



AGENDA

Introduction

Background

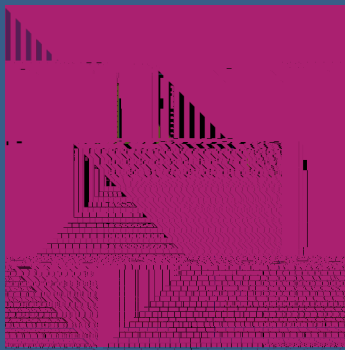
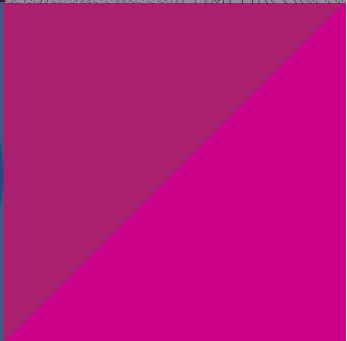
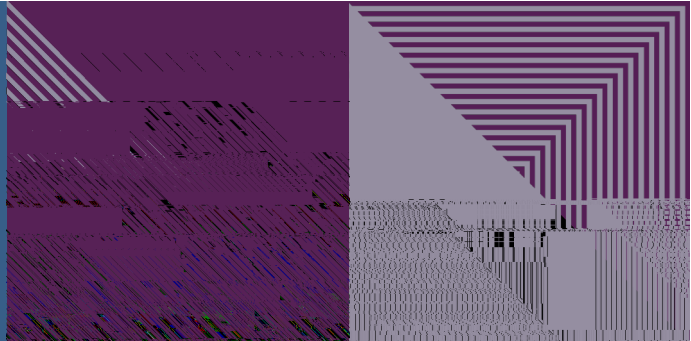
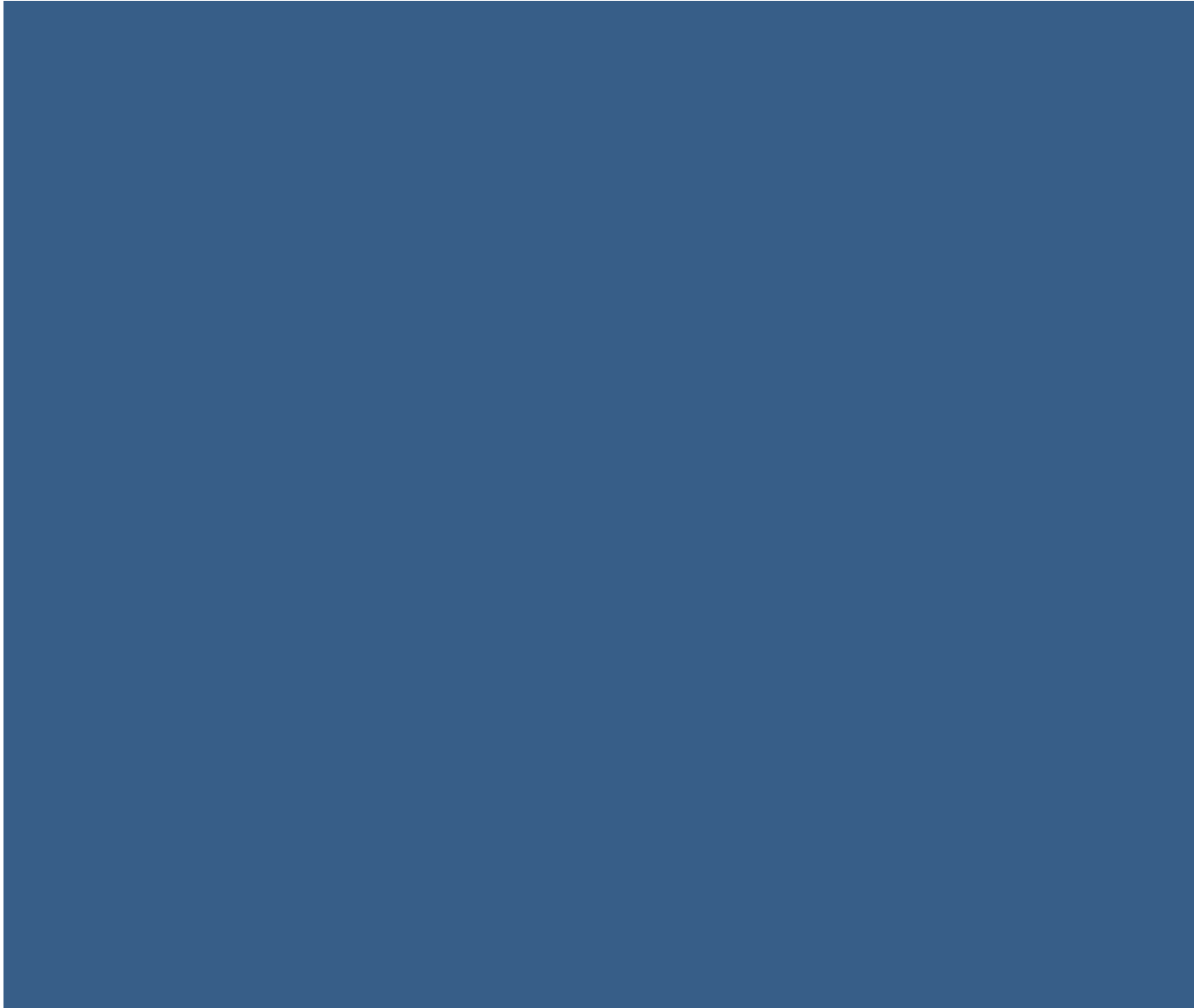
Content

Summary



Image: RAN.org

A banner for the Rainforest Action Network. The background is a lush green forest. At the top left is the RAN logo, which includes a stylized animal and the text "RAINFORREST ACTION NETWORK". To the right of the logo are two buttons: "TAKE ACTION" in a pink box and "DONATE" in an orange box. Below the logo is a navigation menu with links for "Issues", "Contact Us", "News", and "Get Involved". The main text in the center reads "Rainforest Action Network" in a large, white, sans-serif font. At the bottom, it says "Fighting for People and Planet" in a smaller white font.





