

# **PROGRAM EVALUATION**

Group Designs and Methods

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*SOWK 460  
Spring 2020*

# AGENDA

- Checking in for the group work plan
- Key components for evaluation methods
- Threats to validity
- Types of group designs



Check in

# GROUP WORK PLAN

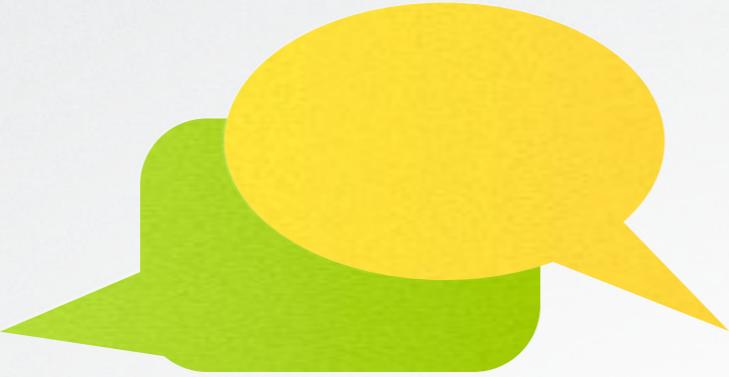


**RUOK?**<sup>TM</sup>  
A conversation could change a life.



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*Qualitative Designs  
and Applications*

*Consumer  
Satisfaction*



4 out of 5 Stars

coming later this semester...

