

**Project 1: Evaluative Instrument Critique (Individual project)**

**Possible points (maximum):** 25 points

**Due:** September 15 at 11:59 Eastern Time

**Project Description:**

- Select an evaluative instrument (paper or electronic-based). It can be an interview guide, a focus group protocol, an observation checklist, a questionnaire, a survey, etc. The instrument must serve an evaluative (not research) purpose and should measure **aspects of a learning technologies related training program or event**.
- Critique the instrument. Here are some criteria that you may follow on your critique:
  - appropriateness of the instrument to the purpose of the evaluation stated;
  - strengths and weaknesses of the instrument in terms of a data collection method (see Westat, 2010\*, pages 58-73);
  - quality of the items created (e.g., surveys must focus on what is important and be as brief as possible, flow smoothly from one question to the next, and facilitate respondents' recall);
  - quality of the instrument in terms of bias or trying to lead the respondent to a particular conclusion/response; etc.
- Report the strengths and weaknesses of the instrument to a “client audience” (someone who hired you to give him or her your professional opinion about the selected evaluative instrument). You might use excerpts of the instrument and reproduce it with annotations or suggestions for revisions. Make sure the report is clearly written, edited and proofread. You are addressing a “client” so the writing should be polished.
- Describe recommendations for revision. Be as specific as possible. For both critique and recommendations provide a rationale. *The quality of your critique (including your rationale) is the most important part of this project.*

**Deliverables:**

<i>Deliverables</i>	<i>Points</i>
Critique report: 1,500 to 2,000 words critique report (Word Doc preferred) – references and appendices do not count towards the word count.	25

### **Evaluation Criteria for Critique report**

Your report will be evaluated based on:

- Inclusion of:
  - a) full reference of the evaluative instrument used for critique (authors, designers, developers, year of publication, title, publisher or sponsoring organization) (2 points)
  - b) a brief summary or blurb of the instrument that is object of the critique. Please explain why this is an evaluative and not a research instrument (2 points)
- Discussion of at least three criteria:
  1. appropriateness of the instrument to the purpose of the evaluation stated (3 points)
  2. strengths and weaknesses of the instrument in terms of a data collection method (3 points)
  3. quality of the items created (3 points)
- Depth of the rationale presented for critique (4 points)
- Relevance and specificity of recommendations (6 points)
- Clarity of the report for a “client audience” and quality of the writing (2 points)

\* Westat, J.F. et al. (2010). *The 2010 User-Friendly Handbook for Project Evaluation*. Division of Research and Learning in Formal and Informal Settings, Directorate for Education and Human Resources. Arlington, VA: National Science Foundation. FREE copy at:

<https://www.purdue.edu/research/docs/pdf/2010NSFuser-friendlyhandbookforprojectevaluation.pdf>