



BetterEvaluation

IMPROVING EVALUATION BY SHARING INFORMATION
ABOUT METHODS

Patricia Rogers

April 23, 2012 Rome

- Evaluation

A

WHY

- Axiomatic design
- Axiomatic product development lifecycle

B

- Behavioral Risk Factor Surveillance System
- Between-group design
- British Polling Council
- Business excellence

C

- Career portfolio
- Careerscope
- Case series
- Case study
- Central composite design
- Challenge-dechallenge-rechallenge
- Check weigher
- Class rank
- Clerk of the works
- Clinical trial
- Cohort study
- Component-Based Usability Testing
- Computer-based assessment
- Conformity assessment
- Consensus decision-making
- Consensus-seeking decision-making
- Content analysis
- Context analysis
- Contingent valuation
- Continuous assessment
- Control limits
- Cost-benefit analysis

E cont.

- Ethnography
- Event correlation
- Experiment
- Experimental research design
- Expertise finding
- Extended essay

F

- Factorial experiment
- Feasibility study
- Field experiment
- Field research

P cont.

- Pick chart
- Pilot experiment
- Placebo-controlled study
- Policy analysis
- Poll average
- Process Optimization, Standardization and Innovation Technique
- Position-specific scoring matrix
- Process improvement
- Program evaluation
- Provocation test

Q

G

H

I

- IB Group 2 subjects
- IB Group 3 subjects
- IB Group 4 subjects
- IB Group 5 subjects
- IB Group 6 subjects
- IB Primary Years Programme



Wikipedia: Evaluation Methods

- Segar Cover score
- Self- and Peer-Assessment
- Single-subject design
- Single-subject research



WHAT

Documenting

Sharing

R & D

Events

COMMUNITY



Descriptions

Comments

Examples

Guides

Tools

WEBSITE



Paris Vacations, Tourism and Travel

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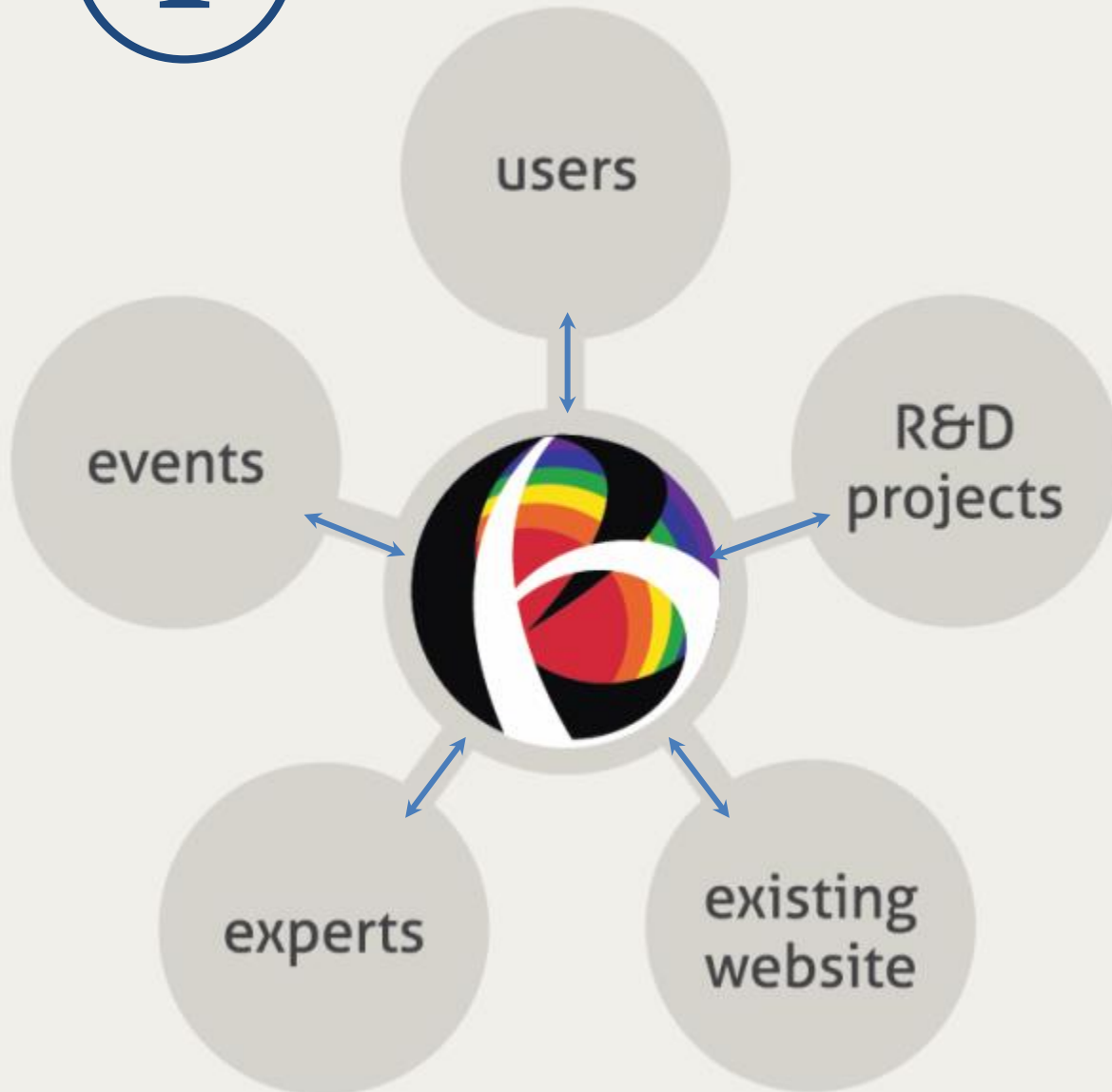
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1



