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Market research or program evaluation? An exploration of the differences and similarities between the two

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As the number of evaluations required by governments at all levels multiplies, and the programs change in nature to cross into the area of advertising or communications, commercial market research companies are increasingly conducting program evaluations. The presenters will take a very practical approach, looking at the differences and similarities between market research and program evaluation with illustrations from a number of real life case studies, ranging from very small community based programs utilising primarily below-the-line communication strategies, to large-scale programs that have used broadcast media to try to change awareness, attitudes and ultimately behaviours.