

Information Collection Tools and Methods¹

Tools and Methods	Description
Case study	A detailed, in-depth examination of a single case
Interview	Structured or semi-structured question and answer dialogues or discussions with a single individual; participant responses are then analyzed for information
Focus group	Similar to interviews, with the exception that guided dialogue or discussion takes place among a group of individuals
Observation	Watching and listening, then noting or recording information about a particular event, setting, or exchange; an observation instrument is generally used to make notes or records
Survey	Structured questionnaires that use purposeful questions to collect standardized information; can be delivered in person, over the phone, through mail, or through email
Document review	Analysis and summary (through content analysis, total count, etc.) of existing print material or records
Photography or video analysis	Use of visual materials to capture conditions or experiences; interpretation can be provided by either the evaluator or by the respondent
Testing	Using established standards to assess knowledge, skill, or performance level; pre- and post-tests are often used to track changes in these levels
Log review	Analysis or summary of recorded chronological entries
Creative expression	Using art forms (e.g., stories, drama, dance, art, or music) to represent an individual's perceptions, experiences, or feelings

¹ Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. (2011). *Developing an effective evaluation plan*. <http://www.cdc.gov/obesity/downloads/CDC-Evaluation-Workbook-508.pdf>

