CONTENTS 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
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
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