**Research vs Evaluation**

**Research Process**
- **Focus**: Researcher-Focused
- **Objectives**: Seeking New Knowledge, Questions & Hypotheses
- **Methods & Analyses**
- **Outcomes**: Research Recommendations, Publish Results

**Evaluation Process**
- **Focus**: Stakeholder-Focused
- **Objectives**: Seeking Info for Decision Making, Key Questions
- **Methods & Analyses**
- **Outcomes**: Recommendations About Key Questions, Report to Stakeholders

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**Research...**

- **Generalizes**
- Designed to *prove* something
- Basis for *drawing conclusions*
- About *what is*
- Asks:
  - What’s so? *How does it work?*

**Evaluation...**

- **Particularizes**
- Designed to *improve* something
- Basis for *decision making*
- About *what is valuable*
- Asks:
  - So what? *How well does it work?*

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**Sources**:
- American Evaluation Association; S. Mathison. What is the difference between evaluation and research – And why do we care?
- AAAS Webinar – Untangling Knowledge Generation and Evaluation in S-STEM Proposals