



How to Conduct a Formative Evaluation

Barry K. Beyer

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In designing and producing new educational programs, courses, textbooks, computer software, and curriculums, developers need to plan for how to ensure their final product will achieve its intended objectives by assessing the product during various stages in its design and development. This assessment--called "formative evaluation"--occurs while the product is being developed, not after it has been finalized. This book describes formative evaluation appropriate to four key stages of educational program development: design, prototype, pilot, and field test. The author, an experienced developer of textbooks, courses, and K-12 through university-level programs, provides practical checklists, menus, guidelines, data-collection instruments, resources, and timelines that many people have found useful. Important sources of feedback identified include experts in the field, experienced and novice educators, students of varying ability levels, and community members. Charts and matrixes assist in the planning process.

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