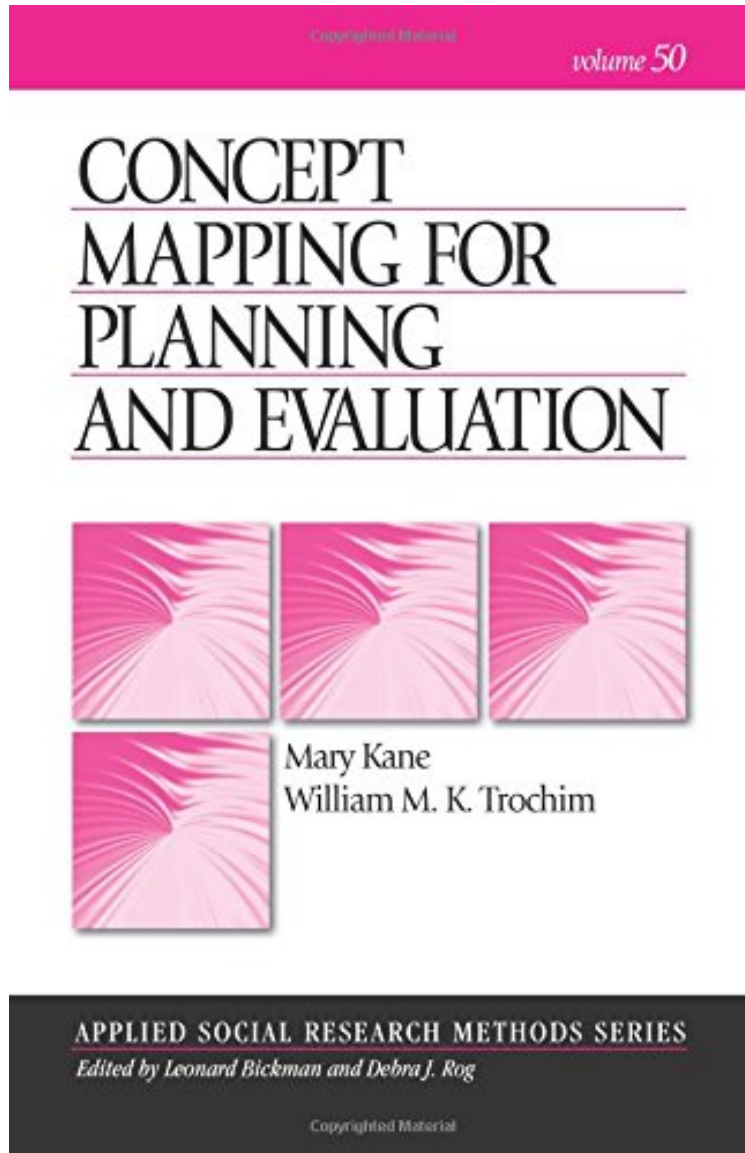


(Free) Concept Mapping for Planning and Evaluation (Applied Social Research Methods)

Concept Mapping for Planning and Evaluation (Applied Social Research Methods)

Mary Kane, William Trochim
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Mary Kane, William Trochim : Concept Mapping for Planning and Evaluation (Applied Social Research Methods) before purchasing it in order to gage whether or not it would be worth my time, and all praised Concept Mapping for Planning and Evaluation (Applied Social Research Methods):

0 of 0 people found the following review helpful. This book is a must, if you are a organizational development,

management or social researcher. By A. Quintana Excelent book! It guides you to the whole process of the concept mapping technique. It helps you as researcher. The book shows very practical steps to conduct a concept mapping session and provide useful insights on how to use it in your dissertations or PhD research. This book is a must, if you are an organizational development, management or social researcher. 6 of 7 people found the following review helpful.

Changing the way that groups think By Richard S. Gallagher Concept Mapping is more than a methodology for planning and evaluation - it is, in a very real sense, the vanguard of a social movement that is leading us away from top-down thinking towards an inclusive, multi-stakeholder approach to solving problems. It has become extremely popular in the public sector, with Mary Kane and Bill Trochim serving as the most visible proponents of this approach through their company Concept Systems, Inc. (CSI). Concept Mapping's fundamentals hold increasing promise for organizational thinking in the private sector as well. Think about the problems inherent in getting a large and diverse group of people to reach common ground: the balance of power among participants, the diversity of opinions, the risk of forceful "outliers" shifting the frame of the discussion, and much more. Concept Mapping uses a mix of procedural and quantitative techniques to create a visual 3D map of the group's ideas - a tangible and comprehensible portrait of group thought, which in turn becomes a basis for dialogue and consensus. Combined with other mapping techniques to quickly identify key thought differences between stakeholder groups as well as "go-zones" of actionable ideas, it gives structure to a planning and evaluation process that has more input, and more buy-in, from a broader range of constituents. The method particularly shines in high-stakes efforts with strong and divergent opinions, such as strategic planning and community development efforts. The great benefit of this book is the voice of the authors themselves - they bring years of experience and a wealth of real-world examples to a book that reads more like a popular business title than a social science textbook. It will change the way you look at the group dynamics of planning and evaluation, and help you become part of the cutting edge of how we apply "systems thinking" in organizations. -Rich Gallagher, author of "The Soul of an Organization"

