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# Maintaining Trust and Credibility in Evaluation

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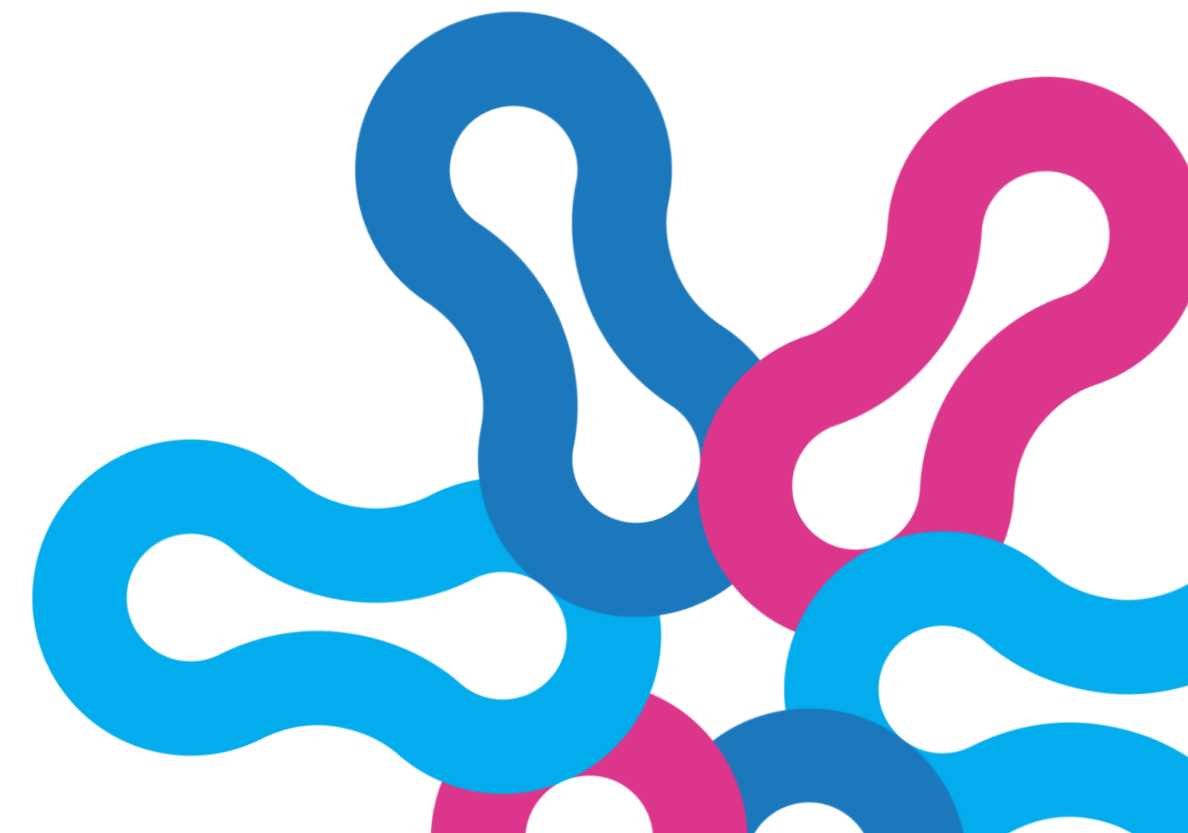
**Eval** *for* **Earth**