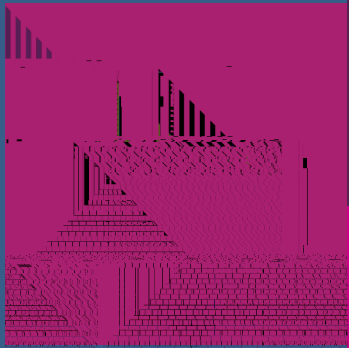
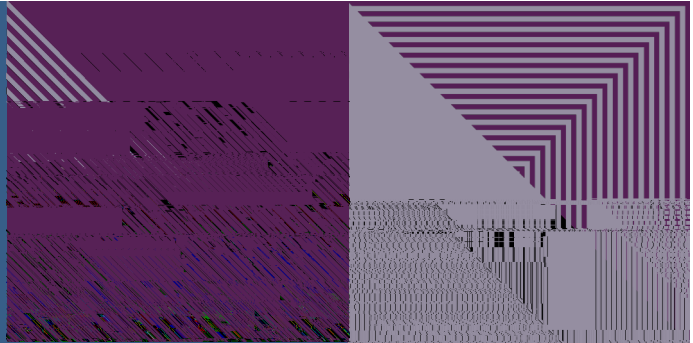
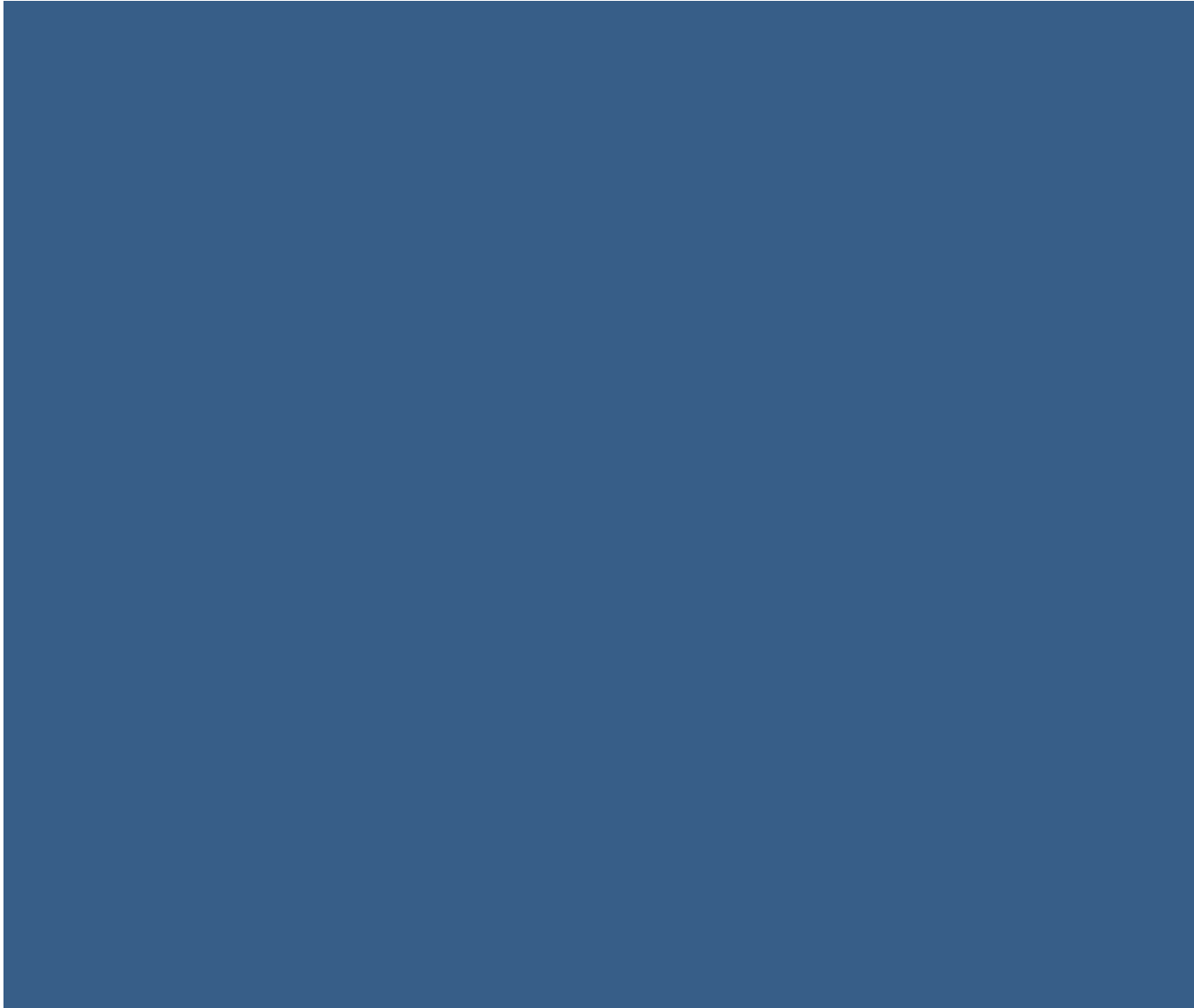


Table 1
Similarities and Differences in Evaluation and Research

	Evaluation	Research
Area of application	Application of the examination as wide as possible	Application of findings as wide as possible
	Narrow application focus on the project	Application of findings as wide as possible
	Aim: providing concrete feedback	Aim: increasing scientific knowledge
Theory	Field-dependent: theory used to enlarge the understanding of phenomena	Theory-dependent: deriving theory or assuming theory
Methodology	Evaluation: own setting and data collection, continuous, derived from the field	Research: research setting, independent, derived from theory
	The evaluator is reactive	The researcher is proactive
Generality	Specific to a situation happening in a specific situation	Attempt to formulate general laws, external validity is important
Relevance	Useful for the project	Increase of general knowledge
Causality	Stresses interaction, which is an interdependent variable in order to reach causal relationships	Stress is on a small number of causal variables, from other variables

