanding	*To what extent has the exhibit fostered an understanding of how maps have been used to distort and deceive?*	Visitors (virtual and physical) are able to identify one or more new ideas about maps that relate to the following: ● How the truthfulness of maps should be considered as part of a social process of trust and reliability ● What cartographic techniques are most frequently used for representing and simplifying data ● How maps are used in the media to convey particular positions and points of view Teachers in grades 2 – 12 integrate exhibit-related curriculum resources into their classroom instruction, and students who subsequently participate in these activities are able to articulate key understandings about maps, such as: ● Physical characteristics of maps ● Map tools ● How maps might only tell them part of a story about a place, cause or event.	Visitor/User surveys (physical exhibit, virtual exhibit, related components) Visitor/User focus groups (physical and virtual) Review of educator materials Number of teachers who access and use exhibit-related educational materials Teacher focus groups Review of student-produced materials

| Citizen Empowerment | *To what extent has the exhibit/initiative empowered citizens (including K-12 students and teachers) to engage critically with media?* | Visitors (virtual and physical) profess new or reinforced motivation towards action -- such as speaking up on issues, acting in advocacy, voting, etc. -- connected with their increased understanding of how maps are used to convey positions and points of view.

Students in BPS engage in initiative online education program and analyze maps showing children in Boston and how these maps show information

Students in Boston high schools create mapped data representations that reflect data about their city

Teachers in BPS integrate exhibit-related curriculum activities that specifically aim to build student understanding of how mapped data can empower community engagement and action.

Participants in physical and remote workshops and instructional activities will understand how to use basic data sets to make their own maps reflecting their own perspectives.

Media and press coverage of the exhibit shows engagement with the key concepts of the exhibit (and related activities) | Interviews with Education Staff/trainers

Number of teachers who access and use exhibit-related educational materials

Visitor/User/Teacher focus groups

Number of teachers who access/use exhibit-related educational materials

Number of students who participate in learning activities based on exhibit-related educational materials

Review of student-produced materials

Visitor/User surveys and interviews

Observation of workshops and related workshop material.

Articles, media, etc. showing public engagement with inititiative content and ideas. |

| Overall Relevance to the Scholarly Field | To what extent has the initiative become a resource for thinking about the use and dissemination of maps and data visualization material. | The digital exhibition is used as a teaching resource in university courses on topics such as the history of cartography, critical data studies, and digital humanities

Research publications reference the exhibit as a key text in the literature on persuasive cartography and cartographic knowledge production

Maps from the collections exhibited in the exhibit are used to illustrate slides, research papers, and teaching materials at the university level | Visitor/User surveys (physical exhibit, virtual exhibit, related components)

Number of citations of initiative-related materials in scholarly literature

Number of presentations by staff at professional/scholarly conferences

Feedback from presentations and scholarly dissemination activities. |