



PURPOSES OF PROGRAM EVALUATION

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CONTENT OUTLINE

- Continuum of Program Evaluation Purposes
- Studies of Program Adequacy
- Studies of Program Plausibility
- Studies of Program Probability



EVALUATION PURPOSES

- Purpose → Research Design
 - ❖ Type of data collected
 - ❖ Methods of data collection
 - Single vs. Multiple Groups
 - Convenience vs. Randomly Assigned Groups
 - ❖ Composition of sample(s)
 - ❖ Analysis of data

- Research Design → Inference & Confidence

ADEQUACY

PLAUSIBILITY

PROBABILITY



ADEQUACY

- Motivation(s) for evaluation:
 - ❖ Are goals of program being met?
 - ❖ Are activities performed according to implementation schedule?
 - ❖ Are observed changes in the expected direction?
 - ❖ Are observed changes of the expected size?

- Evaluative standard/criteria:
 - ❖ Predetermined criteria
 - ❖ Absolute value
 - ❖ Incremental (change) value

PLAUSIBILITY

- Motivation(s) for evaluation:
 - ❖ Are goals of program being met after controlling for extraneous influences?
 - ❖ Does the intervention group perform “better” than a control group?

- Requires a control/comparison group

- Evaluative standard/criteria:
 - ❖ Predetermined criteria
 - ❖ Absolute value
 - ❖ Incremental (change) value
 - ❖ Between-groups changes



PROBABILITY

- Motivation(s) for evaluation:
 - ❖ What is the effect of the program?
 - ❖ Does the intervention group perform “better” than a control group?

- Requires **random assignment** to intervention & control groups

- Evaluative standard/criteria:
 - ❖ Predetermined criteria
 - ❖ Absolute value
 - ❖ Incremental (change) value
 - ❖ Between-groups changes

