



Does Research on Evaluation Matter?

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Introduction

Background

- Evaluation is a relatively new, practice-based field
- Evaluation scholars lead the field by presenting their theories
- Evaluation theories are not based on empirical evidence
- Empirical investigation is required to establish the field of evaluation
- There were calls for more research on evaluation (RoE)
- The number of studies on RoE has increased in the past decade
- It is unknown whether RoE is important in the evaluation community

Purpose

- To examine evaluators' views on RoE and the readership and influence of RoE

Focal Questions

- What proportions of American Evaluation Association (AEA) members and scholars read peer-reviewed articles on RoE?
- If so, do they receive any influence?
 - On thinking about evaluation (TaE): How to conceptualize evaluation
 - On evaluation practice (EP): How to go about conducting evaluation

Importance of the Study

- This study is the first study that examined views on and influence of RoE in the evaluation community. Findings have an important implication for the advancement of the field of evaluation.

Methods

Sample	AEA members	Scholars
Sampling Type	Random	Purposive
Number	N = 6983, n =454	N =33
Response Rate	44% (n=196)	64% (n=21)
Evaluation experiences	13 years	37 years

Instrumentation

- Qualtrics web-based survey system
- Mixture of closed-response and open-response items
- "Read RoE" = the frequency of reading articles on RoE
 - Response Options: Never, Seldom, Often, Very often
- Influence on thinking about evaluation and evaluation practice
 - Response Options: None, A little, Some, A lot

Procedure

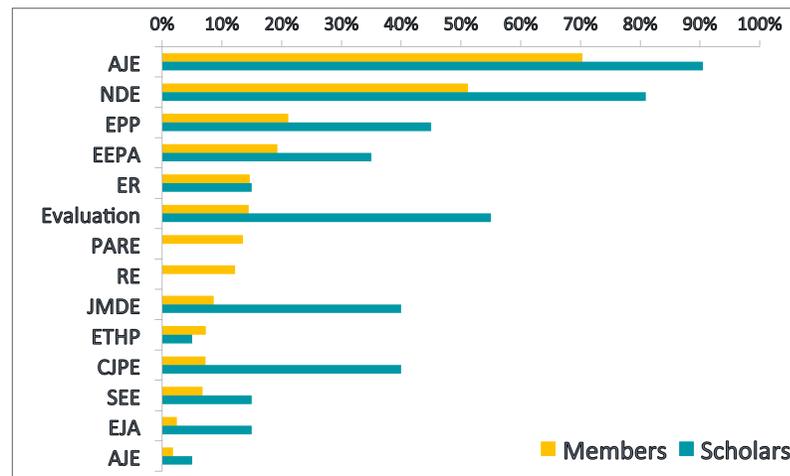
- The surveys for AEA members and evaluation scholars
- Concurrently administered over a 4-week period

Data Analysis

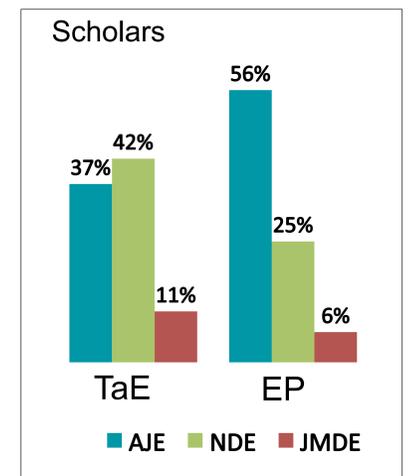
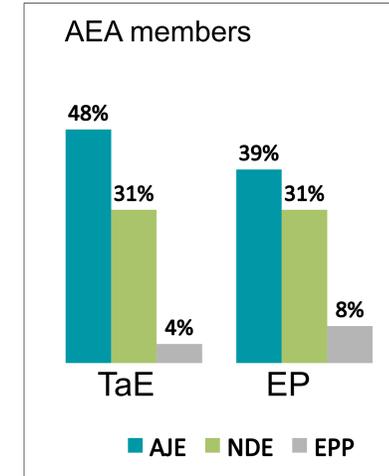
- Descriptive statistics for closed-response items
- Themes for open-response items by two coders

Percent of Reading Evaluation Journals and Greatest Influences

Percent who read evaluation journals "often" or "very often"

