

Identifying Data Options

Use the following chart to identify potential sources of data for your evaluation efforts. Brainstorm what is available to you and link the available data up with an evaluation question or indicator. Then you can use the [Mapping Data Sources](#) worksheet to indicate which options you will choose for each question.

Data Options	Source	Question/Indicator
<p>Observational Data</p> <p>Observational data come from directly observing behaviors of program participants or other members of a target audience or community.</p>		
<p>Focus Groups/Interviews</p> <p>Focus groups and interviews are opportunities to get detailed descriptive data including people's perceptions about their experiences in a program and reflections on how they have changed.</p>		

Data Options	Source	Question/Indicator
<p>Existing Documents</p> <p>Existing documents include materials or records that are collected external to your evaluation efforts but which you might be able to access to assist in answering your evaluation questions.</p>		
<p>Questionnaires</p> <p>Questionnaires include questions and other items to gauge people's attitudes, behavioral intent, knowledge, and other constructs.</p>		
<p>Creative Materials</p> <p>Artistic and creative products like drawings, photos, murals, journal entries, poetry, etc. are also sources of data for evaluation.</p>		