

# Introduction to Evaluation Design

*Evaluation Design  
One Day Course – Part A*

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# Course Content

- ✓ 09.00-10.00 First Input (Part A):  
Introduction to Evaluation Designs
- ✓ 10.00-10.30 Coffee break
- ✓ 10.30-12.00 Second Input (Part B):  
Investigation Designs
- ✓ 12.00-13.00 Lunch break
- ✓ 13.00-14.30 Third Input (Part C):  
Data Collection Designs
- ✓ 14.30-15.00 Coffee break
- ✓ 15.00-16.00 Fourth input (Part D):  
Practicability of Evaluation Designs

# Content of Part A

- ✓ What is Evaluation Design?
- ✓ Different Design Types
- ✓ Different Kinds of Evaluations and Different Kinds of Evaluation Design
- ✓ Lessons Learnt

# What is Evaluation Design?

- ✓ Design is the **creation of a plan** for the **construction of a system** (Wikipedia)
- ✓ Research Design = „A research design is simply a **plan for conducting research**” (Pell Institute Evaluation Toolkit)

**An Evaluation Design is simply a plan for conducting an Evaluation**

# Evaluation vs. Research Design

✓ Interpreting the **Evaluation Task**

✓ **Defining Assessment Criteria**

✓ **Planning Stakeholder Involvement**

✓ Planning and Preparing Data Collection

✓ Data Collection Process

✓ Data Analysis

✓ Reporting / Internal Exchange

✓ **Utilization of Results**

✓ Formulating the Research Problem

✓ Defining Test of Theory

✓ Defining basic population and sampling

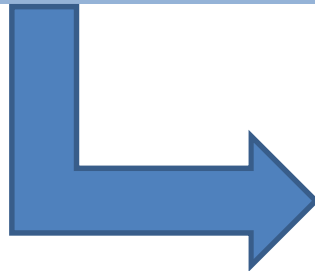
✓ Planning and Preparing Data Collection

✓ Data Collection Process

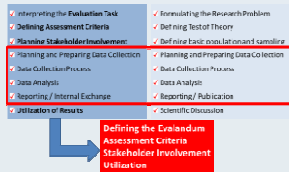
✓ Data Analysis

✓ Reporting / Publication

✓ Scientific Discussion



**Defining the Evalandum**  
**Assessment Criteria**  
**Stakeholder Involvement**  
**Utilization**



# Differences to Research Designs

Evaluation Designs are different to Research Designs because

- ✓ They are **not limited** to a single research question
- ✓ They are **performing more reactive** than active
- ✓ They have to handle **assessments** in an objective way
- ✓ They are more or less involved in a **political process**
- ✓ They include the management of **social processes**  
(stakeholder involvement, exchange with commissioners)
- ✓ They include the management of **utilization**

# Key Tasks of Evaluation Design

- ✓ The design of an evaluation has to:
- 1 **describe the evaluand** and derive the work tasks and challenges,
  - 2 give advices for **formulating objectives and tasks** of the evaluation (including **how evaluation criteria** are developed),
  - 3 stipulates the manner in which the evaluation **is to be conducted** (including data collection, analyses, assessment , interpretation),
  - 4 show how **to identify stakeholders** and how they will be included (selection, contacting, informing, deciding etc.),
  - 5 develop strategies to prepare the **use of evaluation results**

