



Measurement And Evaluation For Health Educators

Manoj Sharma, R. Lingyak Petosa

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Measurement and Evaluation for Health Educators prepares health educators for the responsibilities of conducting evaluations within their field. It includes psychometric, statistical, political, managerial and public health perspectives to measurement and evaluation. Written for the undergraduate or beginning graduate student, as well as practicing professions, this text will help readers choose and develop instruments for evaluation, and discusses the basics for carrying out evaluations to gauge the effectiveness of health education and health promotion programs. Measurement and Evaluation for Health Educators also delves into the basics of measurement, steps in instrument development; reliability assessment, validity assessment, measurement errors, process evaluation, designs for quantitative evaluation, and much more. Key Features: - Student-friendly, accessible writing style - Each chapter closes with review questions and web references - Chapter objectives and key learning objectives are clearly defined - Includes skill building activities in every chapter - Boxed articles throughout the text highlight important issues in the field

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