IPT 661: Intro

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Brigham Young University

We're Playing Paper Dolls

- Draw, color, or accessorize your paper to represent you
- Make sure you at least have something about:
  - Future career goals
  - Evaluation goals (what kind of evaluator do you want to be?)
  - Personal hobbies/interests

Thursday, May 6, 2010

Education

UtahState
AGGIES

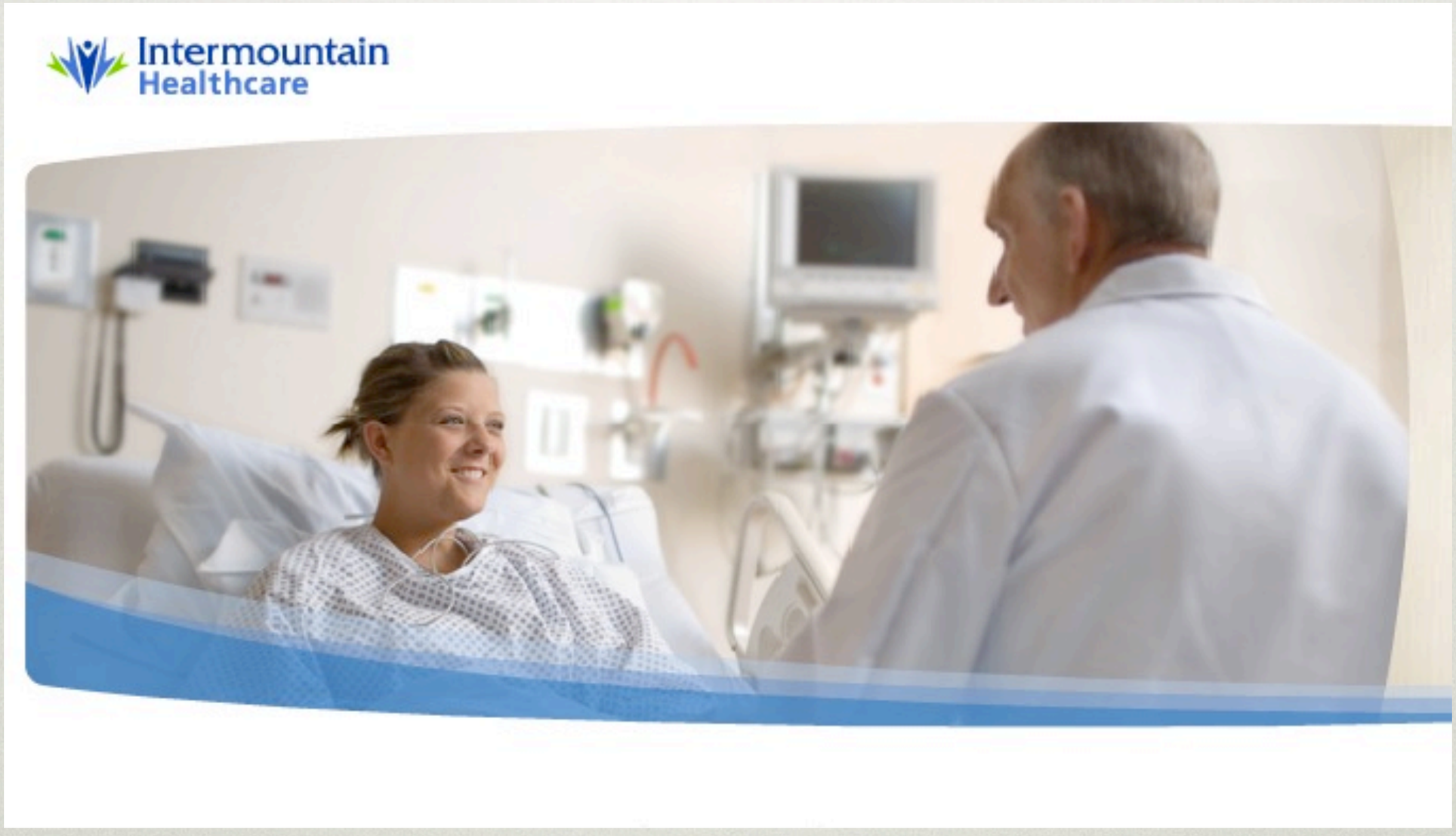
BRIGHAM YOUNG UNIVERSITY
