

4.2 Definitions of forms in which evidence is typically encountered

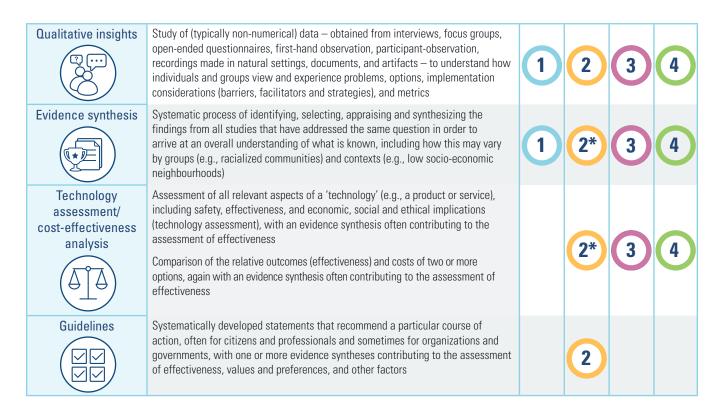
We provide below simple definitions of each form of evidence. We have adapted many of these from others' definitions, with the goal of more clearly differentiating the eight forms of evidence while also showing how they interconnect. We also note how each form of evidence relates to any of the four steps in a decision-making process.



Together with **section 4.3**, which describes how each step in a decision-making process relates to forms of evidence, this section builds on the list of decision-making questions first introduced in **section 3.1**.

Forms of evidence	Definitions	Steps where it adds the greatest value			
Data analytics	Systematic analysis of raw data to make conclusions about that information	1			4
Modeling	Use of mathematical equations to simulate real-world scenarios (i.e., what is likely to happen if we don't intervene) and options (i.e., what happens if we intervene) in a virtual environment	1	2		
Evaluation	Systematic assessment of the implementation (monitoring) and impacts (evaluation) of an initiative for the purposes of learning or decision-making				4
Behavioural/ implementation research	Study of methods to promote the systematic uptake of effective approaches into routine practices at the personal, professional, organization and government levels (implementation research) Systematic examination of what people (citizens and professionals) do, what drives them to do it, and what can sustain or change what they do (behavioural research)			3	

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*Adds the greatest value in this step but can add value in other steps

Note that briefs, infographics, plain-language summaries and other documents derived from any form of evidence or any combination of forms of evidence can be used to package key information for a distinct type of decision-maker. Such 'derivative evidence products' can be used in dissemination and implementation initiatives targeting such decision-makers and add value in all steps.