Annotated Bibliography
Qualitative and Quantitative Evaluation Research

The following bibliography is a short list of books and articles that we've found to be particularly helpful over the years. The annotations are based on *our own opinion* of the books – you will want to develop your own opinions and 'go-to' resources. Hopefully this list will help you get started.

QUALITATIVE METHODS

American Evaluation Association (http://www.eval.org/)
The AEA is an excellent source of evaluation info – they also publish a set of *Guiding Principles for Evaluators.*

Asher, Andrew & Miller, Susan (2010) *So you want to do anthropology in your library? Or, a practical guide to ethnographic research in academic libraries*. The ERIAL Project, Chicago.
http://www.erialproject.org/wp-content/uploads/2010/07/Toolkit-Final-7-15-10.pdf
This is a great resource from the ERIAL project. This text is useful not only as an introduction but also as a guide doing ethnographic research in libraries and IT settings as well. They describe this as a Toolkit, and it really is that.

Bernard, H. Russell, (1994). *Research methods in anthropology: Qualitative and quantitative approaches.* 2nd Ed. Thousand Oaks: Sage.
This book provides a great overview of both quantitative and qualitative methods and is very accessible to the non-expert. I find it to be especially strong on qualitative methods where it provides a step-by-step very practical how-to guide for a number of techniques that are very useful for use in studying technology or library use. I frequently refer back to his sections on how to take field notes, structured and semi-structured interviewing and how to conduct observations.

Bernard, H. Russell, (2010). *Analyzing Qualitative Data: Systematic Approaches*. Thousand Oaks: Sage.
Analyzing qualitative data is a challenge – especially knowing where to start. Bernard breaks it down for you, step by step. Lays out ways to determine what kind of analysis you should conduct to discussing how to start and tools to use. A very useful book – for both the novice and experienced. In re-reading it, it helped me think about a coding project I'm just starting and helped figure out how to do it. Can't beat that.

Denzin, Norman K., and Lincoln, Y. S. (Eds.). (1994). *Handbook of qualitative research.* Thousand Oaks, CA: Sage.
This is the seminal book on qualitative research. Compiled by experts in the field, this is the book to open to learn from the experts. These folks are passionate advocates about qualitative research and explain if from historical and philosophical perspective and through details discussions of methods. Extensive coverage of: data collection, data analysis, the 'art' of interpretation, philosophy of interpretive research, and research in an academic setting. This is definitely the book that argues for qualitative methods. I consider it to be one of the finest introductory books to the field out there. Denzin and Lincoln are highly respected leaders in the field – this book is a wealth of information. Don't look for this to be 'how to' book alone – there's simply too much in there. However, Section IV. Methods of Collecting and Analyzing Empirical Materials is quite useful, especially the chapter by Huberman and Miles. The information on use of computers in analysis may be dated.

Foster, Nancy Fried & Gibbons, Susan (2007). *Studying students: The undergraduate research project at the University of Rochester*. Chicago: Association of College & Research Libraries
http://www.ala.org/ala/mgrps/divs/acrl/publications/digital/Foster-Gibbons_cmpd.pdf

This is a fascinating account of some interesting work studying student library and IT use at the University of Rochester. I find it especially useful as a methodology guide and source of inspiration for new ways to gather data. Look especially at their use of mapping and photography projects.

Frechling, J., editor of the *User-friendly Handbook for mixed method evaluations* and *The User friendly handbook for project evaluation.* Both published by the National Science Foundation (NSF).
These are very handbooks. They focus mainly on evaluation of educational projects that are funded by NSF, but the methods are sound. They are a bit dated, printed in the late 90's, but they are down to earth, provide good 'how-to' information and are short and free.
http://www.nsf.gov/pubs/1997/nsf97153/start.htm
http://www.nsf.gov/pubs/2002/nsf02057/start.htm

Greene, J. C. Caracelli, V. J. and Graham, W. F. (1989). "Toward as conceptual framework for mixed-method evaluation designs". *Educational evaluation and policy analysis*. V(II), 3.
If you are doing any work in the science/math or engineering community. This is a must use work. Reviews 57 mixed method evaluations.

The Joint Committee on Standards for Educational Evaluation. (1994). *How to assess evaluations of educational programs.* 2nd Ed. Thousand Oaks: Sage.
This book describes the standards for program evaluation developed by the joint committee, for program evaluation. Included are examples of their application and methods for both qualitative and quantitative methods. Organized by four groups: utility, feasibility, propriety, and accuracy. Standards are intended to assist legislators, funding agencies, educational administrators and evaluates. They are a framework for the practice of responsible, high quality evaluations.
More information about the joint committee can be found at: (http://www.wmich.edu/evalctr/jc/)
Program evaluation standards can be found at: http://www.eval.org/EvaluationDocuments/progeval.html

Krueger, R. A. (1988). *Focus groups: A practical guide for applied research.* Newbury Park, CA: Sage.
and,
Krueger, R. A. (1998). *Analyzing & reporting focus group results.* Thousand Oaks, CA: Sage.
Krueger's books are incredibly useful. They will walk you through the entire process of designing, implementing, and reporting out the result of focus groups. You can't go wrong following his advice and process.

