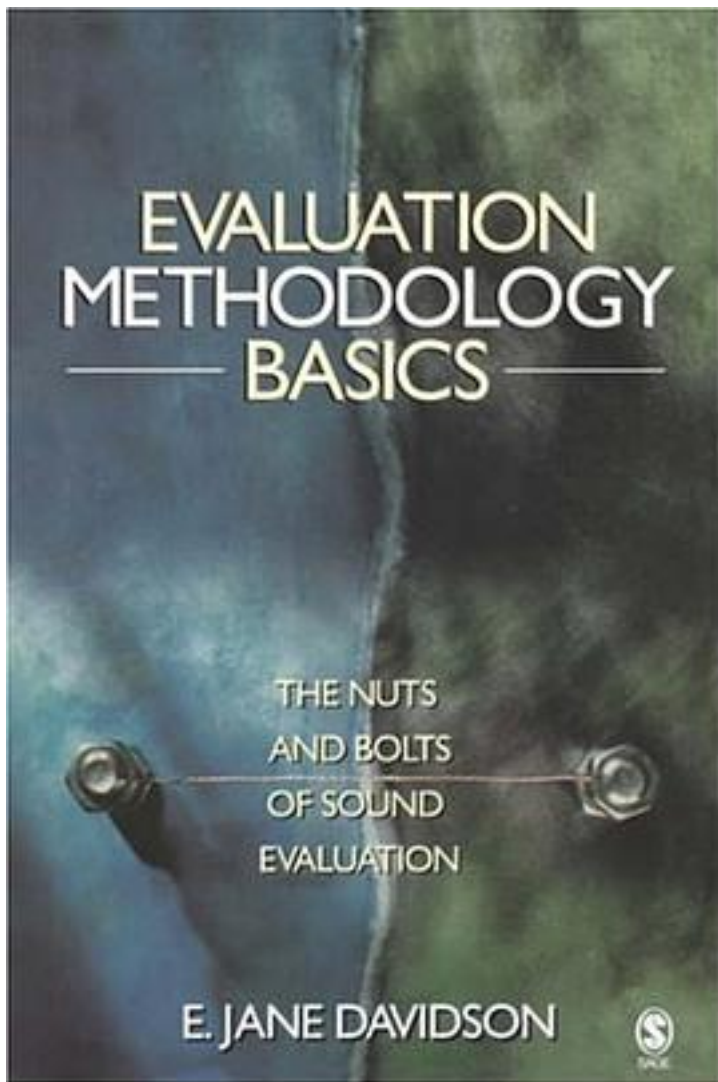


Evaluation Methodology Basics



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This book introduces evaluation by focusing on the main kinds of 'big picture' questions that evaluations usually need to answer, and how the nature of such questions are linked to evaluation methodology choices. The author: shows how to identify the right criteria for your evaluation; discusses how to objectively figure out which criteria are more important than the others; and, delves into how to combine a mix of qualitative and quantitative data with 'relevant values' (such as needs) to draw explicitly evaluative conclusions.

作者介绍:

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