

Chapter 12

Evaluation Research

EVALUATION RESEARCH

- Research undertaken for the purpose of determining the impact of some social intervention, such as a program aimed at solving a social problem.

EVAL RESEARCH DESIGNS

- Experimental Designs
- Quasi-Experimental
 - Nonrigorous inquiries somewhat resembling controlled experiments but lacking key elements such as pre- and post-testing and/or control groups

QUASI-EXPERIMENTAL

- Time-series Design
 - Measurements taken over time to look at rates before and after an intervention
 - Traffic accident rates before and after lowering the speed limit
 - Comprehension level of what a good concert is before and after Perris-Beauchamp

QUASI-EXPERIMENTAL

- Nonequivalent Control Group
 - A control group that is similar to the experimental group but is not created by the random assignment of subjects.
 - Differs from the experimental group in terms of the DV(s) related to it.

QUASI-EXPERIMENTAL

- Multiple Time-Series Design
 - The use of more than one set of data that were collected over times
 - Just like a time-series design, but an aggregate of them.

EVALUATION RESEARCH

- Needs Assessment Studies
 - Aim to determine the existence and extent of problems typically among a segment of the population
 - The elderly - energy and medication
 - Perris-Beauchamp concert - encore, autographs

EVALUATION RESEARCH

- Cost-benefit Studies
 - Determine whether or not the results of a program can be justified by its expense
 - Going to PB show vs. staying home and being so, so lame even if you do save a little gas. You're gonna let that keep you home? Oil prices?

EVALUATION RESEARCH

- Monitoring Studies
 - Provide a steady flow of information about something of interest

Evaluation research is also called:

- A. Program evaluation
- B. Applied research
- C. Clinical sociological research
- D. Cost-benefit analysis
- E. Applied game theory

The goal in evaluation research is to evaluate the impact of social interventions. The major problem in this venture is:

- A. Developing an appropriate sample
- B. Developing an appropriate theory
- C. Avoiding ethical dilemmas
- D. Developing adequate measures

The most critical problem in evaluation study is:

- A. Dealing with ethical issues
- B. Measuring the outcome
- C. Developing an adequate sample
- D. Dealing with political constraints
- E. Not to employ appropriate statistical techniques

Jonathan studied the impact of selling Girl Scouts cookies on troop's morale. He randomly assigned six troops to sell cookies and six troops to not sell them. He measured troop morale before it was time to sell cookies as well as a month after. Which design?

- A. Multiple time-series
- B. Time-series
- C. Experimental
- D. Nonequivalent control group

Ethical issues of evaluation research center on:

- A. The policy implications
- B. The administrators of the agency
- C. The nature of clients
- D. The nature of the social intervention

Computer simulation is particularly useful for

- A. Measuring social indicators
- B. Analyzing many variables
- C. Outlining policy implications
- D. Improving reliability and validity
- E. Predicting outcomes of specific social changes

Dr. Kposowa wants to do an evaluation study of the effects of a patient education program on patient anxiety. He used one wing in a hospital for the experiment and compares the results with a similar group of patients in a similar wing in another hospital. Which design?

- A. Classical
- B. Nonequivalent control group
- C. Time series
- D. Post test only control group design
- E. factorial