Evaluation Methods

- **Surveys** – questionnaires administered in a standardized manner to collect primarily quantitative data.

- **Interviews** – question-and-answer sessions with individuals. Some interviews are highly structured while others may be very unstructured.

- **Focus groups** – interviews with a group of people. Usually individuals who are chosen for a group share some similarity, like age, profession, level of computer experience, or role in an organization (managerial, support staff, or volunteer).

- **Testimonials** – brief accounts that individuals may give about an experience. For instance, you may ask individuals to give a brief account of how they used MedlinePlus the week following a training session.

- **Logs** – descriptions of events, like the number of visitors to a health fair exhibit, or participants at a training session or a daily list of health topics brought by library users to a public library reference desk.

- **Document analysis** – review and summary of written material pertinent to a project. Examples of documents includes organizational newsletters, meeting minutes, or existing evaluation documents created during an organizational self-study.

- **Tests** – exams of individuals' skills or knowledge. Tests may have forced-choice questions (multiple-choice or true-false) or open-ended questions such as "name three different types of information you can find at MedlinePlus."

- **Reflective exercises** – these are questions that are designed to get participants to reflect on experiences. They may be used on a one-time basis (like at the end of a training session) or they may be used to structure participants' entries to a journal or bulletin board discussion.

- **Expert or Peer Review** – one or a group of people review products or presentations to judge its quality. They may either be experts (like public health experts reviewing health information promotional materials) or they may be peers (like outreach librarians observing and rating their colleagues' consumer health training sessions). Usually the review process is structured to assure systematic and thorough feedback.

Appendicies 3