

# Evaluation Practice in the Early 21st Century

October 14-19, 2013 | Washington, DC

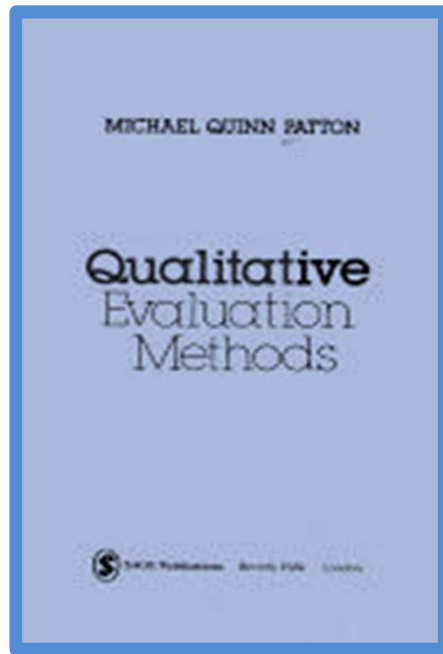


## The State of Qualitative Methods in the Early 21st Century:

Top Ten Developments  
Over the Last Decade and  
Emergent Challenges

**Michael Quinn Patton**

**Presidential Strand, Oct 18, 2013**

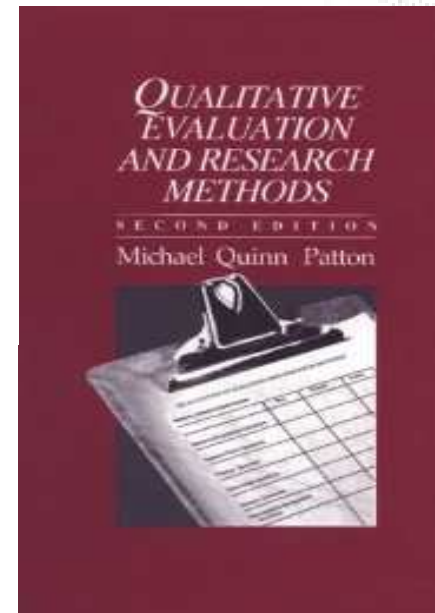
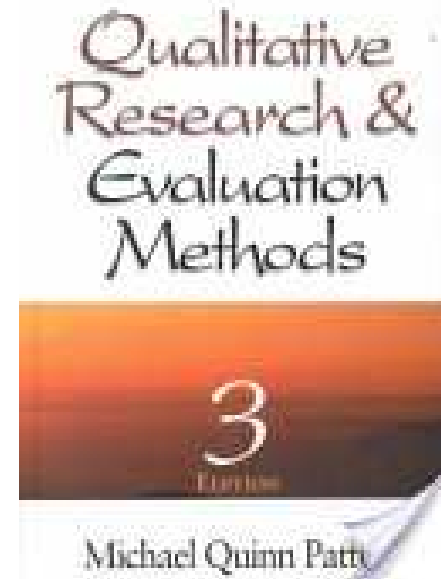


**1980**

**1987**



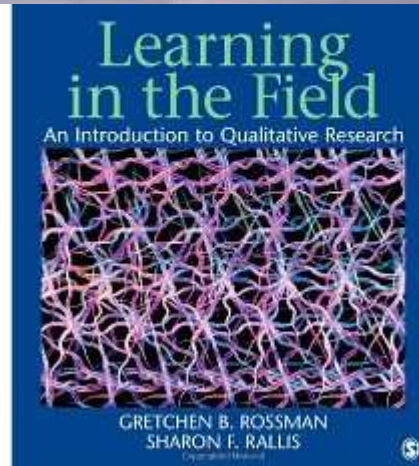
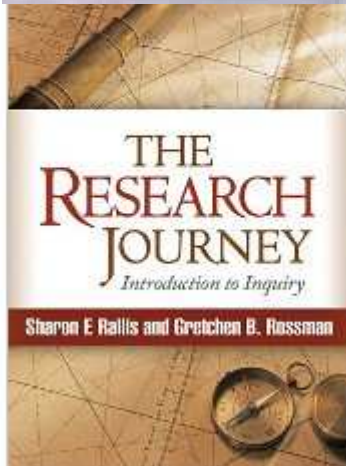
**2002**