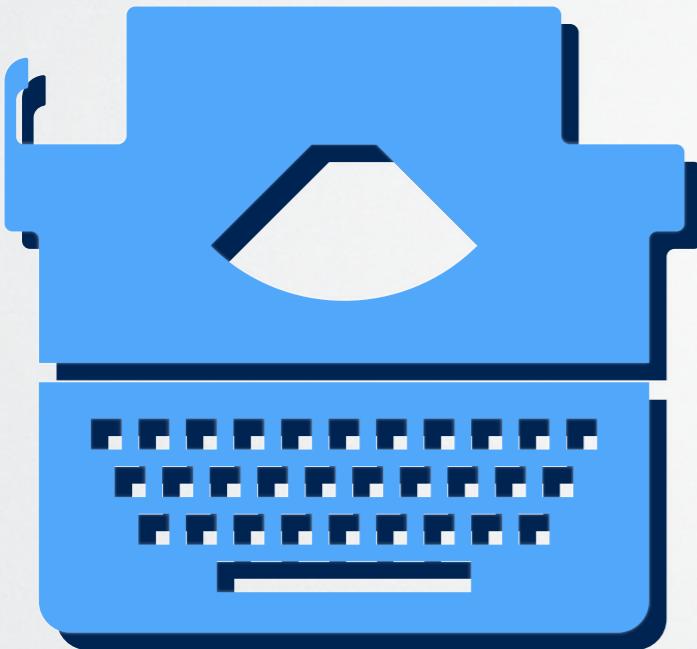
## FURTHER TOPICS



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# METHODS FOR EVALUATION



- Sample selection
- Data collection
- Analysis
- Reporting

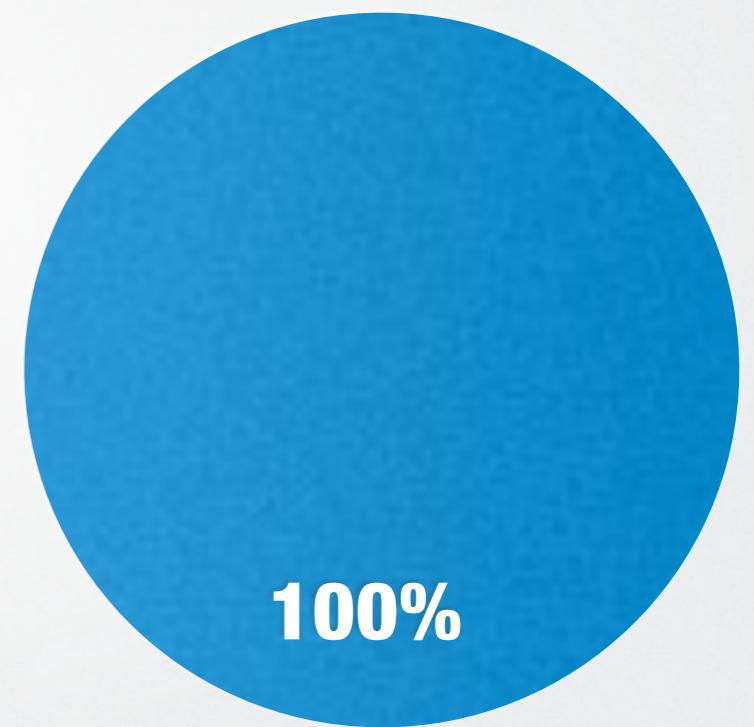
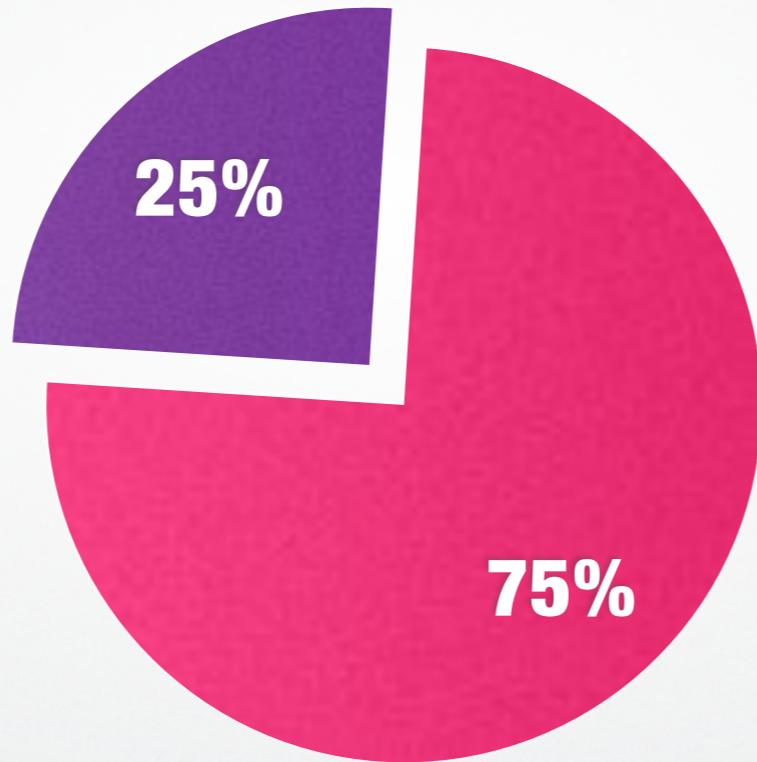
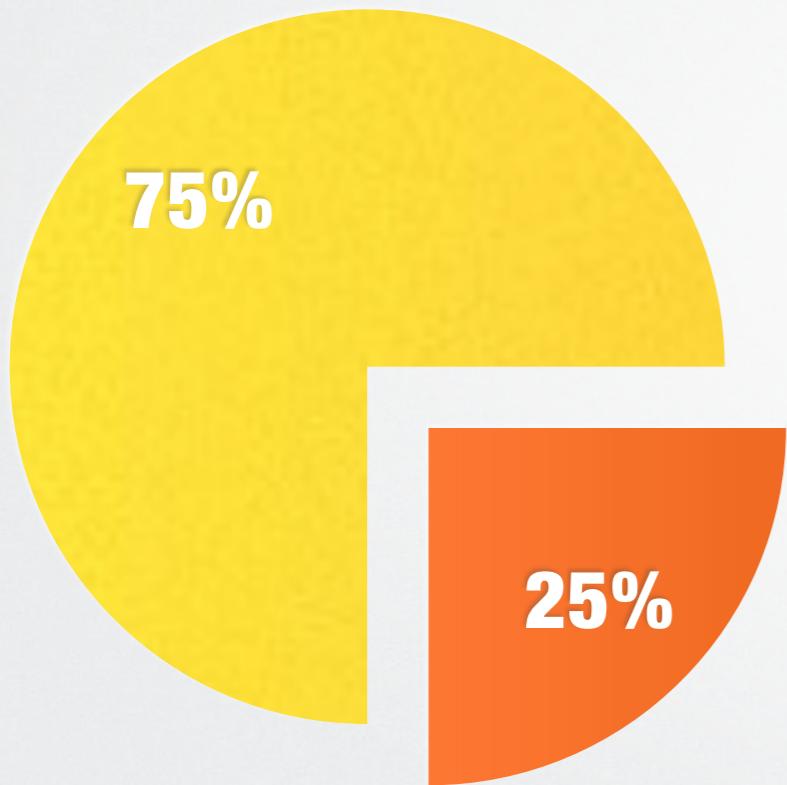
(Kapp & Anderson, 2010)



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# SAMPLING



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# VALIDITY

How to Address Internal Validity

Photo by **Jen Theodore** on **Unsplash**



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# CLASSIC THREATS

to internal validity

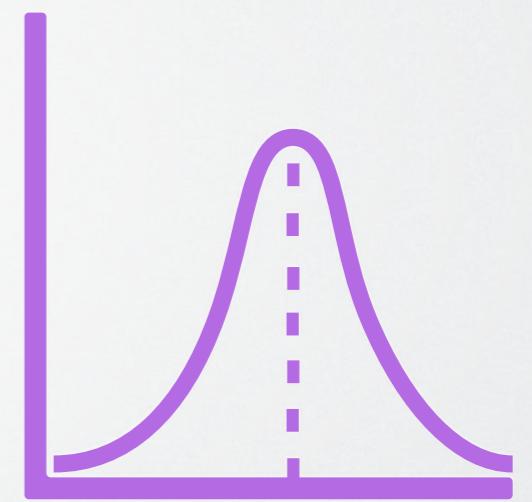
*Maturation  
and time*



*History*



*Instrumentation*



*Statistical  
regression*

(Kapp & Anderson, 2010)



