Collaborative, participatory, and empowerment (CP&E) evaluation

SESSION V

Ethnography and the Human Instrument as a key tool for CP&E Evaluation

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Same of the most important concepts in evaluation

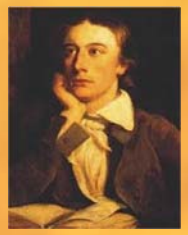
Global concepts

1. Culture
2. Contextualization
3. Holistic perspective

More **narrow** concepts

4. Macro & Microlevel study
5. Emic perspective and multiple realities
6. Etic perspective
7. Nonjudgmental orientation
8. Inter & Intracultural diversity
9. Structure and function
10. Symbol and ritual
11. Operationalism

Starting...

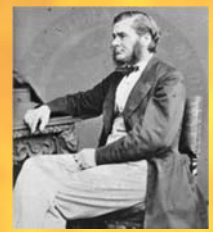


Heard melodies are sweet, but those unheard are sweeter; therefore, ye soft pipes, play on.

John Keats (1795-1821)

For a person uninstructed in natural history, this country or seaside stroll is a walk through a gallery filled with wonderful works of art, nineteenths of which have their faces turned to the wall.

Thomas Huxley (1825-1895)



About concepts we are dealing with:

- The **goal** is **introducing** some of the most important **concepts** that **guide** evaluators in their fieldwork.
- These concepts can set the **rhythm** and **stride** of the fieldwork.
- With **experience**, these concepts **become automatic**, guiding the evaluator s strategy and **behaviour** in the field.
- Help **socialize** the new evaluator into the culture under study

1. Culture

1. Culture

- **Classic materialistic perspective** includes: patterns of **behaviour** (way people walk, talk, dress, eat, sleep…), customs, and way of life.
- **Cognoscitive ideational perspective** includes: ideas, beliefs, and **knowledge** (oriented towards language, definitions of reality, existence, meaning of symbols, power of dominant ideas).
- **How people feel about each other and care about the integrity of the system.**
- **Underlying forces.**
- **Role these abstract elements play in a given culture.**

2. Contextualization

Involves:

- **Contextualizing data involves placing observations into a larger perspective**
- **Take into account the broader context necessary to produce a clear description from all perspectives**
- **The power of certain elements**

Contextualization helps provide a more accurate characterization of the merit, value and importance of the observations

2. Contextualization

2. Contextualization

The interpretation of an act is conditioned by the context

Hum and Buzz: normal behavior of the community
What the context (and the people) expects you to do
You don't think about it, but you know it, it's in the back of your mind

3. Holistic perspective

- Comprehensive and complete picture of a social group
- Starting point: description of the group
- No study can capture an entire culture or group
- Each scene exists within a context
- Discover the interrelationships

4. Micro & Microlevel study

The evaluation is determined by the study's boundaries. These boundaries evolve from the study itself.

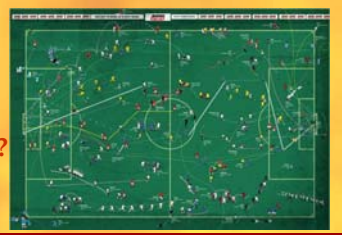
- **Micro-study:** close-up view, as if under a microscope, of small social unit
- **Macro-study:** focuses on the large picture

Micro-study
(be careful with boundaries)

-Conecting!-

Generalizing?

Macro-study

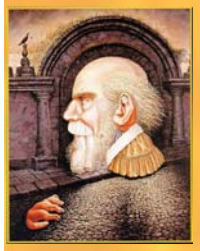


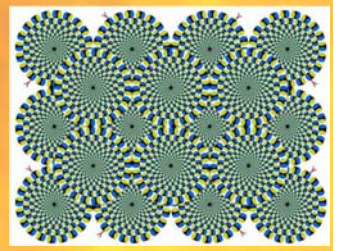
5. Emic perspective and multiple realities

Emic perspective

- **It helps you to understand situations and behaviors**

"It's my perception of reality, and I act according to it, even if you think it's ridiculous, even if you don't understand it"