Co-creation by practitioners, researchers, sector experts, method experts

2



Reflection,
processes for
quality and
authenticity

3



Rooted in practical experience

4

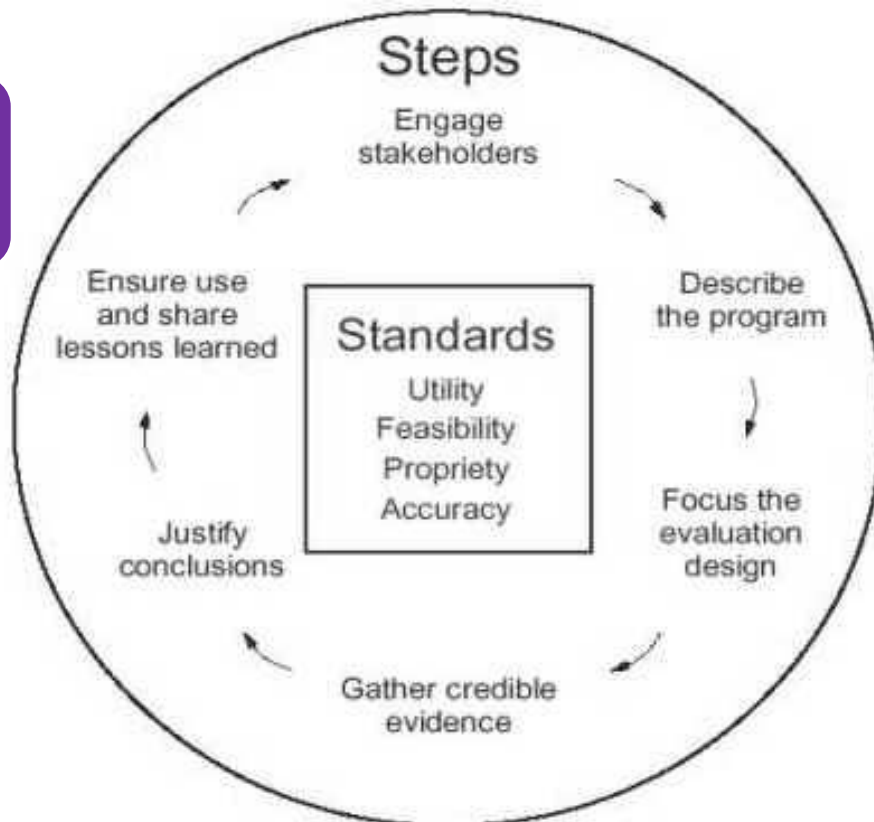
Task oriented taxonomy:
Support to navigate
options