Evaluation for Food Security, Environment,  
Agriculture and Rural Development



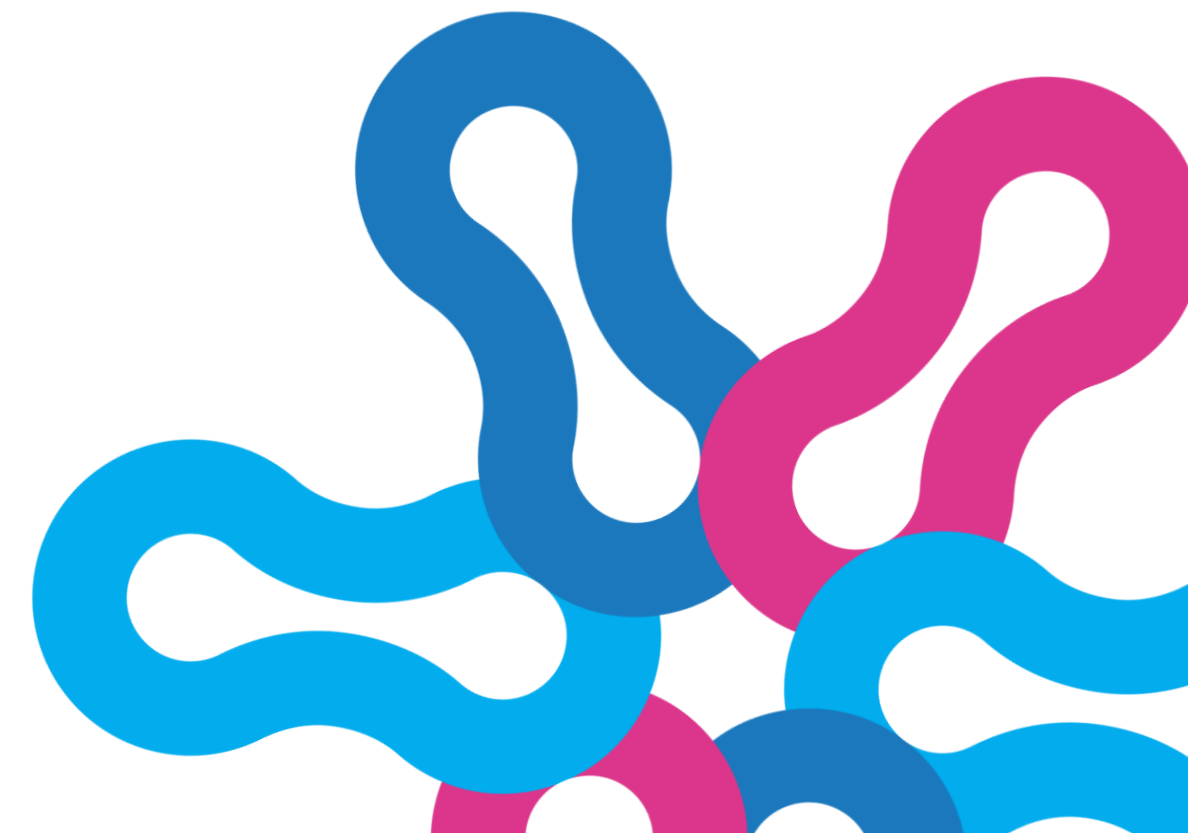
# Today's Reflection

- Designing evaluations around decisions
- Determining appropriate rigor in data-rich environments
- Why collective interpretation still matters
- Implications for trusted evaluation practice



