**Participatory Action Evaluation – Practical Evaluation Tool and Community Capacity Building Strategy**

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**Abstract**

Participatory action evaluation is a type of concept-driven evaluation and participatory action research. It provokes thought and discussion among its participants, in turn building community capacity and generating a wealth of information useful to researchers and decision-makers alike. This paper describes a pioneer participatory action evaluation case focusing on participatory video conducted in Pagudpud, Philippines. The findings reveal that participatory action evaluation has the dual function of providing information for policy-making and community capacity building through empowering people by information dissemination, critical community discussion, and leadership development. The case also demonstrates how action research and non-traditional media can be used in inclusive and responsive participatory evaluation. This work adds to the dialogue on action science, community capacity, evaluation, and participatory methods. (Article currently submitted to American Journal of Evaluation)

**Keywords:** action research, community capacity, participatory evaluation, qualitative methods, visual media

**Key Lessons**

* Possible and practical to use action research in participatory evaluation
* Non-traditional media is more engaging to participants
* Concept/theory contextualization makes evaluation accessible to participants

**Resources**

<http://youtu.be/KfH0AC6g6L8> - view video excerpt on Youtube

[www.refocusinstitute.com](http://www.refocusinstitute.com) – purchase downloadable how-to manual (hard copies also available during AEA 2011 – credit cards accepted), hire Refocus

<http://refocusinstitute.blogspot.com> – thoughts on participatory evaluation, current events and projects

<http://www.facebook.com/Collaborative.Participatory.Empowerment.Evaluation> - find valuable information on participatory evaluation, share links, promote your projects, discuss important issues in CPEE