

Types of Evaluation Models

There are dozens of models which have been used over the years. A brief overview of ten models is covered in this section. Information for this article has been taken from Reeves, Thomas, C. and John G. Hedberg (2003), *Interactive Learning Systems Evaluation*, Englewood Cliffs: Educational Technology Publications. More detail on this topic is available in chapter two of the book.

- **Multiple Methods Evaluation Model**

This method is appropriate for complex systems and uses a variety of measures to collect data. For example, students may be observed using a multimedia resource, and also be asked to fill out a questionnaire about it; they may also be invited to a focus group. The multiple methods model enables *triangulation* of data so that a broader perspective is obtained.

- **Experimental Evaluation Model**

Also called quasi-experimental, this model requires a control group and an experimental group for testing which is not always feasible in educational or social situations.

- **Patton's Qualitative Evaluation Model**

Finding meaning through using qualitative methods of evaluation can often be more useful and give a broader picture of what works and what does not work.

- **Fourth Generation Evaluation Model - Guba and Lincoln - (also called Constructivist model)**

Involves discovery and assimilation i.e. find out what is going on and fit findings into existing situations.

- **Eisner's Art Criticism Evaluation Model**

This model utilises expert criticism or connoisseurship. It is not widely used as a model but aspects of it such as expert review are used.

- **Postmodern Evaluation Model**

Proponents of this model helps the user examine systems alternatively i.e. look at different views from the perspective of contemporary society.

- **Stake's Responsive Evaluation Model**

The needs and views of stakeholders are considered in this model which can employ both qualitative and quantitative methods. An evaluation study using Stake's model called [Assessing safety training needs](#):

- **Tylerian Objectives-Based Evaluation Model**

Evaluations using this model are used to determine whether the original objectives have been met.