FOUNDED
BYU
1875
PROVO, UTAH

Blackboard Vital Signs

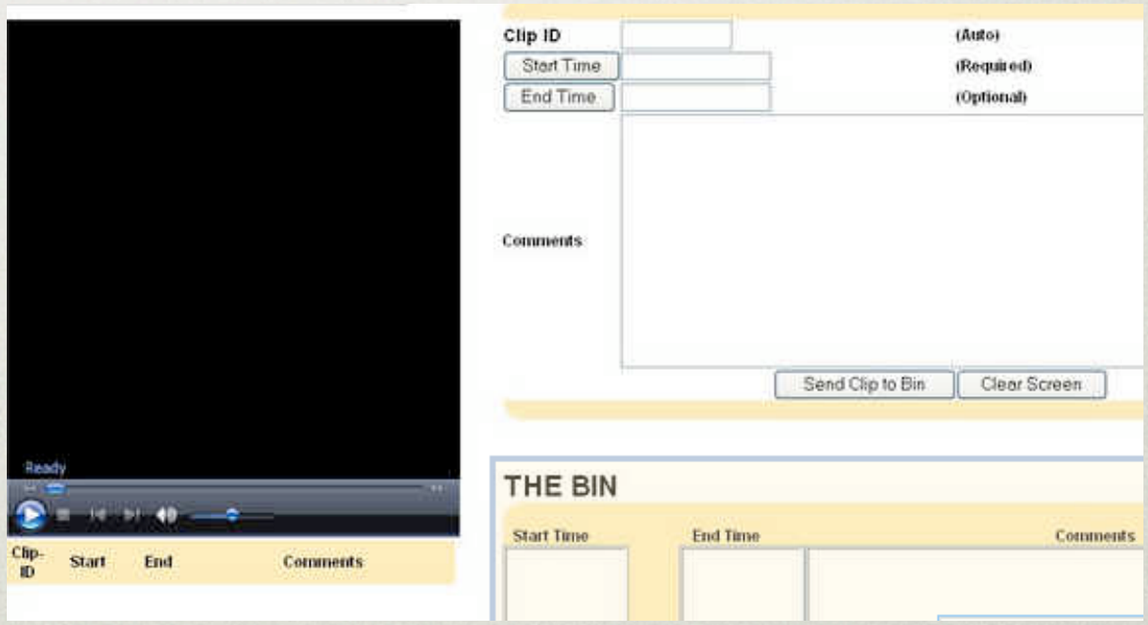
CENTER FOR TEACHING & LEARNING

CMS Vital Signs

Intermountain HealthCare



LPSL

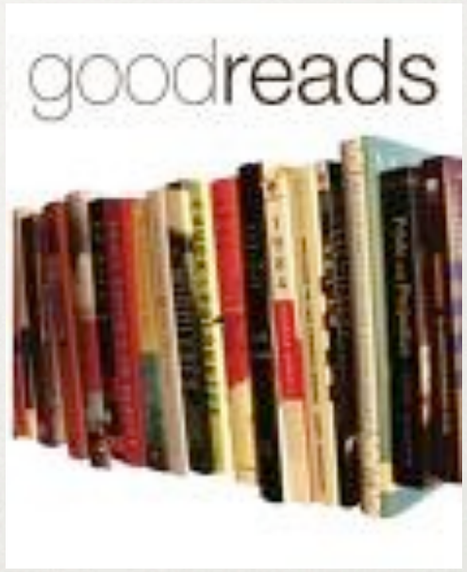

Ready
Clip-ID
Start
End
Comments
Clip ID
(Auto)
Start Time
(Required)
End Time
(Optional)
Comments
Send Clip to Bin
Clear Screen
THE BIN
Start Time
End Time
Comments

Centers for Disease Control

Clemson

K-12

Personally?



