

Data Collection Methods for Program Evaluation

Method	Prep Time	Participant Time	Analysis Time	Usefulness	Uses
Attendance Sheets	Low	Low	Low	Low	To Count number of participants at an event
Documents and checklists	Low	Low	Low-moderate	Low-moderate	Quick feedback from a large group
Surveys	Moderate	Low-moderate	Low-moderate	Moderate	Ability to gain information from a large group in a limited amount of time
Pretests and posttests	Moderate	Low-moderate	Low-high	Moderate	To assess learning that takes place from a training or over a period of time
Post-then-pretests	Moderate	Low-moderate	Low-high	Moderate	To retrospectively assess learning that takes place from a training or over a period of time
Observations	Moderate	Low	Moderate	Moderate-high	An unbiased approach to gain insight on a phenomenon
Interviews	Moderate-high	Moderate	Moderate-high	Moderate-high	In-depth information for a small group of participants
Focus groups	Moderate-high	Moderate	Moderate-high	High	In-depth information from a moderate group of participants
Testimonials	Low	Moderate	Low	Low-moderate	In-depth information from a select group of participants
Case study	Moderate	Moderate	High	Moderate	In-depth information from select individuals or groups of individuals, across contexts
Follow-up needs assessment	Moderate-high	Low	High	High	Provides more in-depth information than found while using other methods



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