**Overview of Ways to Collect Information**

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| **Method** | **Overall Purpose** | **Advantages** | **Challenges** |
| questionnaires, surveys, checklists | when need to quickly and/or easily get lots of information from people in a non-threatening way | -can complete anonymously-inexpensive to administer-easy to compare and analyze-administer to many people-can get lots of data-many sample questionnaires already exist | -might not get careful feedback-wording can bias client's responses-are impersonal-in surveys, may need sampling expert- doesn't get full story |
| interviews | when want to fully understand someone's impressions or experiences, or learn more about their answers to questionnaires | -get full range and depth of information-develops relationship with client-can be flexible with client | -can take much time-can be hard to analyze and compare-can be costly-interviewer can bias client's responses |
| documentation review | when want impression of how program operates without interrupting the program; is from review of applications, finances, memos, minutes, etc. | -get comprehensive and historical information-doesn't interrupt program or client's routine in program-information already exists-few biases about information | -often takes much time-info may be incomplete-need to be quite clear about what looking for-not flexible means to get data; data restricted to what already exists |
| observation | to gather accurate information about how a program actually operates, particularly about processes | -view operations of a program as they are actually occurring-can adapt to events as they occur | -can be difficult to interpret seen behaviors-can be complex to categorize observations-can influence behaviors of program participants-can be expensive |
| focus groups | explore a topic in depth through group discussion, e.g., about reactions to an experience or suggestion, understanding common complaints, etc.; useful in evaluation and marketing | -quickly and reliably get common impressions -can be efficient way to get much range and depth of information in short time- can convey key information about programs | -can be hard to analyze responses-need good facilitator for safety and closure-difficult to schedule 6-8 people together |
| case studies | to fully understand or depict client's experiences in a program, and conduct comprehensive examination through cross comparison of cases | -fully depicts client's experience in program input, process and results-powerful means to portray program to outsiders | -usually quite time consuming to collect, organize and describe -represents depth of information, rather than breadth |

# Source: McNamara, C. Basic Guide to Program Evaluation.

# <https://managementhelp.org/evaluation/program-evaluation-guide.htm>