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

<table>
<thead>
<tr>
<th>Evaluation Task</th>
<th>Research Problem</th>
</tr>
</thead>
<tbody>
<tr>
<td>Defining Assessment Criteria</td>
<td>Formulating Test of Theory</td>
</tr>
<tr>
<td>Planning Stakeholder Involvement</td>
<td>Defining basic population and sampling</td>
</tr>
<tr>
<td>Planning and Preparing Data Collection</td>
<td>Planning and Preparing Data Collection</td>
</tr>
<tr>
<td>Data Collection Process</td>
<td>Data Collection Process</td>
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<tr>
<td>Data Analysis</td>
<td>Data Analysis</td>
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<tr>
<td>Reporting / Internal Exchange</td>
<td>Reporting / Publication</td>
</tr>
<tr>
<td>Utilization of Results</td>
<td>Scientific Discussion</td>
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</tbody>
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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
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

- Evaluation Design
  - Depends on kinds of Evaluations
- Investigation Design
  - Depends on kinds of Information needs
- Collection Design
  - Depends on kinds of Methods

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Elements of Evaluation Design

An Evaluation is a project with the same management tasks

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Typical kinds of Evaluations

- Metaevaluation
  - Ex-ante
  - On-going
  - Ex-post

Evaluation Designs
- Baseline
  - formative
  - summative

Participatory Approaches

Time

Scope

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Specifics I: Defining Evalandum

Comparing
Anticipating
Balancing
Detecting

Evaluation Designs

Metaevaluation
Ex-ante
Baseline
Comparing
Anticipating
Balancing
Detecting

Time

Comparing
Anticipating
Balancing
Detecting

Comparing
Anticipating
Balancing
Detecting

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Specifics II: Defining Criteria

**Standardized**

- Metaevaluation
- Metaevaluation
- Metaevaluation

**Potentials**

- Ex-ante
- Ex-post
- Metaevaluation

**Essentials**

- Summative
- Formative
- Baseline

**Specialized**

- Participatory Approaches
- Standardized
- Specialized

**Time**

- Design
- Evaluations

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Specifics III: Data Collection

Quantitative

Prospective

Retrospective

Qualitative

Ex-ante

On-going

Ex-post

Baseline

Metaevaluation

Metaevaluation

Metaevaluation

Participatory Approaches

Scope

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Specifics IV: Involving Stakeholders

Mediation

Ex-ante
Ex-ante
Ex-ante

Metaevaluation
Metaevaluation
Metaevaluation

Baseline
Baseline
Baseline

Participatory Approaches

Designing
Analysing
Empowerment

Time

Evaluation Designs

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Specifcics V: Using Results

Evaluation Designs

- Ex-ante
- Ex-post
- On-going

Time

Metaevaluation

Planning

Baseline

Generalizing

Learning

Summative

Steering

Participatory Approaches

Scope

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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
- Retropsective 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)