



Understanding Impact

The role of qualitative methods of evaluation



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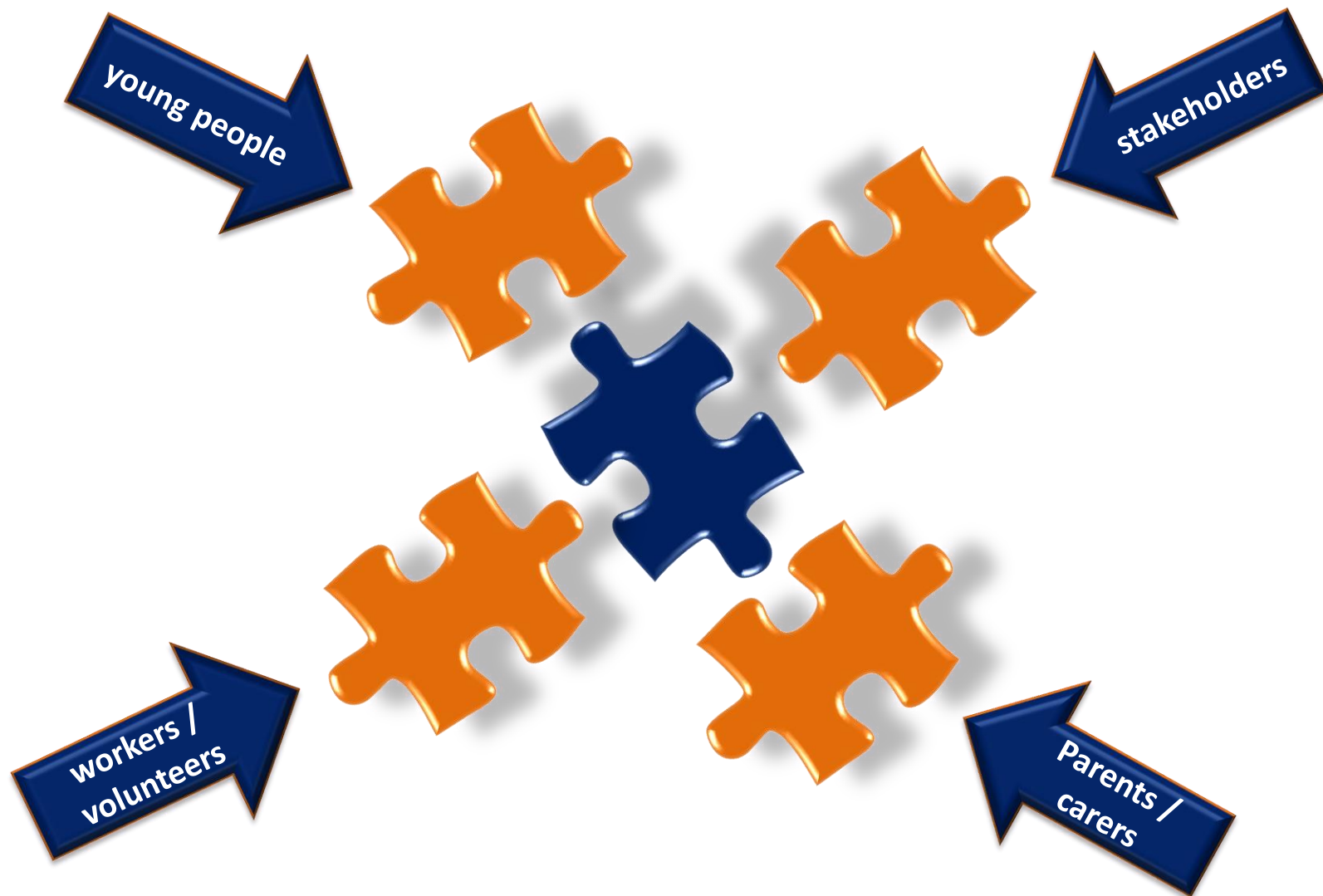
Aims of the workshop

