

Understanding Impact: The Role of Qualitative Methods of Evaluation

LINKS

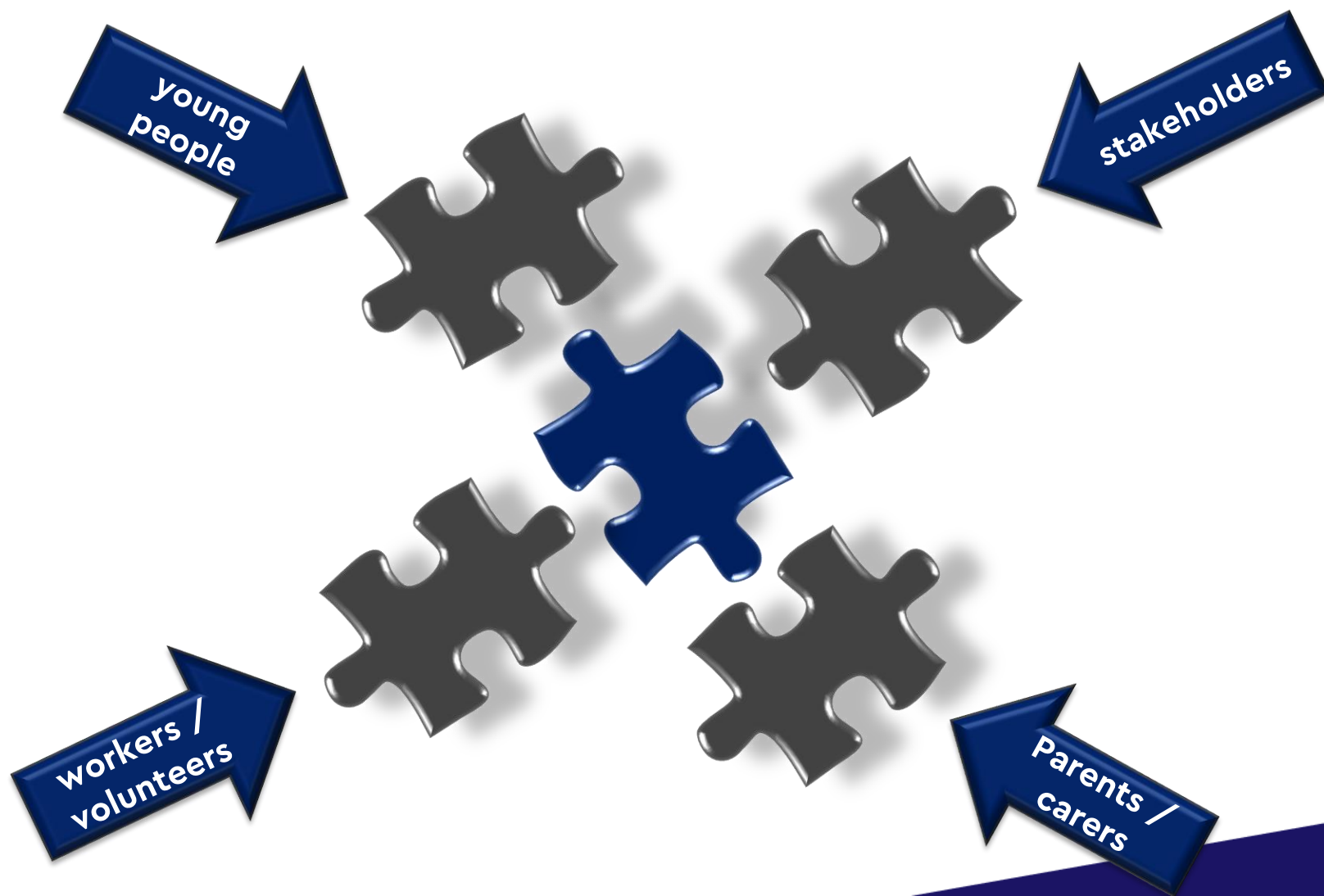
Aims of the workshop

- To explore what qualitative methods are and how they differ from quantitative methods
- To examine the advantages and disadvantages of qualitative methods
- To explore different types of qualitative methods for use with both young people and adults