Examples of Evaluation In Practice

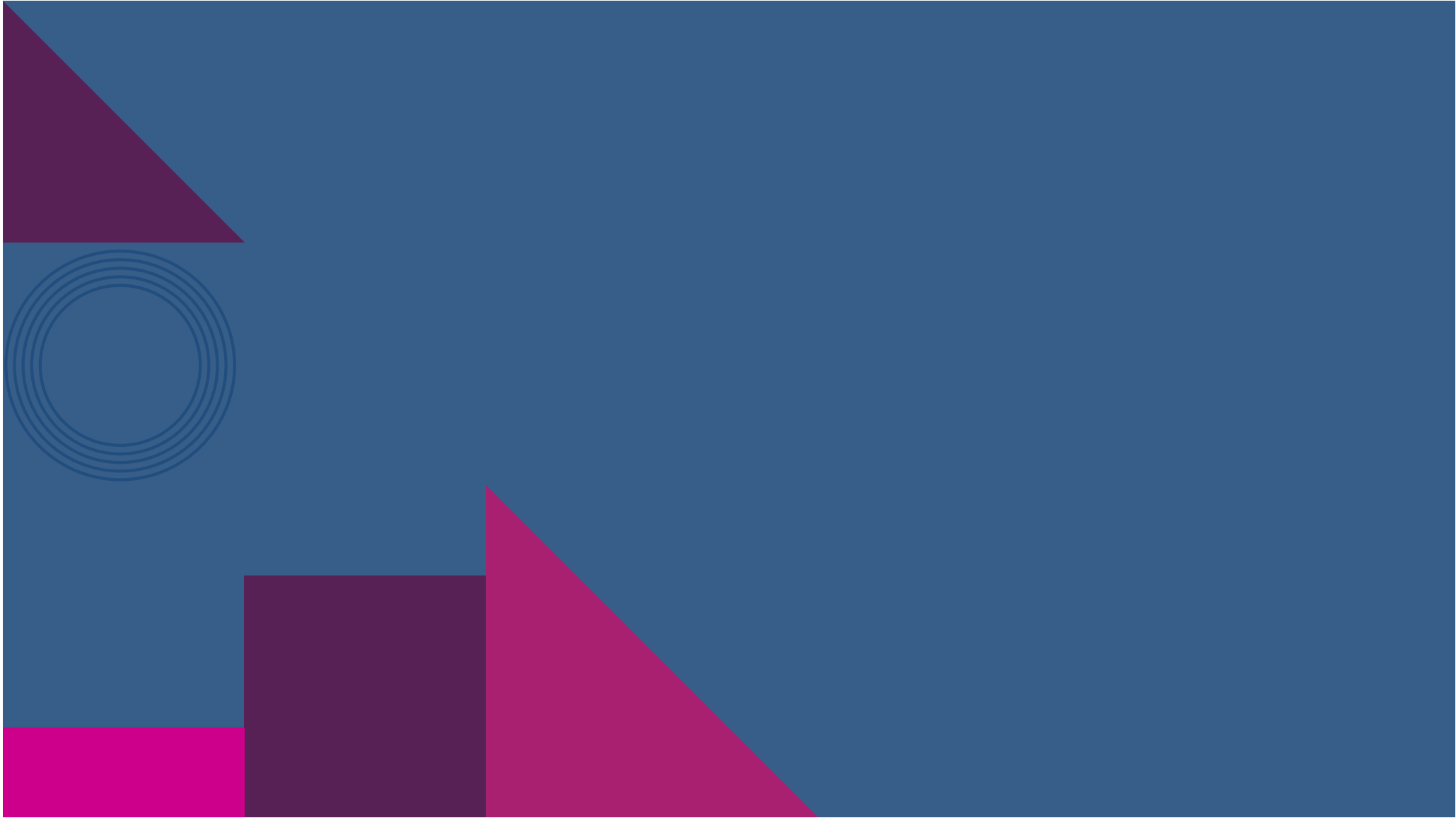
- Educational Evaluation

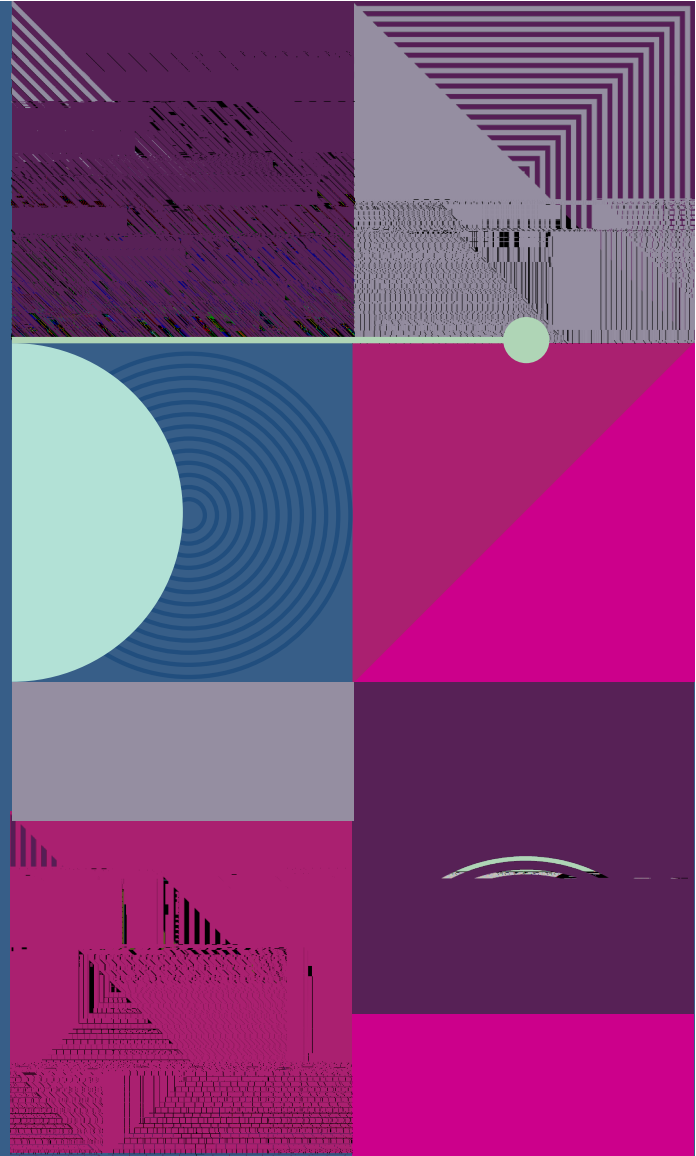
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