

**Consortium for Education and Social Science Research
2011-2012 Workshop in Methods**

Using Stories for Research and Evaluation

by

Richard Krueger, PhD

**Professor Emeritus and Senior Fellow of Evaluation Studies
University of Minnesota**

Wednesday, November 30, 2011 – 10:00-11:30 – IMU Maple Room



Stories are powerful. A well-told story grabs us and keeps us interested. It can help us remember. It can help us understand. It can help us feel. It can help us learn. It can help us share what we know with others. Stories can breathe life into numbers. Stories help lay people understand research—whether it is in medicine, economics, psychology, business, or science. In addition, stories can help organizations convey their goals, successes and needs to the public. But these short narrative accounts are sometimes dismissed as fiction, unreliable, untrue and mere anecdotes. This lecture will present strategies that allow the researcher or evaluators to use stories in a credible, defensible manner using accepted principles of qualitative research.

Richard Krueger, Ph.D. professor emeritus and senior fellow in evaluation studies in the College of Education and Human Development, University of Minnesota. Dr. Krueger is a former president of the American Evaluation Association and the author of books on qualitative research and focus group interviewing.

Financial support for the Workshop in Methods (WIM) provided by the Office of the Vice Provost for Research.
WIM Director: William Alex Pridemore, Professor of Criminal Justice and Associate Director of the Consortium for
Education and Social Science Research: wpridemo@indiana.edu.