**1990**

**Latest revision currently  
underway and  
Will appear in 2014**

# My Key Informants



# My Key Informants

## Qualitative TIG Co-Chairs



Leslie  
Goodyear

*Qualitative  
Inquiry in the  
Practice of  
Evaluation  
(forthcoming book)*



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





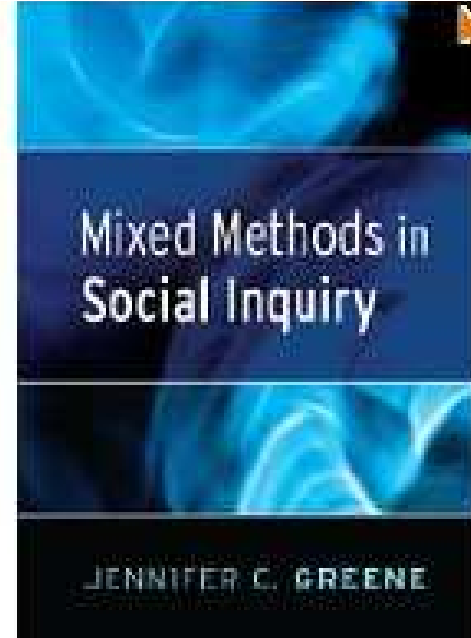


*Complexity concepts are catching on. Under “relationship status” facebook just added “dynamical” as an option.*

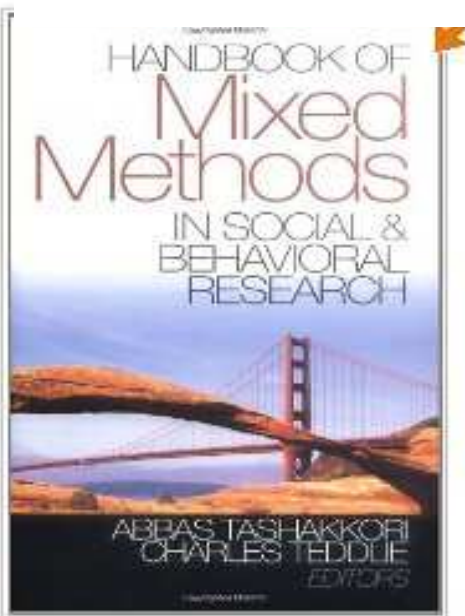


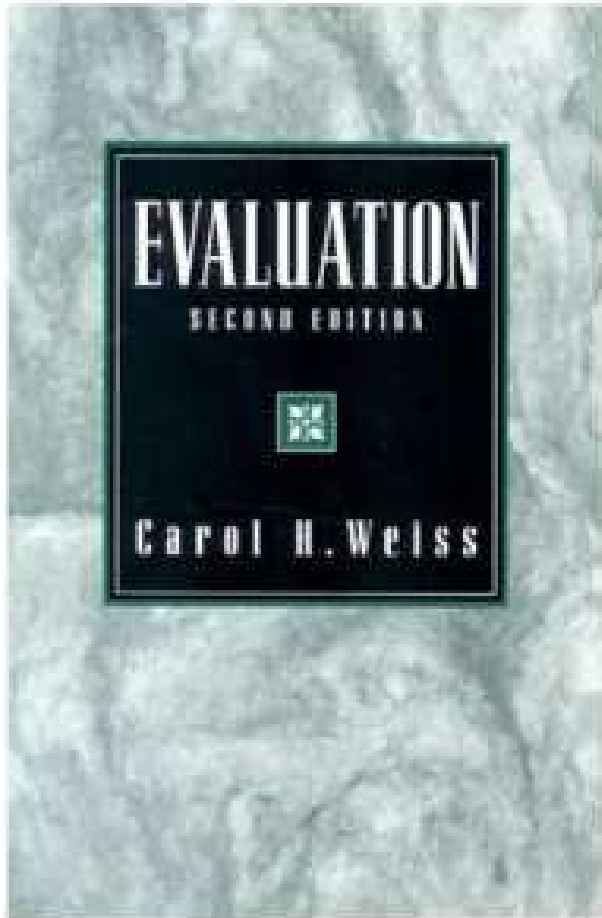
## **8. Ethical challenges, IRB constraints**

- 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”.