MANAGE

**REPORT AND
SUPPORT USE**

DEFINE

**SYNTHESIZE
& VALUE**



FRAME

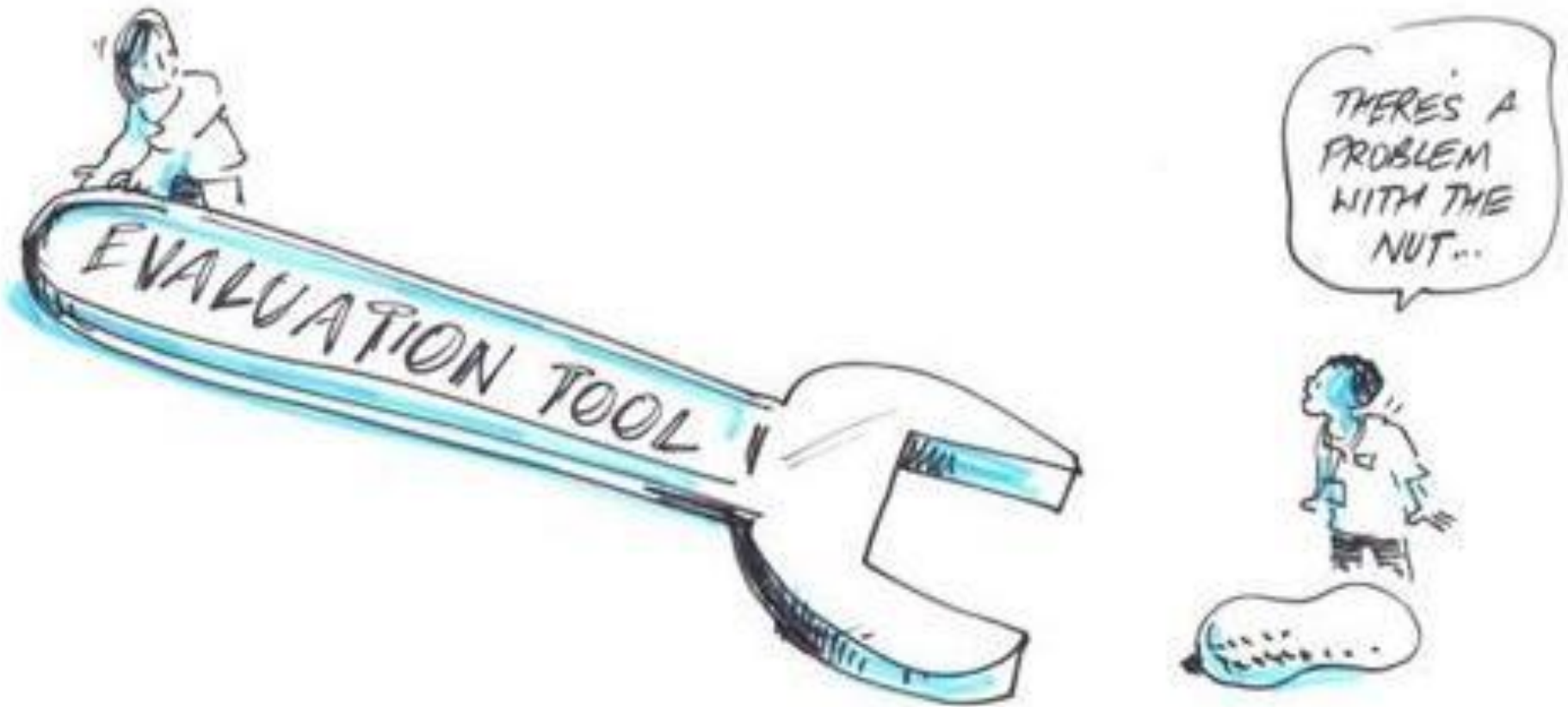
**UNDERSTAN
D CAUSES**


DESCRIBE

CDC Evaluation Framework with BetterEvaluation components overlaid

5

Methodological pluralism



A spotlight beam shines from the top left corner onto a dark blue background filled with numerous bright, multi-pointed stars. The text is centered in the lower half of the image.

Spotlight on invisible
evaluation tasks and less
well known methods

6

Respectful,
inclusive and
constructive
discussion



Welcome to BetterEvaluation!

Find information on 100+ evaluation methods, useful advice and links to great resources. Browse methods using the icons below or search by name. To help build better evaluation, please register and share your examples and comments.



Manage



Define



Frame



Describe



Understand Causes



Synthesize



Report & Support Use



[Using stories in evaluation](#)

UNDERSTAND CAUSES

Analyse what has produced the observed outcomes and impacts

About the Understand Causes Component

In particular assess to what extent the results can be attributed to the project, program or policy. This involves checking that the results match the program theory; comparing the results to the counterfactual; investigating possible alternative explanations; and identifying contributing factors.

