

Resource A What are the different types of evaluation (and where do they fit)?

Type of evaluation	Typically for the purposes of ...	Good for ...	Not so good for ...
<p>Process evaluation:</p> <p><i>Evaluating the mechanisms through which a responsible gambling intervention takes place, its outputs (not outcomes), and effectiveness.</i></p>	<ul style="list-style-type: none"> • Providing evidence of how and how well an intervention has been implemented or managed against needs/expectations or budget/targets • Reviewing how it operates, how it produces what it does and differences in effectiveness (e.g., between different operations, types of users, beneficiary social groups or geographical areas) • Identifying improvement potential • Assessing cost-effectiveness and areas for cost-efficiencies 	<ul style="list-style-type: none"> • Accountability (assessing costs against budgets) • Assessing roll-out or scale up potential of a trial/pilot • Understanding 'what works' (and does not), for who/where/when and why • Staged or formative evaluation in a longer-term intervention to inform improvement 	<ul style="list-style-type: none"> • Looking at outcomes or impacts (see impact evaluation)
<p>Economic evaluation:</p> <p><i>Evaluating the costs of inputs, outputs or outcomes or overall value of an action.</i></p>	<ul style="list-style-type: none"> • Measuring costs and cost-efficiencies against business plans/budgets or other expectations • Quantifying cost-efficiencies and cost-effectiveness in money terms • Measuring or estimating value for money or value-added of initiatives 	<ul style="list-style-type: none"> • Accountability (assessing costs against budgets) • Projecting cost-efficiencies or cost-utility • Reviewing cost-benefits of outputs or outcomes in money-terms 	<ul style="list-style-type: none"> • Pilot, staged or formative evaluations • Where outcomes cannot be credibly converted to 'money' values

<p>Impact evaluation:</p> <p><i>Evaluating intervention outcomes or impacts (longer term) – the consequential changes resulting from an intervention set against its aspirations.</i></p>	<ul style="list-style-type: none"> • Quantifying outcomes (short or medium-term) or impacts (longer term) resulting from an initiative • Identifying unexpected (additional) impacts or unintended consequences • Assessing the contribution made by an initiative to overall outcomes/impacts (i.e., attribution) • Understanding how different outcomes are occurring, and what influences the impact, including enablers and constraints 	<ul style="list-style-type: none"> • Measuring outcomes and how these come about, for whom and in what circumstances • Setting inputs/outputs against outcomes to assess achievements against expectations • Demonstrating impact to stakeholders 	<ul style="list-style-type: none"> • Interventions lacking clear expectations of impact(s) • Short term evaluations • Interventions without scope/potential for robust quantification
<p>Pluralistic evaluation:</p> <p><i>Evaluations which combine two or more process-economic-impact evaluation approaches.</i></p>	<ul style="list-style-type: none"> • Meeting multiple needs for evaluating an action or intervention, usually over a longer timeframe 	<ul style="list-style-type: none"> • ‘Longitudinal’ evaluation • Long term, sustained intervention and resource commitment • Multi-action interventions taking place in complex environments 	<ul style="list-style-type: none"> • In-house evaluation • Pilot or small-scale interventions • Limited resource evaluations or with short timeframes