

Qualitative and Quantitative Evaluation: Strengths and Weaknesses

This task helps you to identify the strengths and weaknesses of qualitative and quantitative evaluation. Draw a line from each phrase to one of the boxes on the right.

1. Allows data to be analysed statistically
2. Allows an evaluator to find out how effective a programme has been at changing attitudes
3. Data can easily be processed by computer
4. The results are often seen as unscientific
5. Not suited to evaluating changes in feelings
6. Capable of remote collection, recording and reporting of data for use in evaluation
7. Data is more complex to analyse and draw conclusions from
8. Allows scores to be given as result of the evaluation

A. Qualitative strengths

B. Qualitative weaknesses

C. Quantitative strengths

D. Quantitative weaknesses