

Evaluation Methods

Qualitative vs. Quantitative

June 5, 2013



about me...

about you...



Research vs. Evaluation

RESEARCH

Seek to generate
new knowledge

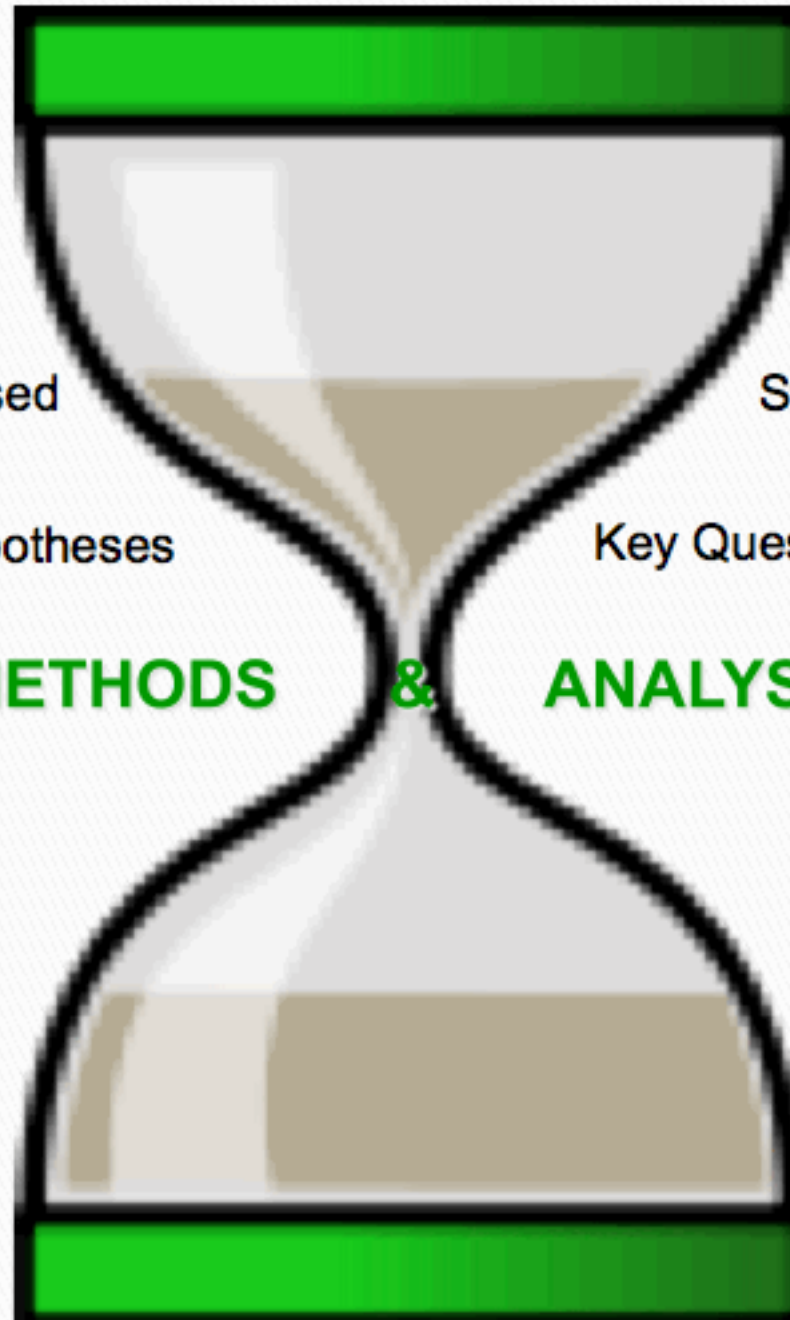
Researcher-focused

Hypotheses

METHODS

Make research
recommendations

Publish results



EVALUATION

Information for
decision making

Stakeholder-focused

Key Questions

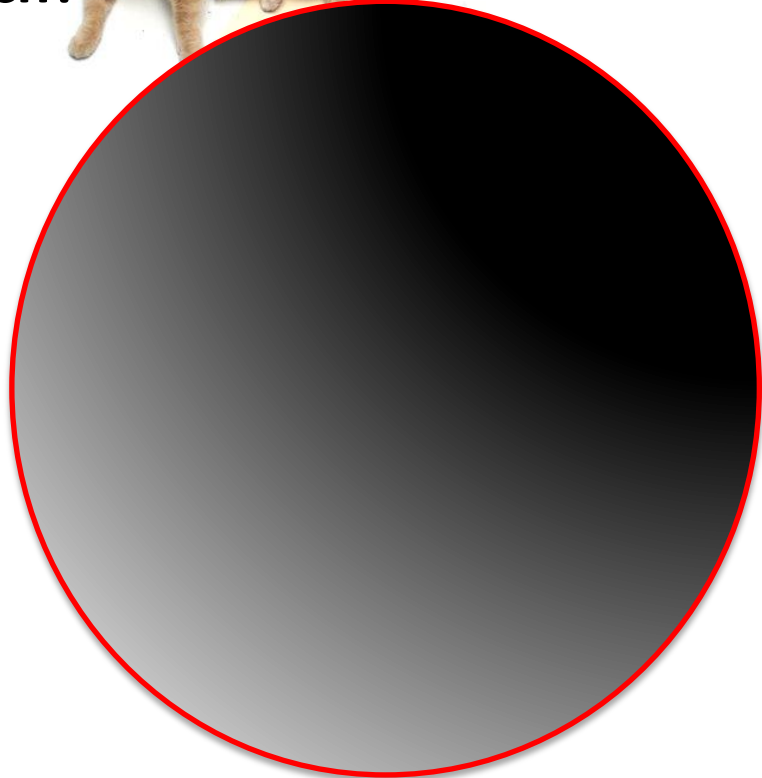
ANALYSIS

Recommendations
based on key questions

Report to stakeholders



How do you describe qualitative research?



How do you describe quantitative research?

data that tells a story

fewer participants
subjective

valid and reliable difficult to interpret

objective

time consuming
reliable over time

requires statistical analysis
less data

need graduate training to conduct

Do you consider yourself a:

a) cat person

b) dog person



Do you consider yourself a:

