QUALITATIVE AND QUANTITATIVE EVALUATION

UNM Evaluation Lab Summer Institute
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Qualitative vs. Quantitative Evaluation

Qualitative
Focuses on “why” and “how”

Quantitative
Focuses on “what” and “how many”
## Qualitative vs. Quantitative Evaluation

<table>
<thead>
<tr>
<th>Qualitative</th>
<th>Quantitative</th>
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<tbody>
<tr>
<td>Prioritizes understanding people’s lived experience</td>
<td>Prioritizes quantities</td>
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Qualitative vs. Quantitative Evaluation

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<tbody>
<tr>
<td>Tells story with <strong>words</strong> (narrative) to describe incidents, actions and processes</td>
<td>Tells story with <strong>numbers</strong> (numerical)</td>
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<tr>
<td>Should be accurate and credible</td>
<td>Should be accurate and representative</td>
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Qualitative vs. Quantitative Evaluation -5

**Qualitative**
Includes interviews, focus groups, observations, ethnographies, letter or diary writing

**Quantitative**
Surveys, questionnaires, randomized controlled studies, semi-experimental designs, use of secondary data.
Our Collaborative Approach

- Evaluation team and organization meet, learn about programs, clientele, resources, etc.
- As a team, decide project scope and understand program theory and goals (involves developing a logic model and rubrics to measure success)
- The team discusses and decides what outcomes they want to measure: what questions they want to answer about a program (goals of the evaluation)
- The questions chosen define the methods and the ways to collect data
- The team decides on protocol for data collection that addresses the goals
- Staff participates in data analysis with assistance from the Learning Community
Qualitative Approach Steps

In collaboration the UNM team and the organization’s team:

• Develop evaluation goals/purposes
• Develop evaluation questions
• Review academic and quantitative data available (national and local)
• Discuss and agree on: best data collection method(s) (focus group, letter-writing, diaries, interviews, etc.)
• Develop evaluation plan
• Recruit evaluation subjects
• Implement evaluation activities
• Analyze data
• Write evaluation report, review it with organization and present it
Quantitative Approach

Possible activities:

- Review: intake and discharge forms, data already collected and organized (in Excel, etc.)
- Analyze and review of data already collected
- Review use of data collection system(s)
- Discuss and agree on: best data collection: surveys, pre- post tests, etc.
- Write evaluation plan
- Collect data
- Analyze data, write results
- Write evaluation report, review it with organization and present it
Mixed Methods

• Use of qualitative and quantitative methods improves credibility of results (triangulation).
• Oftentimes interviews and focus groups lead to development of surveys.
Evaluation^2

- The Eval Lab schedules and dedicates “Mission Time” throughout the year
- The Eval Lab evaluates itself every year (Sometimes internally and sometimes externally, or both)
- Evaluation covers the class, the learning community, the annual workshop, the Summer Institute and the experiences of the organizations (interviews with Directors)
- The Lab uses evaluation results for program planning and improvement
- An Advisory Board of representatives from affiliate organizations meets twice/year
THANK YOU!

• Questions? Comments?