# Three Levels of Design

**Depends on kinds of  
Evaluations**

**Evaluation Design**

**Depends on kinds of  
Information needs**

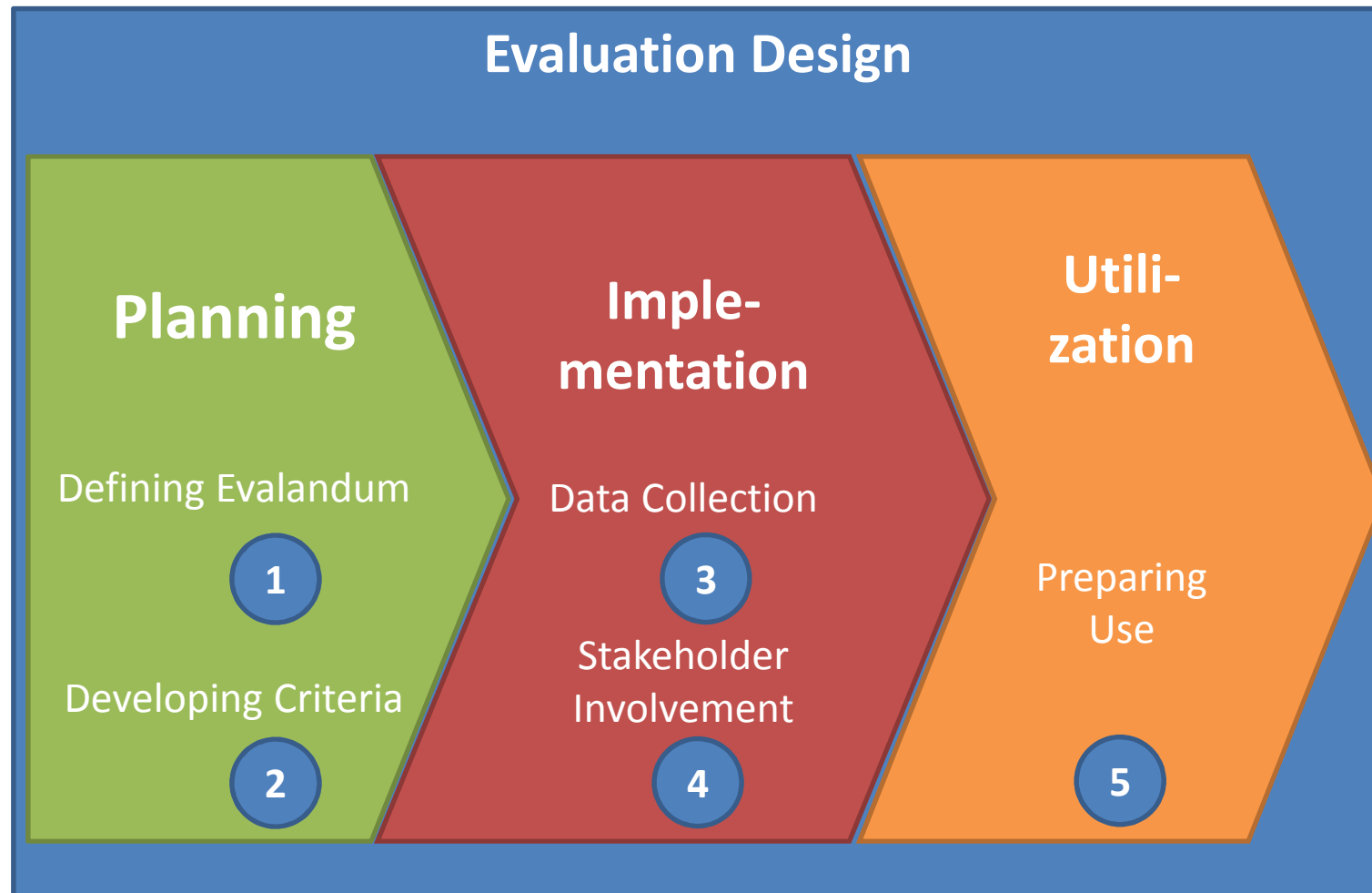
Investigation Design

**Depends on kinds of  
Methods**

Collection Design



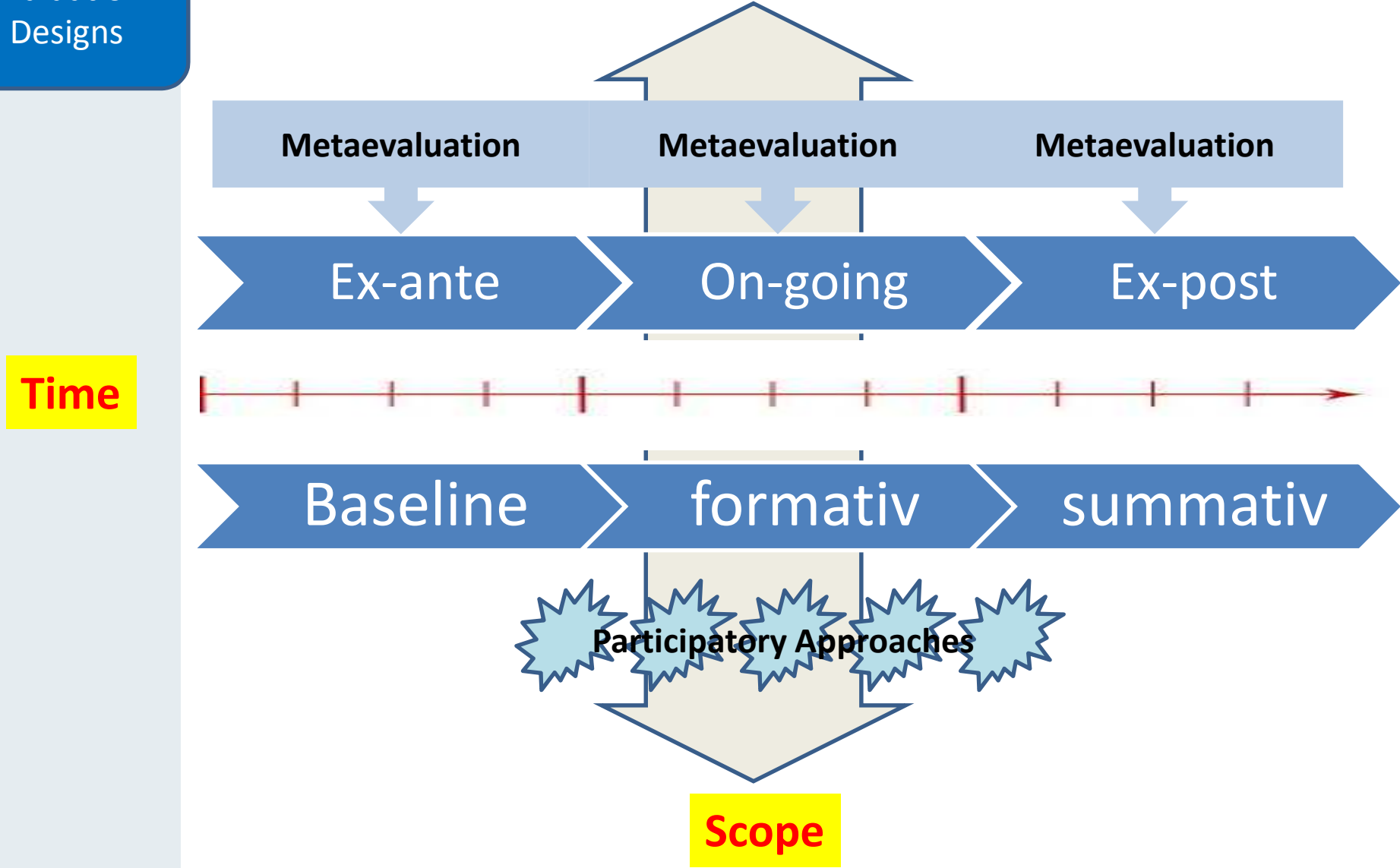
