

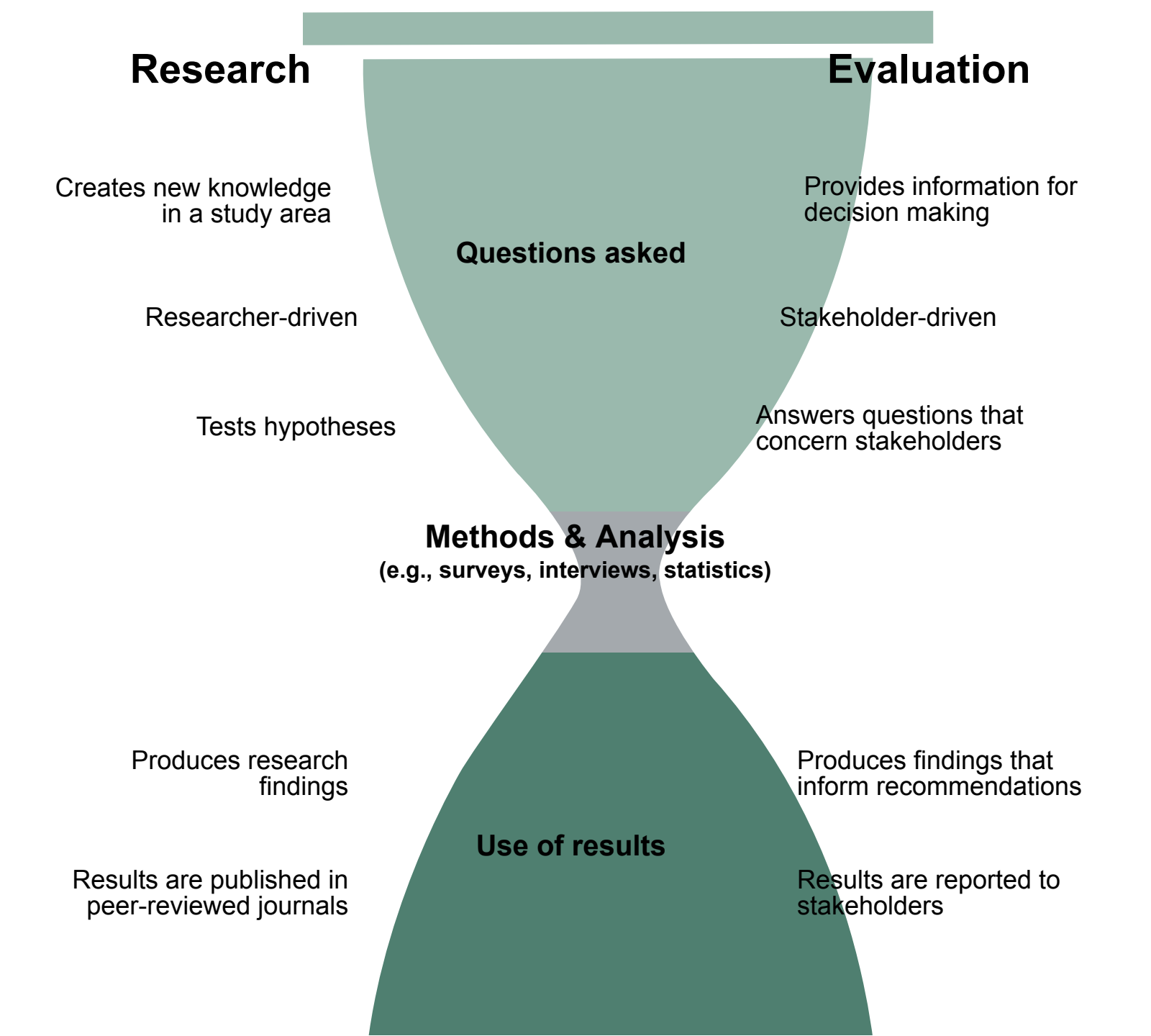
# An Overview of Research and Evaluation

**“Research seeks to prove, evaluation seeks to improve.”**  
-Michael Quinn Patton, Founder and Director of Utilization-Focused Evaluation

The process of research and evaluation differ in:

- The beginning (what questions are asked)
- The end (how the results are used)

However, both processes may overlap in the middle by using the same methods and analyses.



## Research vs. Evaluation

Research	Evaluation
<ul style="list-style-type: none"><li>• Is the source of most new scientific ideas and ways of thinking about the world</li><li>• Often has less direct application to the real world than evaluation</li><li>• Typically involves the following steps:<ol style="list-style-type: none"><li>1. Identify the research question</li><li>2. Review the literature</li><li>3. Formulate hypotheses</li><li>4. Develop the research design</li><li>5. Collect data</li><li>6. Analyze data</li><li>7. Interpret and report</li></ol></li></ul>	<ul style="list-style-type: none"><li>• Applies research processes to assess programs* regarding:<ul style="list-style-type: none"><li>• <b>Design:</b> Is the program operating as intended?</li><li>• <b>Implementation:</b> Was the program implemented as planned?</li><li>• <b>Utility:</b> Is the program providing benefits and achieving the goals and outcomes that were anticipated?</li></ul></li><li>• Usually has an immediate and practical use</li><li>• Often used to:<ul style="list-style-type: none"><li>• Identify a program’s strengths and promising practices</li><li>• Develop better practice within an organization</li><li>• Monitor and improve practice in a program or organization</li></ul></li></ul> <p><small>*Evaluation can also be conducted on projects, initiatives, interventions, policies, or strategies.</small></p>

### References

Levin-Rozalis, M. (2003). Evaluation and research: similarities and differences. *The Canadian Journal of Program Evaluation*, 18(2), 1-31.

Preskill, H. (2010). Similarities and differences between research and evaluation - simple graphic. Retrieved from <http://comm.eval.org/communities/community-home/librarydocuments/viewdocument?DocumentKey=c1cdc062-463f-4b60-92e6-d9fe6ebd8b01>

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