

Example of case study on freedom from fear campaign against domestic violence

[Sociology](#), [Violence](#)



Freedom from Fear Campaign against Domestic Violence

Does the methodology describe the design of the evaluation adequately? Is the design the most appropriate for the questions? Critically evaluate other designs that could have been used.

1- Does the methodology describe the design of the evaluation adequately?

The post-campaign evaluation research methodology used involved use of long term evaluation model that utilized incorporating process, impact and outcomes. Despite the fact that it describes the design of the evaluation, the design used is not the best possible for evaluation, as it is inadequate in that respect. The evaluation used in the surveys best fits into the 'Pre-experimental' design of evaluation. This is because, it has baseline measurement as well as post-intervention measurements which allows for observation about change in the target population. Considering the fact that that the design gives the weakest evidence (Nutbeam & Bauman 2006), the methodology of evaluation used in the Domestic Violence Study does describe the evaluation design well. The overall assessment of performance indicates that, the results were achieved and compare favorably with plan and design. The methodology developed made a substantial contribution to the development of the campaign as it incorporated process impact and outcome measures.

2- Is the design the most appropriate for the questions?

Considering the answer given in the previous question, the design used is appropriate for the questions asked. The pre-campaign questions of the

benchmark survey is not specifically stated, however we do know, based on the information provided, that the benchmark survey assessed for awareness of any advertising about DV. According to Rossi, Freeman & Lipsey, (1999), the pre-post evaluation design entails taking of one set of measurements on targets before program participation/implementation. A process followed by taking of the next set of measurements on the same targets after sufficient long participation for effects to be expected. However, the time allocated for Wave 1 and 2 is not sufficient long time periods enough to measure effects.

3- Critically evaluate other designs that could have been used?

Other most appropriate designs that could have been applied include Quasi-experimental time-series design, which would allow for comparison between the target groups receiving the intervention or campaign with the group that did not (Rossi, Freeman & Lipsey, 1999). Another appropriate design is the correlational research design which is used to explore correlations on given aspects of a study to make viable predictions. Also, both ' Front End' and ' Back End' evaluation processes would have been appropriate if used. The former entails formative evaluation and the latter involves process, impact, and outcome measurements could be appropriate.

Reference

Nutbeam, D & Bauman, A. (2006). Evaluation in a nutshell: A practical guide to the evaluation of health promotion programs. Sydney: McGraw Hill.

Rossi, P. H, Freeman H. E, & Lipsey, M W. (1999). Evaluation: A Systematic approach (6th edition). California: Sage Publications.