Methodological Discussions in the Development Study
on the Evaluation Surveys of the Japan Foundation Performance (II)

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ABSTRACT

The Japan Foundation was established in 1972 as a specialized agency to promote international cultural exchange, and became an independent administrative institution in 2003. From that time on, the systematic implementation of an evaluation process has become mandatory. The development study on the evaluation survey methods is an important/ integral part of this effort.

One more important meaning that can be attached to these evaluation surveys is that they act as the proposals for new methodology used in this area of applied social research.

The purpose of this paper is to classify, explain and discuss the variety of methods used for the evaluation surveys of the Japan Foundation performance in Germany (2007).

I. The methods used in this study are classified by modes of observation as follows:
1. Indirect observation: Content analysis of the various materials (e.g. newspapers, magazines, books and so on)
2. Direct observation:
   (1) Intensive method: Interview
   (2) Extensive method: Survey research

II. The methods of data analysis collected by means of observation are classified using three different criteria as follows:
1. Classification by the “nature” of data
   (1) Standardized data: Quantitative data (Survey data)
   (2) Non-standardized data: Qualitative data (Interview and Open-ended question data)
2. Classification by the “purpose” of research: In the case of survey data
   (1) Descriptive analysis
   (2) Conditional analysis
   (3) Structural analysis
   (4) Change analysis
3. Classification by the “technique” of data analysis: In the case of survey data
   (1) One variable: Frequency Distribution (Simple-Tabulation)
   (2) Two variables:
      a) Cross-Tabulation and Analysis of Variance (ANOVA)
      b) Median Regression Analysis
      c) Correlation Coefficient
   (3) More than two variables: Multivariate Analysis (Quantification Theory III and Smallest Space Analysis)

In this paper we explain how we tried to use the above-mentioned methods for the evaluation surveys and their data analysis, and discuss the advantages and disadvantages of each of these methods.

Key Words: survey research, data analysis, descriptive analysis, conditional analysis, structural analysis