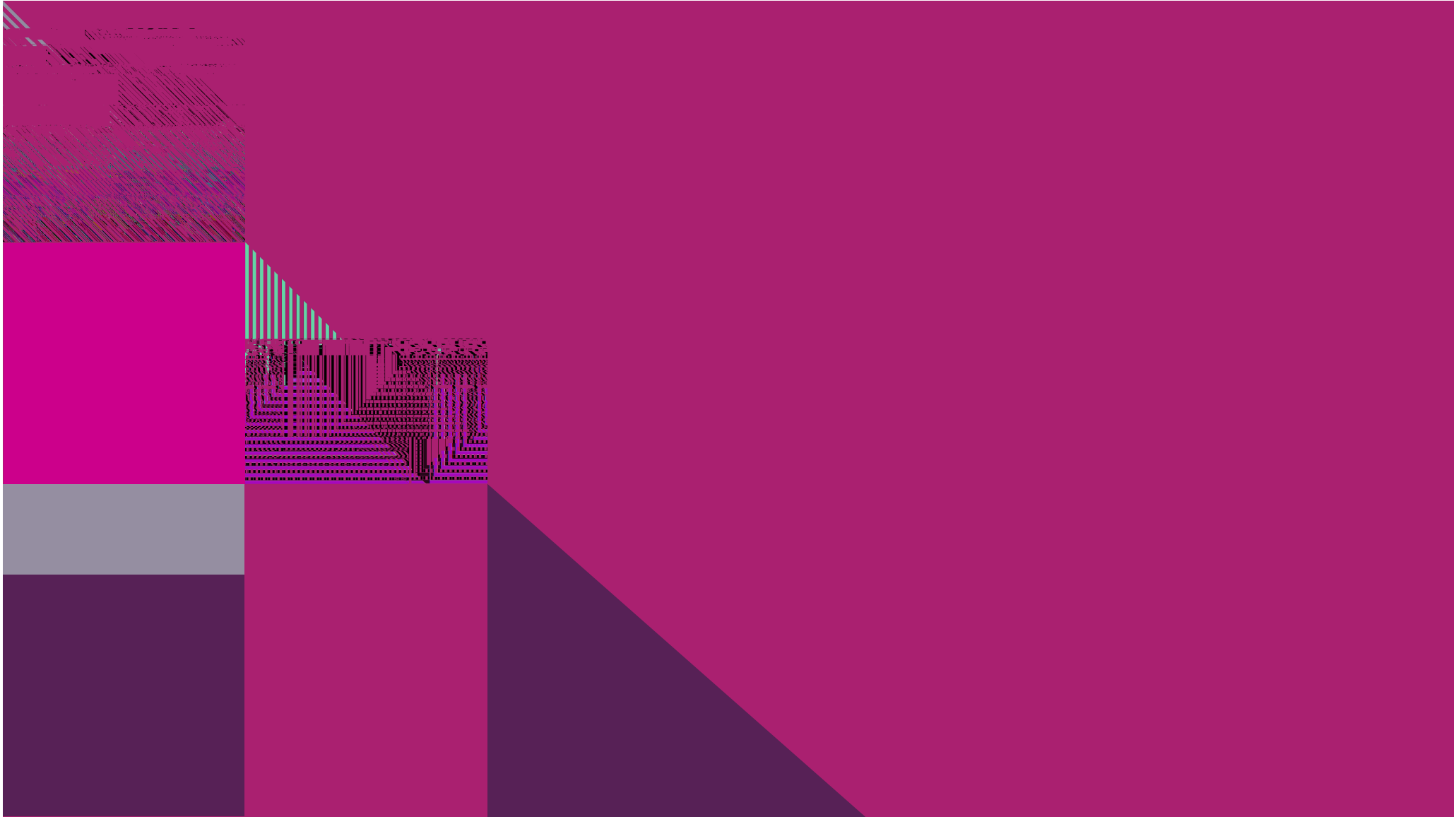
- Social Program Evaluation

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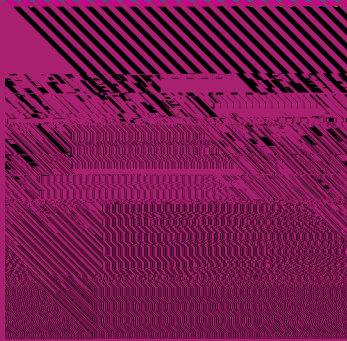