a) qualitative person

b) quantitative person

data that tells a story
fewer participants

subjective

difficult to interpret
valid and reliable
objective

time consuming

reliable over time

requires statistical analysis

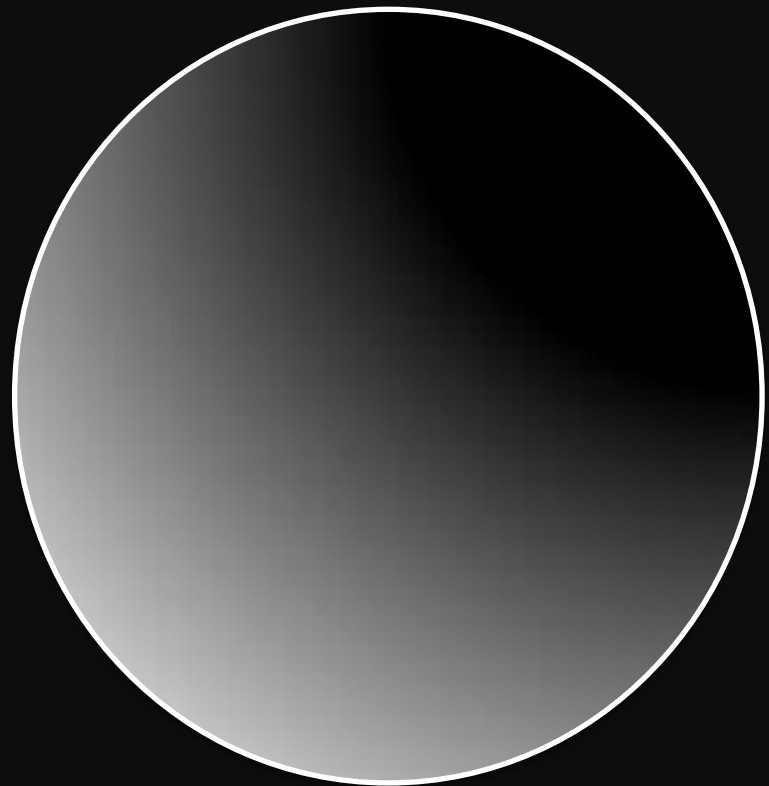
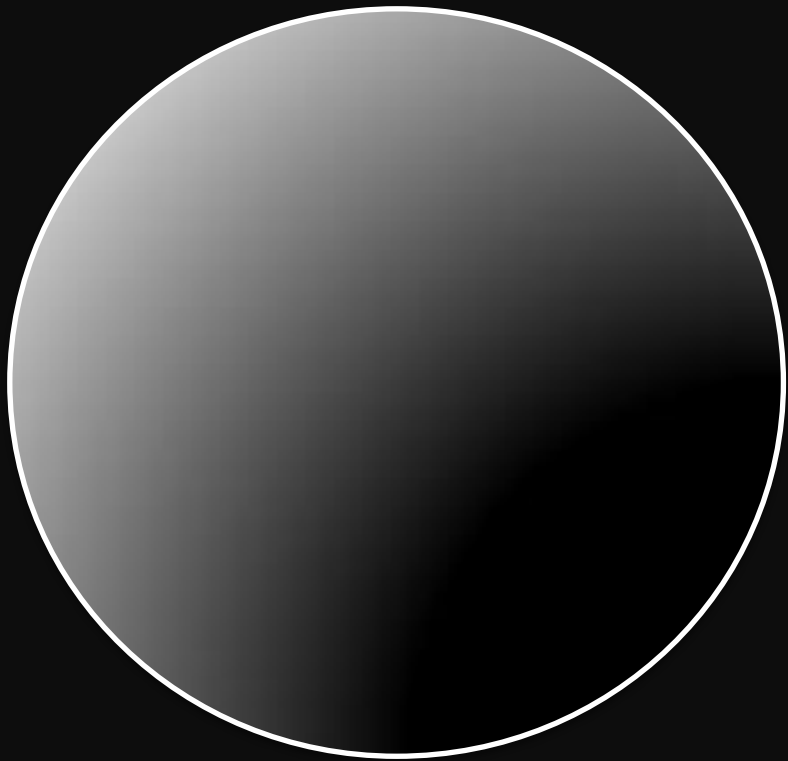
less data

