



# **Practical Evaluation Guide: Tools for Museums and Other Informal Educational Settings (American Association for State and Local History)**

*Judy Diamond*

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Visitor evaluations provide clues to the effectiveness of exhibits and programs, and provide insights into how people learn in informal educational settings. In *Practical Evaluation Guide*, Judy Diamond presents the basic principles and techniques needed to design, implement and present an evaluation project. Diamond's clearly and simply written guide gives you the tools needed for studying the behavior and learning of people in informal educational settings, including how to plan an evaluation, evaluate evaluators, perform visitor observations, conduct interviews, design questionnaires, sample audiences, analyze qualitative and quantitative data, write reports, and much more. An extremely useful tool for anyone seeking guidance on how to set up competent, reliable evaluations in informal educational settings.

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