	2003		2011	2012	2013
Mixed Methods			571	1138	1459
Qualitative Methods	960		1434	1447	1547
Quantitative Methods	807		1403	1436	1580

## TIG Memberships

<http://www.eval.org/p/cm/ld/fid=101>

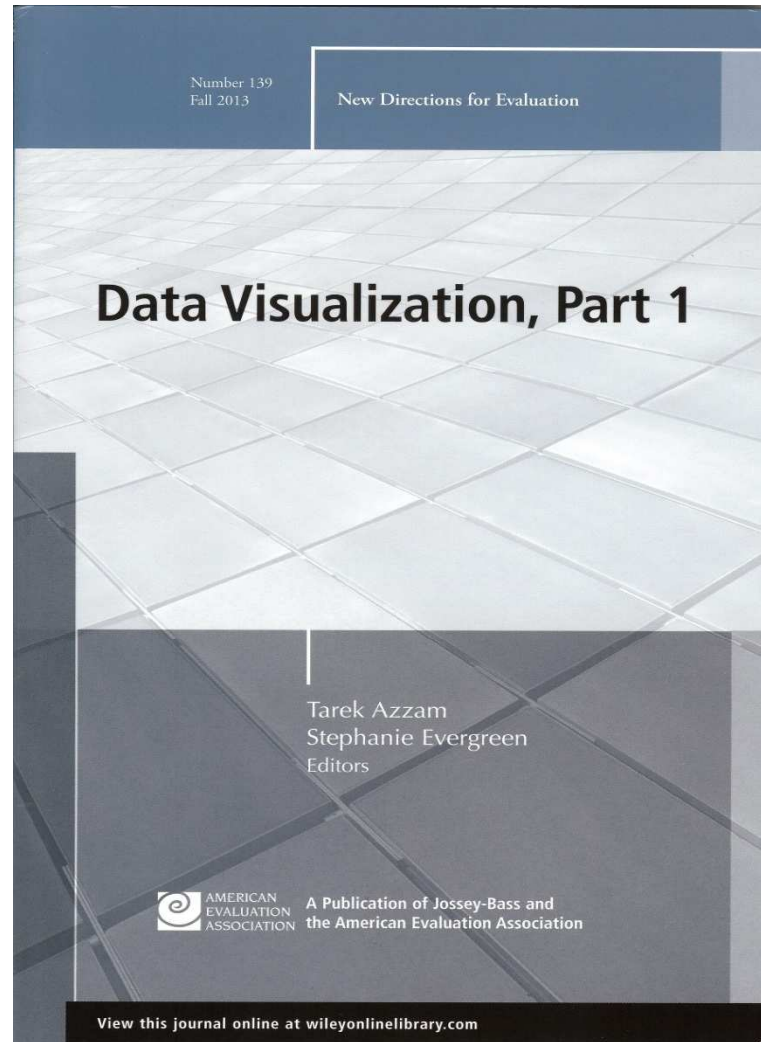
# Example of mixed methods synthesis



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*

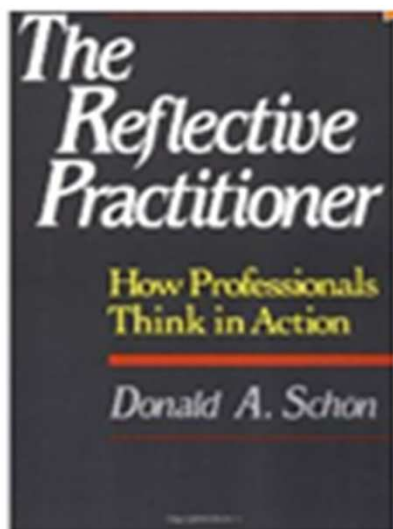


# Qualitative Evaluation as an Intervention

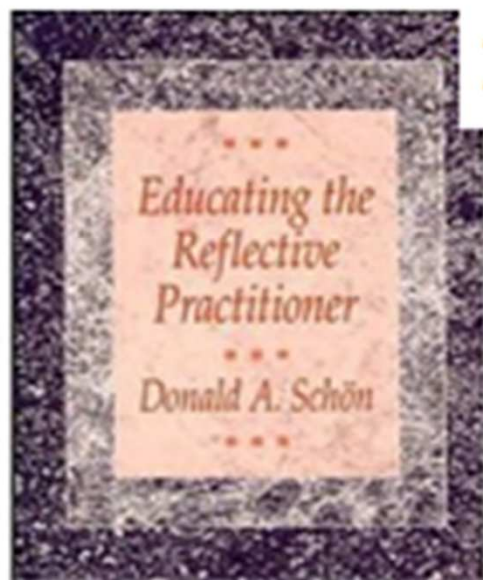
- Participatory evaluation