Miles, M. B., and Huberman, A. M. (1994). *Qualitative data analysis: An expanded Sourcebook.*2nd. Thousand Oaks, CA: Sage.
What can I say about these guys, and this book except don't walk to a bookstore to buy it – run. They are the only reason I finished my dissertation, really. They wrote the guide to analyzing your data without going crazy. And, there techniques help you finish the analysis. Qualitative studies can result in mounds of words, sentences and pictures. How do you make sense of it? Miles and Huberman can help you sort it out. It's all about data management, designing your research to help you manage it and answer your research questions. If you are going to do qualitative research, this is a must have.

New Directions for Program Evaluation – a quarterly publication of the American Evaluation Association, published by Jossey – Bass.
I could list out a bunch of useful journals, but it seems like almost every issue has something of use. You'll just have to do a search to find what is of use to you. New Directions covers all sorts of methods: qualitative, quantitative, interpretive, & scientific. It's a great resource.

Patton, Michael Quinn. (1990). *Qualitative evaluation and research methods,* 2nd Ed. Newbury Park, CA: Sage.
Patton writes in an easy to follow and understand style. This book is a practical book with good suggestions, examples and illustrations. He's very pragmatic. Patton is a leader in the field with tons of experience. Just about any book you pick up written by him will be useful.

Stewart, D. W. and Shamdasani, P. (1990). *Focus groups: Theory and practice.* Newbury Park, CA: Sage.
Authors pay more attention to the group dynamics aspects of focus groups than the 'how-to's' focused on by Krueger. Also covers very practical issues such as how to recruit participants and so forth. Just as useful as Krueger, especially if you only want one book.

Yin, R. K. (1989). *Case study research: Design and method.* Newbury Park, CA: Sage.
Yin's book on case study method is another classic (caught on to the theme of this bibliography yet?). He outlines design and analysis, data collection and report writing in an easy to read, logical manner. Sometimes may be a bit too focused on differences between qualitative and quantitative research for some – but this was a bit academic argument in the late 80's early 90's. It still is. Doesn't hurt to know what might be perceived as research that's not rigorous by some. Very useful book if you are considering a small study or the use of multiple cases.

QUANTITATIVE METHODS

Campbell, D. T. & Stanley, J. C. (1966). *Experimental* and quasi-experimental designs for research. Boston, MA: Houghton Mifflin.
You can tell from the publication date that this is a classic. Campbell knows research design in and out – he knows the challenges of research in the real world. It has be in your campus's library- get it, use it.

Dillman, Don A. Smythe, Jolene D. & Christian, Leah Melani. (2008). *Internet, mail and mixed-mode surveys: the tailored design method*. New York: Wiley.
This is one of the classic texts on surveys by the guy who literally wrote the book on the technique. Recently updated and it includes full coverage of Internet surveys though I think he is overly skeptical of the method. It can be a bit heavy going if you are not very enthusiastic about surveys – and even if you are it can still be heavy going. But it is a good reference. You might want to take a look at the library copy first though.

Fowler, Floyd J. (1995). *Improving survey questions: design and evaluation. Survey methodology.* Newbury Park, CA: Sage.
I have found this book to be invaluable in helping me improve the way that I ask questions in a survey. It is a surprisingly good read and well worth a close look.

Groves, Robert M. Fowler, Floyd J. Couper, Mick P. Lepkowski, James M. Singer, Eleanor M. & Tourangeau, Roger. (2009) *Survey methodology*. New York: Wiley.
Another comprehensive overview of survey methodology with good insights on the use of technology in surveying.

Hubbard, Doulas W. (2010). How to Measure Anything, 2nd edition. New York: John Wiley and Sons.
Hubbard points out the fallacy or trap that we can easily fall into – believing that what we value most, may not be measurable. His down to earth writing style and message remind us that our common sense can tell us much about our world. This book is inspirational in its creative approach to understanding change, organizations, and decision making. You don't have to be a statistics whiz to understand it.

Jaeger, R. M. (1990). *Statistics: A spectator sport*, 2nd edition. Newbury Park, CA: Sage.
This book is written for consumer's of statistics rather than expecting you to change your career to become a statistician. It covers the concepts you'll need and common techniques most commonly used in evaluation. Topics include descriptive statistics, measures of central tendency and fundamentals of measurement. In short, a good primer prior to your first meeting with your statistics consultant. And a good book to help you remember the basics.

Just about any Education Research course book – good authors include Krathwohl and Creswell. They will help outline quantitative and qualitative studies to meet your needs.