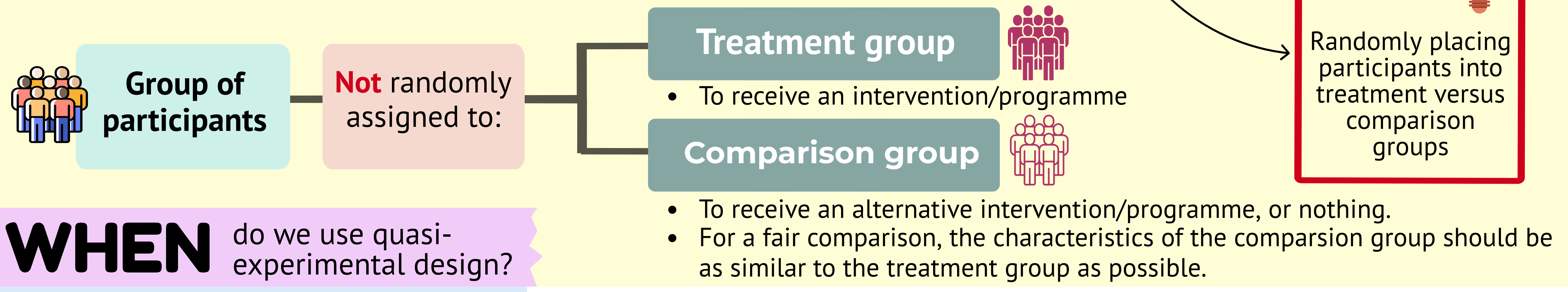


Implementation Science and Evaluation #18: PROGRAMME EVALUATION DESIGN (II): QUASI-EXPERIMENTAL

WHAT is a quasi-experimental design?

Compares outcomes between treatment and comparison groups **without random assignment**



WHEN do we use quasi-experimental design?

- Variables that cannot be assigned randomly**
 - E.g., high risk vs. low risk, drugs vs. no drugs
- Not ethical to randomly assign participants**
 - E.g., withholding cancer treatment for the comparison group

