

1. Record Nr.	UNINA9910954626803321
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Titolo	Data collection : planning for and collecting all types of data / Patricia Pulliam Phillips, Cathy A. Stawarski
Pubbl/distr/stampa	San Francisco, : Pfeiffer, c2008
ISBN	9786611221522 9781119254782 1119254787 9781281221520 128122152X 9780470179017 0470179015
Edizione	[1st ed.]
Descrizione fisica	1 online resource (192 p.)
Collana	Measurement and evaluation series
Altri autori (Persone)	StawarskiCathy A
Disciplina	001.4/33
Soggetti	Employees - Rating of Organizational learning - Evaluation Project management - Evaluation Rate of return Social sciences - Research - Methodology
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	Data Collection; Contents; Acknowledgments from the Editors; From Patti; From Jack; Principles of the ROI Methodology; Chapter 1: Using Questionnaires and Surveys; Types of Questions; Questionnaire Design Steps; Improving the Response Rate for Questionnaires and Surveys; Final Thoughts; Chapter 2: Using Tests; Types of Tests; Simulations; Informal Tests; Final Thoughts; Chapter 3: Using Interviews, Focus Groups, and Observation; Interviews; Focus Groups; Observations; Final Thoughts; Chapter 4: Using Other Data Collection Methods; Business Performance Monitoring; Action Planning Performance ContractsFinal Thoughts; Chapter 5: Measuring Reaction and Planned Action; Why Measure Reaction and Planned Action?; Importance of Other Levels of Evaluation; Areas of Feedback; Data

Collection Issues; Uses of Reaction Data; Final Thoughts; Chapter 6: Measuring Learning and Confidence; Why Measure Learning and Confidence?; Measurement Issues; Administrative Issues; Uses of Learning Data; Final Thoughts; Chapter 7: Measuring Application and Implementation; Why Measure Application and Implementation?; Challenges; Measurement Issues; Data Collection Methods; Barriers to Application

Uses of Application DataFinal Thoughts; Chapter 8: Measuring Impact and Consequences; Why Measure Business Impact?; Effective Impact Measures; Data Collection Methods; Final Thoughts; Chapter 9: Selecting the Proper Data Collection Method; Matching Exercise; Selecting the Appropriate Method for Each Level; Final Thoughts; Index; About the Authors

Sommario/riassunto

Data Collection Data Collection is the second of six books in the Measurement and Evaluation Series from Pfeiffer. The proven ROI Methodology--developed by the ROI Institute--provides a practical system for evaluation planning, data collection, data analysis, and reporting. All six books in the series offer the latest tools, most current research, and practical advice for measuring ROI in a variety of settings. Data Collection offers an effective process for collecting data that is essential to the implementation of the ROI Methodology. The authors outline the techniques, process
