



Need Analysis: Tools for the Human Services and Education (Applied Social Research Methods)

John A. McKillip

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McKillip presents the primary social science research techniques used in need identification, such as client surveys and key informant interviews, and provides a framework for understanding and integrating this information in a need assessment. Emphasis is placed on convergent analysis and social marketing models of assessment. The book is directed to students, researchers and administrators in human services and education and includes examples from human service and education need analysis.

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