By integrating both evaluation and research methods and assuming no previous knowledge of research, this book makes an excellent reference for professionals working in social work and health settings who are now being called upon to conduct or supervise program evaluation and may need a refresher on research methods. This book makes evaluation come alive with comprehensive examples of each different type of evaluation, such as a strengths-based needs assessment in a local community, a needs assessment for Child Health Plus programs, comprehensive program descriptions of HIV services and community services for the aged, a model for goals and objectives in programs for people with mental illness, a monitoring study of private practice social work, and process evaluations of a Medicare advocacy program and a health advocacy program to explain advance directives. Equal emphasis is given to both quantitative and qualitative data analysis with real examples that make statistics and concepts in qualitative analysis un-intimidating.

By integrating both evaluation and research methods and assuming no previous knowledge of research, this book makes an excellent reference for professionals working in social work and health settings who are now being called upon to conduct or supervise program evaluation and may need a refresher on research methods. With a pragmatic approach that includes survey design, data collection methods, sampling, analysis, and report writing, it is also an excellent text or classroom resource for students new to the field of program evaluation.

Features:
- Concrete examples of different types of evaluation studies in the real world
- Emphasis on describing programs and discovering their strengths prior to evaluation
- Clear presentation of the theory and examples of the use of both qualitative and quantitative data in evaluation
- Nuts and bolts reference for professionals in social work and health care

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