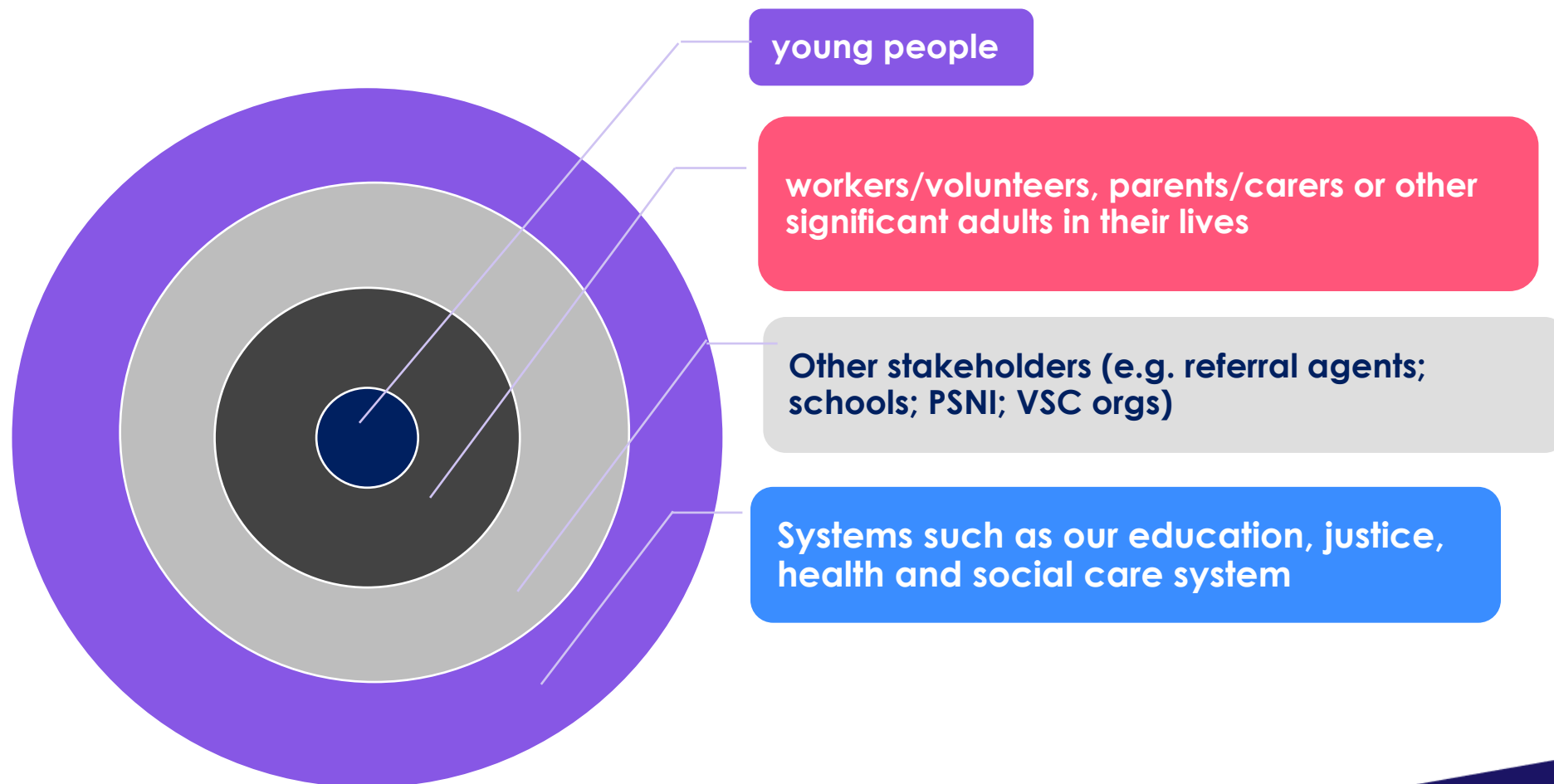
Workshop structure

- What is evaluation?
- The role of qualitative methods
- Types of qualitative methods and their advantages & disadvantages
- Design & implementation of qualitative methods
- Analysis and reporting

