

Diagram I. Research-based* and Utilization-focused Evaluation Differences

Concept	Research Principles	Utilization-Focused Principles
Planning	Scientific Method <ol style="list-style-type: none"> 1. State hypothesis 2. Collect Data 3. Analyze Data 4. Draw Conclusions 	Program Evaluation <ul style="list-style-type: none"> • Engage Stakeholders • Describe the program • Focus the evaluation design • Gather credible evidence • Justify conclusions • Ensure use and share lessons learned
Decision Making	Investigator-controlled <ol style="list-style-type: none"> 1. Authoritative 	Stakeholder-controlled <ol style="list-style-type: none"> 2. Collaborative
Standards	Validity <ol style="list-style-type: none"> 3. Internal (accuracy, precision) 4. External (generalizability) 	Repeatability Program Evaluation Standards <ul style="list-style-type: none"> • Utility • Feasibility • Propriety • Accuracy
Questions	Facts <ol style="list-style-type: none"> 1. Descriptions 2. Associations 3. Effects 	Values <ol style="list-style-type: none"> 1. Merit (i.e., quality) 2. Worth (i.e., value) 3. Significance (i.e., importance)
Design	Isolate changes and control circumstances <ol style="list-style-type: none"> 1. Narrow experimental influences 2. Ensure stability over time 3. Minimize context dependence 4. Treat contextual factors as confounding (e.g., randomization, adjustment, statistical control) 5. Comparison groups are a necessity 	Incorporate changes and account for circumstances <ul style="list-style-type: none"> ➤ Expand to see all domains of influence ➤ Encourage flexibility and improvement ➤ Maximize context sensitivity ➤ Treat contextual factors as essential information (e.g., system diagrams, logic models, hierarchical or ecological modeling) ➤ Compare groups are optional (and sometimes harmful)
Data Collection	Sources <ul style="list-style-type: none"> • Limited number (accuracy preferred) • Sampling strategies are critical • Concern for protecting human subjects Indicators/Measures <ul style="list-style-type: none"> • Quantitative • Qualitative 	Sources <ul style="list-style-type: none"> • Multiple (triangulation preferred) • Sampling strategies are critical • Concern for protecting human subjects, organizations, and communities Indicators/Measures <ul style="list-style-type: none"> • Mixed methods (qualitative, quantitative, and integrated)
Analysis & Synthesis	Timing <ul style="list-style-type: none"> • One time (at the end) Scope <ul style="list-style-type: none"> • Focus on specific variables 	Timing <ul style="list-style-type: none"> • Ongoing (formative and summative) Scope <ul style="list-style-type: none"> • Integrate all data
Judgments	Implicit <ul style="list-style-type: none"> • Attempt to remain value-free 	Explicit <ul style="list-style-type: none"> • Examine agreement on values • State precisely whose values are used
Conclusions	Attribution <ul style="list-style-type: none"> • Establish time sequence • Demonstrate plausible mechanisms • Control for confounding • Replicate findings 	Attribution and Contribution <ol style="list-style-type: none"> 1. Establish time sequence 2. Demonstrate plausible mechanisms 3. Account for alternative explanations 4. Show similar effects in similar contexts
Uses	Disseminate to interested audiences <ol style="list-style-type: none"> 1. Content and format varies to maximize comprehension 	Feedback to Stakeholders <ol style="list-style-type: none"> 2. Focus on intended uses by intended users 3. Build capacity Disseminate to interested audiences <ul style="list-style-type: none"> • Content and format varies to maximize comprehension • Issues of cultural appropriateness are paramount • Emphasis on full disclosure • Requirement for balanced assessment

Source: McDonald, G, et al. *Introduction to Program Evaluation for Comprehensive Tobacco Control Programs*. Atlanta (GA): Centers for Disease Control and Prevention, 2001.

*For Research-based evaluation your project will need to obtain an Institutional Review Board approval and or Tribal Council/Tribal Health Program approval.