need graduate training to conduct

Qualitative

Quantitative









method that aligns with what
you want to learn about

surveys

secondary data

observations

interviews

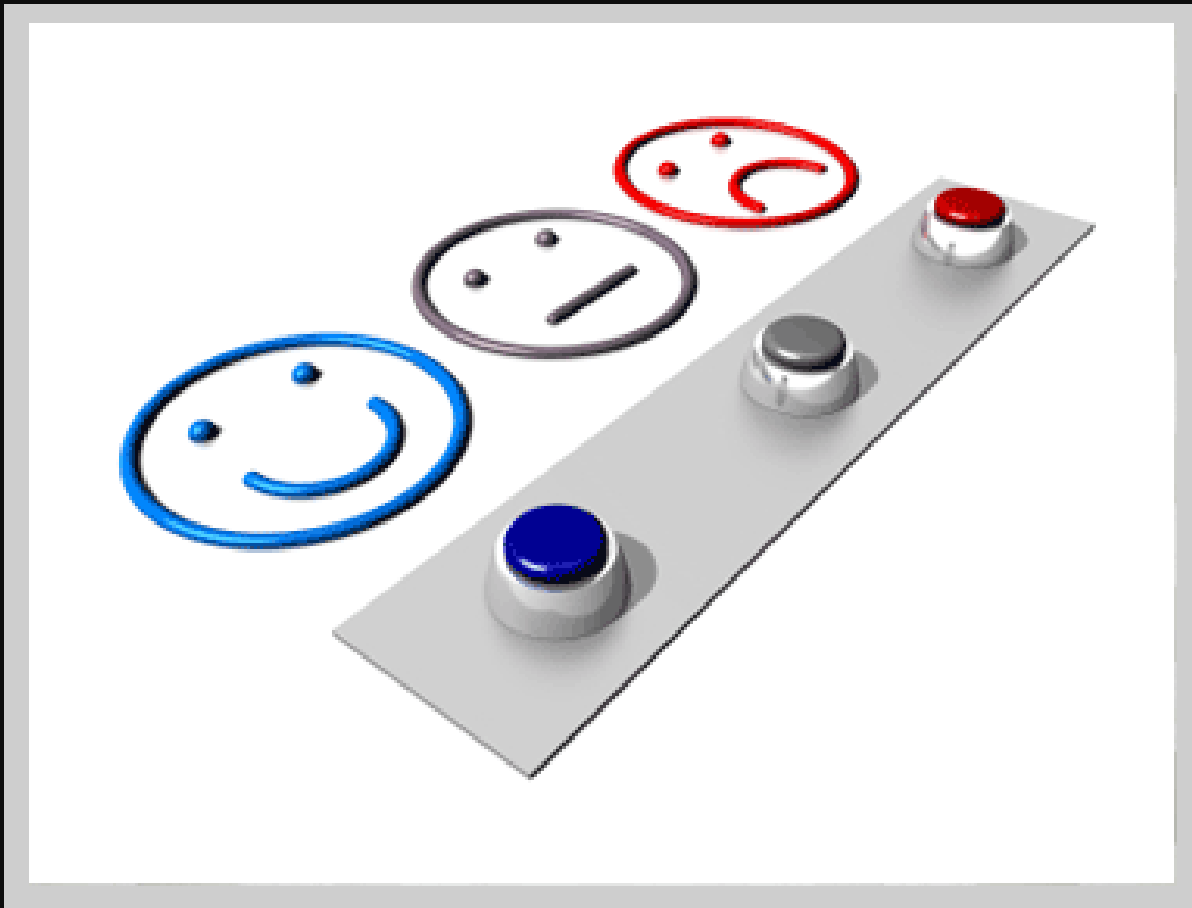
focus group

method that aligns with what
you want to learn about

1. Who are your stakeholders?
2. What might all the stakeholders want to know? (how can you be sure?)
3. What type of information is **critical** to know?
4. What type of information would be **nice** to know?
5. **How do you know if you are on the right track?**



- Your local community centre has a surplus of money and is considering developing bicycle trails to link the feeder streets to major thoroughfares. It is unclear if the community neighbourhood is also interested in this plan or if it only represents the ideas put forth by the community centre executive.
- Your organization has recently developed a program addressing newcomer health in Winnipeg. The program's goal is to link newcomers directly with local health centres that are within walking distance or one bus connection to the newcomers' homes. The rationale is that if people have a health care provider that is accessible, more health care concerns will be addressed.



SURVEYS

Do you consider yourself a:

a) cat person

b) dog person



design 5 survey questions

evaluate

- Will your questions find out what you want to know?
- Do the questions constrain the types of possible answers enough for you to get reliable data?
- What sorts of answers can you expect?
- Discuss how you will conduct your survey (e.g. online, face-to-face, and where you will go to find your information);



INTERVIEWS

convert to interview

- who you might interview?
- What is the same and different when comparing interview questions and surveys



FOCUS GROUPS

host a focus group

Each table to contribute 4-5 questions for a focus group

Decide how many focus groups you would conduct, the number of participants and the demographics of the people in the focus groups;

Discuss the pragmatics or considerations of a focus group



- Leader
- Participants
- Objectives
- Recording(ers)
- Timeframe
- Snacks
- Remuneration
- Others?

