

Abbreviated Resume – Recent Activity

Jonathan A. Morell, Ph.D.

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YouTube www.Tinyurl.com/morell-YouTube

Biography

Jonathan A. Morell PhD (Jonny) is an organizational psychologist with extensive experience in the theory and practice of program evaluation. He believes that evaluation should draw from Complexity Science because interventions produce complex outcomes, but that evaluations should be as simple and straightforward as possible. His mantra is: Respect Data. Trust judgement.

His research focus is on how knowledge from Complexity Science can be applied to models, methods, and metrics, as those constructs are used in the field of Evaluation. Currently he is doing research on how constructs drawn from Evolutionary Biology and Ecology can be used to understand how programs work and what outcomes they produce.

Evaluation work he has done over the course of his career includes safety programs, environmental planning, technology diffusion, electronic commerce in the United States and Africa, and information technology. In addition to his research on complex systems he has studied implicit assumptions in program planning and evaluation, and the nature of unintended consequences. He has built outcome monitoring tools for R&D and developed an approach for using project schedules as evaluation models.

Jonny has been recognized by the American Evaluation Association, who awarded him their Paul F. Lazarsfeld Evaluation Theory Award. He is Editor-in-Chief Emeritus of the journal [Evaluation and Program Planning](#), and owner of 4.669... Evaluation and Planning. His PhD is in Social Psychology from Northwestern University.

Details of his work can be found at his website www.jamorell.com, his blog [Evaluation Uncertainty: Surprises in Programs and Their Evaluations](#), and his [YouTube channel](#).

Work Products

- Parunak, H. Van Dyke, Greanya, Jason, Morell Jonathan A., Srikanth Nadella and Sappelsa Laura (in review) SCAMP's Stigmergic Model of Social Conflict. Computational and Mathematical Organization Theory.
- Morell, J.A. (2021) A Complexity-based Meta-theory of Action for Transformation to a Green Energy Future Draft in preparation for inclusion in: *Transformational Evaluation for the Global Crises of our Times*, Rob D. van den Berg, Cristina Magroand Marie Hélène Adrien, eds. International Development Evaluation Association
- Morell, J.A. (2020) *Using Evolutionary Biology and Ecology to Think About Evaluation* Keynote address, Colorado Evaluation Network [YouTube recording](#)
- Morell, J.A. (2020) *Using Ecology to Evaluate Policy* [South African Monitoring and Evaluation Association Webinar recording and slide deck](#)
- Morell, J.A. Can Knowledge of Evolutionary Biology and Ecology Inform Evaluation? [Overview Complete article](#)
- Ton, G., Mayne, J., Delahais, T., Morell, J., Befani, B., Apgar, M., O'Flynn, P. (2019) [Contribution Analysis and Estimating the Size of Effects: Can We Reconcile the Possible with the Impossible?](#) Centre for Development Impact, Institute for Development Studies
- Morell, J.A. (2018) *Revealing Implicit Assumptions: Why, Where, and How?* Catholic Relief Services [report](#)
- Morell, J.A. (2018) *Applying Complexity to Make Practical Decisions about Program Theory, Methodology, Data, and Stakeholder Engagement* Professional Development Workshop, American Evaluation Association [Slide Deck](#)
- Morell, J.A. (2018) Linking Management and Evaluation: Project Schedules as Program Models *American Journal of Evaluation* <https://doi.org/10.1177/1098214018784198>
- Morell, J.A. Expert Workshop on Contribution Analysis: The Role of Complexity in Long Term Impact Analysis (2018) Center for Development Impact, Brighton, UK
- Morell, J. A. (2018). Systematic iteration between model and methodology: A proposed approach to evaluating unintended consequences. *Evaluation and Program Planning*, 68, 243-252. doi:10.1016/j.evalprogplan.2017.09.006
- Morell, J.A. (2018) Systematic iteration between model and methodology: A proposed approach to evaluating unintended consequences *Evaluation and Program Planning* 68, 243 – 252
- Morell, J.A. (2016) From Firefighting to Systematic Action: Funder – Evaluator Dialogue for Better Evaluation of Unintended Consequences Swiss Agency for International Development.
- Morell, J.A. (2017) Toward Furthering a Dialogue Between Program Designers and Evaluators Keynote address, Italian Evaluation Society, Padua Italy
- Morell, J.A. (2017) [“From Firefighting to Systematic Action: Toward A Research Agenda for Better Evaluation of Unintended Consequences”](#). Unintended Effects of International Cooperation: An Academic & Policy Cross-over Conference. The Hague, January 16-10.

