Getting Real about Conducting Qualitative Evaluations: What You Need to Know

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Contributions of Ethnography to Evaluation

- Implementation/Process Evaluations
- Qualitative Research Methods
- Socio-cultural Analysis
- Comparative Method
- Researcher Reflexivity
DISTINCTIVE FEATURES OF EVALUATION

- Highly Politicized Environment
- Mandate for Usable Knowledge
- Need for Legitimacy
- Contractual Relationship
- Multiple Evaluation Approaches

EVALUATOR ROLES

- Organizational Consultant
- Teacher
- Technical Assistance Provider
- Negotiator
- Project Manager
- Knowledge Champion

Features of Evaluation and Evaluator Roles

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Designing Evaluation Studies

EVALUATION DESIGN CONSIDERATIONS

AUDIENCE
PURPOSE
RESEARCH SETTING
LITERATURE AND THEORY RELEVANT TO THE PROGRAM
PHILOSOPHICAL ASSUMPTIONS
  ▪ Epistemology/Methodology
  ▪ Politics/Values

EVALUATION DESIGN DECISIONS

RESEARCH QUESTIONS
EVALUATION APPROACH
  ▪ Formative/Summative
  ▪ Qualitative/Quantitative/Multi-method
  ▪ Third party/Participatory
  ▪ Responsive/Illuminative/Appreciative
RESEARCH DESIGN
  ▪ Qualitative, Quantitative, Multi-method
  ▪ Unit of analysis & sampling
  ▪ Data sources
  ▪ Analytic strategy
RESEARCHER ROLE

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