

1. Record Nr.	UNINA9910461515703321
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Titolo	The ABCs of evaluation : timeless techniques for program and project managers / / John Boulmetis, Phyllis Dutwin
Pubbl/distr/stampa	San Francisco, [California] : , : John Wiley & Sons, , 2011 ©2011
ISBN	1-118-10366-1 0-470-87354-X
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (307 p.)
Collana	Research Methods for the Social Sciences ; ; 46
Classificazione	EDU011000
Disciplina	658.4/032
Soggetti	Management - Evaluation Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The ABCs of Evaluation: Timeless Techniques for Program and Project Managers; Contents; Preface; The Authors; 1 What is Evaluation?; Common Denominators; Two Definitions of Evaluation; Evaluating Efficiency, Effectiveness, and Impact; Evaluating Alternatives; Identifying Areas to Improve; Other Levels; Formal Reasons to Evaluate; Practical Application; Formative and Summative Evaluations; Putting It All Together; Key Words and Concepts; Questions and Exercises; Further Reading; 2 Why Evaluate?; Grants and Grantsmanship; Benefits; Benefits to Sponsors and Staff; Opportunities Understanding of OutcomesLimitations; Considerations; Social and Political Situations; Decision-Making Needs; Research for New Solutions; Putting It All Together; Key Words and Concepts; Questions and Exercise; Further Reading; 3 Decision Making: Whom to Involve, How, and Why?; Program and Project Cycles; Overlooked Stakeholders; Program Phases; Evaluation and Monitoring; Program Planning Cycle and Evaluation; Needs Analysis; Program Planning; Program Implementation and Formative Evaluation; Final Evaluation: Summative; Types of Evaluation for Decision Making; Putting It All Together Key Words and ConceptsQuestions and Exercises; Further Reading; 4 Starting Point: The Evaluator's Program Description; What an Evaluator's Program Description Can Do; Developing an Evaluator's Program

Description; Putting It All Together; Key Words and Concepts; Questions and Exercises; Further Reading; 5 Choosing an Evaluation Model; More Than One Way to Evaluate; Four Evaluation Models; Discrepancy Model; Goal-Free Model; Transaction Model; Decision-Making Model; Other Models; Goal-Based Method; Choosing the Right Model; Evaluation Design Format; Other Considerations
Putting It All TogetherKey Words and Concepts; Questions and Exercise; Further Reading; 6 Data Sources; Starting Point; Qualitative and Quantitative Data Sources; Four Levels of Data; Nominal Data; Ordinal Data; Interval Data; Ratio Data; Nature of Data Collection; Existing Data; Newly Collected Data; Interview; Scales; Sentence Completion; Tests; Observational Analysis; Putting It All Together; Key Words and Concepts; Questions and Exercise; Further Reading; 7 Data Analysis; Data Analysis; Data; Terms; Statistics; Measures of Central Tendency; Measures of Variability; Levels of Data
Putting It All TogetherKey Words and Concepts; Questions and Exercise; Further Reading; Software for Personal Computers; 8 Is It Evaluation or Is It Research?; Determining Evaluation or Research from Intent; Determining Evaluation or Research from Design; Qualitative and Quantitative Characteristics; Sampling; Probability Sampling Methods; Nonprobability Sampling Methods; Sampling and Surveys; Putting It All Together; Key Words and Concepts; Questions and Exercise; Further Reading; 9 Writing the Evaluation Report; Communicating Your Findings; Evaluation Reports; The Report Outline
Section One: Summary

Sommario/riassunto

"Thoroughly revised and updated, this third edition of the bestselling book offers an introduction to program evaluation including information on stakeholder relationships, program design, data collection and analysis, reporting results, and other important steps. This edition expands coverage of evaluation models and logic models. Written for any program type or setting, The ABCs of Evaluation shows how to select participants for the evaluation and how to deal with multiple goals and objectives--including those of the organization, the staff, and the client. All references and pedagogical features including learning objectives, key terms, and questions for discussion have been updated"--