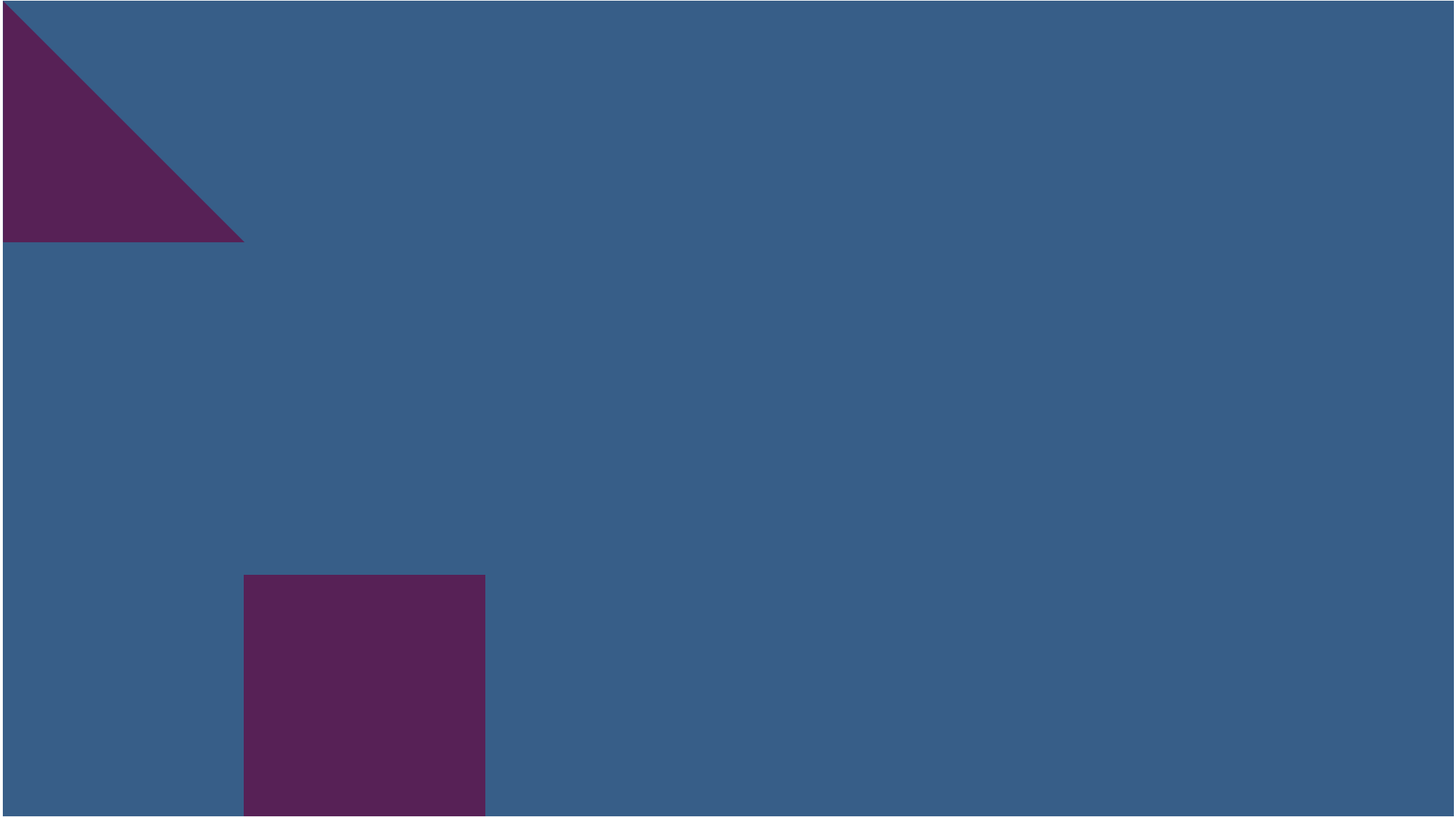




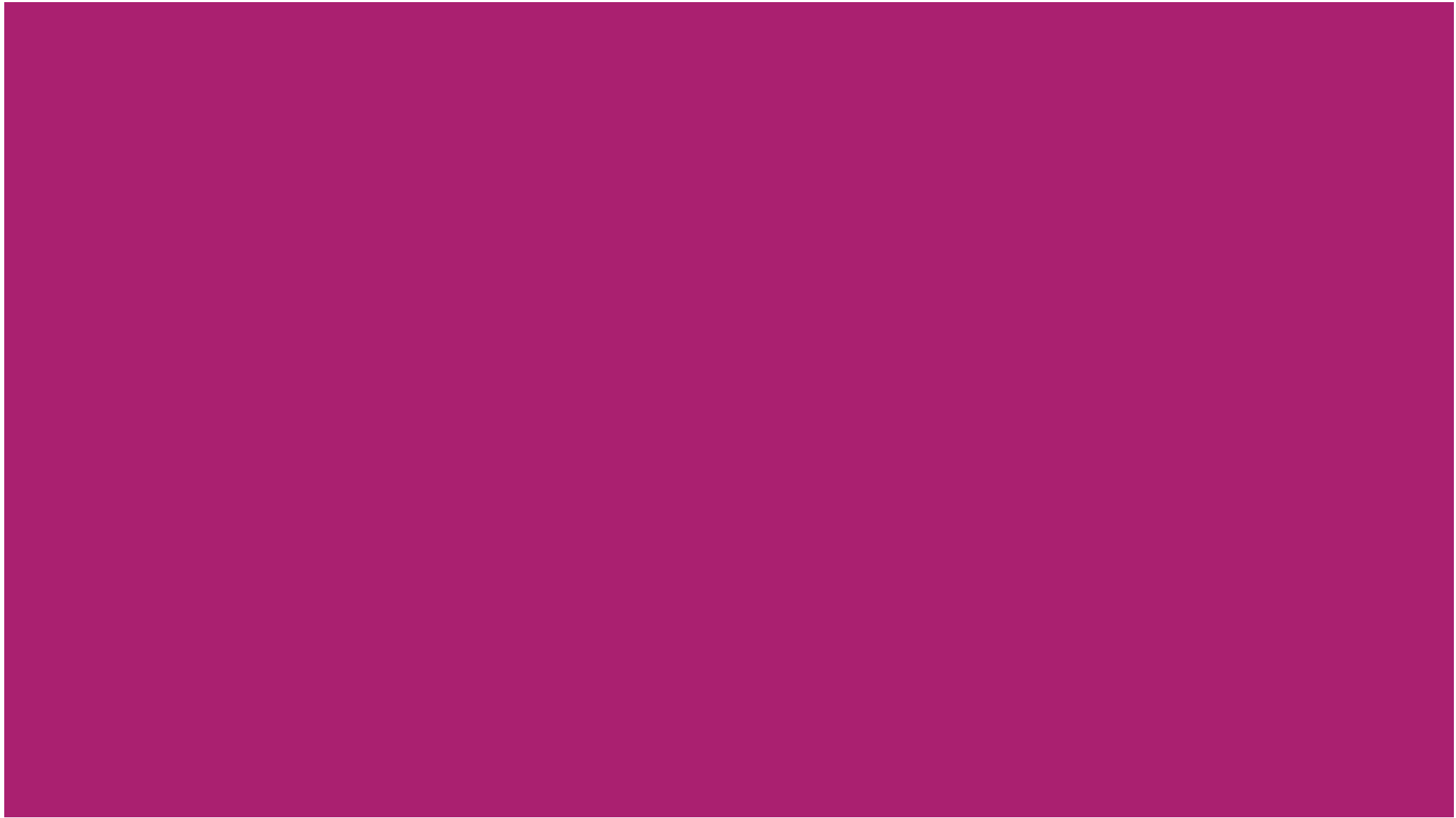


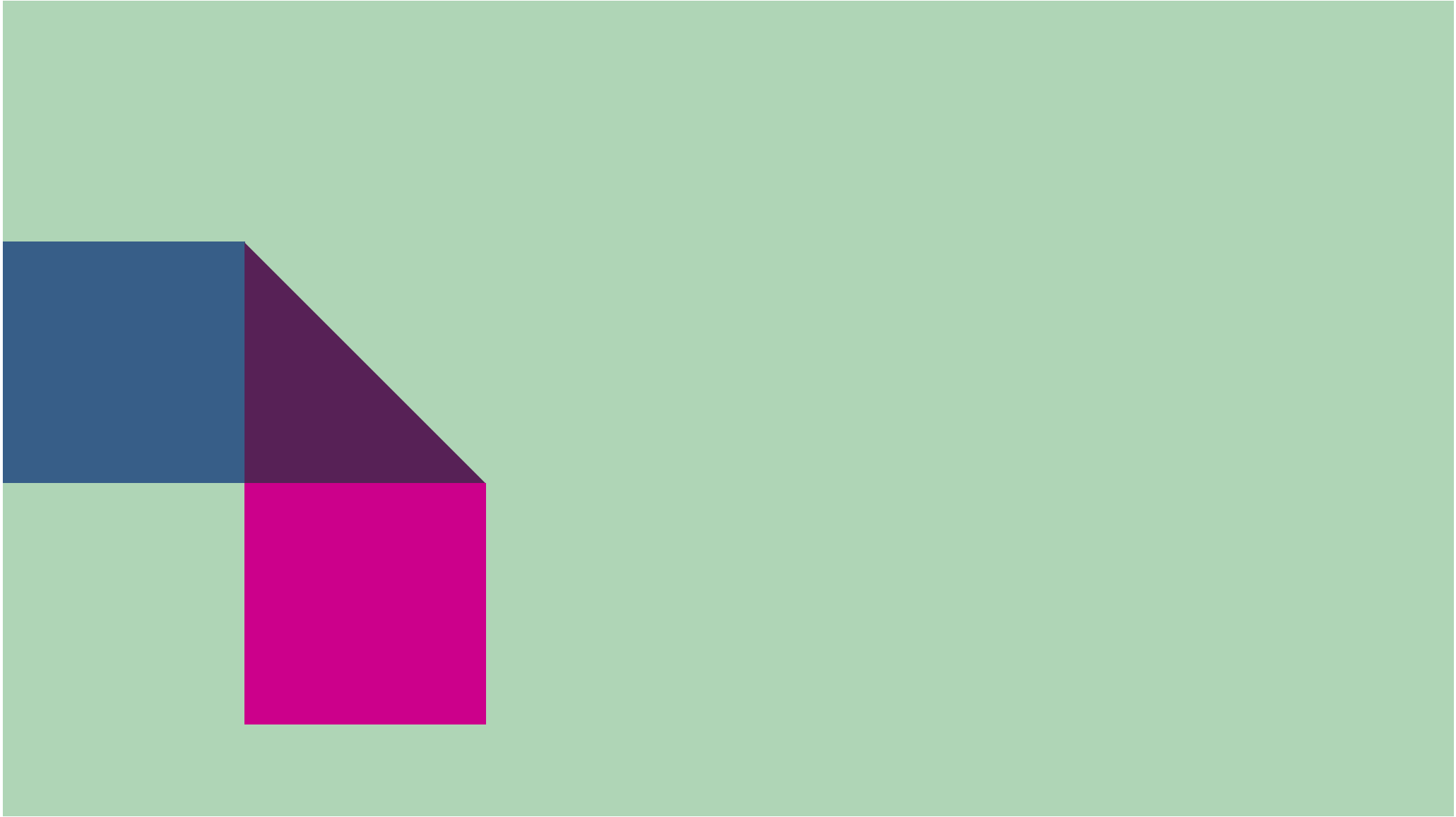