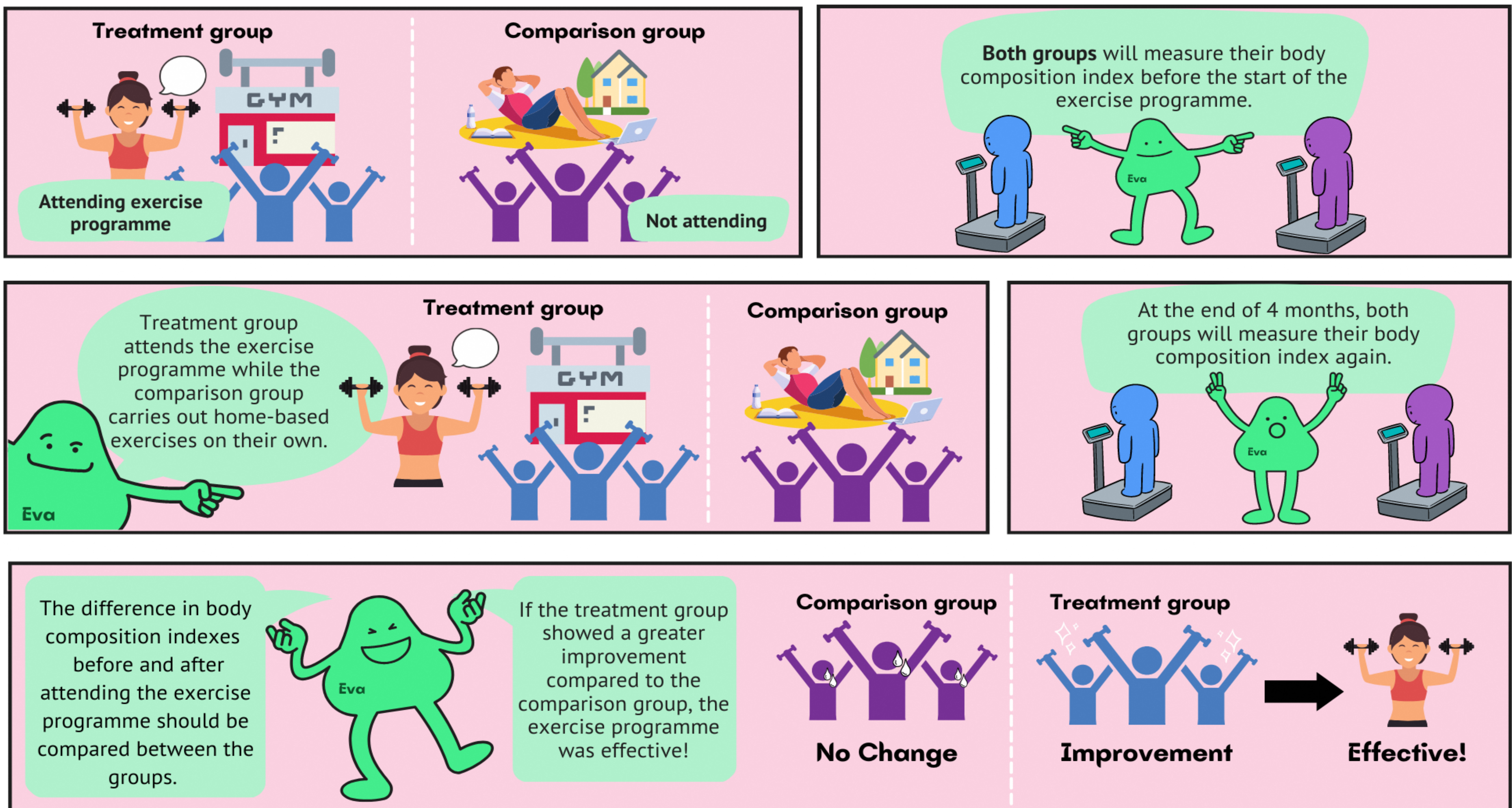
Back to our scenario: Exercise Programme



Ister, you should include a comparison group in your study to increase the credibility of the results!

Yes! Let me explain how...

Oh, I have 20 participants who could not join as the class was full. Can this be a comparison group?



PROS & CONS

of a quasi-experimental study

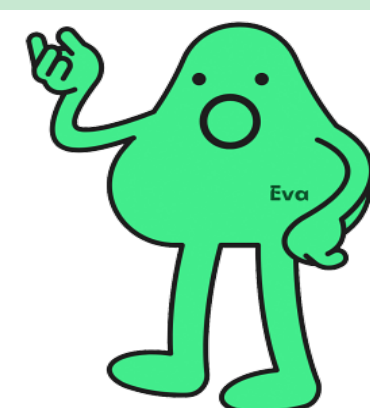
Pros 😊

- ✓ Comparison group helps to rule out alternative explanations
 - e.g. Practice effect - Simply getting better by repeating a task
- ✓ Most realistic option to compare between groups when random assignment is not possible

Cons 😞

- Without random assignment:**
- ✗ The treatment group may be inherently different from the comparison group (i.e. **population bias**)
 - E.g. Treatment group may consist of people who already have a higher metabolism than the comparison group, which results in greater improved body composition.
 - ➡ Hence, we cannot establish that the change was **caused by the intervention/programme**
 - ✗ Require more resources to run compared to a pre-post design

We will explain more about random assignment in the next info-poster. Stay tuned!



Reference:

National Research Council (US) (1991). Design and Implementation of Evaluation Research. In Coyle, S.L., Boruch, R.F., Turner, C.F. (Ed.). Evaluation AIDS Prevention Programs: Expanded Edition. Washington (DC): National Academies Press (US). DOI: 10.17226/1535.

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