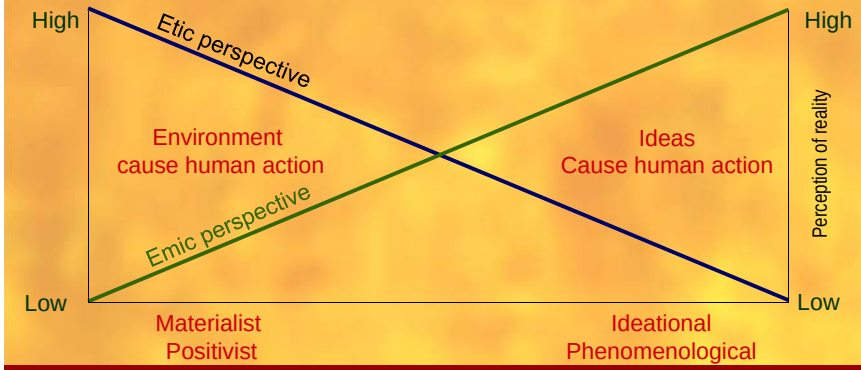
5. Emic perspective and multiple realities

Emic perspective

- **An emic perspective compels the recognition and acceptance of multiple realities**

6. Etic perspective

Etic perspective



6. Etic perspective

Etic perspective

*Most evaluators start collecting data from the **emic** perspective and then try to make sense of what they have collected in terms of both the **native's view and their own scientific analysis**. This perspective takes long time, but ensures the **validity** and **usefulness** of data you have collected*

6. Etic perspective

Etic perspective

is the external, social, scientific perspective of reality

Some ethnographers are only interested in:

- **Emic→ Ideational and phenomenological**
- **Ethically derived data first (and consider emically derived data secondary)→ materialist and positivistic philosophical**

*Most evaluators start collecting data from the **emic** perspective and then try to make sense of what they have collected in terms of both the **native's view and their own scientific analysis**. This perspective takes long time, but ensures the **validity** and **usefulness** of data you have collected*

7. Nonjudgmental orientation

Evaluation concepts:

- **push the researcher to explore new directions**
- **ensure that the data are valid**
- **prevent contamination of the data**

Nonjudgmental orientation

prevents evaluators from making inappropriate and unnecessary judgments about what they observe

A non-judgmental orientation requires the evaluator to suspend personal valuation of any given cultural practice

...but evaluators can't be completely neutral. We are all products of our culture.

8. Inter & Intracultural diversity

One danger of evaluation is that it can produce a stereotype of a group, subculture or culture

The evaluator must reduce and crystallize a world of observation to produce a clear picture of a community

Distinguish the differences!!

- **Intercultural differences are reasonably easy to see**
- **Intracultural diversity is more likely to go unnoticed**

...sometimes the big picture is not the whole picture!!

9. Structure and function

Structure social structure or configuration of the group

Function social relations among members of the group

Most groups have identifiable internal structures and an established set of social relationships that help regulate behavior

- **Evaluation requires a more penetrating inquiry into the informal networks and influences governing the community.**
- **The evaluator must understand the underlying structure and relations of a community to understand the inner workings and the way the act.**
- **Evaluators use the concept of structure and function to guide their inquiry**

10. Symbol and ritual

Symbols Condensed expressions of meaning that evoke powerful feelings and thoughts

Evaluators look for symbols that help them understand and describe a culture

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Symbols Condensed expressions of meaning that evoke powerful feelings and thoughts

Evaluators look for symbols that help them understand and describe a culture

However, symbols are not limited to nations, organizations or large-scale movements, they are a part of <u>everyday life</u>

10. Symbol and ritual

Rituals Repeated patterns of symbolic behavior that play a part in both religious and secular life

Symbols open doors to initial understanding and crystallize critical cultural knowledge

Together, symbols and rituals help evaluators make sense of observations by providing a framework with which to classify and categorize behavior

11. Operationalism

It simply means defining one's terms and methods of measurement

E.g. "Hostility increases when to many students are in the class" → ????

- **<u>Significant relationship</u> facts-theory: greater specifity → more information and greater credibility and validity**
- **Evaluator should quantify or <u>identify the source of evaluation insights</u> whenever possible**

X Leaving conclusions to strong impressions

V It gives to another researchers something to go on, to prove or disprove (but it's impossible to do it always)

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Thank you

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