



## Print and Audio\*

Penn State University  
Library Call Numbers

### General References

H62.S3185

Salant, Priscilla & Dillman, Don A. *How to Conduct Your Own Survey*, NY: John Wiley & Sons, Inc., 1994.

This volume augments the volume by Dillman below especially in the areas of sampling, data analysis, and reporting.

HN29.D54

Dillman, Don A. *Mail and Telephone Surveys: The Total Design Method*, NY: John Wiley & Sons, 1978.

Excellent resource for many aspects of survey work. It includes: a psychology for requesting participation, previous research findings, implementation procedures. It falls short on question writing, but covers some of the basics. Although it is a bit out of date, recent research complements many of his ideas. It is a basic tool.

*EDGE: Everybody's Darned/Dandy/Down-to-earth Guide to Evaluation*. Ohio Cooperative Extension Service, The Ohio State University. (Series of 8)

*Analyzing Qualitative Data*

*Communicating Evaluation Results*

*Constructing a Questionnaire*

*Cost Benefit/Cost Effectiveness for Evaluation*

*Focus Group Interview*

*Program Evaluation: Who, What, When, Where, Why, and How*

*Telephone Surveys: Sampling, Questionnaire Design, and Administration*

*Implementing Mail Questionnaire*

OSU is planning to incorporate these into their website.

HN29.F53 1985

Fink, Arlene and Jacqueline Kosecoff. *How to Conduct Surveys: A Step-by-Step Guide*. Beverly Hills, CA: Sage Publications, Inc., 1985.

Good overview of the nuts and bolts of the process. Poor on question wording.

LB2806.M6475 1987

Herman, Joan (ed.) *Program Evaluation Kit*, (2nd edition). Newbury Park, CA: Sage Publications, Inc., 1987. (Series of 9)

LB2823.M56 1987

Herman, Joan L. *Evaluator's Handbook*, Vol. 1

LB2822.75F57 1987

Stecher, Brian M. *How to Focus an Evaluation*, Vol. 2

H62.P3216 1987

Fitz-Gibbon, Carol Taylor. *How to Design a Program Evaluation*, Vol. 3

H61.K545 1987

Patton, Michael Quinn. *How to Use Qualitative Methods in Evaluation*, Vol. 4

BF327.H46 1987

King, Jean A. *How to Assess Program Implementation*, Vol. 5

LB2366.M66 1987

Henerson, Marlene E. *How to Measure Attitudes*, Vol. 6

H62.F446 1987

Morris, Lynn Lyons. *How to Measure Performance and Use Tests*, Vol. 7

H62.M648 1987

Fitz-Gibbon, Carol Taylor. *How to Analyze Data*, Vol. 8

Morris, Lynn Lyons. *How to Communicate Evaluation Findings*, Vol. 9

## HOW TO KNOW IF YOUR EXTENSION PROGRAM MADE A DIFFERENCE?

(audio or visual\*) Shannon Stokes, Professor of Rural Sociology, PSU

Stokes covers the kind of evidence you need to gather to make valid inferences about your program. He includes some internal and external threats to validity and five recommendations for improving your program evaluation. Important for anyone who wishes to take evaluation seriously.

LB2823.M56

Morris, Lynn Lyons and Carol Taylor Fitz-Gibbon. *How to Deal With Goals and Objectives*. Beverly Hills, CA: Sage Publications, Inc., 1978.  
(Now located at 211 West Hillcrest Drive, Newbury Park, CA 91320)

(part of a series) Excellent ideas on pages 1-40 that can contribute to writing both input and impact objectives. Terminology in this book refers to them as means and outcome objectives. The book is limited however, because it is in the context of evaluation and it doesn't discuss everything extension agents need to know.

H62.P3217 1982

Patton, Michael Quinn. *Practical Evaluation*. Beverly Hills, CA: Sage Publications, Inc., 1982.

A great resource with a strong intellectual base, albeit irreverent about program objectives.

H62.P3218

Patton, Michael Quinn. *Qualitative Evaluation Methods*, Beverly Hills, CA: Sage Publications, Inc., 1980.

Excellent for qualitative survey work and exposes the problems in quantitative studies. Lots of practical suggestions for carrying out a study from design to analysis.

H62.P322 1986

Patton, Michael Quinn. *Utilization-Focused Evaluation*, (2nd edition). Beverly Hills, CA: Sage Publications, Inc., 1986.

This book presents a very important philosophy about evaluation that it should be useful to the person doing the evaluation. From the design of the evaluation to how to report findings, the emphasis is on usefulness.

HM261.W4

Webb, Kenneth and Harry P. Hatry. *Obtaining Citizen Feedback: The Application of Citizen Surveys to Local Governments*. The Urban Institute, 1973.

