## 1.1.3 Types of Evaluation

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There are three basic, generic types of program evaluation. These types can be styled conceptual evaluation, process evaluation and effectiveness evaluation, ranged in order of increasing depth, scope, and data requirements.

These types may be considered to form a hierarchy, the higher ones automatically including at least some elements of the lower ones. A conceptual evaluation is possible and generally desirable for any program. It is useful in itself, and may also form a "front-end" for either a process or effectiveness evaluation. An effectiveness evaluation is more comprehensive than a process evaluation, and is directed primarily at assessing the actual effects of a pro-However, it will generally incorporate some considergram. ation of process-type questions, the amount of detail depending on the terms of reference of the evaluation. The generic type selected for any particular evaluation depends on some combination of the technical feasibility of conducting a "higher order" evaluation, management needs, and available resources.

A conceptual evaluation is carried out when objectives are difficult to articulate in a form amenable to measurement, links between activities and their effects are vague, or the program effects are strongly influenced by events outside the control of the program manager. Such an evaluation would normally include an examination of the program - mandate, and the identification and study of issues and concerns related to the program. Subjective determination of program impacts (intentional and unintentional) would be made, and an assessment of alternative ways to obtain the desired program outputs or effects would also be undertaken. The principal benefits of such an exercise are likely to be clarification of objectives and recommendations for alternative program design. This type of evaluation does not require empirical data, and is thus quicker, less costly and has a wider range of application than the "higher-order" types.

Process or efficiency evaluations may be appropriate when the activities are coherent, the process is reasonably well defined, both the inputs and the outputs are amenable to measurement, but the actual program effects on the environment are difficult to identify or measure. They are particularly useful for process oriented work especially if large numbers of resources are involved. These evaluations are undertaken with a view to improving the operational process of a program with possible resource savings. In

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