A Study on the Evaluation of International Cultural Exchange Organizations:
Evaluation survey of Japan Foundation operations in South Korea

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ABSTRACT

This is the second part of a paper which first appeared in the proceeding Sociology and Social Work Department Studies Journal which reports on the result of an evaluation survey implemented in South Korea by the Japan Foundation in March, 2006. The Japan Foundation was established in 1972 as a specialized agency to promote international cultural exchange and became an independent administrative institution in 2003. At that time the systematic implementation of an evaluation process became mandatory. This paper discusses some conceptual, theoretical, and methodological issues which are based on the processes and the results of the survey in South Korea.

Chapter two outlines the meanings and practical difficulties on performance evaluation and the accountability of public and non-profit organizations, based on brief literature reviews in these fields. Chapter two then goes on to discuss typical dilemmas for organizations that promote international cultural exchange using documentary evidences and interviews in the U.K. and in Japan.

Chapter three describes the concrete process of the back-translation procedure which is used in this evaluation survey for pursuing interpretive equivalence in cross-cultural survey research.

In Chapter four the possible complimentary roles of interview research and questionnaire survey is discussed. There are four suggested aspects of information which can be acquired from interview research. These four aspects are: 1. causal relations, 2. an outcome which appears after a certain period of time, 3. the synergy effect(s)/ influence of more than two projects, and 4. structural change.

Key Words: evaluation, accountability, back-translation, interpretive equivalence, interview research