Impact Measurement











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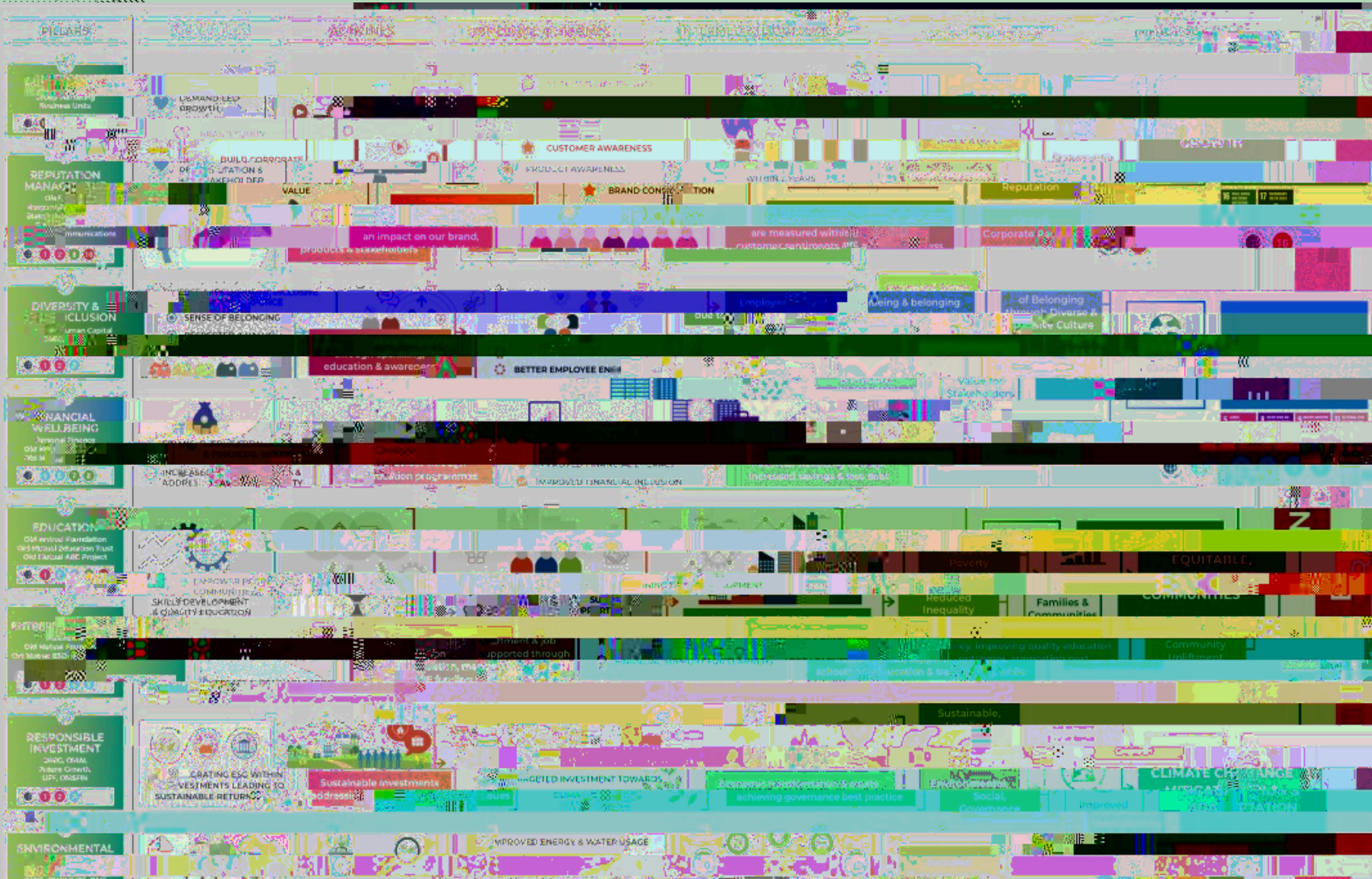
