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By William Trochim

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Editorial Review

About the Author

William M. Trochim (Ph.D., Northwestern University) is a Professor in the Department of Policy Analysis and Management at Cornell University and a Professor of Public Health in the Department of Healthcare Policy and Research at the Weill Cornell Medical College (WCMC). He is the Director of the Cornell Office for Research on Evaluation and Director of Evaluation for Extension and Outreach at Cornell, and the Director of Evaluation for the WCMC's Clinical and Translational Science Center. He has taught both undergraduate and graduate required courses in applied social research methods since joining the faculty at Cornell in 1980. Trochim's research interests include the theory and practice of research, conceptualization methods, strategic and operational planning methods, performance management and measurement, and change management. His current research is primarily in the areas of translational research, research-practice integration, evidence-based practice, and evaluation policy.

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