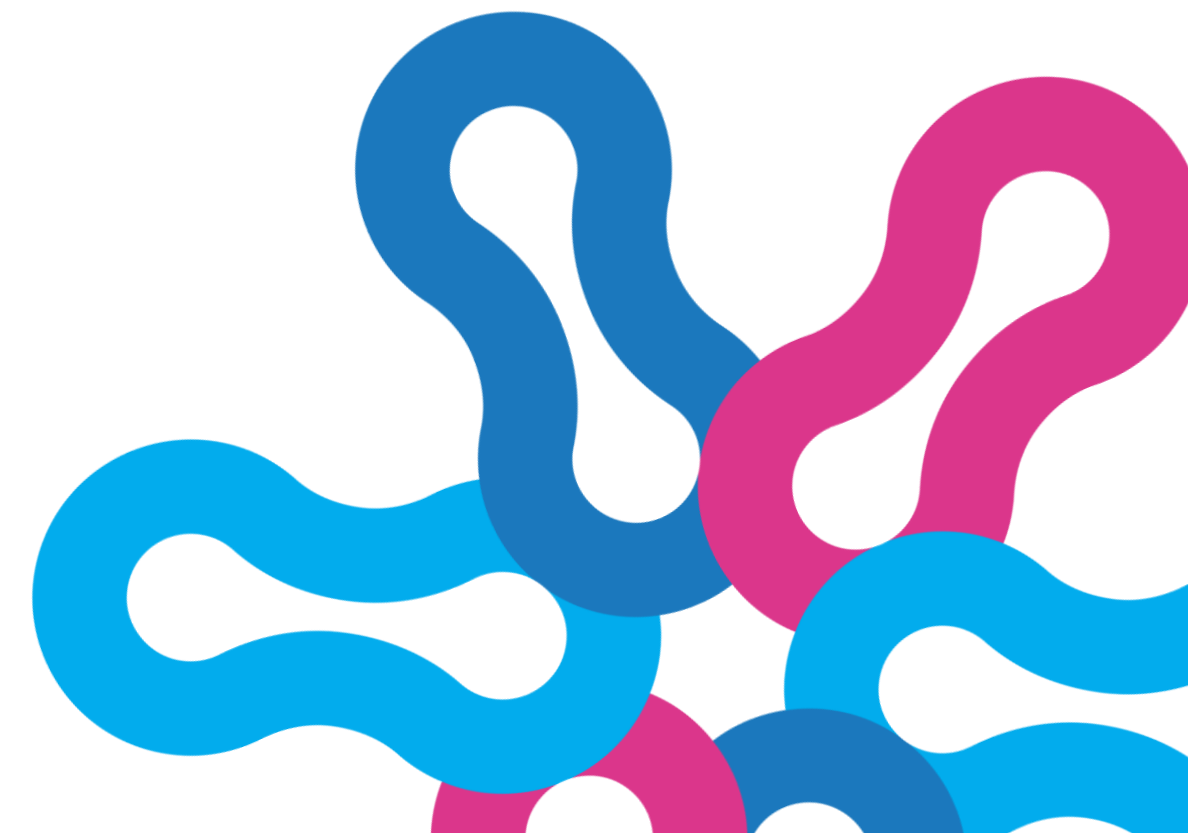
# The Shift We Are Experiencing

- AI is changing how evidence is:
  - generated
  - synthesized
  - communicated
- But... More evidence does not automatically lead to better decisions



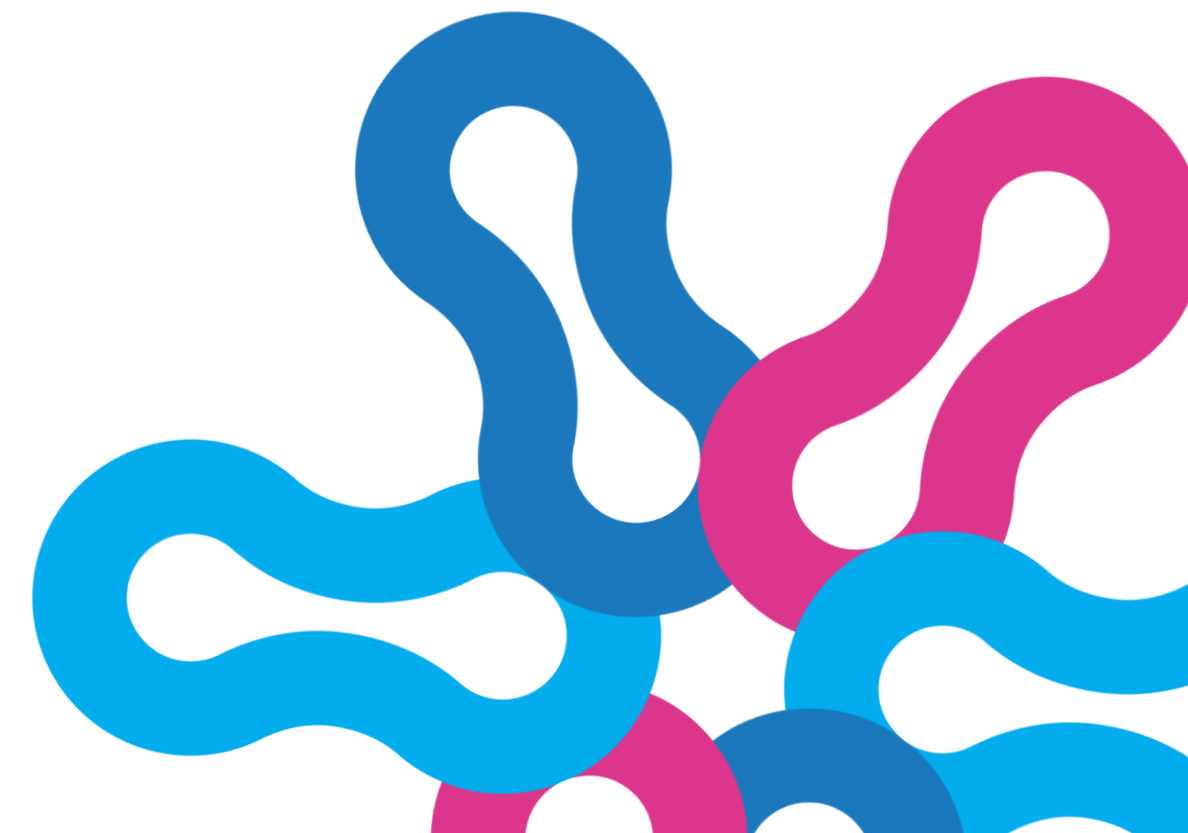
# Trust Begins Before the Evaluation Starts

