

Program Evaluation Design

Qualitative Designs and Applications

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Agenda

- Plan for rest of the semester
- Benefits of Qualitative Approach
- Qualitative designs methods
- Activity around focus group interviews
- Planning time and follow up regarding program evaluation



Benefits of a Qualitative Approach

“Qualitative designs embrace this ambiguity and attempt to include multiple sources to develop an improved understanding of the situation, question, service challenge, and so forth”


–Kapp and Anderson (2010) p. 239

Benefits of a Qualitative Approach

Closely related to
clinical practices

(Kapp & Anderson, 2010)

Benefits of a Qualitative Approach



Opportunity for
Clients to tell
their stories

(Kapp & Anderson, 2010)

Qualitative Designs

Open-Ended Interviews

Observations

Focus Group Interviews

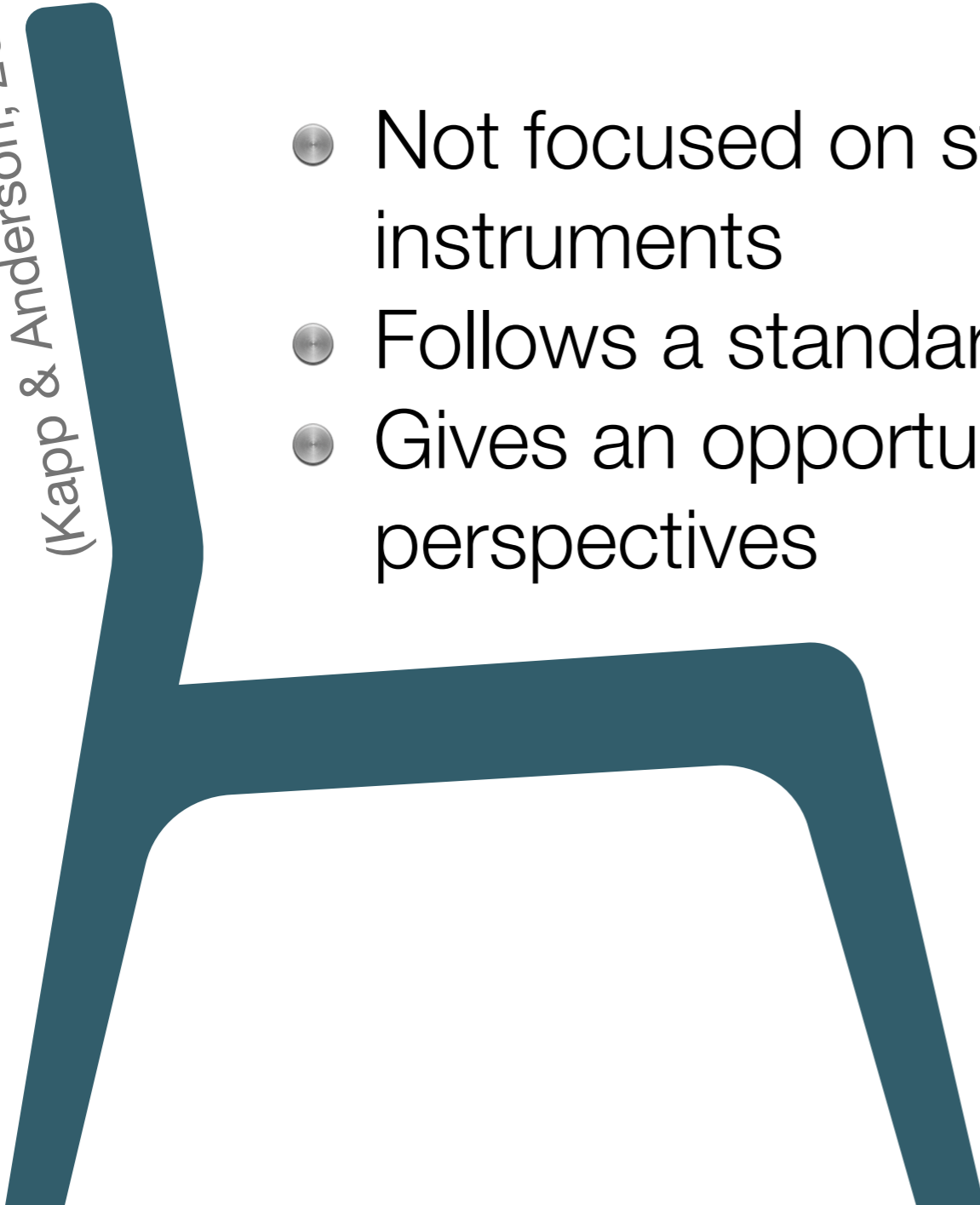
Field Notes

Qualitative Designs

Open-Ended Interviews

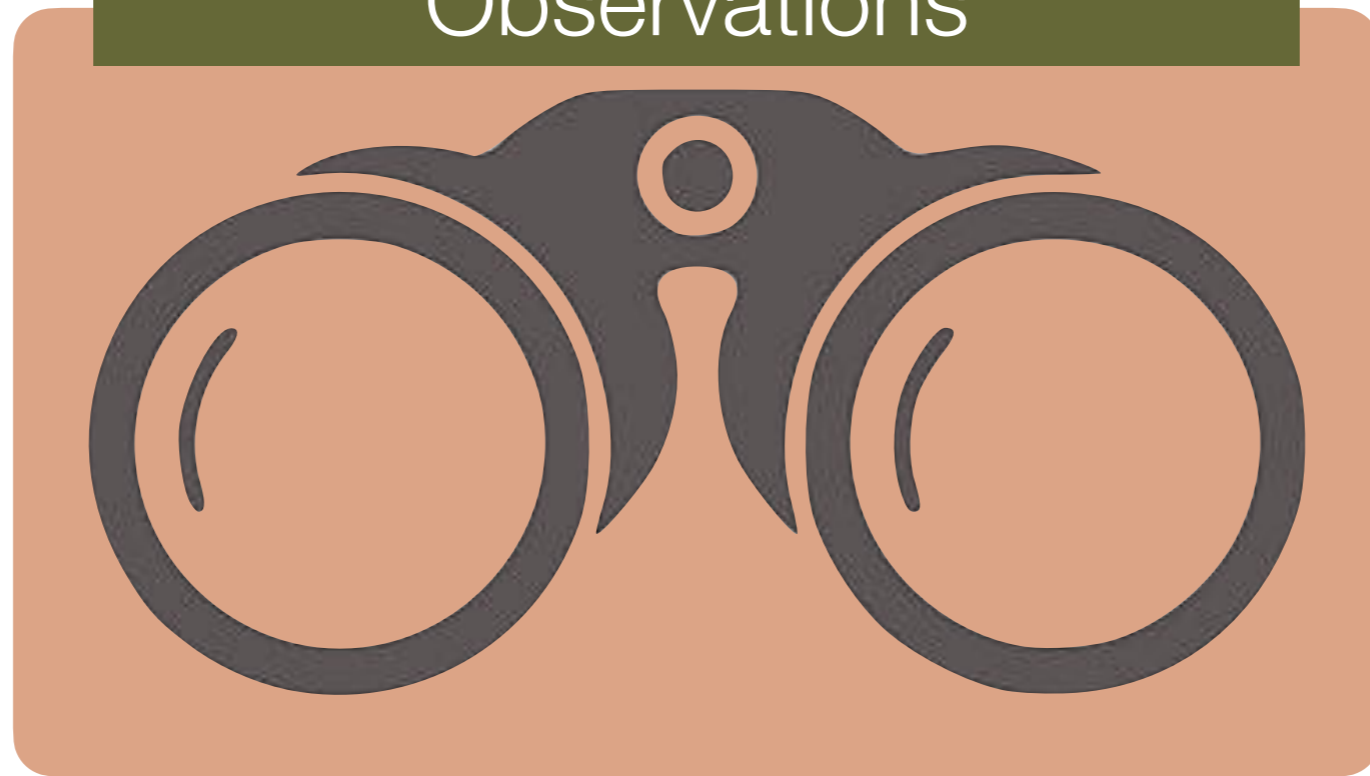
- Not focused on standardized instruments
- Follows a standardized set of questions
- Gives an opportunity share personal perspectives

(Kapp & Anderson, 2010)