# Elements of Evaluation Design



An Evaluation is a project with the same management tasks

Evaluation Designs

# Typical kinds of Evaluations

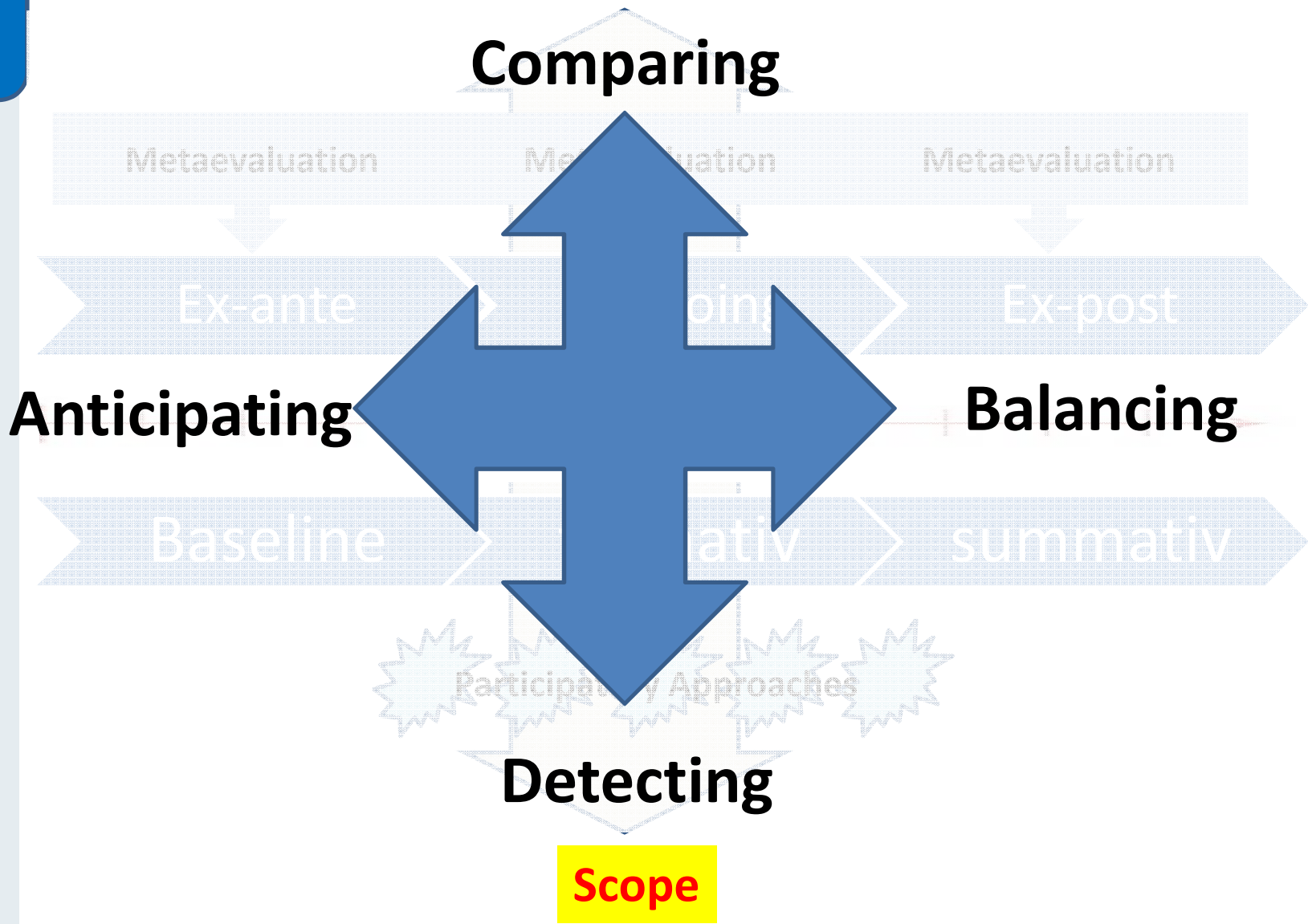


Evaluation Designs

1

# Specifics I: Defining Evalandum

Time



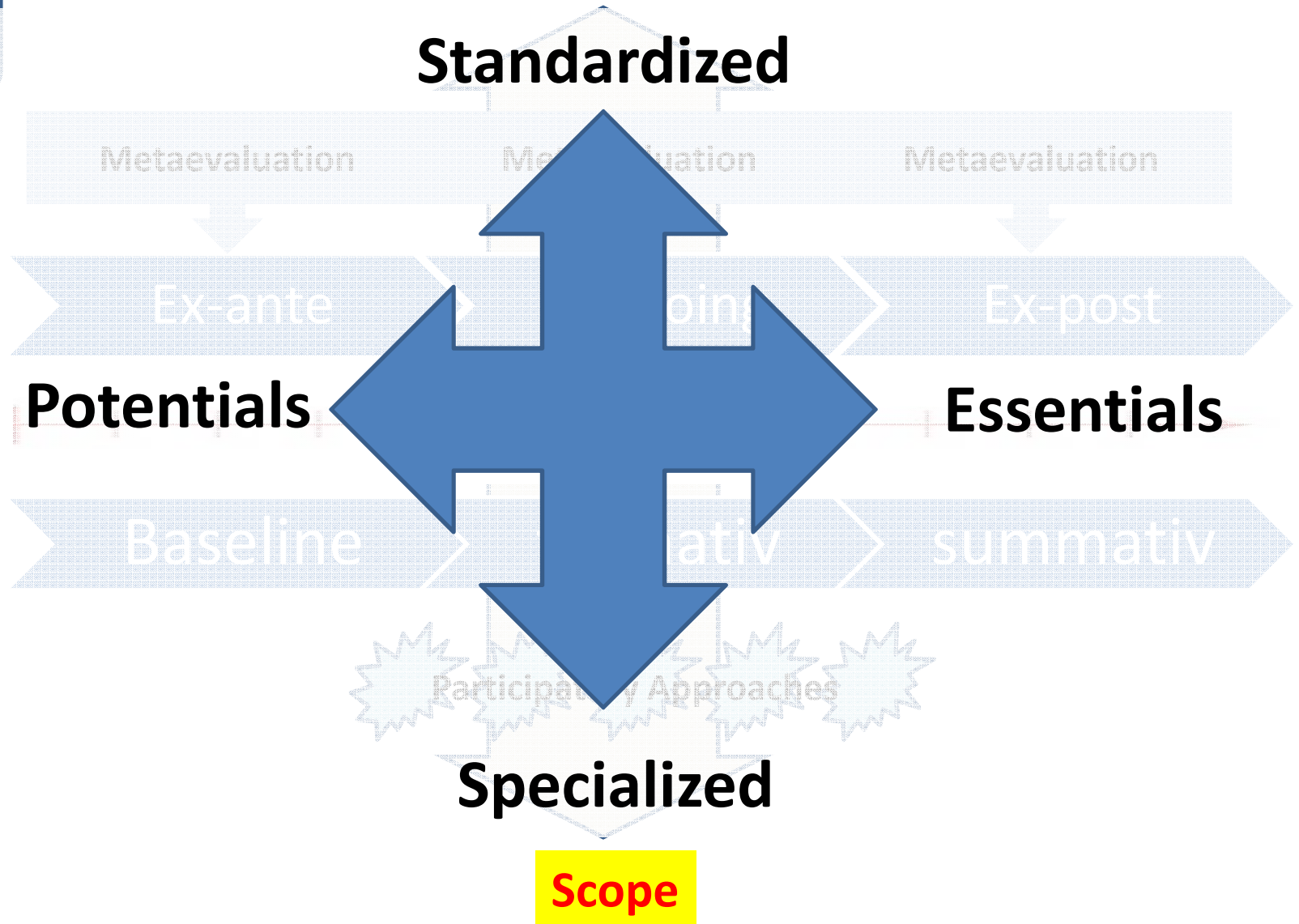
Scope

Evaluation Designs

2

Time

# Specifics II: Defining Criteria

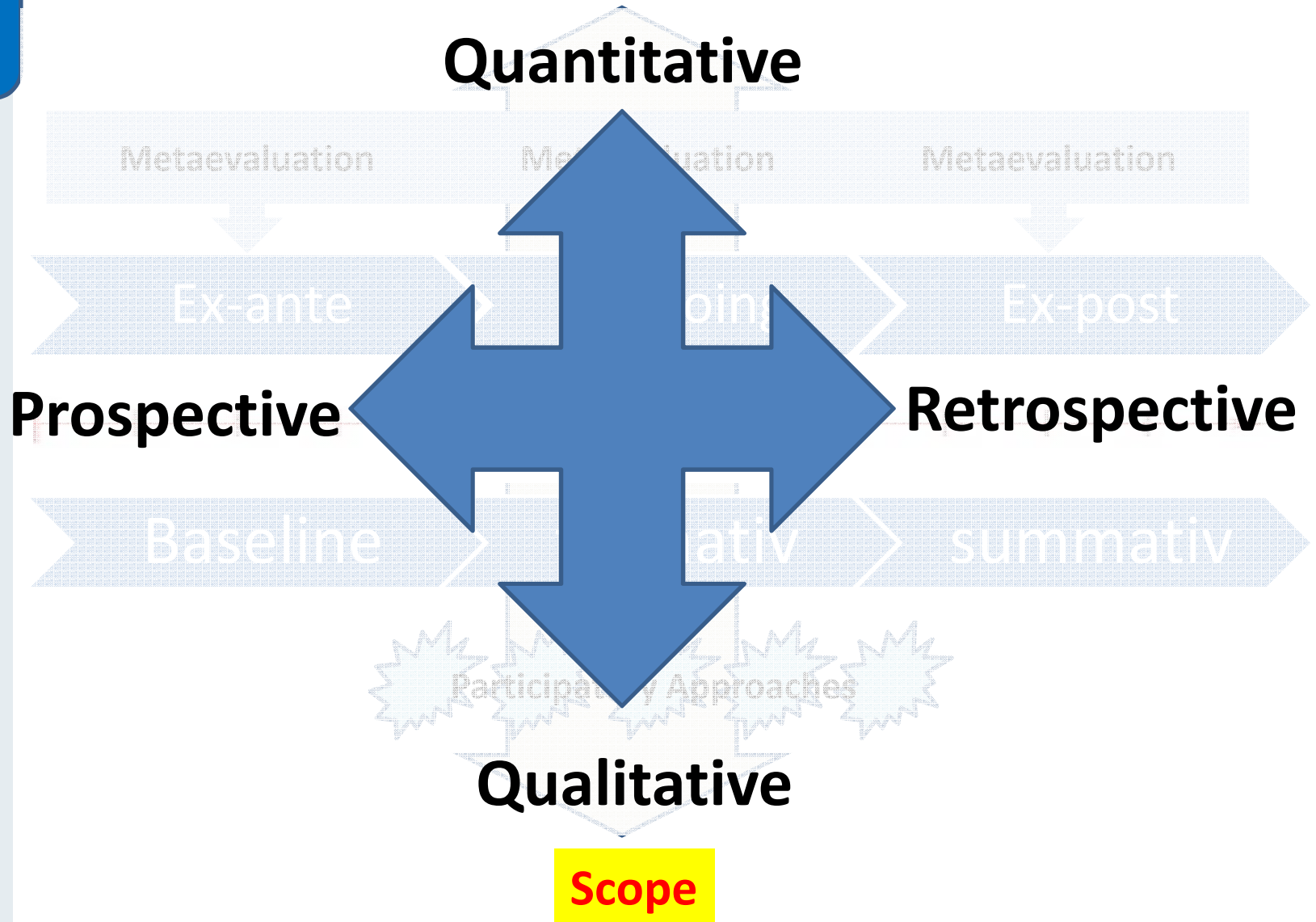