- To explore what qualitative methods are and how they differ from quantitative methods
- To examine the advantages and disadvantages of qualitative methods
- To explore different types of qualitative methods for use with both young people and adults

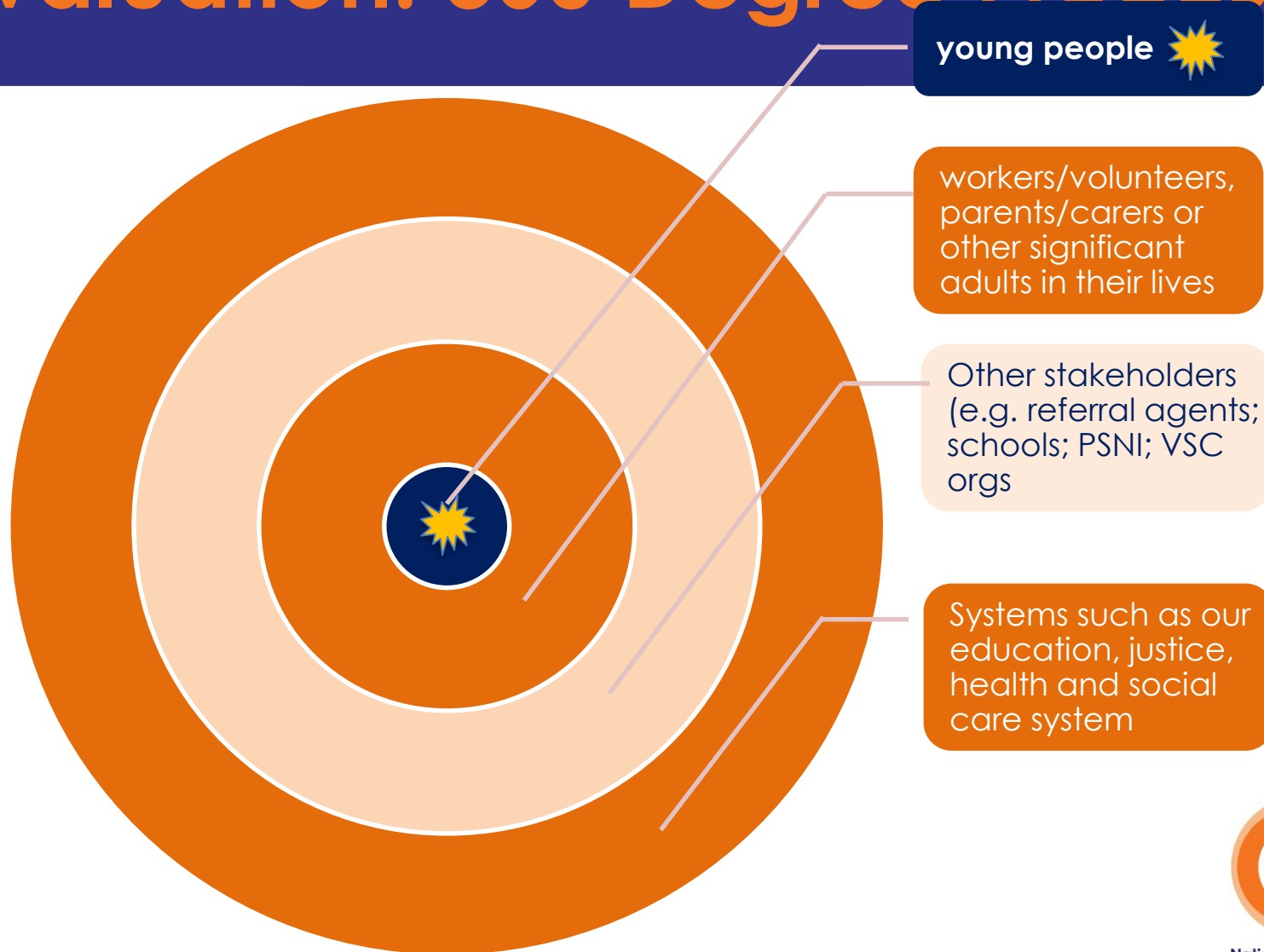
Workshop structure

- What is evaluation?
- The role of qualitative methods
- Types of qualitative methods and their advantages & disadvantages
- Design & implementation of qualitative methods
- Analysis and reporting

