What We Will Cover in This Section

• Overview.
• Types of evaluation.
• Measuring change.
• Summary.

Evaluation

Application of research methods to evaluate the effectiveness of a broad-scale social program or intervention.

Evaluates the social reforms and innovations that occur in government, education, industry, health care, and the criminal justice system.
Step 1. Needs Assessment

• Process of determining what needs the program must meet.
  a. Problem identification.
  b. Solution/intervention development.
  c. Goal specification.
  d. Evaluation development.

Outcomes Development

• Proximal Outcomes.
  – Direct effects.
  – Immediate.
  – Affect the participants.

• Distal Outcomes.
  – Indirect outcomes.
  – Broad in impact.
  – May be delayed.
  – Affect people not in the program.

Stakeholders

• The people who have a vested interest in the program’s success or failure.
  – Sponsors.
  – Administrators.
  – Clients/participants.
  – Politicians.
  – Etc.
Step 2. Program Monitoring

• Assessment of how well the program is being implemented.
  – Process evaluation.
  • How well is the program being implemented.
  – Summative evaluation.
  • Assesses the program’s overall effectiveness and effectiveness.

Process Evaluation

• Should vs. Is analysis.
• Sources of failure.
  – Lack of specific procedures.
  – Poor training.
  – Poor supervision.
  – Skeptical staff.

Summative Evaluation

• Assess the degree of change.
  – Based on the targeted goals.
• Importance of the change.
  – Focus on practical significance vs. statistical significance.
  – Are the goals being met?
• Costs.
Research Designs

- True Experiments.
- Quasi-experimental designs.
  - Non-equivalent control group.
  - Issues.
    - Usual threats.
    - Control group contamination.
      - Treatment diffusion.
      - Staff compensation efforts.
      - Control group rivalry.
      - Demoralization.

Research Designs, cont.

- Pre-experimental designs.
  - One group pre-test, post-test.

- Single case designs.

Efficiency Analysis

- Cost benefit analysis.
  - Compare the dollar costs to the benefits in dollars provided.

- Cost-effectiveness analysis.
  - Compare the costs to the outcome size.
Measuring Change

- Difference scores.
  - Pre scores compared to post scores.
  - Issue
    - Are they reliable?
    - Reliable Change Index.

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\frac{\text{Difference Score}}{\text{Standard Error of the Difference}}
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