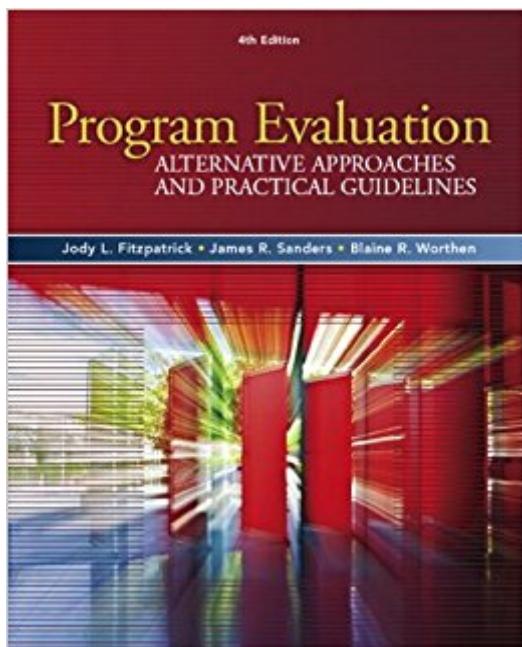


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# Program Evaluation: Alternative Approaches And Practical Guidelines (4th Edition)



## **Synopsis**

A highly esteemed and comprehensive overview of program evaluation that covers common approaches, models, and methods. As schools and other organizations increase their demand for information on program effectiveness and outcomes, it has become even more important for students to understand the prevalent approaches and models for evaluation, including approaches based on objectives and logic models, participative, and decision-making approaches. The new tenth edition of Program Evaluation not only covers these vital approaches but also teaches readers how to best mix and match elements of different approaches to conduct optimal evaluation studies for individual programs. Helping both students as well as professionals who are new to the field, this text provides practical guidelines for conducting evaluations, from identifying the questions that the evaluation should address, to determining how to collect and analyze evaluative information, to ascertaining how to provide evaluative information to others. Making extensive use of checklists, examples, and other study aides, Program Evaluation teaches students how to effectively determine the central purpose of their evaluation, thus making their evaluation more valid, more useful, and more efficient. The revised edition of the text includes new approaches to program evaluation, an expanded discussion of logic models, added information on mixed models, and, as always, updated coverage of the most current trends and controversial issues in evaluation.

## **Book Information**

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## **Customer Reviews**

"This is a landmark text and it remains the definitive classic for training new evaluators. The authors have truly made an important contribution to the field...Nothing comes close to this text in terms of coverage, balance of theory and practicality, and usefulness in the field of evaluation." - Gary J. Skolits, University of Tennessee "This is a great textbook. It is simply the most readable, most comprehensive introduction to program evaluation." - Ted Miller, University of Tennessee, Chattanooga

Designed for students and professionals, the Fourth Edition of Program Evaluation: Alternative Approaches and Practical Guidelines provides instruction for conducting evaluations, from identifying the questions that the evaluation should address, to determining how to collect and analyze evaluative information, to ascertaining how to provide evaluative information to others. Making extensive use of checklists, examples, and other study aides, Program Evaluation teaches students how to effectively determine the central purpose of their evaluation, thus making their evaluation more valid, more useful, and more efficient. The revised edition of the text includes new approaches to program evaluation, an expanded discussion of logic models, added information on mixed models, and, as always, updated coverage of the most current trends and controversial issues in evaluation. New to this Edition: New approaches to evaluation including theory-based evaluation, logic models, organizational learning, and building evaluation capacity allow students to explore even more ways to find solutions and best practices. An expanded discussion of how to use logic models and other methods to identify the purposes of an evaluation further aides students in understanding and conducting effective evaluations. More examples, references to examples, and additional suggested readings give students more opportunities to explore and practice what they are learning. Updated content throughout the text includes new findings and current events related to the field, keeping readers up-to-date on the latest developments in program evaluation. "This is a landmark text and it remains the definitive classic for training new evaluators. The authors have truly made an important contribution to the field...Nothing comes close to this text in terms of coverage, balance of theory and practicality, and usefulness in the field of evaluation." - Gary J. Skolits, University of Tennessee "This is a great textbook. It is simply the most readable, most comprehensive introduction to program evaluation." - Ted Miller, University of Tennessee, Chattanooga

I can't believe this book has gotten so many low ratings. It is clear, provides good examples, and has excellent diagrams that explain the few paragraphs before it. I have been teaching ten years and

am currently in graduate school for higher education administration. I enjoy the book. If you are not a teacher, however, I can see why it might be difficult to see the reason for it if you have nothing to relate it to from your work life experiences. Only suggestions: peruse the chapters first for the diagrams rather than highlighting and breaking it down yourself first--will save you lots of time. Also, the concepts are usually clear enough that you can skip many of the example paragraphs they throw in each section.

This text was pretty exhaustive but they should have included several examples of evaluations, executive reports, etc. It would have been interesting to study the types of evaluations and read some mock or real evaluation reports or mock journal entries listing information gathering processes, focus group meetings, etc. in each style. They used a few limited journal entry examples but something that really lays out the whole process would have been better. The book is quite technical, perhaps at the expense of overlooking the energy and passion that evaluators need for themselves and to bring out in their stakeholders. Our professor actually had to use an additional book (Action Research by Stringer) to add that component. At the price we paid this text should have also covered more of that perspective. This book is ridiculously expensive. Surely they could lower the prices a bit and still make a great profit. I think that students being hit with huge tuition costs are getting tired of these outrageous book prices. The authors really know their stuff and I learned a lot from the book. I don't begrudge them for making a profit for such a scholarly work but I'd love to know how they (the publishers) can justify such a cost for a book. All in all a good text especially covering the component parts of evaluations, types of evaluations, evolution of the science, and the ethical issues that evaluators face.

Redundant text with a worthless index section that doesn't contain many of the major concepts discussed in chapters. The questions barely match the reading. Certain questions require you to dig through the material to find the answer; the problem being that there is only one sentence about the topic in the entire book. If it is important enough to have a question about it then why is there not more information about it? If you overlooked it or just didn't pay attention to it, then you won't be able to find the answers without reading through the chapter a second time. (Don't bother with the index, we already established that it is worthless) The authors substitute several different terms for the same meaning without indicating that they are doing so. This leaves you searching for question answers or assuming that one term means the same thing as another term. It is a very boring and difficult to read text book. You need to highlight and underline in this book because otherwise you

would never be able to find important information again. It also heavily focuses on education programs, which is unfortunate if you are trying to learn about evaluating programs in general. That being said, some of the charts are very helpful. Had they made a practical field guide using these charts and text explaining them, then it would have been a great text book. However, the rest of the text gets in the way.

A very comprehensive approach to program evaluation. The reading level may not be suitable for some readers as it takes an experienced reader to navigate through the terminology. That being said, this edition does a great job of organizing the chapters (historical, content, and application analyses). A great tool for graduate students who are studying program evaluation or for those with interest in the field. Overall, I rate this volume received a B-.

Good textbook. Easy to read. Not really a great reference though. But for teaching purposes it provides a wealth of information which is needed for research. Our instructor used supplemental material with this text.

This textbook was very dry, and the authors and I apparently don't have the same organization style, because I didn't really understand what they were trying to tell me. A few others in the class felt the opposite, though, so it must be a learning style preference.

This seems to be a pretty good textbook on the topic of evaluation. Before I took a graduate course on this subject, I didn't realize how well-developed a discipline evaluation science was. This book was a good introduction and allowed me to delve deeper into specific areas of evaluation.

It is a good handbook for doing program evaluation

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