

Market Potential 72% Consumer Confidence 46% Brand Recognition 69% Energy Savings 69% Market Transformation 88% Advertisement 83% Energy Efficiency 27% Product Awareness 57% Customer Satisfaction 74% Market Share 69% Program Participation 82%

research/into/action inc

Ethics In Evaluation

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This is the title of the Report
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My Area of Focus

- **Process Evaluation** – Evaluation of the process by which programs are designed, delivered administered and implemented to improve effectiveness and efficiency of operation.
- **Market Evaluation** – Evaluation of how the market is responding to the energy efficiency efforts.
- **Market Characterization/Assessment** – Assessment of what the market for efficient products and services looks like.

Ethical Issues

- Linkages with program design
- Protection of anonymity and confidentiality
- Personal biases relative to:
 - Design
 - Product or service
 - Market characteristics
 - Etc. etc. etc.
- Telling the “truth” vs. affecting the process

Reference Points

- **Joint Committee on Standards for Educational Evaluation (U. Michigan)**
 - Joint Standards for Student Evaluation
 - Joint Standards for Personnel Evaluation
 - Joint Standards for Program Evaluation
- **American Evaluation Association (AEA)**
"Guiding Principles for Evaluators"