

Contents

- ix **PREFACE**
- 1 **1/ OVERVIEW**
- 3 CAROL H. WEISS
*Evaluating Educational and Social Action
Programs: A "Treeful of Owls"*
- 29 **2/ READINGS**
- 31 ROBERT E. STAKE
The Countenance of Educational Evaluation
- 52 EDWARD A. SUCHMAN
*Action for What? A Critique of
Evaluative Research*
- 85 HENRY W. RIECKEN
Memorandum on Program Evaluation
- 105 MARVIN C. ALKIN
Evaluation Theory Development

- 118 JOSEPH S. WHOLEY, H. G. DUFFY,
J. S. FUKUMOTO, J. W. SCANLON,
M. A. BERLIN, W. C. COPELAND, and
J. G. ZELINSKY
Proper Organizational Relationships
- 123 MICHAEL SCRIVEN
The Methodology of Evaluation
- 137 DAVID K. COHEN
*Politics and Research: Evaluation of
Social Action Programs in Education*
- 166 ELEANOR BERNERT SHELDON and
HOWARD E. FREEMAN
*Notes on Social Indicators: Promises and
Potential*
- 174 THOMAS K. GLENNAN, JR.
*Evaluating Federal Manpower Programs:
Notes and Observations*
- 187 DONALD T. CAMPBELL
Reforms as Experiments
- 224 PETER H. ROSSI
*Boobytraps and Pitfalls in the Evaluation
of Social Action Programs*
- 236 ROBERT S. WEISS and MARTIN REIN
*The Evaluation of Broad-Aim Programs:
Difficulties in Experimental Design and an
Alternative*
- 250 EGON G. GUBA
The Failure of Educational Evaluation
- 267 JOHN MANN
The Outcome of Evaluative Research
- 283 SIDNEY H. ARONSON and CLARENCE C.
SHERWOOD
*Researcher Versus Practitioner:
Problems in Social Action Research*

- 294 JACK ELINSON
*Effectiveness of Social Action Programs
in Health and Welfare*
- 300 DAVID A. WARD and GENE G. KASSEBAUM
*On Biting the Hand That Feeds:
Some Implications of Sociological
Evaluations of Correctional
Effectiveness*
- 311 ROBERT LONGOOD and ARNOLD SIMMEL
*Organizational Resistance to Innovation
Suggested by Research*
- 318 CAROL H. WEISS
*Utilization of Evaluation:
Toward Comparative Study*
- 327 CAROL H. WEISS
The Politicization of Evaluation Research
- 339 **3/ BIBLIOGRAPHY**
- 341 Conceptual and Methodological Issues
- 357 Illustrations of Evaluation Studies
- 362 Design, Measurement, Sampling, and
Analysis