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.

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