- Feminist evaluation
- Empowerment evaluation
- Collaborative evaluation
- Transformative evaluation
- Developmental evaluation

1984

## ***Reflective Practice: Theory***

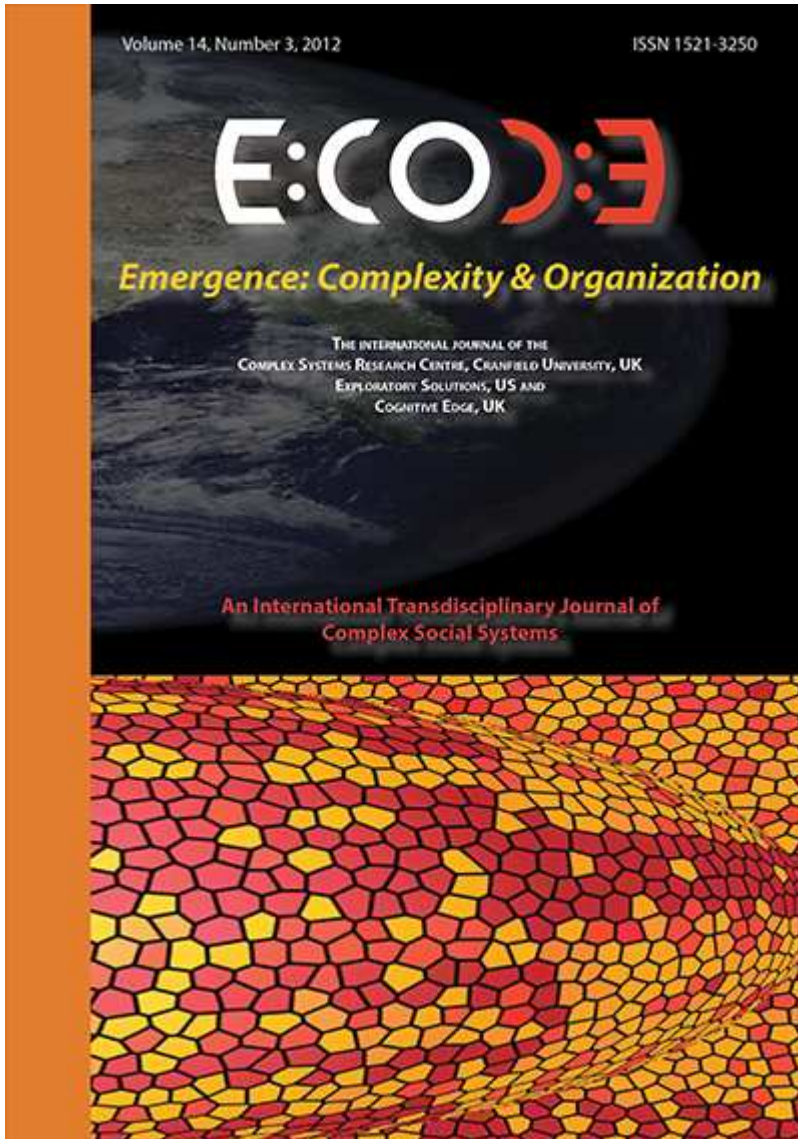


1990



## ***Applications to Evaluation Practice***

# 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**



# *PRINCIPLES*

# CONTEXT MATTERS

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## 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

