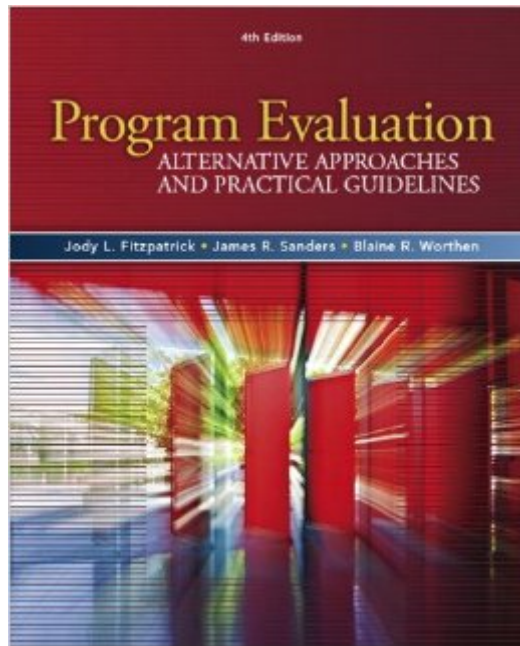


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# Program Evaluation: Alternative Approaches And Practical Guidelines (4th Edition)



## Synopsis

A highly esteemed and comprehensive overview of program evaluation that covers common approaches, models, and methods. As schools and other organizations increase their demand for information on program effectiveness and outcomes, it has become even more important for students to understand the prevalent approaches and models for evaluation, including approaches based on objectives and logic models, participative, and decision-making approaches. The new tenth edition of Program Evaluation not only covers these vital approaches but also teaches readers how to best mix and match elements of different approaches to conduct optimal evaluation studies for individual programs. Helping both students as well as professionals who are new to the field, this text provides practical guidelines for conducting evaluations, from identifying the questions that the evaluation should address, to determining how to collect and analyze evaluative information, to ascertaining how to provide evaluative information to others. Making extensive use of checklists, examples, and other study aides, Program Evaluation teaches students how to effectively determine the central purpose of their evaluation, thus making their evaluation more valid, more useful, and more efficient. The revised edition of the text includes new approaches to program evaluation, an expanded discussion of logic models, added information on mixed models, and, as always, updated coverage of the most current trends and controversial issues in evaluation.

## Book Information

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## Customer Reviews

I've been using this book as a resource for evaluating programs at our college and for my doctoral

research. The book is well organized and contains several examples and paradigms with which to evaluate programs in both governmental and corporate settings. Expensive book but one that you'll keep handy!

This text was pretty exhaustive but they should have included several examples of evaluations, executive reports, etc. It would have been interesting to study the types of evaluations and read some mock or real evaluation reports or mock journal entries listing information gathering processes, focus group meetings, etc. in each style. They used a few limited journal entry examples but something that really lays out the whole process would have been better. The book is quite technical, perhaps at the expense of overlooking the energy and passion that evaluators need for themselves and to bring out in their stakeholders. Our professor actually had to use an additional book (Action Research by Stringer) to add that component. At the price we paid this text should have also covered more of that perspective. This book is ridiculously expensive. Surely they could lower the prices a bit and still make a great profit. I think that students being hit with huge tuition costs are getting tired of these outrageous book prices. The authors really know their stuff and I learned a lot from the book. I don't begrudge them for making a profit for such a scholarly work but I'd love to know how they (the publishers) can justify such a cost for a book. All in all a good text especially covering the component parts of evaluations, types of evaluations, evolution of the science, and the ethical issues that evaluators face.

Redundant text with a worthless index section that doesn't contain many of the major concepts discussed in chapters. The questions barely match the reading. Certain questions require you to dig through the material to find the answer; the problem being that there is only one sentence about the topic in the entire book. If it is important enough to have a question about it then why is there not more information about it? If you over looked it or just didn't pay attention to it, then you won't be able to find the answers without reading through the chapter a second time. (Don't bother with the index, we already established that it is worthless) The authors substitute several different terms for the same meaning without indicating that they are doing so. This leaves you searching for question answers or assuming that one term means the same thing as another term. It is a very boring and difficult to read text book. You need to highlight and underline in this book because otherwise you would never be able to find important information again. It also heavily focuses on education programs, which is unfortunate if you are trying to learn about evaluating programs in general. That being said, some of the charts are very helpful. Had they made a practical field guide using these

charts and text explaining them, then it would have been a great text book. However, the rest of the text gets in the way.

This book was required reading material for a graduate-level program evaluation course.

Throughout my many years of being a student, I have had the sincere displeasure of reading some of the most boring textbooks in existence. This one, however, takes the cake. It does so in finding the perfect balance between small font, thin pages, minimal white space and maximum words per page layout. The absence of an eBook option is further insult to injury. The authors do little to reinforcement of key concepts in a succinct fashion. Truly I believe there was an incentive to pack in as many words as possible. Entire chapters could be replaced with 2-3 pages of content. The book has a tone/pace which leads me to believe the authors had intentionally deployed in an effort to subliminally coerce students to hear Ben Stein as they slowly navigate from page to page to never-ending page. If you're reading this, it's likely because some misguided faculty at your own higher learning institution has made the terrible, unfortunate decision to use this book as a part of their curriculum. If that is the case I offer you one small bit of advice: Rent this book thus denying the authors and publisher an added sale. Because truly, unless you are on the market for the worst textbook on the planet, no one deserves earnings from the sale of this text. BONUS: If you rent, you might get an already marked up copy from the poor souls who rented before you. Just ignore the tiny scribbles pleading for help and for the book to end.

This text surveys evaluation theory and practice in a manner that is easy to understand and teach. It's appropriate for undergraduate or graduate work in performance evaluation. The authors do an excellent job of reviewing the history and key literature. They also briefly explain popular methodologies and discuss different approaches, such as objective and holistic. The book includes case study material that highlights processes, advantages, drawbacks, and potential problems of evaluation efforts. The authors avoid consulting hype and focus on building the evaluation body of knowledge. An update with Fitzpatrick listed as the first author is now available and also is excellent.

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