Evaluation Designs

3

Time

# Specifics III: Data Collection

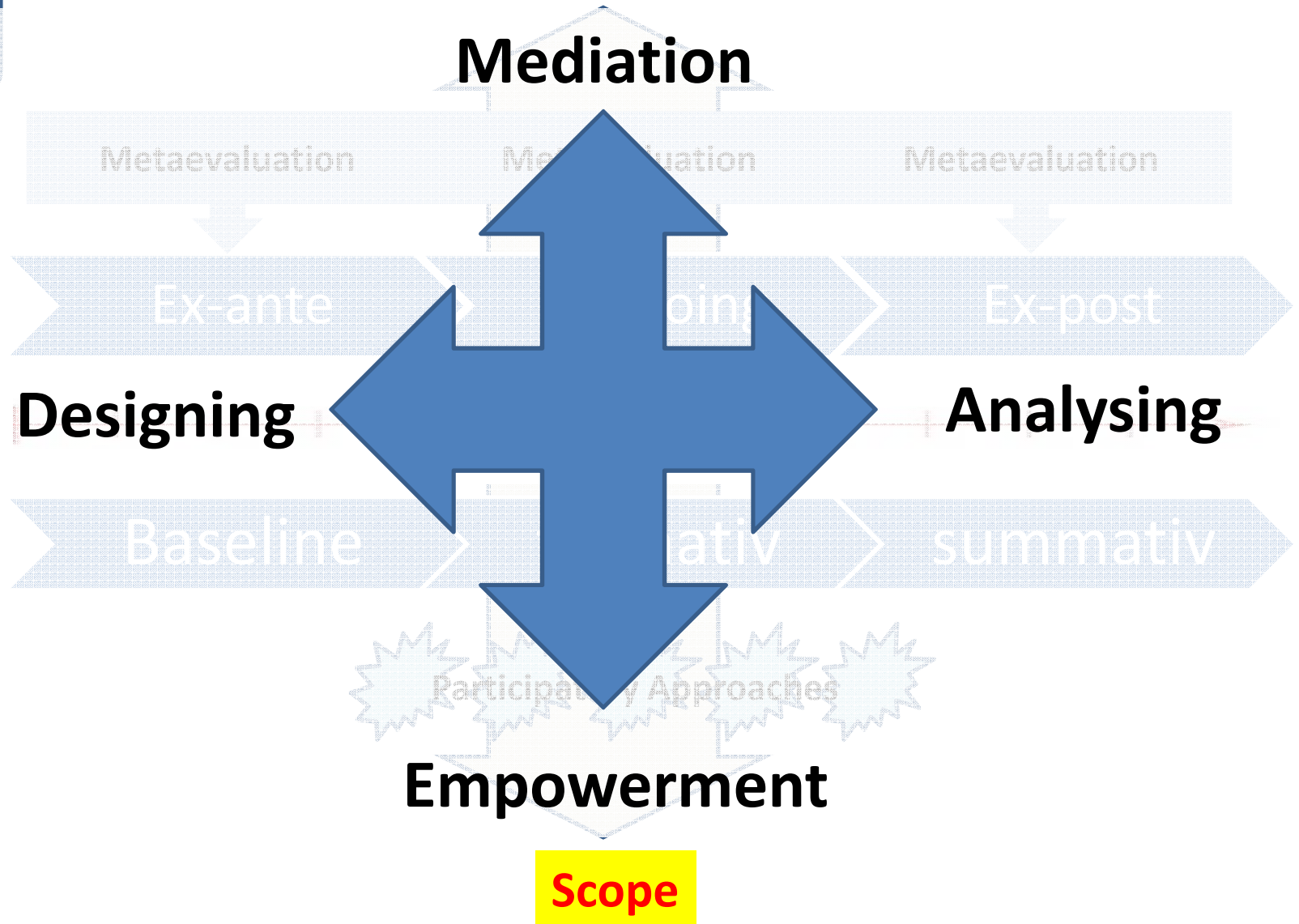


Evaluation Designs

4

Time

# Specifics IV: Involving Stakeholders

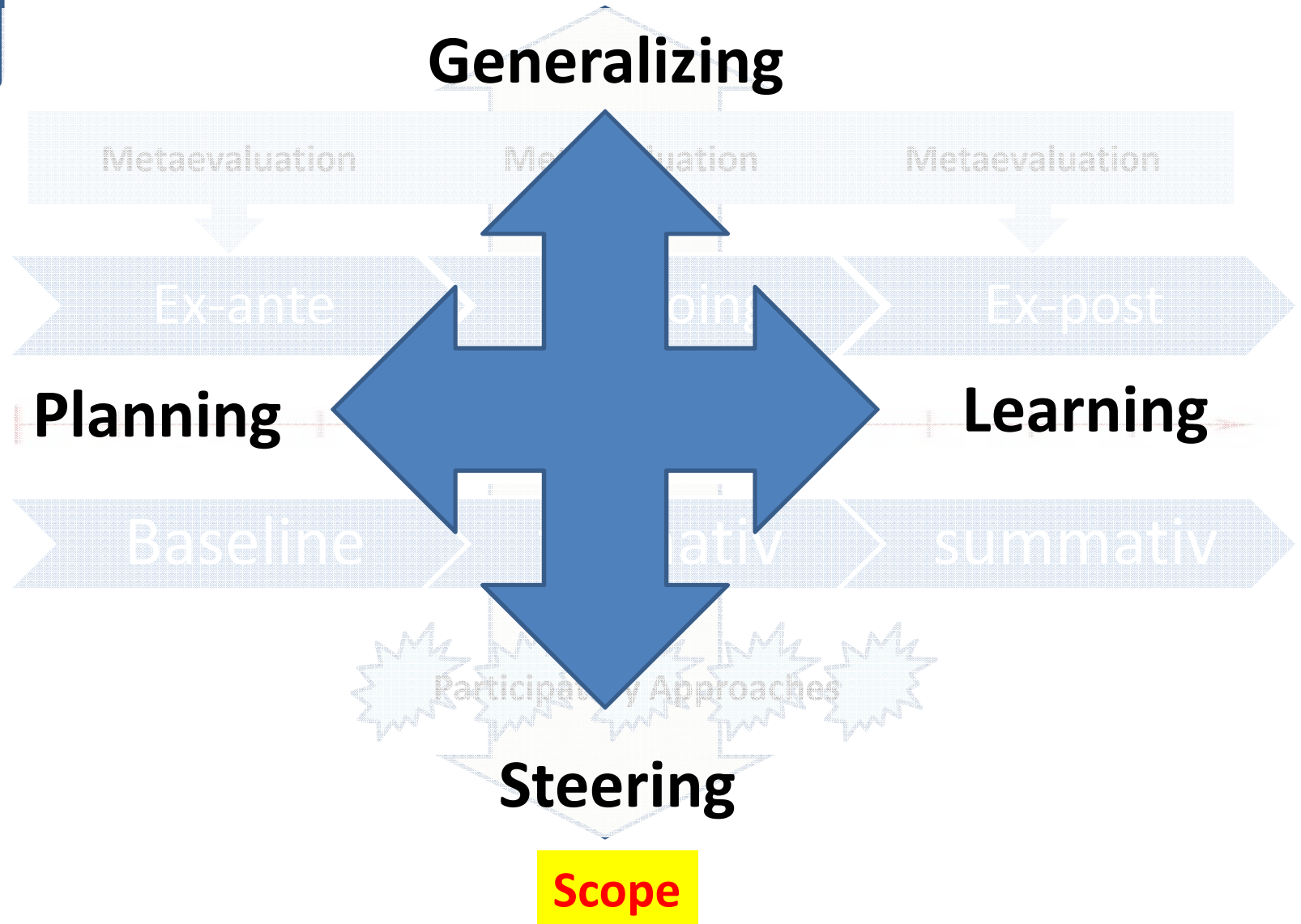


Evaluation Designs

5

Time

# Specifics V: Using Results

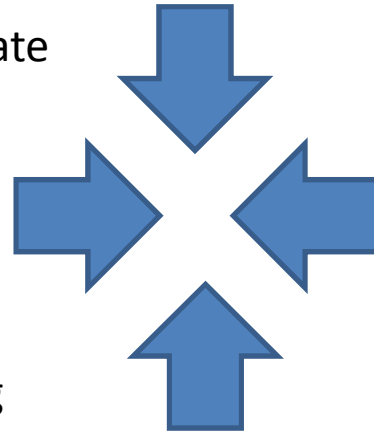