CASA
The Contemporary A Cappella Society

I want you to be able to:

- *Understand* evaluation foundations, issues, and approaches
- *Acquire* some practical strategies
- *Complete* an actual evaluation successfully

What is the role of evaluation in society?

Why is good evaluation important?

What is Evaluation?

From the New Yorker

What is it not? (research)

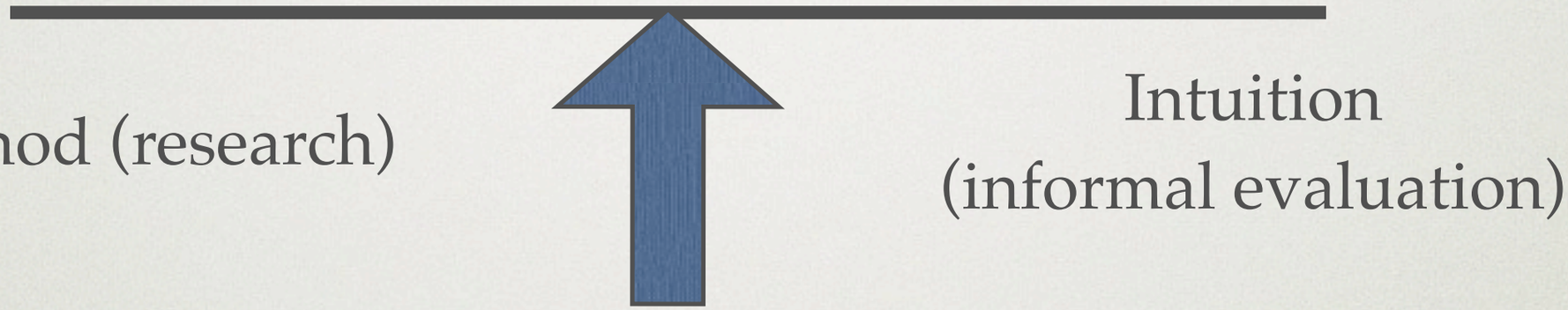
Image from drivingsocrates.com

Researchers ask, "Does it work?" or "What does it mean?"

Evaluators ask, "Does it work for this Group A in a way that is valuable?"

Ways to Discern

- Who sets the agenda?
- Are the results context-specific or generalizable/transferable?
- What are the criteria being used?
- What are the skill sets?



