The State of Qualitative Methods in the Early 21st Century:
Top Ten Developments Over the Last Decade and Emergent Challenges
Michael Quinn Patton
Presidential Strand, Oct 18, 2013
Latest revision currently underway and will appear in 2014.
My Key Informants
My Key Informants

Qualitative TIG Co-Chairs

Qualitative Inquiry in the Practice of Evaluation (forthcoming book)

Leslie Goodyear

Jennifer Jewiss
Nature of the Top 10 List

#10...

• First 5 items fairly straightforward
• Last 5 items are bigger baskets of more nuanced developments
• Not ranked by importance
10. Powerful Qualitative Software
9. Social media as data -- for data collection – and sharing findings
Complexity concepts are catching on. Under “relationship status” Facebook just added “dynamical” as an option.
8. Ethical challenges, IRB constraints

- Anticipating impact on participants
- Confidentiality with small sample sizes
- Appropriate compensation – principle of reciprocity
- IRB constraints
7. Mixed Methods
Nov. 7, 1926 - Jan. 8, 2013

Carol Weiss considered the qualitative-quantitative debate “silly”.

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<th>2003</th>
<th>2011</th>
<th>2012</th>
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TIG Memberships

http://www.eval.org/p/cm/ld/fid=101
Example of mixed methods synthesis

Themes within the literature

Jessica Hagen-Zanker, Systematic Reviews
Trend 6.
Viet Nam Helmet Law

• Road traffic injuries have long been a leading cause of death and disability in Viet Nam.
• 60% of fatalities occur in motorcycle riders and passengers.
• Viet Nam has had a partial motorcycle helmet legislation since 1995. However, implementation and enforcement had been limited.
• On 15 December 2007, Viet Nam's first comprehensive mandatory helmet law came into effect, covering all riders and passengers on all roads nationwide. Penalties increased ten-fold and cohorts of police were mobilized for enforcement.
15 December, 2007
Results

The Asia Injury Prevention Foundation reported: “Nearly 100% of Vietnam’s motorbike users left home wearing a helmet. It was an unbelievable sight with a near instantaneous effect. Major hospitals report the number of patients admitted for traumatic brain injuries in the two days after the law’s enactment was much lower than on previous weekends. In Ho Chi Minh City alone, serious traffic accident injuries fell by almost 50 percent compared with pre-helmet weekends.”
5. Driven by evaluation practice and users’ demands

• Doing QE (methods-driven) vs. grounded in theoretical traditions
• Short, tight timelines
• Large, multi-site studies
• Speed
Observation
Underutilized

Interviewing dominates
4. Qualitative Evaluation as an Intervention

Process Use
Qualitative Evaluation as an Intervention

- Participatory evaluation
- Feminist evaluation
- Empowerment evaluation
- Collaborative evaluation
- Transformative evaluation
- Developmental evaluation
Reflective Practice: Theory

1984

The Reflective Practitioner
How Professionals Think in Action
Donald A. Schön

1990

Applications to Evaluation Practice

Educating the Reflective Practitioner
Donald A. Schön
3. Valuing Deep Contextual Understanding

- **Realist Evaluation**

- **Contextual Intelligence:**
  A Critical Competency

*Matthew R. Kutz & Anita Bamford-Wade*
Fundamental Issue: How the World Is Changed

Top-down dissemination of “proven (RCT) best practice models” versus Bottoms-up contextual (qualitative) adaptation
Evidence-based Models vs. Evidence-based Effective Principles
The Evaluation of the Paris Declaration

Evaluation of the Evaluation
June, 2011
Five Paris Declaration Principles

1. Country ownership
2. Alignment
3. Harmonization
4. Mutual accountability
5. Managing for results

CONTEXT MATTERS
Evaluating Principles: Qualitative Cases

Organizational Collaboration and Learning in a Complex Adaptive System:
A Principles-Based Developmental Evaluation of the Otto Bremer Foundation's Youth Homelessness Initiative

Nora Murphy

Saturday, Oct 19, 9:50 AM to 10:35 AM
Collaborative Crop Research in Action: A study of the McKnight Foundation’s Support for Andean Grains Research and Development in Bolivia and Ecuador

By Douglas Horton

October 3, 2013
Personal Factor

Old age and treachery
Always overcomes youth and skill

Waylon Jennings
1. Increased

*Purposeful Sampling*

Options
THE SUCCESS CASE METHOD

Find Out Quickly What's Working and What's Not

ROBERT G. LANZEROTH

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JIM COLLINS

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WHY SOME THRIVE DESPITE THEM ALL

Jim Collins

AUTHOR OF GOOD TO GREAT

Morten T. Hansen

BUILT TO LAST
Purposeful vs. Purposive Sampling

Sampling vs. case selection
Looking Ahead:

Challenges and Opportunities
The Future of Evaluation in Society
A Tribute to Michael Scriven
Edited by Stewart I. Donaldson
1. Building qualitative inquiry capacity
Teaching Evaluation Using the Case Method

Michael Quinn Patton
Patricia Patrizi
Editors

A Publication of Jossey-Bass and the American Evaluation Association

Available online. See inside for details.
Evaluation Roundtable History

2000, Washington DC

17 attendees, including evaluation directors and other staff of 12 foundations and representatives of the Council on Foundations

Focus: Understand...
1. how foundations use evaluation units to assess their grantmaking, and
2. how to enhance the evaluation function in philanthropy.

- Decided on *teaching cases* as evaluation development approach
Teaching case

*Death Is Certain, Strategy Isn't:*

Assessing the Robert Wood Johnson Foundation's *End-of-Life* Grantmaking

- 10+ years of grantmaking
- $170 million investment
- Field-building
2. Interest in and resources to do serious, triangulated, in-depth qualitative evaluations
3. Commitment to inquire seriously into

unintended consequences

and

Taking Emergence Seriously
4. Cumulative-Longitudinal Integration at the Case and Context Levels

Center for Individualized Medicine

Creating a healthier world, one patient at a time.
I evaluate; therefore, I am.

DEVELOP MENTAL EVALUATION