YOUNG & RESILIENT RESEARCH CENTRE

Y&R 2025 SEMINAR SERIES

12 March: Dr Girish Lala

Research Fellow, Young and Resilient Research Centre,
Institute for Culture and Society, Western Sydney University

Indicators, frameworks, & platforms: helping equip teams to evaluate social change & online safety initiatives



While significant resources can be invested in the design and deployment of education campaigns that target online harms like bullying and sexual extortion online, relatively few resources exist to help designers and managers understand, plan, and implement methodical and consistent campaign evaluation. That can lead to uncertainty about the effectiveness of interventions – how can we know if education campaigns, and the resources devoted to their design and implementation, are having real-world effects? To address this knowledge gap, our team at Y&R partnered with UNICEF's Regional Office for East Asia and the Pacific to develop an online platform to help people and organisations plan evaluations of their online education campaigns in a more systematic way. Our platform consists of an online tool and associated resources including an underlying evidenced-based indicator framework and database, and supporting materials (e.g., information and usage guides). The online tool is the public interface to the indicator database, allowing users to operationalise the framework in applied settings. The platform also includes capacity to build a community of practice to share, discuss, and inform evaluation design and processes. In this seminar, I will review the indicator and platform development we undertook for this project and discuss how that fits into Y&R's evolving multi-sector indicator work.

Biography

Girish is a social psychologist with a research background in online and face-to-face collective behaviour; the technological mediation of social cohesion and social change; and the wellbeing, resilience, and online safety of children and young people. His work involves using innovative, mixed-methods approaches to understand children's and young people's online perceptions and experiences, and create applied, evidence-based outputs that help strengthen and advance their engagement, health, social equity, and safety online.

12 March, 12:00 to 1:00 PM

Parramatta South EZ.1.57 & online

Lunch will be provided