[Read more about UNDERSTAND CAUSES](#)

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[guiti](#) Rick Davies great blog on evaluability of Theories of Change mandanews.blogspot.com/2012/04/criter...

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[Global_Upaid](#) ECDPM: Monitoring and evaluation for adaptation. Lessons from development cooperation agencies. OECD. 5 April 2012 bit.ly/1zKCir

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► Understand Causes

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Summary

Most evaluations need to investigate what is causing the outcomes and impacts of an intervention. (Some process evaluations assume that certain activities are contributing to intended outcomes without investigating these).

Sometimes it is useful to think about this in terms of 'causal attribution' – did the intervention cause the outcomes and impacts that have been observed? In many cases, however, the outcomes and impacts have been caused by a combination of programs, or by a program in combination with other factors.

In such cases it can be more useful to think about "causal contribution" – did the intervention contribute to the outcomes and impacts that have been observed?

Tasks

1. Check the results match the program theory

Check the results match the program theory

2. Compare the results to the counterfactual

Compare the results to the counterfactual

3. Investigate possible alternative explanations

Investigate possible alternative explanations

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Manage Evaluation	go+
Define	go+
Frame	go+
Describe	go+
Understand Causes	go+
Check the results match the program theory	
Compare the results to the counterfactual	
Investigate possible alternative explanations	
Synthesize	go+
Report And Support Use	go+

Ask a Question

Ask the Forum

Summary

One of the tasks involved in understanding causes is to check whether the observed results are consistent with a cause-effect relationship between the intervention and the observed impacts.

Some of the methods for this task involve an analysis of existing data and some involve additional data collection. It is often appropriate to use several methods in a single evaluation. Possible methods for assessing the likelihood that the program's theory of change caused or contributed to the results include:

Methods:

- **Asking other key informants:** other key informants can sometimes provide evidence that links participation plausibly with observed changes.
- **Asking participants:** participants can provide information about how the intervention has produced the observed outcomes and impacts
- **Checking dose-response patterns:** did increased exposure to an intervention have a positive, negative, or curvilinear relationship to the observed outcomes and impacts?
- **Checking intermediate outcomes:** did all those cases who achieved final impacts achieve the intermediate outcomes identified in the logic model?
- **Checking results match a statistical model:** for very complicated situations, simple inspection of results might not be possible, and comparison with a statistical model will be needed.
- **Checking results match expert predictions:** for evaluations conducted over a period of time, it is possible to make predictions based on program theory or an emerging theory of wider contributors to outcomes, and then to follow up these predictions over time
- **Checking timing of outcomes:** did the outcomes and impacts occur in the expected timeframe? Did they remain stable, increase, or decay over time.
- **Comparative case studies:** did the intervention produce results only in cases when the other necessary elements were in place.
- **Modus operandi:** are there tell-tale signs that indicate the cause of the impacts?
- **Qualitative comparative analysis:** compare the configurations of different cases to identify the components that produce specific outcomes.
- **Realist analysis of testable hypotheses:**
- **Statistically controlling for extraneous variables:** where an external factor is likely to affect the final outcome, it needs to be taken into account when looking for congruence. For example, the rate of motor vehicle fatalities per thousand vehicles increases by the number of miles (or kilometres) driven. People are more likely to drive their cars further in better economic conditions. An evaluation of the impact of road safety measures would need to take both extraneous variables into account when looking at the congruence in the timing of expected changes.

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Resources for Check the results match the program theory



Impact Evaluation - Key Readings - World Bank



Selecting Impact/Outcome Evaluation Designs: A Decision-Making Table and Checklist Approach

[View all resources](#)

[Suggest a Resource](#)

Ask a Question



Who is BetterEvaluation?

Founding partners

- Institutional Learning and Change initiative, Consultative Group on International Agricultural Research
- Overseas Development Institute
- Pact
- RMIT University

Financial supporters

- International Fund for Agricultural Development
- Rockefeller Foundation

How could you benefit from BetterEvaluation?



Advice for choosing appropriate methods

Advice on applying methods effectively

A framework for thinking about evaluation design

Discover new methods

Learn from other practitioners and experts

Library of resources, case study, links and people

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