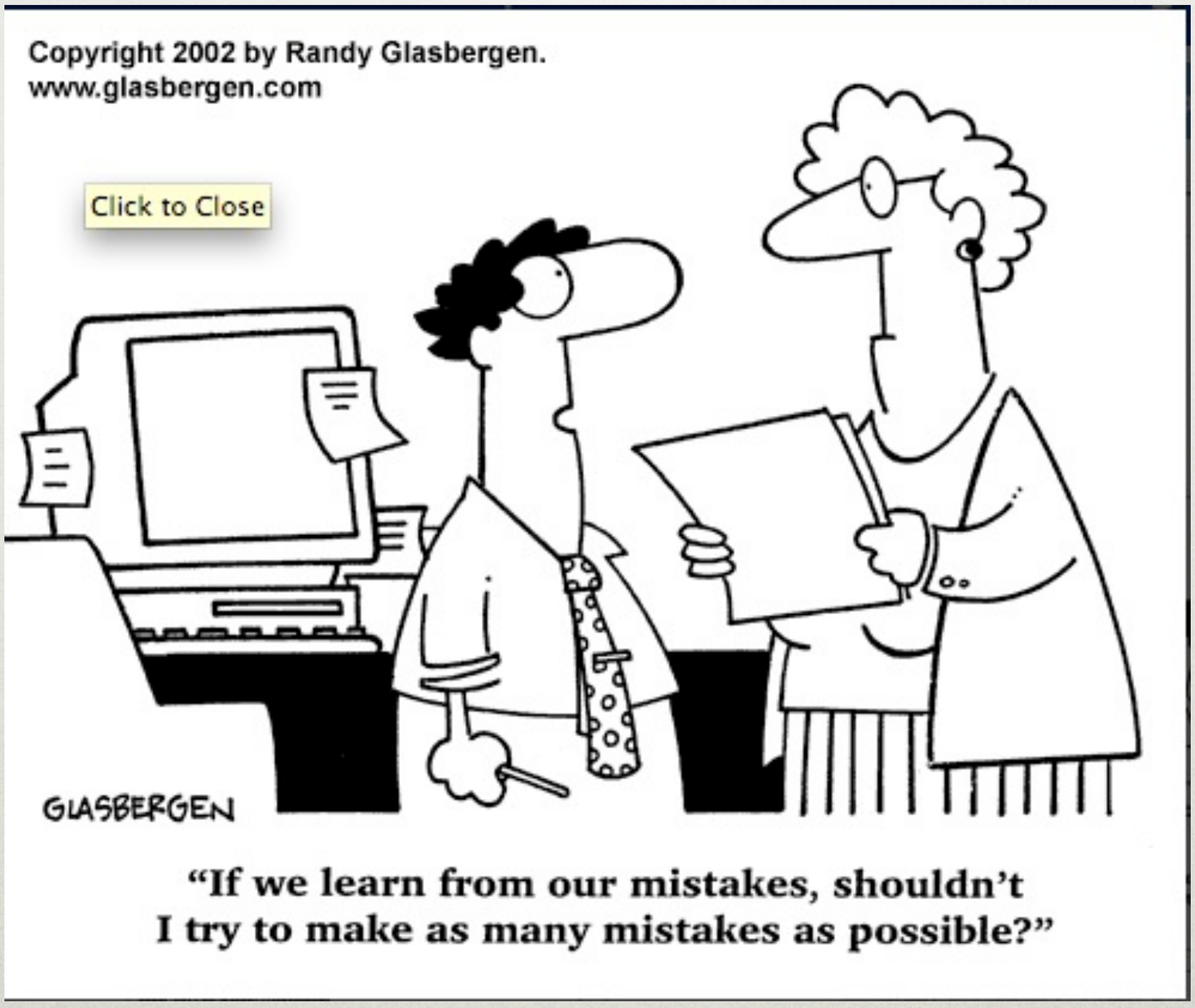
Adapted from Schwandt, 2001

Goals and Roles

- Program improvement
- Oversight and compliance
- Assessment of worth
- Knowledge development
- Social betterment

