

Assignment #3. Process evaluation

Purpose of this assignment: to familiarize students with the importance of conducting process evaluation and wide range of quantitative and qualitative methodologies used to this end.

Topics to cover:

- A. Objectives of process evaluation (in general terms)
- B. Summary description of two proposed methodologies
- C. Quantitative methodology:
 - 1. Purpose (specific to this program)
 - 2. Summary of proposed data collection method
 - 3. 5-10 illustrative items (e.g., questions from focus group discussion guide, key questions for a survey, observation checklist, other)
 - 4. Advantages and limitations
- D. Qualitative methodology:
 - 1. Purpose (specific to this program)
 - 2. Summary of proposed data collection method
 - 3. 5-10 illustrative items (e.g., questions from focus group discussion guide, key questions for a survey, observation checklist, etc.)
 - 4. Advantages and limitations

Word limit: 750 words

Instructions and tips:

- 1. Process evaluation can take many different forms. This assignment is designed to give students the opportunity to consider how best to apply process evaluation to one of the programs presented in class (either TB Control in Baltimore or Stop AIDS Love Life in Ghana).
- 2. In the real world, this section of the paper could take 15-25 pages to write up, including a full description of the methods and data collection instruments to be used. However, for purposes of this class, students are expected to demonstrate their understanding of the concepts in question by providing a summary overview of how they would approach the question. Consider Table 1, p. 241 of the Viadro et al. article, as a model for succinct presentation of information.
- 3. To this end, each student is expected to select one quantitative and one qualitative method of data collection and describe how to apply it to the project in question.
- 4. The description of the data collection method should cover who, what, why, when, and how. (It is not necessary to address “how much” it will cost.)

5. This assignment requires individual work. No two papers should present identical or highly similar descriptions of the methodology.
6. Spell check!