- Credibility cannot be retrofitted at the reporting stage.
- It is shaped from the beginning of the evaluation process
- Three areas I want to focus on:
  - Designing around decisions
  - Appropriate rigor
  - Collective interpretation and use



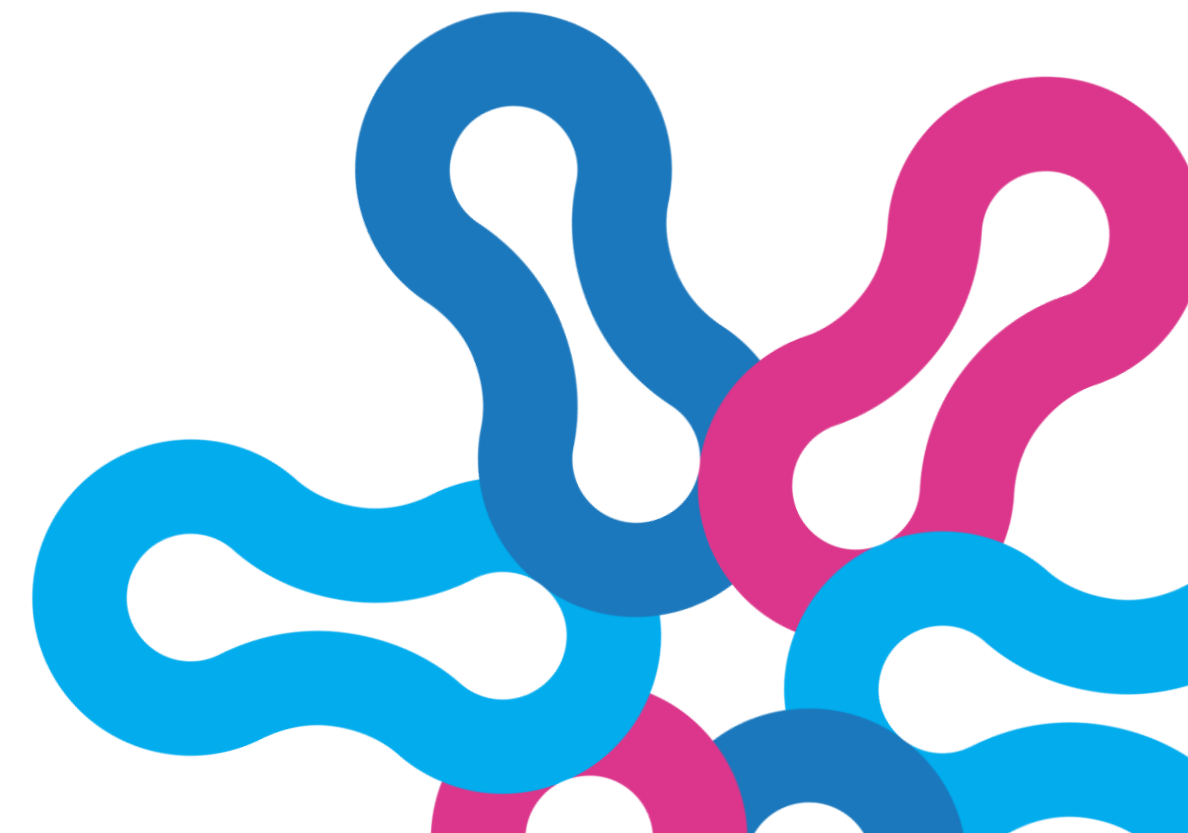
# Designing Evaluations Around Decisions

