CHOOSING THE EVALUATOR(S)/EVALUATION TEAM AND MAIN TYPES OF EVALUATION

WHO SHOULD EVALUATE?

An evidence-based approach to evaluation requires that the evaluator/ evaluation team is chosen carefully. Therefore, an evaluation can be conducted by a single person or by a team of evaluators who can be either external or internal.

An **external evaluator** is someone who does not have a role in or a significant existing relationship with the initiative. External evaluators are typically consultants or academic researchers.

An **internal evaluator** is someone who is currently part of the initiative or the organisation/ institution responsible for it.

Figure 1: Comparison between External and Internal Evaluators

Source: INDEED E-Guidebook 1 on Evidence-based Evaluation of PVE/CVE and De-radicalisation Initiatives, pg. 13. Available on: https://online.fliphtml5.com/ckcrs/axvx/#p=13

Traditionally, using an external evaluator has been presented as the preferred option, because it is believed to make the evaluation more impartial and unbiased. There are, however, also considerations that speak in favour of an internal evaluator. For example, an internal evaluator often knows the initiative and context better and may be better equipped to build trusting relationships with stakeholders.

Choosing an evaluator or evaluation team is also contingent on several key considerations such as: expertise in evaluation; knowledge of the PVE/CVE, De-radicalisation and crime prevention fields; knowledge about the initiative and its context; impartiality and considerations around conflict of interest; access to collection of data by the evaluator; time allocation and costs for the evaluator; trust building; credibility and communications skills. For more information, see INDEED E-Guidebook 1 on Evidence-based Evaluation of PVE/CVE and De-radicalisation Initiatives (https://online.fliphtml5.com/ckcrs/axvx/).

Careful integration of stakeholder preferences, needs, values, and circumstances at every stage of the evaluation is central to an evidence-based approach. For more information on engaging with stakeholders, see INDEED Knowledge Series Learning Note on Collaborative, Participatory, and Empowerment Approaches to Stakeholder Involvement.

MAIN TYPES OF EVALUATION

Evidence-based evaluation can be used as a guiding framework for different evaluation types, including formative, process, and impact evaluation. These differ from each-other in terms of objectives, methods, timing and scope. the INDEED Tool on Evidence-based evaluation provides a detailed overview of how EBE can guide formative, process and impact evaluations (find the tool here https://www.toolkit.indeedproject.eu/EbemToolView).

The INDEED E-Guidebook 1 on Evidence-based Evaluation of PVE/CVE and De-radicalisation Initiatives introduces three main types of evaluation (https://online.fliphtml5.com/ckcrs/axvx/):
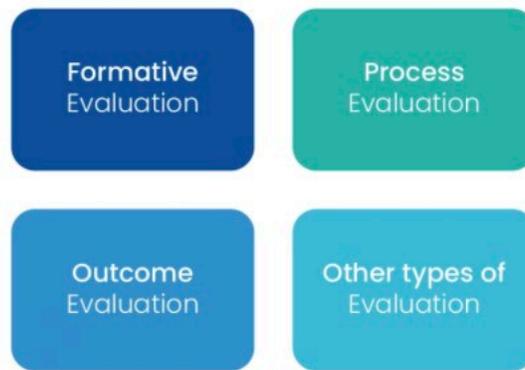
Figure 1: Main Types of Evaluation

Source: INDEED E-Guidebook 1 on Evidence-Based Evaluation of PVE/CVE and De-radicalisation Initiatives, pg. 16. Available on Available on: https://online.fliphtml5.com/ckcrs/axvx/#p=16 .

Formative Evaluation

Formative evaluation is typically conducted as part of the planning process, before the implementation starts, but it can also be conducted in ongoing initiatives when they are readjusted. It is a way to evaluate the design or the plan of the initiative. It takes a systematic look at the (planned) initiative – what it aims to do, how its objectives are to be reached, and what kinds of underlying assumptions it is based on.

Process Evaluation

Process evaluation looks at how the initiative is working in practice. It is usually conducted to see if the initiative is being conducted according to the original plan and to learn how it can be improved. It can focus on various aspects of the implementation, and it can produce a lot of useful information that can help with improving the initiative in the future.

INDEED
Evidence-Based Model for Evaluation of
Radicalisation Prevention and Mitigation

Outcome evaluation

The outcome evaluation measures the effects of the initiative. It is a common way to determine whether the initiative has met its objectives and produced an intended outcome. Like process evaluation, there must be established criteria to measure whether the initiative has been effective or not. It is also necessary to have information about the situation before the implementation of the initiative starts.

Besides the three general evaluation types, there are many **other evaluation types**, depending on the needs of the initiative. Evidence based evaluation can enhance these types of evaluation by integrating the principles of evidence-based practice, and gender, ethical, legal, societal and data protection aspects.

Figure 2. Other Evaluation Types

Source: INDEED E-Guidebook 1 on Evidence-Based Evaluation of PVE/CVE and De-radicalisation Initiatives, pg. 21. Available on Available on: https://online.fliphtml5.com/ckcrs/axvx/#p=21

It is possible to combine different types of or approaches to evaluation in a single evaluation. It requires more resources, but it can also produce richer results. It is rather common to combine process and outcome evaluation, and this may be helpful when looking at an explanation for why the initiative did or did not achieve the desired effect.

Bibliography & Resources

INDEED E-Guidebook 1 on Evidence-based Evaluation of PVE/CVE and De-radicalisation Initiatives. Principles, Challenges, and Methods.

INDEED Guidebook 2 on How to Design PVE/CVE and De-radicalisation Initiatives and Evaluations According to the Principles of Evidence-based Practice.

INDEED Toolkit on Evaluation of PVE/CVE and De-radicalisation Initiatives.

INDEED Model for Evidence-based Evaluation of PVE/CVE and De-radicalisation Initiatives.