From Mark, Henry, & Julnes, 1999 and Weiss, 1998b & Henry, 2000

Formative Evaluation



Summative Evaluation

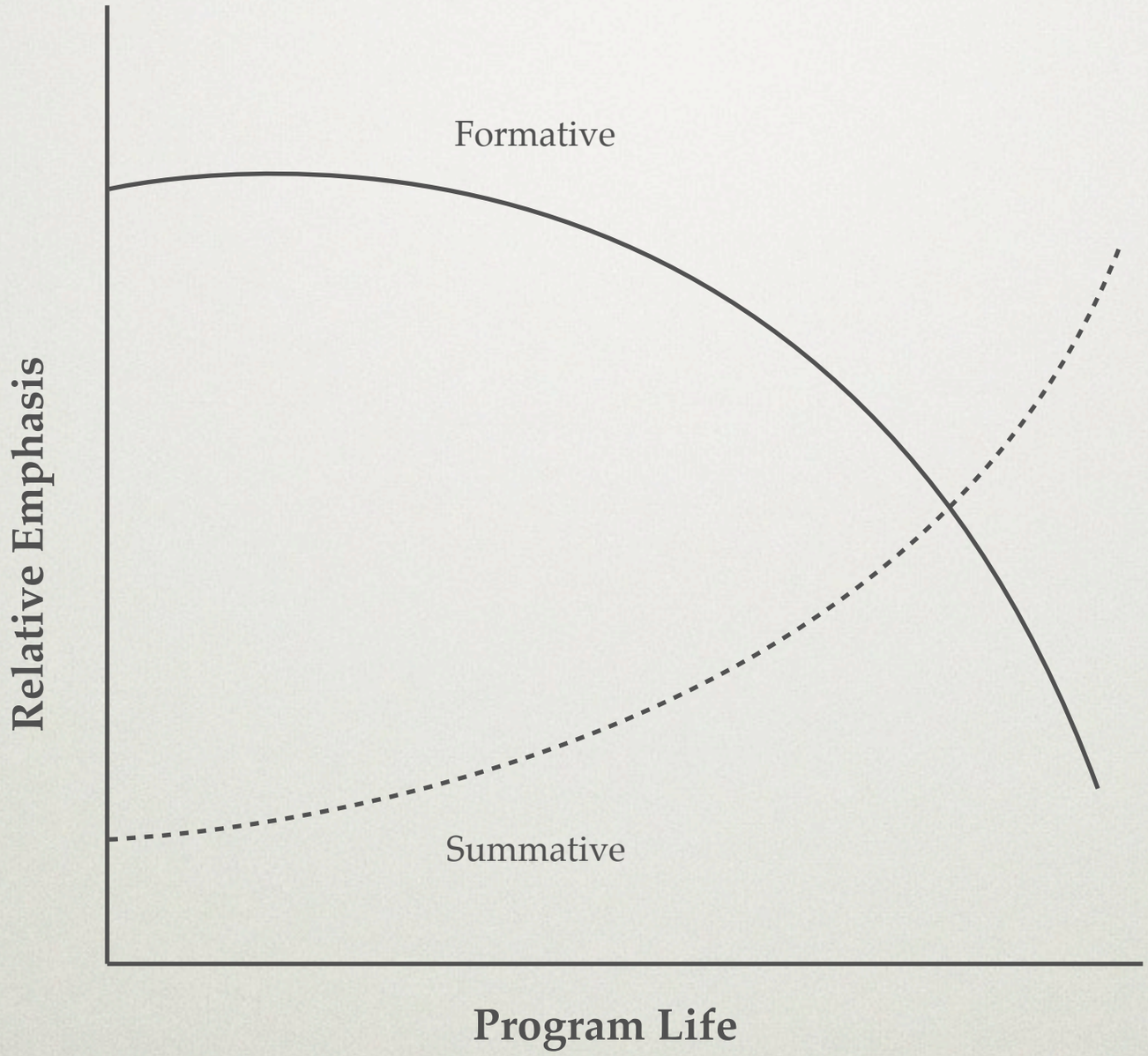
"There's always room for improvement. It's a small room with no windows and no distractions. We already moved your things."

Do you like the soup?

Uploaded to Flickr on April 19, 2010 by michelle.makar

"When the cook tastes the soup, that's formative evaluation. When the guest tastes the soup, that's summative evaluation." — Robert Stake

How does this get fuzzy in real life?



Reproduced from Fitzpatrick, Sanders, and Worthen, 2004

What's the difference?

	Formative	Summative
Purpose?		
Use?		
Audience?		
By Whom?		
Data collection?		
Sample?		
Questions asked?		

Internal or External?

Photo by David Pogue

- Which is better? Why?
- Pair/Share: Tell your partner 10 informal evaluations you have made today!

Our Project

Group Activity

- Is our project formative or summative?
- Is it research or evaluation? Why?
- What internal and/or informal evaluations have already taken place?
- What is our purpose?
- What roles will we fill?

Paradigm Options

- **Objectives-oriented** (Did you meet your goals?)
- **Management-oriented** (Is it profitable? What decision should we make?)
- Goal-free (What can we deduce from your process?)
- **Consumer-oriented** (Which product should you use?)
- Interpretivist-oriented (What does it mean from their perspective?)
- **Participant-focused** (How can we make a difference by involving the participants?)
- **Expertise-oriented** (What would an expert think about this?)
- Empowerment (How can we teach you to fish?)

