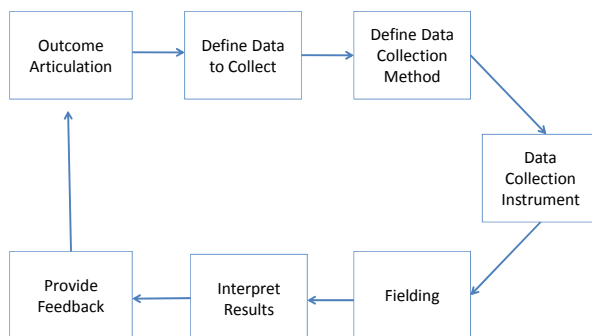


Evaluation and Cultural Diversity

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Evaluation Steps



Outcome Articulation

- What a behavior means may be different across different cultures.
- Norms and cultural expectations guiding the behavior may be different.
- The baseline knowledge level may be different.

Defining Data to be Collected

- Pathways to a particular behavior may be different → the logic model needs to reflect the unique pathways.
- Participation from the affected community is critically important → Work **with** them!

Data Collection Method

- A data collection method that worked in one community does not mean that it will work in other communities.
- There may be different opportunities.
(e.g. cel phones surveys, internet surveys)
- Be mindful of cultural differences. (e.g. gender, age, conformity pressure, social desirability, attitudes toward government etc)

Data Collection Instrument

- Functional equivalence is the key.
(e.g. rebelliousness, social interactions)
- Always use back-translation method → poorly translated instrument leads to loss of credibility.
- Be mindful of what kinds of introduction is necessary.

Implementation

- If possible, always work with member from the affected community for implementation of your evaluation.
- Proper training is ABSOLUTELY necessary → Do not assume that the staff has similar understanding/values.

Interpreting the Results

- Cultural contexts needs to be incorporated into the interpretation of results.
- Ask for review/discussion of your interpretation prior to release.
- Budget ample time to do this properly, and pay attention to the comments/feedback.

Providing Feedback (Closing the loop)

- Often there are issues of trust → It is very important that you properly close the loop.
- Provide the feedback and discuss how they can use this information to improve the program.
- Be mindful that another evaluator will have to work with this group in the future
 - Don't become a part of the bad experience.

Conclusion

Cultural competence is necessary for scientific integrity of your evaluation, not just for respect for diversity → It is a hallmark of a good social scientist.