Evaluation: 3D Jigsaw



Evaluation: 360 Degree Process



Evaluation: Quantitative Vs Qualitative

- About numbers, measurement, quantifying things
- In OBA we discuss How much did we do? How well did we do it? Is anyone better off?
- Statistics generated
- About how people understand what is going on, the meanings they give to things and how they behave
- 'Tells a story' – in depth; rich
- Usually narrative but can be visual too

Why use qualitative methods of evaluation?

- To help tell the story of what happened and its impact
- To get 'behind' statistics - the why/why not? how?
- To understand the nature of an issue, problem, intervention or change as a result of the project.

Types of qualitative methods

- Interviews
- Focus groups
- Participant observation
- Non-participant observation
- Case studies
- Free text questions in surveys

Things to consider

- Ethics
- Type of method
- Skillset required
- Analysis
- Reporting

Designing questions for qualitative methods

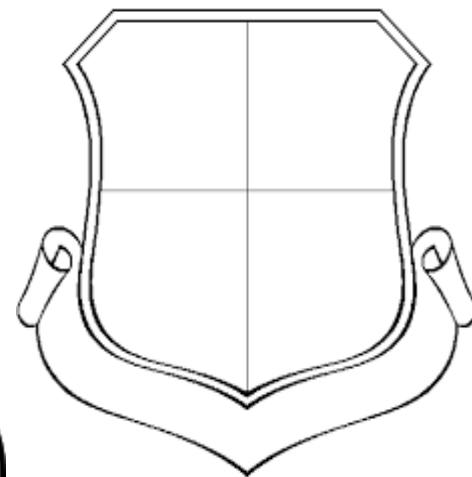
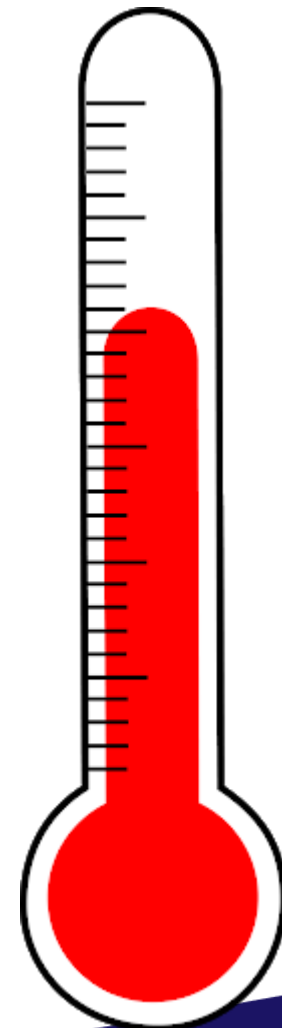
- Topic guide for interviews & focus groups
- Need open questions as much as possible
- It is essential to probe – why is that? Can you say a bit more about this?

Analysis & reporting of qualitative data

- Themes
- Audience
- Reporting formats

Creative tools for evaluation with young people





Challenges – young people

An example of
feedback for
Qualitative research

Please scan and complete
exercise



Challenges - organisations

An example of
feedback for
Qualitative research

Please scan and complete
exercise



Methods of gathering information

Mentimeter

My presentations

Templates


Tutorials

Templates

Explore Business & Meetings Education Quizzes Icebreakers Polls S

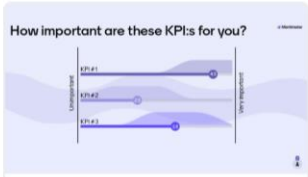
Business & Meetings

How do you feel about work?



Weekly pulse-check 4 slides

How important are these KPIs for you?