Concept Mapping for Planning and Evaluation is a thorough, accessible guide to concept mapping in its most useful form for social or organizational researchers in any context. With straightforward language and useful examples from their 40 combined years of creating and working with this process, authors Mary Kane and William M. K. Trochim describe in detail the six major steps in the conduct of group concept mapping. is a thorough, accessible guide to concept mapping in its most useful form for social or organizational researchers in any context. With straightforward language and useful examples from their 40 combined years of creating and working with this process, authors Mary Kane and William M. K. Trochim describe in detail the six major steps in the conduct of group concept mapping.

"At last, an up-to-date, how-to-text on concept mapping in evaluation!...Mary Kane and William Trochim, instrumental in the development and promotion of concept mapping, have finally produced such book, which will enable experienced evaluators and program planners to add concept mapping to their suite of methods."--Rick Cummings (09/19/2008)"At last, an up-to-date, how-to-text on concept mapping in evaluation!...Mary Kane and William Trochim, instrumental in the development and promotion of concept mapping, have finally produced such book, which will enable experienced evaluators and program planners to add concept mapping to their suite of methods."--Rick Cummings (09/19/2008)-At last, an up-to-date, how-to-text on concept mapping in evaluation!...Mary Kane and William Trochim, instrumental in the development and promotion of concept mapping, have finally produced such book, which will enable experienced evaluators and program planners to add concept mapping to their suite of methods.---Rick Cummings (09/19/2008)Mary Kane and Bill Trochim are the public face of "concept mapping" for most of us who do planning and evaluation in public health. This volume is an enormously helpful and comprehensive look at concept mapping not only for those unfamiliar with the concept, but for those, like me, who have experienced the approach as a consumer, but have interest in the intricacies of the "hows" and "added value" of concept mapping over other approaches. Best of all, they do an exceptional job of using concept mapping to integrate planning and evaluation, linking the hermetically sealed boxes in which these disciplines often live in large organizations.--Thomas Chapel (06/01/2006) Mary Kane and Bill Trochim are the public face of concept mapping for most of us who do planning and evaluation in public health. This volume is an enormously helpful and comprehensive look at concept mapping not only for those unfamiliar with the concept, but for those, like me, who have experienced the approach as a consumer, but have interest in the intricacies of the hows and added value of concept mapping over other approaches. Best of all, they do an exceptional job of using concept mapping to integrate planning and evaluation, linking the hermetically sealed boxes in which these disciplines often live in large organizations. (Thomas Chapel 2006-06-01)"At last, an up-to-date, how-to-text on concept mapping in evaluation!...Mary Kane and William Trochim, instrumental in the development and promotion of concept mapping, have finally produced such book, which will enable experienced evaluators and program planners to add concept mapping to their suite of methods." (Rick Cummings 2008-09-19)About the AuthorMary Kane, MSLIS, is President of Concept Systems, Inc., a social research and evaluation firm specializing in capturing the knowledge and opinions of people and agencies to improve organizations, cultures and environments. Ms. Kane assesses and addresses the needs of local, national and

international agencies, guiding government offices, foundations, professional associations, corporations and academic and research institutions to awareness, consensus and decisions. A special emphasis in Marys work is creating awareness of group wisdom in a community or organization, and guiding groups to harness collective knowledge to produce meaningful, measurable and useful outcomes for program, policy and population change. Ms. Kane is author or co-author of many publications on the applications of Group Concept Mapping (GCM) in organizational decision-making and strategic planning and evaluation. Her current research focuses on Valuing Voice in underrepresented communities to support sustainable change; and expanding the definition of competencies for evaluation. As first author of the authoritative text on concept mapping, *Concept Mapping for Planning and Evaluation*, Mary was able to use her deep knowledge in partnership with Dr. Rosas to create, in this volume, an exciting expansion of GCMs story.

Prof. Trochim is the Director of Evaluation for the Weill Cornell Clinical and Translational Science Center -- a collaboration of Weill Cornell Medical College, Memorial Sloan Kettering Cancer Center, The Hospital for Special Surgery, Hunter College and Cornell Cooperative Extension -- and participates actively in the NIH Clinical and Translational Science Awards national evaluation. He is developing evaluation systems for the HIV/AIDS Clinical Trials Networks of the Division of AIDS (DAIDS) of the National Institute of Allergies and Infectious Diseases (NIAID). He is actively engaged in research with the National Science Foundation incorporating systems approaches in the evaluation of Science, Technology, Engineering and Mathematics (STEM) education programs. And, as Director of Evaluation for Extension and Outreach, Prof. Trochim works with Cornell University Cooperative Extension programs throughout New York State on planning and implementing evaluation systems for their outreach and education programs.