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- Morell, J.A. (2015) *Railroaders Identifying Digital Distractions: Evaluation of a Peer to Peer Pilot Program at the Norfolk Southern Railroad* Norfolk Southern Railroad
- Morell, J.A. (2011) [Evaluation of Unintended Consequences of Development Efforts: Building Evaluation Capacity in Support of Development and Democracy](#) : State Department's conference: Diplomacy, Development, and Defense -- Evaluating Foreign Policy Success, June 7-8, 2011, Washington DC.
- Morell, J.A. (2014) [What to Do When Impacts Shift and Evaluation Design Requires Stability?](#) Evaluation American Evaluation Association, Denver Oct 15th – 18th
- Morell, J.A. (2014) *Project/Program/Portfolio Outcome Monitoring (POM) Tool*. Program Federal Railroad Administration, Office of Research and Development (Demonstration available upon request.)
- Parunak H. V.D. and Morell, J.A. (2014) [Emergent Consequences: Unexpected Behaviors in a Simple Model to Support Innovation Adoption, Planning, and Evaluation](#) in Kennedy W.G., Agarwal N. and Yang, J. S. eds. *Social Computing, Behavioral-Cultural Modeling, and Prediction*
- Morell, J.A. (2012) Combining Traditional Methods and Computer Simulation Over the Evaluation Life Cycle: Implications for Models, Metrics, and Methodology American Evaluation Association Minneapolis MN Oct 22-27.
- Morell, J.A., Hilscher, R., Magura, S. and Ford, J. (2010) [Integrating Evaluation and Agent-Based Modeling: Rationale and an Example for Adopting Evidence-Based Practices](#) *Journal of Multidisciplinary Evaluation*, Vol. 6, No 14, 35 - 57
- Magura, S., Hilscher, R. Belding, T. and Morell, J.A. (2010) Agent Based Modeling (ABM) Simulation for Program Evaluation American Evaluation Association San Antonio TX Nov 10 - 13
- Morell, J.A. (2010) [Evaluation in the Face of Uncertainty: Anticipating Surprise and Responding to the Inevitable](#) Morell, J.A., Guilford Press, N.Y.
- Morell, J.A.; Sridharan, S.; Pawson, R.; and Mark, M.; (2008) Evolutionary or Quasi-experimental Evaluation Approaches: Schism, Synthesis, or Peaceful Co-Existence? European Evaluation Society Lisbon Oct. 1-3
- Morell, J.A. (2006) *Evaluation of the Africa Virtual Business Association Network* [Center for International Private Enterprise](#)

Awards and Honors

1995 Robert Ingle Service Award

2010 Paul F. Lazarsfeld Evaluation Theory Award

Education

BA Sociology, McGill University, Montreal, Canada 1968

Ph.D. Social Psychology, Northwestern University, Evanston IL. 1974.

Respect data.

Trust judgement.

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Work History

2017	--	Present	President	4.669... Evaluation and Planning	Ann Arbor MI
2010	--	2017	Director of Evaluation	Fulcrum Corporation / Syntek Technologies	Alexandria VA
2006	--	2010	Senior Policy Analyst	Vector Research Center Government Solutions Inc.	Ann Arbor MI
2005	--	2006	Senior Policy Analyst	New Vectors, LLC	Ann Arbor MI
1998	--	2005	ERIM (and its successor, the Altarum Institute)	Senior Policy Analyst	Ann Arbor MI
1988	--	1998	Industrial Technology Institute	Senior Technical Staff	Ann Arbor MI
1985	--	1988	Martin Marietta Energy Systems, Oak Ridge National Laboratory	Technical Staff	Oak Ridge TN
1975	--	1985	Hahnemann University	Associate Director and Professor, Graduate Program in Evaluation	Philadelphia PA