## **2. Qualitative Evaluator as the Instrument: Experience, Expertise, Cultural Competence....**

**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

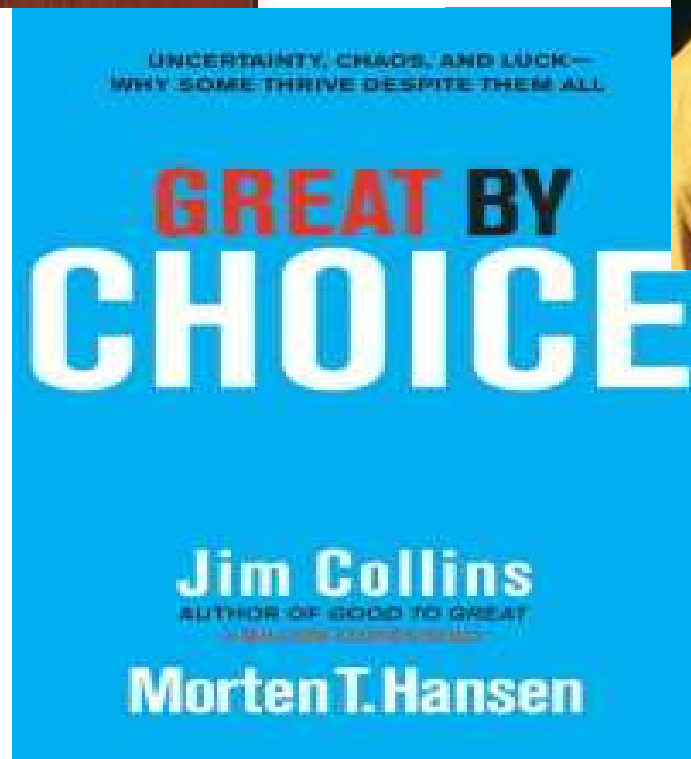
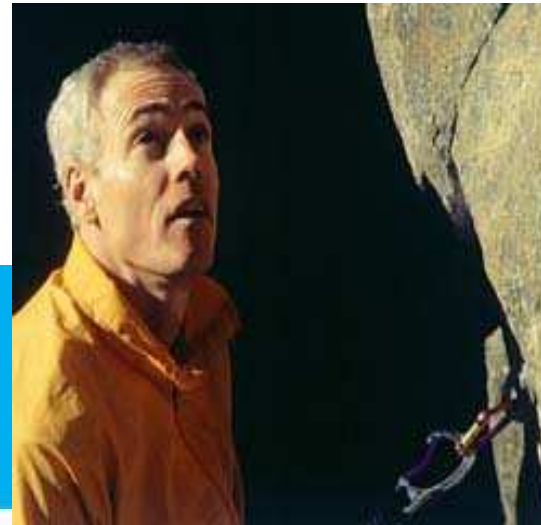
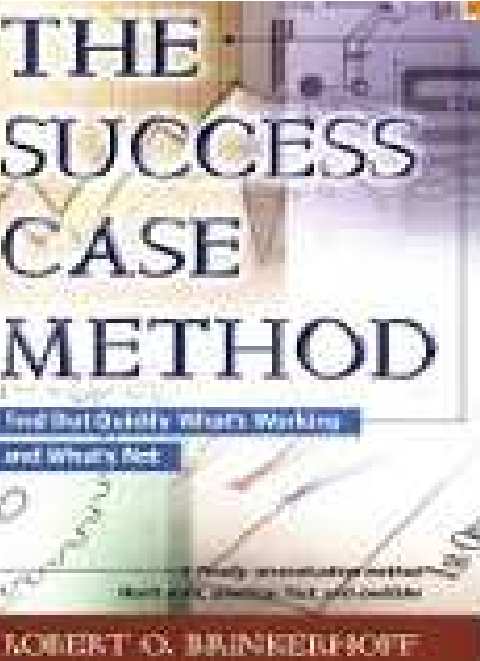
October 3, 2013