## WHO, WHEN AND HOW TO SAMPLE (audio\*)

Rex Warland, Professor of Rural Sociology, PSU

The tape answers the question: what do you do when you need information or reaction from those who participate in your program, but you do not have the time or resources to contact them all? This tape focuses on the circumstances when sampling is desirable, how large the sample should be, ways to draw a sample, and benefits and problems associated with sampling.

H62.Y56 1989

Yin, Robert K. *Case Study Research: Design and Methods*, Series: Applied Social Research Methods, Volume 5. Beverly Hills, CA: Sage Publications, Inc., 1989.

HF5415.2.G56 1987

Goldman, Alfred E. and Susan Schwartz McDonald. *The Group Depth Interview: Principles and Practice*. Englewood Cliffs, NJ: Prentice-Hall, Inc., 1987.

## ***Focus Groups***

- H62.K754 1988 Krueger, Richard A. *Focus Groups: A Practical Guide for Applied Research*. Beverly Hills, CA: Sage Publications, Inc., 1988.
- A good introductory book on the topic, it centers on the use of focus groups for evaluation. Its best asset is the array of examples for which focus groups can be used. It is good in implementation procedures; however, it falls short on developing questions.
- H61.28.S74 1990 Stewart, David W. and Prem N. Shamdasani. *Focus Groups: Theory and Practice*, Series: Applied Social Research Methods, Volume 20. Newbury Park, CA: Sage Publications, Inc., 1990.
- H61.28.F63 1998 Morgan, David L. & Richard A Kruger. *The Focus Group Kit*, Thousand Oaks, CA; 1998.
- In the kit are six small volumes: I Focus Group Guidebook, II Planning Focus Groups, III Developing Questions for Focus Groups, IV Moderating Focus Groups, V Involving Community Members in Focus Groups, VI Analyzing and Reporting Focus Group Results.
- H62.D688 1985 Douglas, Jack D. *Creative Interviewing*, Series: Sage Library of Social Research, Volume 159. Beverly Hills, CA: Sage Publications, Inc., 1985.

## ***Other Data Collection Methods***

- H61.28.F68 1990 Fowler, Floyd J. Jr. and Thomas W. Mangione. *Standardized Survey Interviewing: Minimizing Interviewer-Related Error*, Series: Applied Social Research Methods, Volume 18. Newbury Park, CA: Sage Publications, Inc., 1990.
- H91.F73 1989 Frey, James H. *Survey Research by Telephone*, (2nd edition) Series: Sage Library of Social Research Volume 150. Beverly Hills, CA: Sage Publications, Inc., 1986.
- Strongly recommended. An excellent tool and easy to read.
- H61.M4815 1988 McCracken, Grant. *The Long Interview*, Series: Qualitative Research Methods, Volume 13. Newbury Park, CA: Sage Publications, Inc., 1988.
- GN346.4.S68 Spradley, James P. *Participant Observation*. New York: Holt, Rinehart and Winston, 1980.
- This book comes out of the anthropological research tradition. It is very good in giving a lot of ideas for varied situations. The negative is that it conveys the idea that participant observation incurs a lot of work which is not always the case. Much more of our evaluation could be done through this process.

### **USING PHONE INTERVIEWS FOR PROGRAM EVALUATIONS (audio\*)**

Robert O. Herrmann, Professor of Agricultural Economics, PSU

Herrmann's lecture is teeming with ideas on how to achieve a successful telephone interview. Useful tips include writing questions, transitions, and the introduction; what you need to consider in planning a telephone survey such as sampling and reaching people with unlisted numbers; and selecting/training interviewers.

## *Formulating Questions and Answers*

HN29.D54

Dillman, Don A. *Mail and Telephone Surveys, The Total Design Method*. NY: John Wiley & Sons, 1978.

HN29.D54

Payne, Stanley L. *The Art of Asking Questions*. Princeton, NY: Princeton University Press, 1951.  
Dillman, Don A. *Mail and Telephone Surveys, The Total Design Method*. NY: John Wiley & Sons, 1978.

Payne, Stanley L. *The Art of Asking Questions*. Princeton, NY: Princeton University Press, 1951.

H29.S338 1981

Schuman, Howard and Stanley Presser *Questions and Answers in Attitude Surveys*. San Diego, CA:Academic Press, Inc., 1981.

H62.S349 1996

Also, Sage Publications, Inc. 1996.

H62.S7968 1982

Sudman, Seymour and Norman M. Bradburn. *Asking Questions*. San Francisco, CA: Jossey-Bass Publishers, 1982.

Worden, Phyllis E. and Pam Neumaier (compiled by). *A Source Book for Program Evaluation and Accountability*. Colorado State University Cooperative Extension, Fort Collins, CO, September, 1987.

---

### **\*PSU tapes:**

**Call ICT - Information and Communication Technologies (814-865-6309). Penn State staff can borrow tapes or have copies made. They are not expensive.**

---