Qualitative Designs

Observations



Insights not obtained through an interview

Can learn more from observation vs interview

Systematized by have a
form or guiding questions

Qualitative Designs

Observations

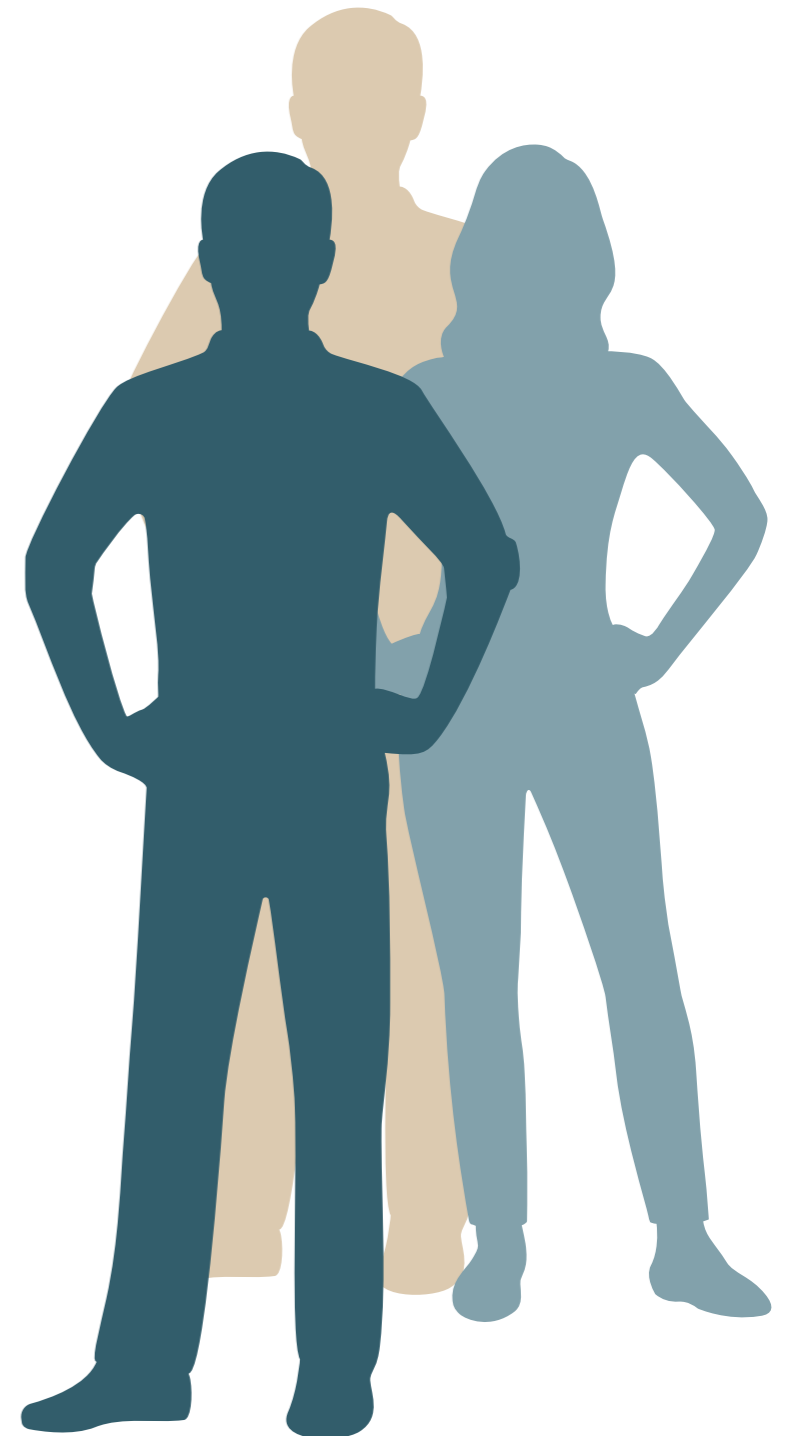
Example of ABC Data

ABC Notes				
Student: Harold Grade: 9 th				
Date/Time/Duration	Activity	Antecedent	Behavior	Consequence
10/11/13 9:35am 5 minutes	Language Arts	Individual task given	Talks to Peers about off task topic	Given Reminder by the teacher to work quietly
10/12/13 11:20 am 10 minutes	Small Group math	test	Chatted with peers	Asked to leave the class
10/12/13 1:30 pm 5 minutes	PE	Volleyball game team selection	Refused to be on the team picked for	Chose not to participate
10/15/13 9:35am 5 minutes	Language Arts	Individual task given	Talking loudly about inappropriate topics	Other students laughed Asked to leave class
10/17/13 1:20 pm 5 minutes	PE	Running the track	Refused to run, walked with students not in his class on the field	Encouraged to run but wouldn't
10/18/13 9:35am 5 minutes	Language Arts	Essay assignment	Went on laptop to not approved websites, showed other student	Would not leave the website
10/21/13 11:20 am 5 minutes	Math	Individual work Algebraic Expressions	Talked to peers about off topic conversation	Started work but kept talking

