

Value Added: Using Anthropological Theory and Methods While Conducting Participatory Evaluation

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While anthropologists have been conducting evaluations for years, a 2005 NAPA bulletin named evaluation anthropology as an emerging subfield and called for our roles in evaluation to be made more explicit. This presentation responds to that call and highlights the compatibility of anthropological methods and theories with, particularly, participatory evaluation. Drawing from our experience evaluating an early literacy outreach program, we will describe how anthropological theories and methods informed the evaluation design and resulted in important insights that are being used to modify the program. This presentation demonstrates the value an anthropological approach can add to program evaluation.