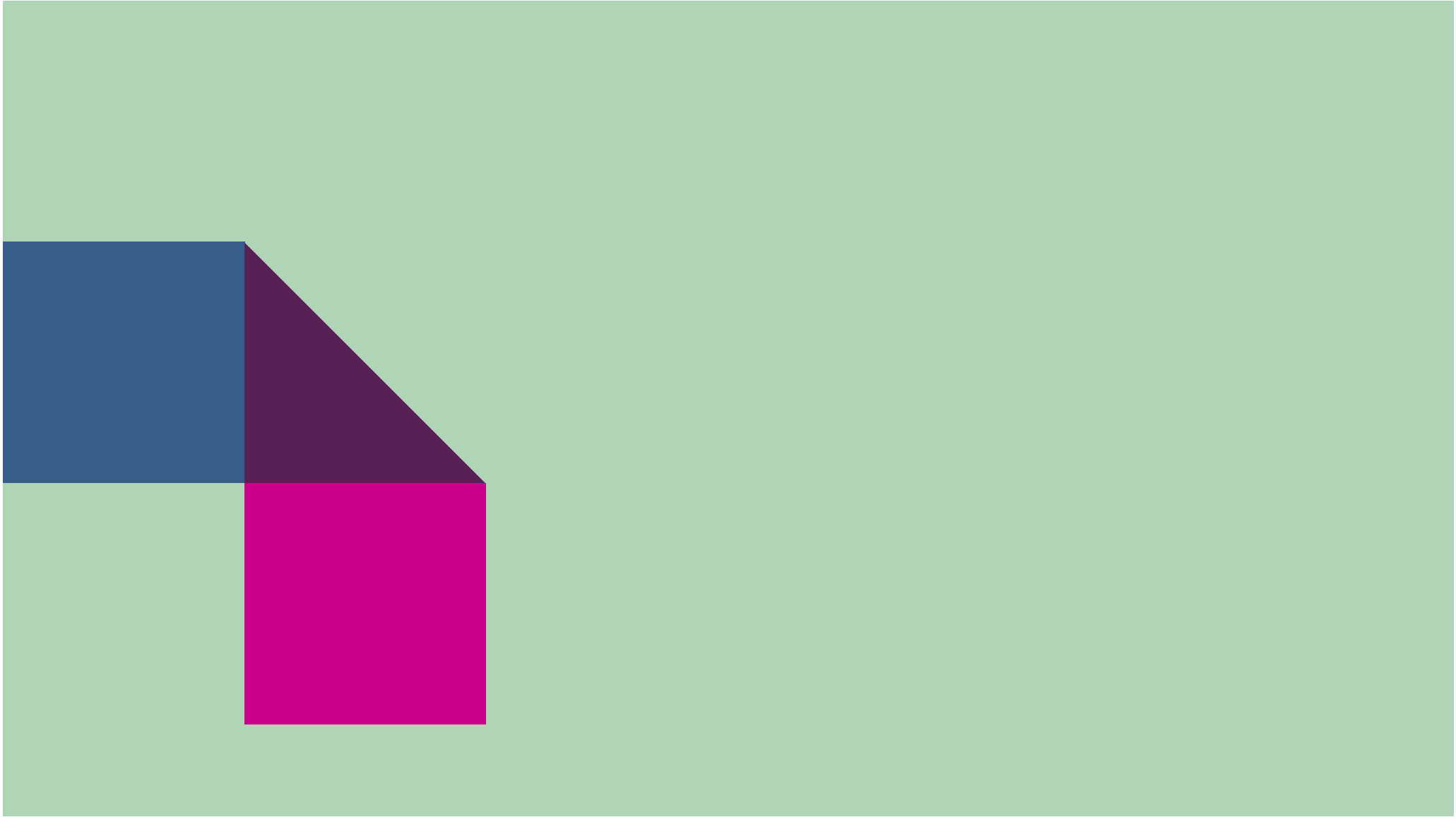
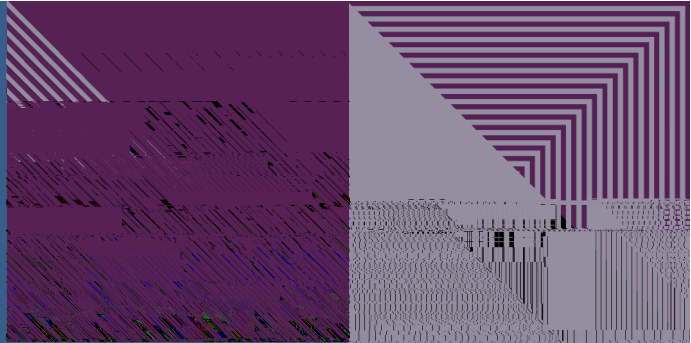
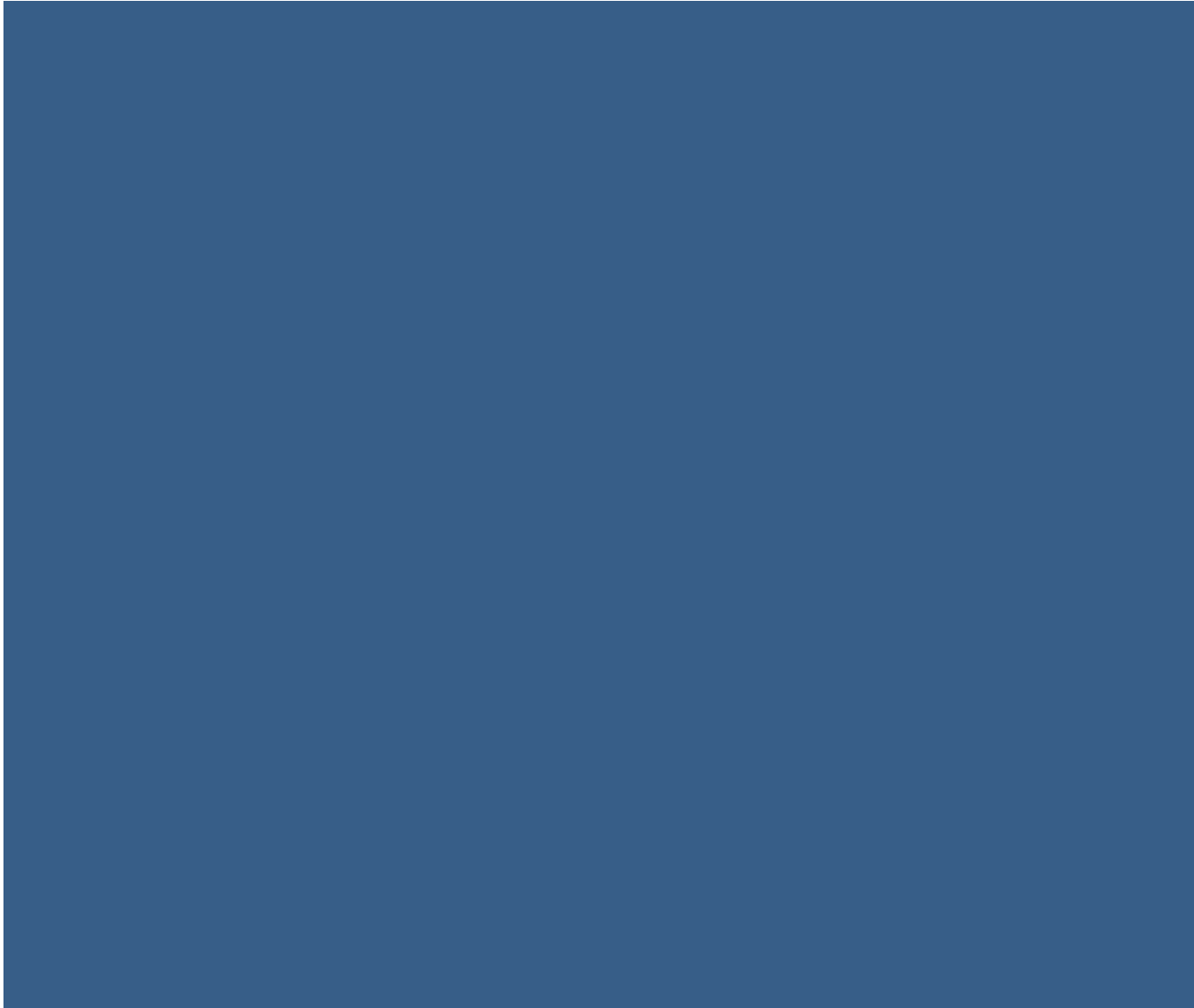


Image: OM Foundation





Future Directions

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