Qualitative Designs

Focus Group Interviews

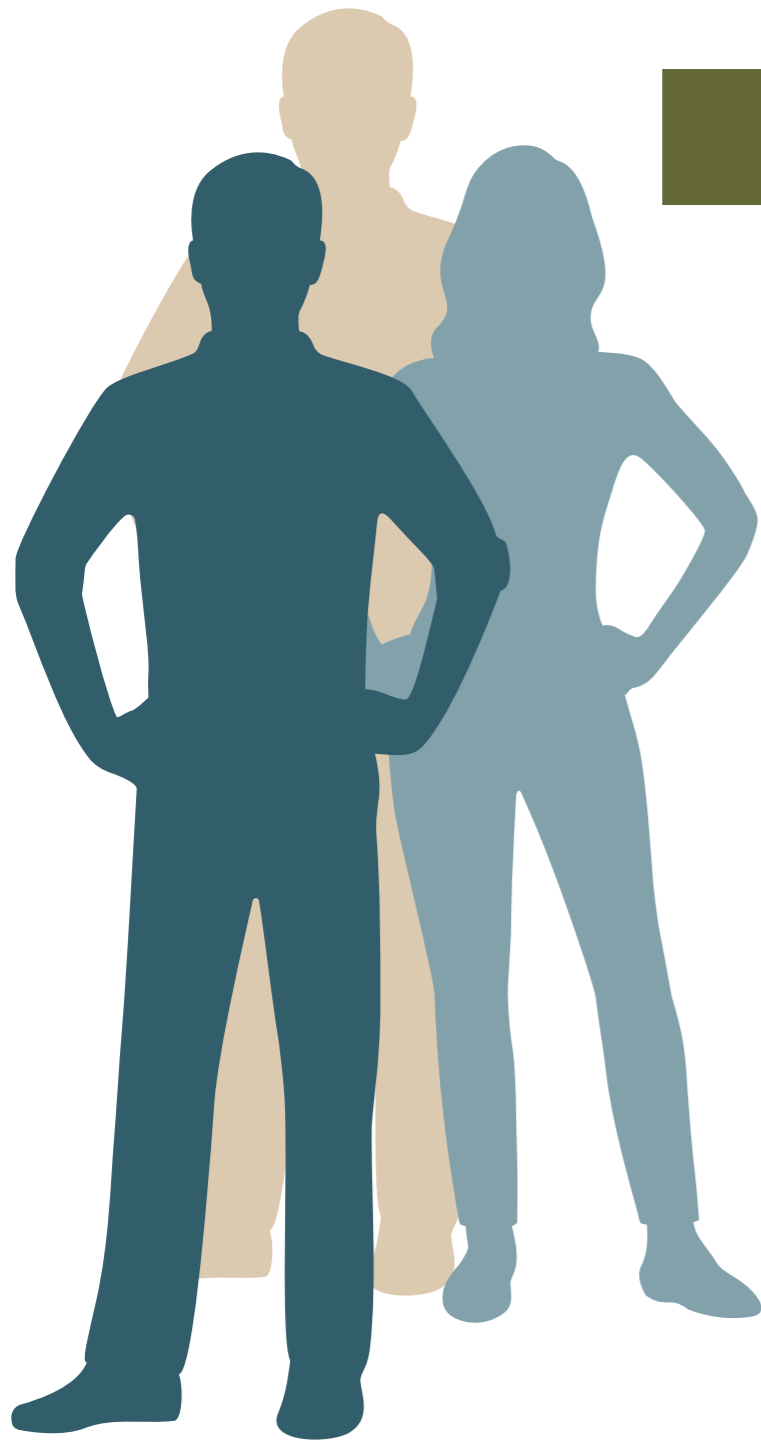
- A group process that allows views of multiple people
- Structured to allow minority views and differences of opinions
- Investigate unanticipated discussion points



(Kapp & Anderson, 2010)