Utilitarian

Intuitionist-pluralist

Objectives

Management

Consumer

Expertise

Naturalistic

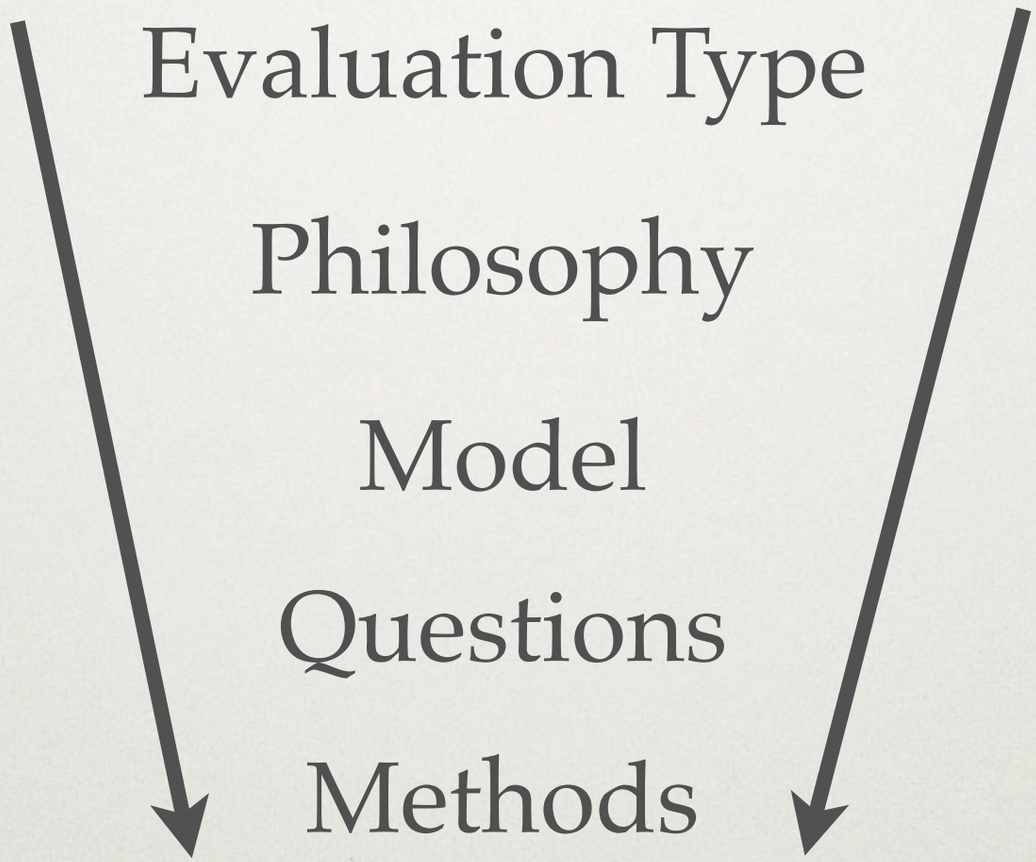
Participative

Utilitarian: Overall impact of the program

Intuitionist: Impact of the program on each individual

from Fitzpatrick, Worthen, & Sanders, 2004

Why is this important?



Rick West

Instructional Researcher, Evaluator, and Designer

- Home
- Biography
- Teaching
- Evaluating
- My Vita
- Researching
- Contact Me
- Presenting
- My Favorite Posts
- Podcasting

Teaching

BYU Courses (current courses available through links on the right of this page)

IPT 750: Critical Literature Reviews (Repeating every winter semester)

IPT 286: Instructional Technology for Secondary Education (Repeating every Fall/Winter semester)

IPT 661: Evaluation (Spring, 2010)

Pre-BYU Courses

Program Evaluation (Fall 2006)
Co-instructor with Dr. Janette Hill
University of Georgia

Introduction to Instructional Design (Fall 2006)
Instructor of record

Subpages for Teaching:

- IPT 750-Critical Literature Reviews
  - Effective Presentations
  - 750Calendar
  - 750Assignments
  - 750Readings
- Collaborative Creativity Links
- IPT286
- Program Evaluation
  - 661Assignments
  - 661Calendar
  - EvaluationResources

Your Assignment

- Read
- What would best help us understand this evaluation approach?
- For 30-45 min, you are the teacher!

Sources

- Fitzpatrick, J. L.; Sanders, J. R.; & Worthen, B. R. (2004). *Program Evaluation: Alternative Approaches and Practical Guidelines*. Boston: Pearson Education.

- Otherwise as cited, or the authors are referenced in Chapters 1-3 of the Fitzpatrick et al text.