Demystifying Survey Data Collection

September 5, 2013
Webinar

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- *Making "What Works" Work for You: Evidence-Based Components and Adaptation*

- *Assessing Project Performance: Building Blocks of Evaluation and Performance Measure - Webinar Series*
  - Basics of Performance Measurement and Evaluation
  - Introduction to Program Logic
  - Advanced Program Logic
  - Data Collection and Analysis

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Moderator

Stan Orchowsky, Ph.D.
Research Director
Justice Research and Statistics Association (JRSA)

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a project of the Justice Research and Statistics Association

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Presenters

Shawn Flower, Ph.D.
Research Associate
Justice Research and Statistics Association

Carrie Williamson, Ph.D.
Research Associate
Justice Research and Statistics Association

Webinar Objectives

- Objective 1: Discuss developing, staffing, and timing of participant surveys

- Objective 2: Illustrate how to convert paper surveys to electronic data

- Objective 3: Demonstrate how to tabulate and report survey data

Presentation Overview

- Starting from Scratch: Creating Your Survey

- Implementing Your Survey

- Pre-Test Completed – Now What?

- Converting Paper Data to Excel

- Tabulating and Reporting Your Pre-Test Data

- Post-Test Completed – Next Steps

- Tabulating and Reporting Your Post-Test Data

Presentation Handouts

- Download: sample Pre-and Post-Test surveys and reports

- When we want to draw your attention to the survey, we'll add this to the slide:

- When you see this image, refer to the spreadsheet:

- Reports will be indicated by this image:

Presentation Tools

- Webinar includes short videos to illustrate calculations. You'll see this on the slide:

- Excel Tips - links to websites which illustrate helpful hints. This icon will be displayed when there is a related hint on the Excel Tips resource page.

Creating Paper and Pencil Surveys

- Creating a survey is both an art and a science

- Try to find a survey that has been validated with a similar population

- If you can't find a survey, consider combining scales from various surveys

  - Remember: changes may affect validity!

Writing Your Own Questions

If you write your own questions, avoid:

- Double-barreled questions
  - Two questions in one

- Leading questions
  - Suggest the desired answer

- Including many open-ended questions
  - Too much information to be useful

Issues to Consider

- Avoid "order bias"
  - Questions posed earlier in the survey influence the answers to questions posed later

- Readability
  - Flesch-Kincaid 8th grade or below

- Survey Instructions
  - Explain why you are asking the questions

Survey Instructions Example

Instructions: We are asking you to tell us more about what you think about alcohol and drug use, and how often you have tried or used alcohol and drugs. Your help with this survey is up to you. **You have the right to not answer any or all the questions**. But we want you to know that your answers are very important. **Your teacher, your parents, your friends or anyone else at this school will not see your answers.** Your answers will be completely private. **There are no right or wrong answers**, we just want you to be as honest as you can. Once you are finished with the survey, please put it in the attached envelope and seal it. We really appreciate your help - you are making it possible for us to help others!

Things to Consider (cont.)

- Implementation –
  - Setting: in group or one by one?
  - Timing: when should you administer surveys?
- Privacy – survey does not include name – assign an ID number instead
- Staffing – Do you have staff who have no ongoing contact with the participants?

Pre-Test Completed – Now What?

- Ensure that multiple page surveys are stapled

- Label each survey with the youth's assigned ID number

- Enter date completed on each survey

Pre-Test Completed – Now What?

- Assign a numeric value to each of the responses
  - Strongly Agree to Strongly Disagree 4 to 1 – assignment depends on direction of question
  - Never=0, Once=1, Twice or More=2
  - Not at all=0, once or twice=1, a few times a week=2, every day=3
  - Demographics: Gender Males=1 Females=0; Race: White=0; African American=1; Hispanic=2 …

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Creating a Key or Codebook

Codebook

- Make a codebook of the meaning of each response category

- Or, use one of the worksheets in your Excel file to list all the names and values of the responses

- The more consistent you are with the coding scheme (assigning the numeric values), the easier it will be to summarize your overall findings!

Converting Paper Data to Excel

Set up Excel spreadsheet columns:

Worksheet: Setup

- Participant ID - first column

- *No names – keep separate list linking name and ID under lock and key*

- One question per column
  – Keep names simple and short – single word
  – Add a 1 or 2 on the end of the question name to designate pretest (1) and posttest (2)
  – Each column name should be unique!

Converting Paper Data to Excel (cont.)

- Date pre-test survey completed

- All the pretest question columns first

- Date post-test survey completed

- Post test questions

Excel TIPS TRICKS

Freeze Panes

Entering The Data

Tips on data entry:

Data Entry

- Participant ID #s must be unique!

- Each youth has his/her own row: enter post-test data on the <u>same row</u> as pre-test data

- If the youth left the answer blank – you should too!

- Use your codebook to remind you what each value means for each question.