Qualitative Designs

Focus Group Interviews

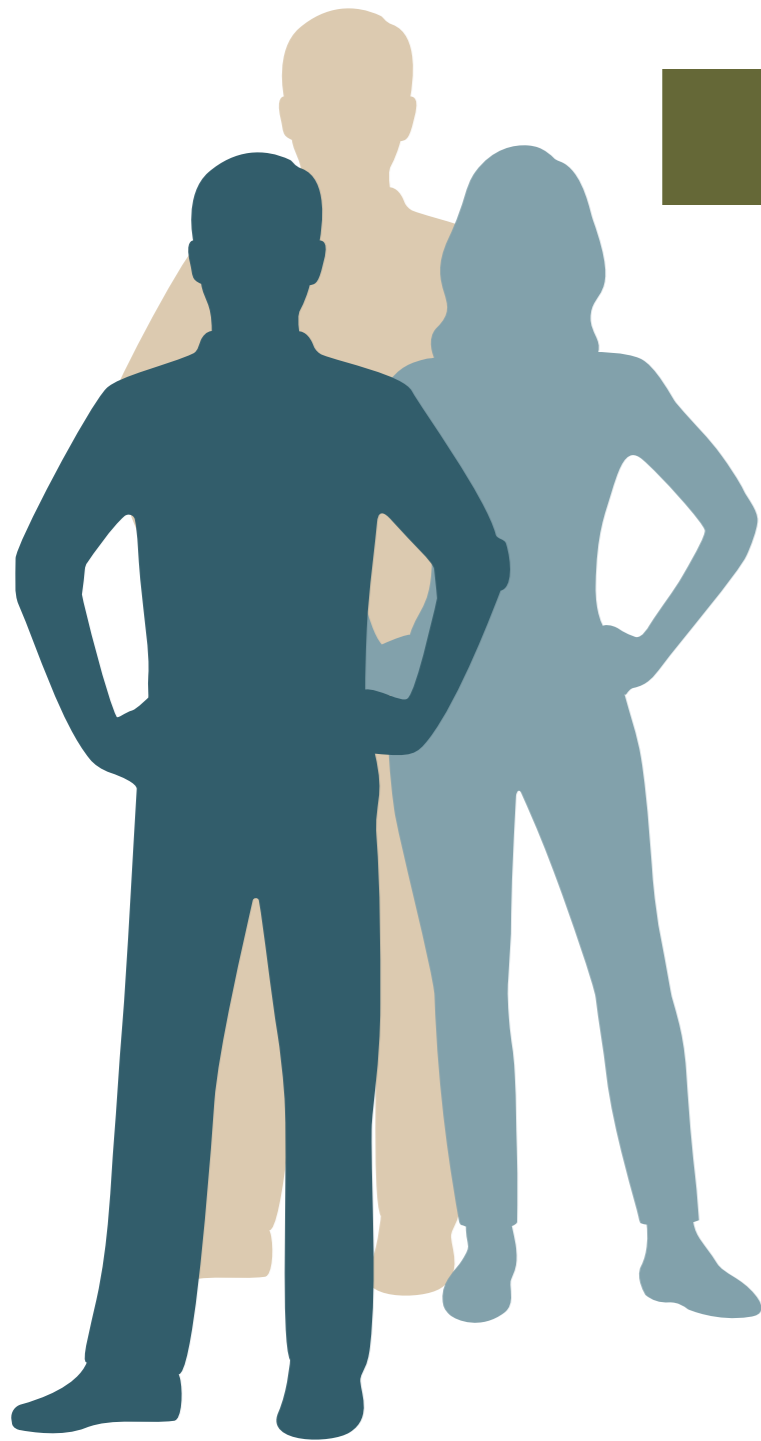


(Kapp & Anderson, 2010)

- Paraphrase and restate comments frequently
- Seek other opinions (ask group for agreement). Attempt to engage all parties.
- Review positions of the entire group and verify that you have understanding
- Open floor for other areas of interest of the group
- Don't be afraid to control discussion, and move on when somebody is not sharing the talking
- Move discussion from heated argument by naming the positions and moving on

Qualitative Designs

Focus Group Interviews



<https://docs.google.com/document/d/1WDXv5LIZ73Qib8mXzue9n4uXlaFYnlp-Z2rTwGB5Hwg/edit?usp=sharing>

(Kapp & Anderson, 2010)

Record
critical
events and
information
that comes
up through
processes

FIELD NOTES

48-Page Memo Book
Durable Materials / Made in the U.S.A.

**Qualitative
Designs**

How would we write up
and share information
created in our focus group
interview?

Program Evaluation Break Out Groups