Evaluation  
Designs

# Demands for Evaluation Designs

- Evaluation should compare
- Aim for Comparisons
- Quantitative Data for comparative Analysis
- Participation for including interests
- Using Results for Strategic Decisions

- Evaluation should anticipate
- Aim for Project Potentials
- Prospective Data („what may happen“)
- Participation in Designing Evaluations
- Using Results for Planning Purposes



- Evaluation should balance
- Aim for Project Essentials
- Retropective Data („what happened“)
- Participation in Analysing Evaluation results
- Using Results for Learning Purposes

- Evaluation should detect specifics
- Aim for Specifics
- Qualitative Data for In-depth Analysis
- Participation for empowering people
- Using Results for Project Steering



# Summary

- ✓ Evaluation Designs are plans for conducting an evaluation
- ✓ Evaluation Designs have five tasks
  - Defining the **Evalandum**
  - Defining **Assessment Criteria**
  - **Collecting Data**
  - **Involving Stakeholders**
  - Preparing the **Use of Evaluation Results**
- ✓ There are different demands for Evaluation Designs
  - **Formativ** (more interactive, communicative , involved)
  - **Summativ** (more reactive, distant, outside the process)
  - **Comparative and aggregated** (Metaevaluation)
  - **Specific and case-oriented** (Participatory Approaches)