

# QUALITATIVE AND QUANTITATIVE EVALUATION

UNM Evaluation Lab Summer Institute

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# Qualitative vs. Quantitative Evaluation -1

## **Qualitative**

Focuses on “why” and “how”

## **Quantitative**

Focuses on “what” and “how many”

# Qualitative vs. Quantitative Evaluation -2

## **Qualitative**

Prioritizes understanding people's lived experience

## **Quantitative**

Prioritizes quantities

# Qualitative vs. Quantitative Evaluation -3

## Qualitative

Tells story with **words** (narrative) to describe incidents, actions and processes

## Quantitative

Tells story with **numbers** (numerical)

# Qualitative vs. Quantitative Evaluation -4

## **Qualitative**

Should be accurate and credible

## **Quantitative**

Should be accurate and representative

# 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<sup>2</sup>

- 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?