Evaluation: 3D Jigsaw



Evaluation: 360 Degree Process



Evaluation: Quantitative Vs Qualitative

- About numbers, measurement, quantifying things
- In OBA we discussed How much did we do? How well did we do it? Is anyone better off?
- Statistics generated
- About how people understand what is going on , the meanings they give to things and how they behave'
- 'Tells a story' – in depth; rich
- Usually narrative but can be visual too

Why use qualitative methods of evaluation?

- To help tell the story of what happened and its impact
- To get 'behind' statistics - the why/why not; how
- To understand the nature of an issue/problem or intervention

Types of qualitative methods

- Interviews
- Focus groups
- Participant observation
- Non-participant observation
- Case studies
- Free text questions in surveys

Things to consider

- Ethics
- Type of method
- Skillset required
- Analysis
- Reporting

Designing Questions for qualitative methods

- Topic guide for interviews & focus groups
- Need open questions as much as possible
- It is essential to probe – why is that?
Can you say a bit more about this? etc

Analysis & reporting of qualitative data

- Themes
- Audience
- Reporting formats

Creative tools for evaluation with young people

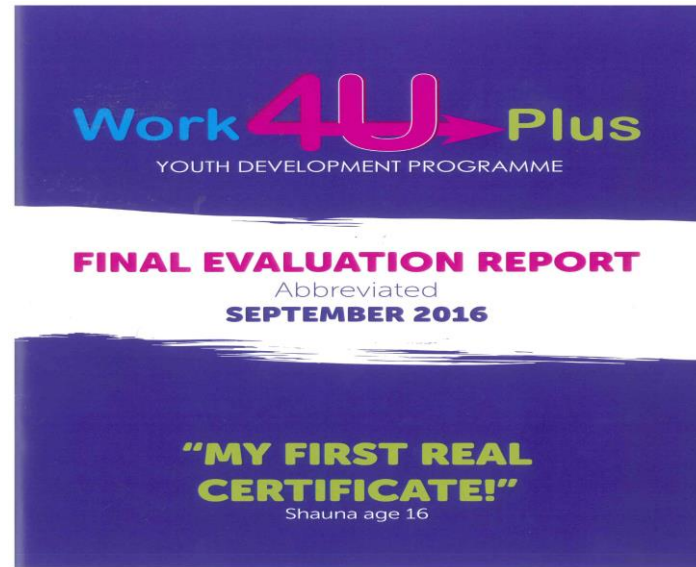
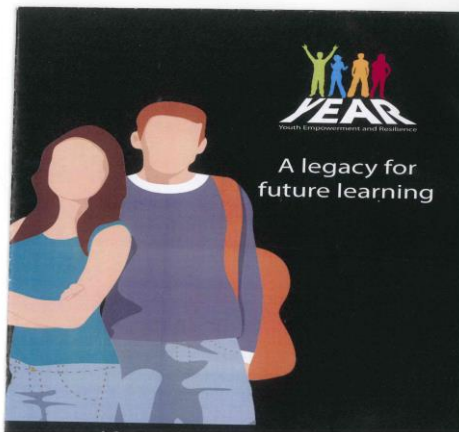
Small group exercise



Tools Testing Feedback

- How useful was the tool you were testing for your audience?
- What worked well?
- What didn't work so well?
- What, if anything, would you change about this tool?

Some real life examples



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Summing up and evaluation

Resource list in packs

Please complete evaluation forms



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