# Personal Factor

*Old age and treachery  
Always overcomes youth and skill*

Waylon Jennings

# 1. Increased *Purposeful Sampling* Options





# Purposeful vs. Purposive Sampling

Sampling vs. case selection

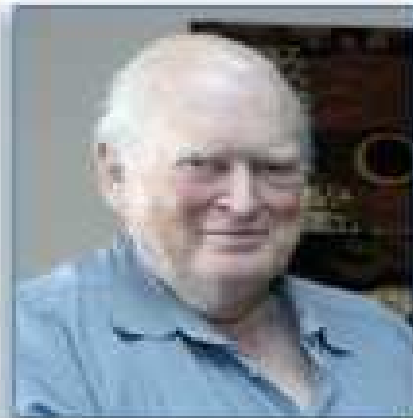
# Looking Ahead:

## *Challenges and Opportunities*

A VOLUME IN EVALUATION AND SOCIETY

# The Future of Evaluation in Society

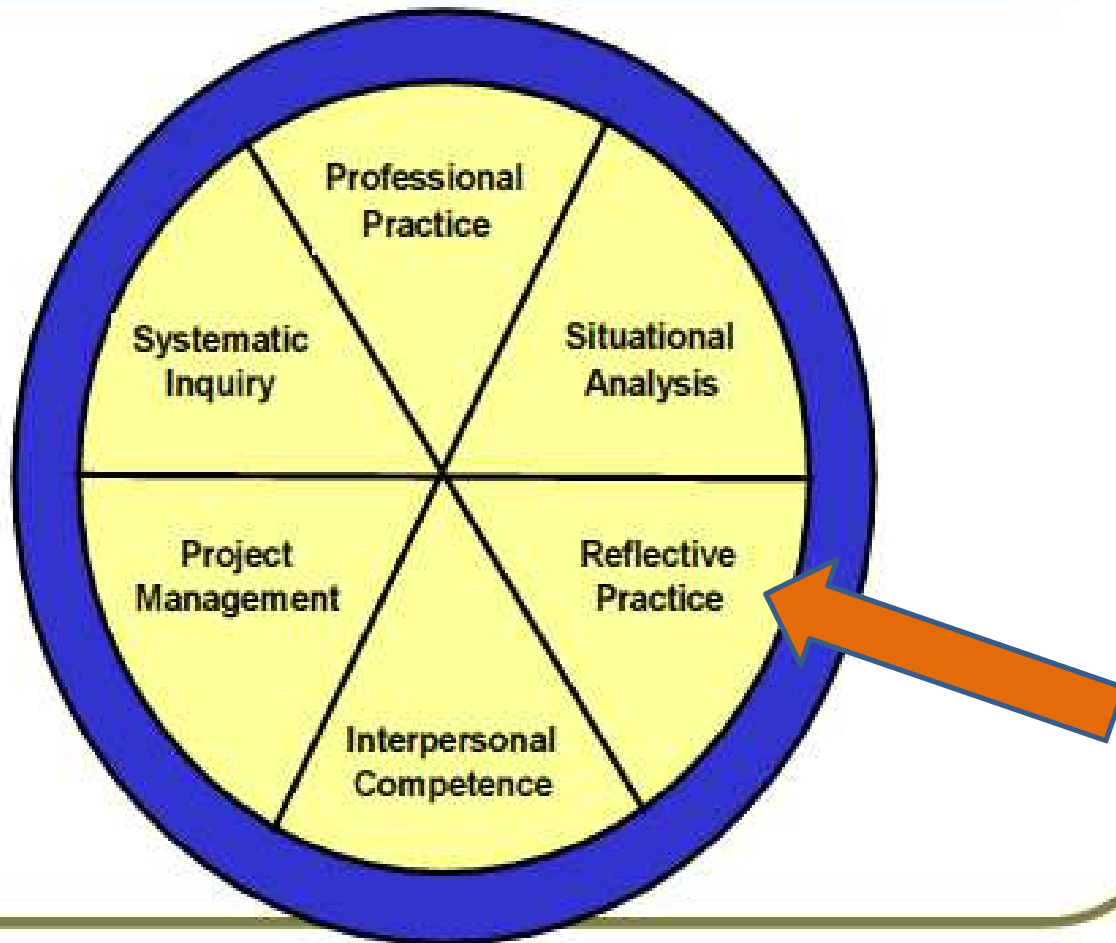
*A Tribute to Michael Scriven*



*edited by*  
Stewart L. Donaldson

# 1. Building qualitative inquiry capacity

## Essential Competencies for Program Evaluators



Number 105  