Tabulating Pre-Test Data

- Can anything be done while waiting for post-test? *Yes! Summarize the pre-test results!*

  Pretest data = "baseline"

- Summarize your population:

  – Response Rate – number who completed survey vs. number supposed to complete survey

  – Demographics

Response Rate

Formatting Cells

Attitudes Toward Drinking Alcohol

Calculate:

- Average for each question

- Frequency by question

- Collapse the agree responses together

- Collapse the disagree responses together

Averages

Frequencies

Shortcuts

Tabulations

Variety of ATOD Use In Last Year

On survey, Alcohol Tobacco and Other Drug Use (ATOD) measured two ways:

In last year = Variety:

- Number of youth reporting no drug use at all

Pre-Test

Tabulations

Insert Column and Sort

ATOD Variety In Last Year (cont.)

- Percent of youth who used each type of drug two or more times in the last year

- The most used type of drug

- The least used type of drug

Tab - Variety

Frequency of ATOD Use in Last Month

The other questions ask about use in
last month = Frequency:

- Number of youth using each type of drug
at least 1 time

- Look at the most frequently used ATOD

Pre-Test

Tab - Frequency

Demographics

- Portrait of the "typical" participant

- Calculate:
  - Average age;
  - Proportion/percent of boys vs. girls;
  - Frequency distribution by race

- Illustrate:
  - Pie Chart and Column Graph

Pre-Test

Tab Demographics

Pie Chart and
Column Graph

Put It Together - Reporting The Results

Response Rate

Demographics:

- Age – Average & Range

- Gender – % Male

- Race – Pie Chart

Final Baseline

Baseline

Reporting Results (cont.)

- Review the first set of survey questions:
  - Odd numbered = positive views of alcohol use
  - Even numbered = negative views of alcohol use
- For report, group "positive" questions together and "negative" questions together
- Explain what the average score means

Post-Test Survey

- Same Questions as Pre-Test
  - Attitudes toward Alcohol Questions
  - Frequency of Alcohol use **in Last Month**

- Remove Unnecessary Questions:
  - Demographics
  - Variety of Substance Use in Last Year

- Use same ID # as Pre-test on Post-Test

- Enter Data

Post-Test

Data Entry

Tabulating Data

- Response rate (based on # pre-test surveys)

- Recalculate pre-test and calculate post-test Using data only from youth with both surveys

- Attitudes Toward Alcohol -- Averages; Frequency Distribution; Collapse

- Last Month ATOD Use – Frequency Distribution; Collapse

Post-Test

Excel

**T
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P
S**

Absolute vs. Relative Cells

Calculating & Reporting Results

- Differences Pre-to-Post (AKA Change)
  - Subtract Pre-Test from the Post-Test
  - Percent Change

- Report differences
  - Pre-test value
  - Post-test value
  - Difference between them

- Summarize your overall findings

Calculating Change

Final Report

Final

What Happens If…

- Your results were not favorable or there was no difference from pre-to-post test?

  – You have a representative sample of your program participants?

  – Your program youth receive a sufficient treatment (or "dosage") to make a difference?

  USE the data for program improvement!

Resources

- Tips for creating surveys

  http://www.howto.gov/customer-experience/collecting-feedback/basics-of-survey-and-question-design

- How to run the Flesch-Kincaid readibility test

  http://office.microsoft.com/en-us/word-help/test-your-document-s-readability-HP010148506.aspx

- Narrated Power Point: Understanding Juvenile Justice Evaluation Reports

  http://www.jrsa.org/njjec/skill-building.htm

Excel Tips

- Formatting Cells
http://spreadsheets.about.com/od/excel2007tips/qt/excel2007styles.htm
- Freeze Panes
http://spreadsheets.about.com/od/excel101/ss/freeze_pane.htm
- Insert Columns
http://spreadsheets.about.com/od/exceltips/qt/add_columns.htm
- Shortcuts http://office.microsoft.com/en-us/excel-help/excel-shortcut-and-function-keys-HP010073848.aspx?CTT=5&origin=HA010338215
- Sort Data
http://spreadsheets.about.com/od/excel2007tips/qt/080704_2007sort.htm
- Absolute vs. Relative Cells vs. Mixed Cells
http://spreadsheets.about.com/od/m/g/090422_mixed_cell_reference.htm
- Other Step by Step guides:
http://spreadsheets.about.com/od/excel101/u/20070929_basics_userpath.htm

Video Links

Videos are available on the NJJEC Skill Building Page at:
http://www.jrsa.org/njjec/skill-building.htm

- Video 1: Formula Bar and Response Rate
- Video 2: Averages
- Video 3: Frequencies and Collapse
- Video 4: Tabulations
- Video 5: Pie Chart and Bar Graph
- Video 6: Calculating Change

Questions submitted during the presentation will now be addressed!

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