

EVALUATION

# The Big Picture (Part 2)

# Meaning of “evaluation”

- Fitzpatrick, J., Sanders, J. & Worthen (2004):
  - “the identification, clarification, and application of defensible criteria to determine and evaluation object’ s value (worth or merit) in relation to those criteria.” (p.5)
- Newby (1992):
  - (1) is training achieving the results that was set up to achieve? (2) are the actual results worth having? (3) were the results achieved by the most cost-effective methods?
- Kirkpatrick (1998):
  - Measures: (1) how people react to an event; (2) if people learn (change attitudes, improve knowledge, and/or increase skill); (3) changes in behaviors (e.g. job performance); and (4) results (e.g. improved quality of work life).

## Contexts of “evaluation”

- Fitzpatrick, J., Sanders, J. & Worthen (2004):
  - Society in general
- Newby (1992):
  - Organizational context – “good training is an investment that yields identifiable pay offs in the form of better job performance” (p. 8)
- Kirkpatrick (1998):
  - Training programs

## Scope of “evaluation”

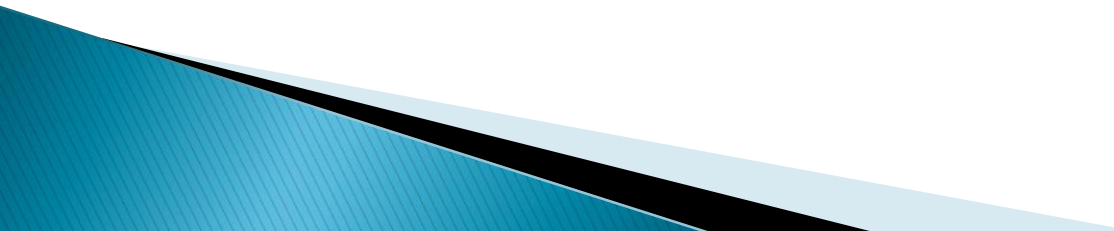
- Program evaluation  
(e.g., Iowa tobacco cessation program)
- Training evaluation  
(e.g., how to operate a piece of machinery)
- Training evaluation  
(e.g., workshop on grant writing)

# It is all about terminology!

- ▶ Needs Assessment
- ▶ Monitoring
- ▶ Outcome Studies
- ▶ Testing
- ▶ Measurement
- ▶ Assessment
- ▶ Evaluation



# Needs Assessment, Monitoring and Outcome

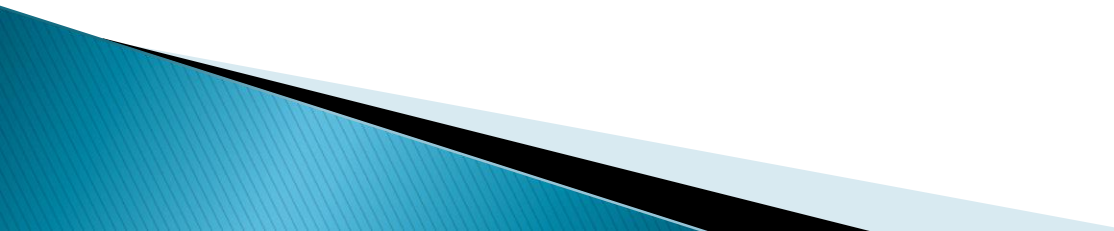
- ▶ Needs assessment – does a problem or gap *really* exist?
    - Describes the problem/need and make recommendations to reduce the gap
  - ▶ Monitoring study
    - Describes how a program is delivered, and the successes and challenges faced
  - ▶ Outcome report
    - Describes impact of the program in program recipients, secondary audience, and communities
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# Testing

- ▶ The collection of quantitative (numeric) information about a competence
- ▶ Focuses on the individual
- ▶ There are right and wrong answers to the test items
- ▶ Examples:
  - Tests provided by the Educational Testing Service (ETS)
    - GMAT (Graduate Management Admission Test)
    - TOEFL (Test of English as a Foreign Language)

# Measurement

- ▶ The collection of quantitative (numeric) data to determine the degree of whatever is being measured
  - ▶ There are no “wrong” or “right” answers
  - ▶ Examples:
    - A *Decision Making Inventory* might be used to determine a preference for using a *Systematic* style versus a *Spontaneous* one in making a decision
    - Psychological inventories (computer self-efficacy, motivation)
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# Assessment

- ▶ Systematic collection of qualitative (textual) and/or quantitative (numeric) information without reference to judgments of worth or merit
- ▶ Examples:
  - Establish a need or gap (e.g., anonymous testing)
  - Define a profile of the “aggressive salesperson”
  - Define the elements of desired performance



# Evaluation

- ▶ The process of making judgments regarding the appropriateness of person, program, process or product for a specific purpose
  - ▶ Evaluation may involve testing, measurement, or assessment
  - ▶ Examples:
    - Health program evaluation
    - Course evaluation
    - Web interface usability testing
    - Application to graduate school
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