- Evaluations often answer questions well....but still fail to influence decisions.
- Questions to ask early:
  - a. What decisions should this evaluation inform?
  - b. Who will make those decisions?
  - c. When will those decisions be made?



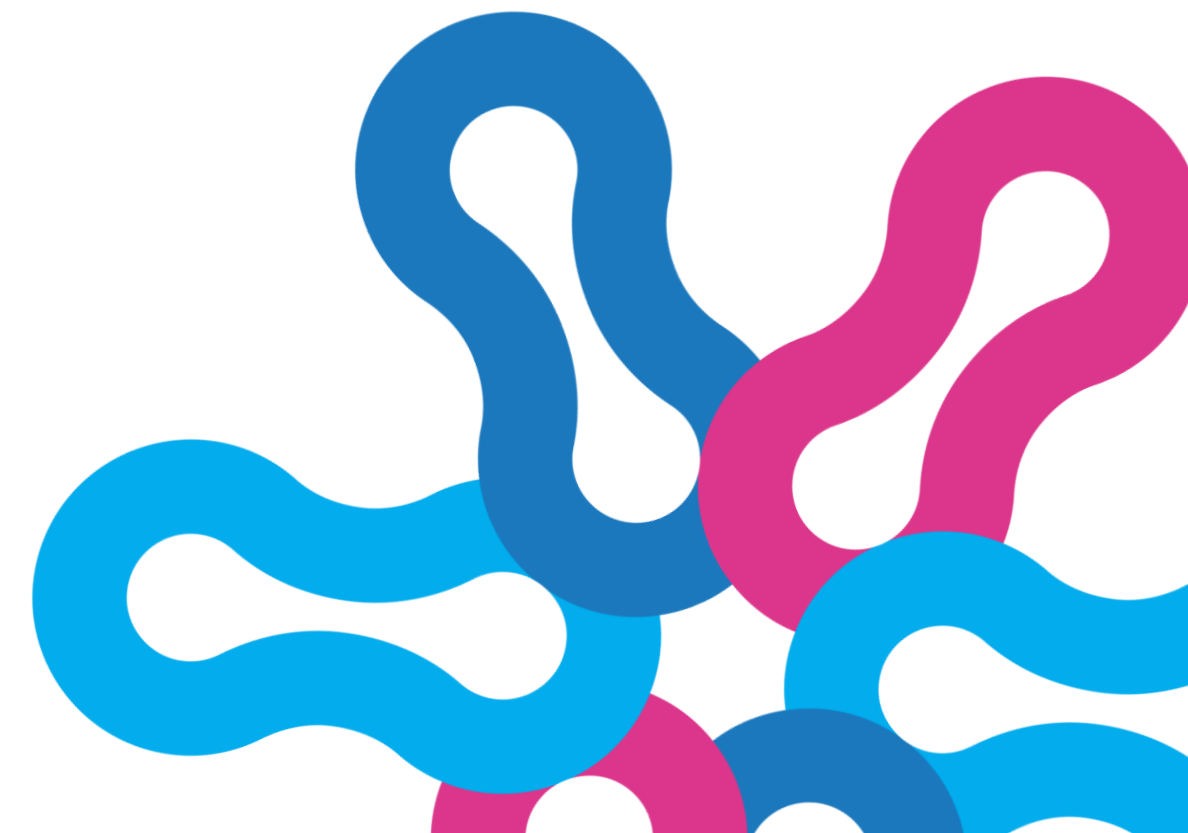
# Appropriate Rigor in Data-Rich Environments

