

Evaluation: a crucial step in any cognitive system to understand and adapt. First of all, the objectives to achieve have to be clearly identified, then some indicators to be defined to describe if the system is changing accordingly to the adopted actions. These indicators could describe quantities or behaviors which indeed can be influenced directly or indirectly by the actions themselves. This introduces complexity and difficulty in any evaluation process, but avoiding to make “numbers” ruling the game, hereafter some suggestions to make an evaluation process more credible.

To evaluate means to measure. To measure implies a comparison, usually in quantitative terms, between quantities. Accuracy and reproducibility of a measure are two fundamental aspects: that is, how to distinguish two different things within the error and how to address the same thing with different measures.

But not always a measure is associated to numbers. But it could be translated in a quantitative process.

The way is to introduce as many as possible questions describing aspects or characteristics of the process/product/indicator whose answers can be simply YES or NOT. In a way that these answers are difficult to be changed in different times and by different evaluators, implying human factors to be drastically reduced. Then, a grid of weights needs to be introduced to result as a score.

This will introduce accuracy and reproducibility, so...credibility and transparency.