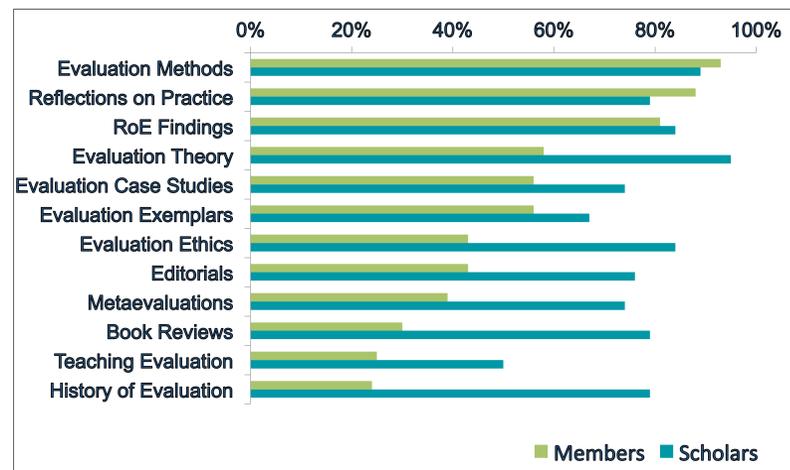


The journal with the greatest influence on:

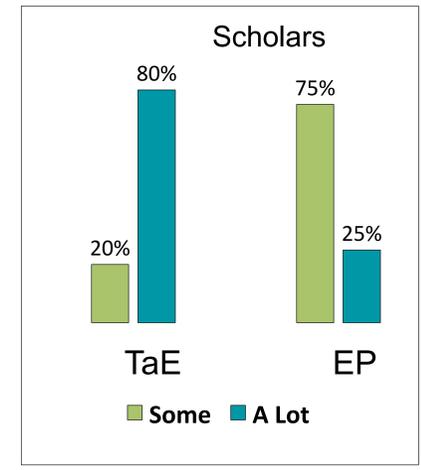
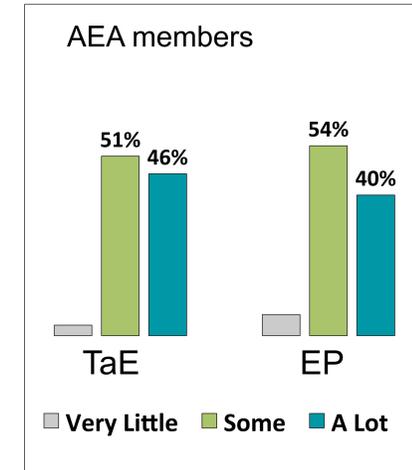


Types of Articles Read and Influence of RoE

Percent of reading the following articles "often" or "very often"



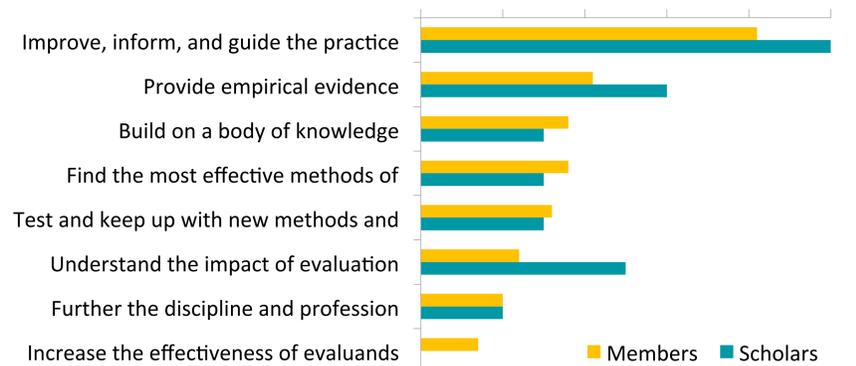
Degree of Influence of RoE on:



Importance of ROE

97% of AEA members & 100% of scholars considered RoE important

Thematic Findings for why RoE is important



Conclusions & Limitations

- RoE is considered important, but it was not strongly associated with the readership and the influence of RoE
 - AJE and NDE were the two major articles
 - Articles on RoE have at least some influence
- Other ways to disseminate RoE findings to evaluators need to be studied to effectively communicate the findings so that they can integrate empirical evidence into their practice
- The response rate was not high, reducing representativeness and generalizations of the findings
- Respondents might read other journals and be influenced by them