- More data does not automatically increase credibility.
- Appropriate rigor depends on:
  - decision stakes
  - context
  - uncertainty
  - timelines



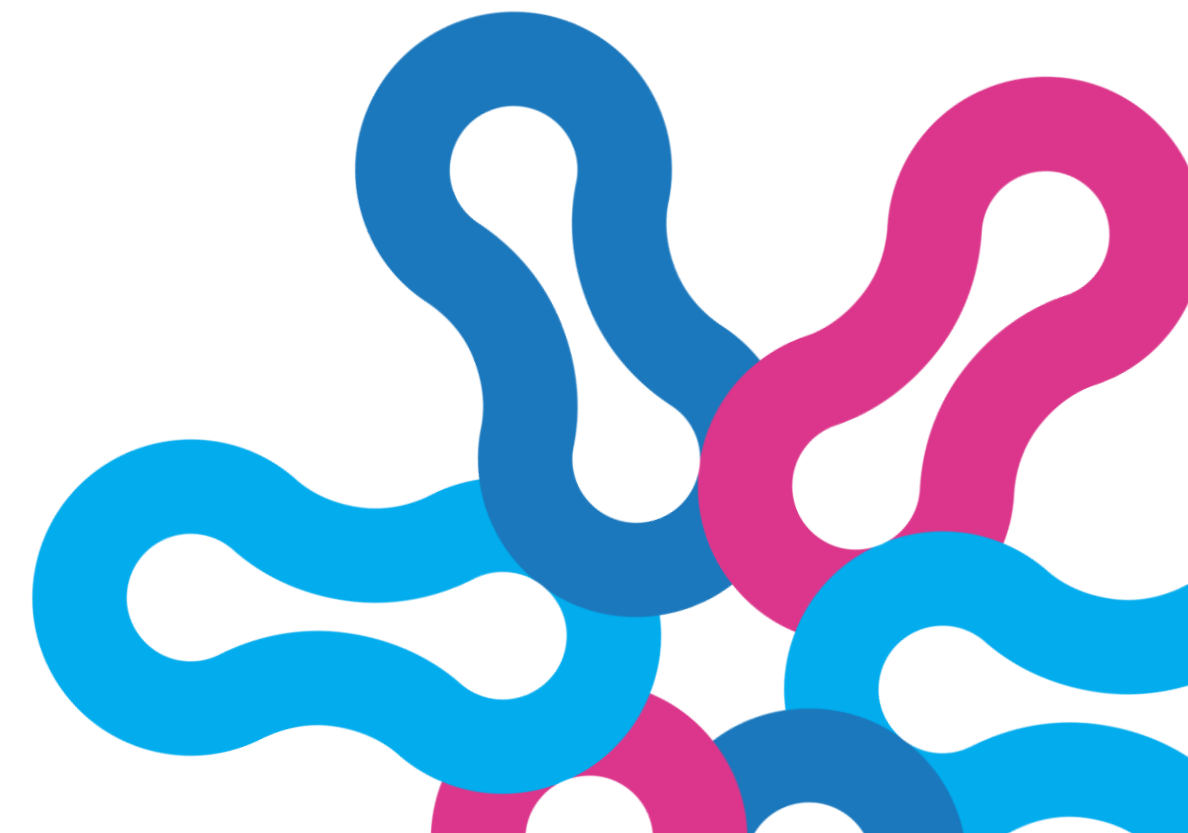
# Why Human Interpretation Still Matters

- Trust is strengthened through collective interpretation.
- AI can: identify patterns, summarize information, and accelerate synthesis
- But evaluation still depends on:
  - context
  - tacit knowledge
  - dialogue
  - human judgment



# Implications for Evaluation Practice

- Trusted evaluation practice requires:
  - clearer decision intent
  - proportional rigor
  - human oversight
  - stronger facilitation of evidence use





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# Thank you!

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