Project Proposal 14 slides

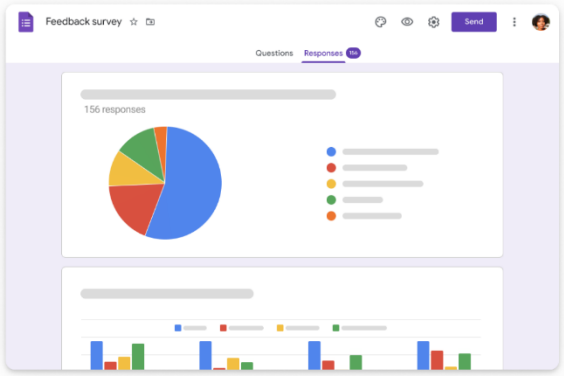
Education

Google Forms

Feedback survey

Questions Responses

156 responses

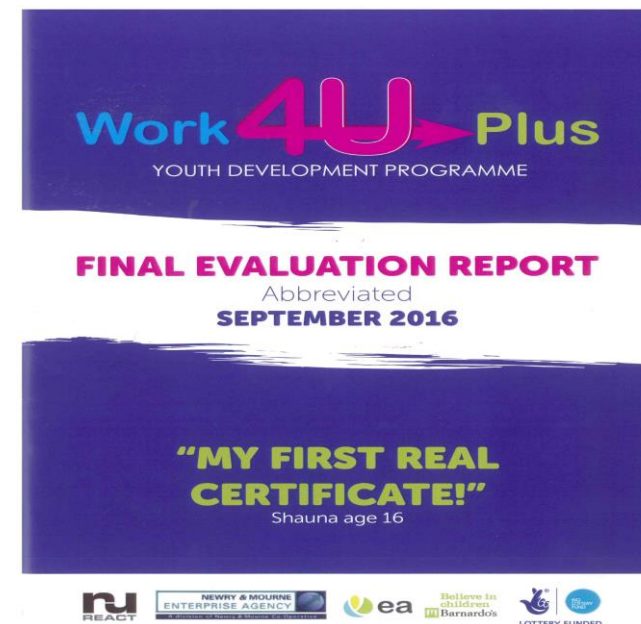
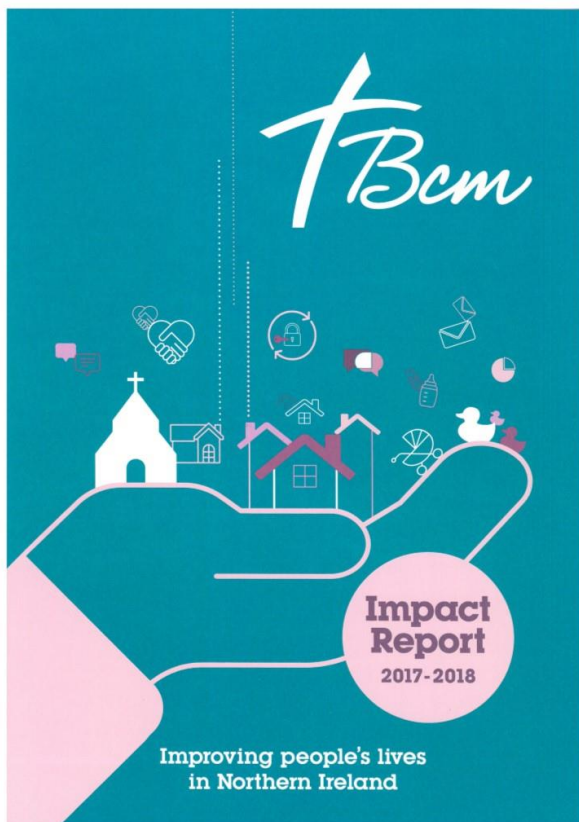


See what you can do with Google Forms

Common Questions

- How has this project helped you?
- How has this product helped you develop Life skills?
- How has this product helped you develop Employability skills?
- How has this project helped your Health & wellbeing?
- If you were in Charge, what improvements would you make?

Some real life examples



Summing up and evaluation

Resource list

Please complete evaluation forms using this link:

<https://iasp.tfaforms.net/15>



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