

## QUALITATIVE AND QUANTITATIVE EVALUATION METHODS

For the final assignment in NR 443: Community Health Nursing, you will need to utilize a qualitative or quantitative evaluation method to evaluate your proposed intervention.

**Qualitative** evaluation techniques generally are subjective data and can include methods such as:

- observation methods
- interviews
- focus groups
- other non-statistical data

*Example:*

If your proposed intervention is related to childhood obesity, you may want to interview the children pre and post intervention to see if their attitude about food and health has changed. This would be a **qualitative** evaluation method.

*Example:*

For the same intervention, you want to have a focus group with pre and post intervention with parents to see if their children's attitudes about food have changed. This would be a **qualitative** evaluation method.

**Quantitative** evaluation techniques generally are objective data and can include methods such as:

- surveys/questionnaires
- pre/posttests
- physiologic data
- statistical analysis

*Example:*

Your proposed intervention is the same as the example above, but instead of an interview, you would like to measure the children's weight pre and post your intervention. This would be a **quantitative** evaluation method.

*Example:*

Another example of a **quantitative** evaluation method would be having a pre and posttest on healthy foods and importance of exercise. You would compare the pre intervention test results with the post to measure if your intervention was effective.