

Research Methods in Psychology

Evaluation Research



What We Will Cover in This Section

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



Evaluation

Application of research methods to evaluate the effectiveness of an 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.

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

THE END