Options to consider

qualitative

- Descriptive comparisons
- Thematic overviews
- Quantifiable
 - Computer programs

quantitative

- Variables are either continuous or dichotomous
- Type of data will determine statistics available to you
- Simple comparisons: t-test and chi-square

Mixed methods

THIRD EDITION

RESEARCH DESIGN

Qualitative, Quantitative, and
Mixed Methods Approaches



JOHN W. CRESWELL



RESEARCH

Seek to generate
new knowledge

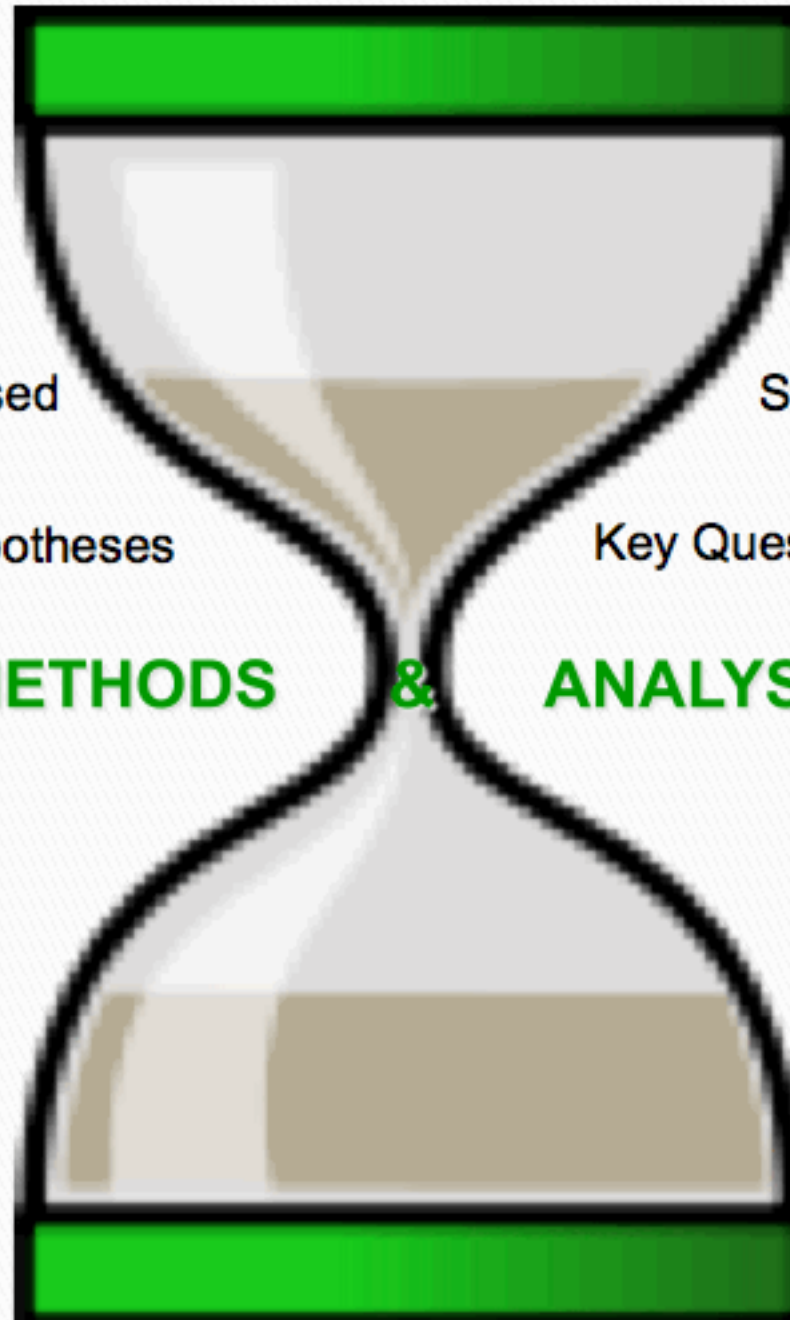
Researcher-focused

Hypotheses

METHODS

Make research
recommendations

Publish results



EVALUATION

Information for
decision making

Stakeholder-focused

Key Questions

ANALYSIS

Recommendations
based on key questions

Report to stakeholders

thank you

carla.ens2@gov.mb.ca