Sample Data Sources

People

- Participants
- Non-completers
- Project implementers (e.g., workshop facilitators, help desk staff)
- Administrators or agency staff
- Volunteers
- Experts (for instance, consultants trained to review training materials or websites)
- Advisory committees
- Key informants (anyone with special knowledge about a project, organization, or community)
- Community leaders
- Funders

Existing Information

- Project records, such as attendance sheets from workshop sessions
- Meeting minutes
- Written material kept by people involved in a program, like journals or notes from a training session
- Email or bulletin board discussions
- Existing databases, like demographic information about participants who have received services from an agency
- Web traffic reports
- Newspaper articles

Observations

- Observations of users navigating websites
- Videotapes of group discussions or meetings
- Products created by participants or stakeholders, such as handouts or items developed by organizational staff to promote consumer health websites
- Newsletters
- Pictures, such as photos taken of students helping their parents use MedlinePlus

Taylor-Powell E, Steele S. **Collecting Evaluation Data: an Overview of Sources and Methods.** [Web document]. Madison, WI: University of Wisconsin Extension, 1996 [cited 26 June 2006] <http://cecommerce.uwex.edu/pdfs/G3658_4.PDF>.