Spring 2005

New Directions for Evaluation

# 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...

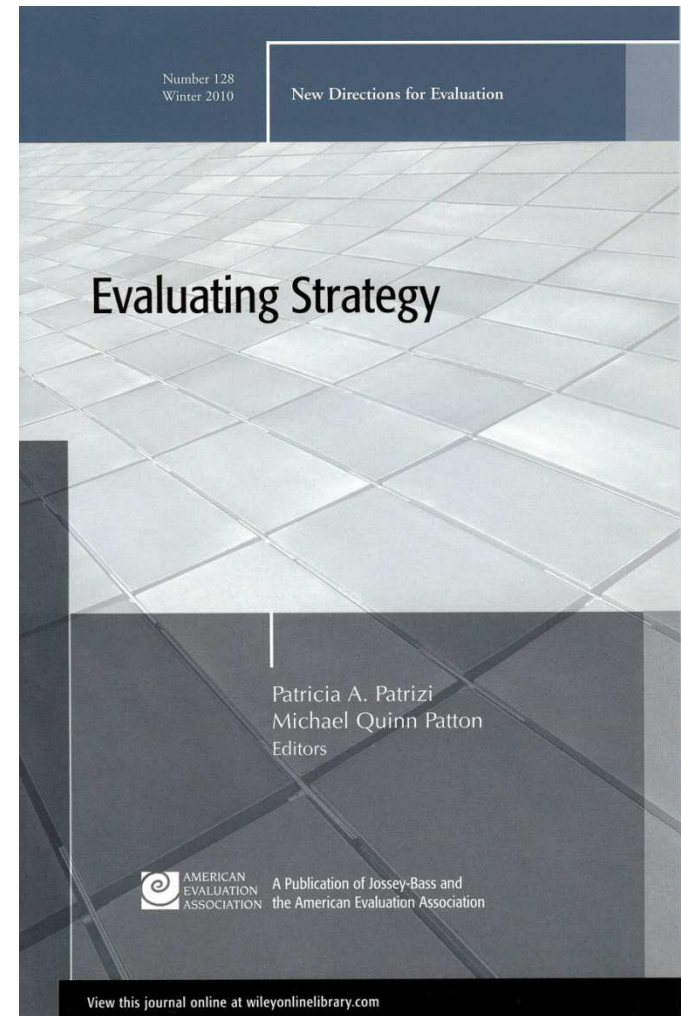
1. how foundations use evaluation units to assess their grantmaking, and
  2. how to enhance the evaluation function in philanthropy.
- ❖ Decided on *teaching cases* as evaluation development approach

## 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





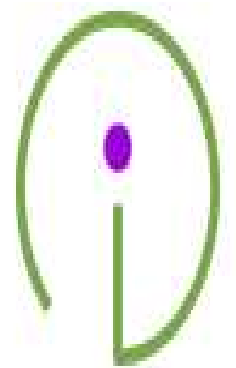
2. Interest in and resources to do serious, triangulated, in-depth qualitative evaluations

**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