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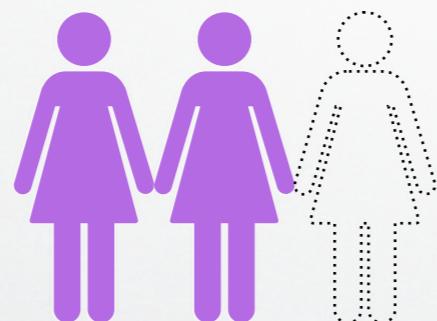
# CLASSIC THREATS

to internal validity



*Selection Bias*

*Experimental  
Mortality and  
Attrition*



A → B

*Ambiguity  
About  
Direction of  
Casal  
Influences*



*Diffusion or  
Imitation of  
Treatments*

(Kapp & Anderson, 2010)



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# CLASSIC THREATS

to internal validity



(Kapp & Anderson, 2010)



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what should be included in general

# COMPONENTS OF DESIGN

(Kapp & Anderson, 2010)

- Defining and describing the intervention or program elements to be evaluated
- Establishing the time order of the independent variable
- Manipulating the independent variable
- Establishing the relationship between the independent and dependent variables
- Controlling for rival hypotheses
- Using at least one control group
- Assigning the person who are subjects in a random manner



Design Methods Activity

# PRE-TEST / POST-TEST



Working in small groups, what would you create as a pre-test / post-test



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- Case study approach
- One group post-test design
- One-group pre-test and post-test
- Post-test only with nonequivalent groups
- Experimental design
- Matched comparison groups

## **TYPES OF GROUP DESIGNS**

(Kapp & Anderson, 2010)



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planning in your groups

# **TYPES OF GROUP DESIGNS**



- Are you going to use a group design for your program evaluation or what method will you be using?
- What type of group design method are you going to use?
- What are the challenges that you think you will encounter



## Description

The group in which an intervention has been introduced is the focus of the study that will chronicle the progress and process of the group describing the changes (or lack of change) after the introduction of the intervention

### Strengths

- Detailed exploration
- Ability to understand complexity
- Rich narrative

### Limitations

- No comparison group
- Case may not have same qualities as sample
- Difficult to weigh elements of narrative

# CASE STUDY APPROACH

(Kapp & Anderson, 2010)



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## Description

This design involves the implementation of an intervention with a group of people whom that intervention with a group of people for whom that intervention was designed, and then the administration of a simple test or other measurement to ascertain the results of that intervention.

This can be described as an A-B design, with A being the pre-intervention status and B representing the post -intervention status

### Strengths

- Design is simple and practical
- Intervention is intended to increase positive outcome
- Intervention delivered and measured

### Limitations

There are concerns about the validity of the findings, the validity of the measurement instrument, and consequently, the inability to present the effectiveness of the intervention with a high degree of confidence

# ONE GROUP POST-TEST ONLY DESIGN

(Kapp & Anderson, 2010)



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## Description

A target group is assessed prior to the intervention and after the intervention they are assessed again using the same measurement tool. It is designed to measure the change that was presumably caused by the intervention.

### Strengths

- Can show comparison between before and after the intervention
- Progress is likely attributable in part to the intervention

### Limitations

- Threats to internal validity
- Historical considerations
- Maturation
- Testing and instrumentation

## ONE-GROUP PRE-TEST & POST-TEST DESIGN

(Kapp & Anderson, 2010)



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## Description

The post-test only aspect of this design means that the impact of the intervention is only delivered after the intervention. The experience and success of other clients also served by the agency, who have not received the intervention is also measured.

### Strengths

Simplicity of the post-test only design combined with a simple, accessible method for comparison

### Limitations

Concerns about the ability to compare nonequivalent groups and the lack of randomization mean that strong questions about the validity persist.

## POST-TEST ONLY DESIGN WITH NONEQUIVALENT GROUPS

(Kapp & Anderson, 2010)



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## Description

The persons to be studied are randomly assigned to two groups. one group is administered the intervention and the other group is not administered the intervention. The condition and status of both groups (e.g. experimental group and control) are measured.

### Strengths

- Allows ability to control threats to internal validity
- Presents a higher degree of confidence in the results of the evaluation and effectiveness of the intervention

### Limitations

- The cost and effort to create this type of experimental design is higher than others
- Ethical concerns association with withholding treatment

# EXPERIMENTAL DESIGN

(Kapp & Anderson, 2010)



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## Description

Control group not selected by randomly withholding the intervention

### Strengths

- May not present the dilemmas posed by an experimental design
- Is more compatible with ongoing service delivery
- Offers some degree of rigor as it attempts to answer the questions as to the effect of experiencing the benefits of the information

### Limitations

Potentially challenging to identify comparison groups

## EXPERIMENTAL DESIGN: COMPARISON GROUPS

(Kapp & Anderson, 2010)



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