



Demystifying Survey Data Collection

September 5, 2013
Webinar



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A PROGRAM OF the Office of Juvenile Justice and Delinquency Prevention **nttac** National Training & Technical Assistance Center **NC4YC** National Center for Youth in Custody

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Handouts

Name	Size
NC4YC Final Handout.docx	65 KB
OJJDP FamEngage PowerPoint 2 11 13 Final2.pdf	1 MB
Presenter Bios and Photos - February 13 Webinar.docx	1 MB

Download File(s)

Chat (Everyone)

Liane Rozzell: sean johnson, would love to discuss the family engagement services you are talking about in Richmond. Please email me at liane@fayyouth.org

MARK TOBIN: Thanks, everyone

Jennifer Marr: I just highlighte ans copied

Brian Schultz: Thanks all

Christina Hanna: It is not about coding. It is about making connections. I would put my future on it. the connections are there

Rachel Loupe: Tracy... I can email it to you...

Sheila Pessingua: when you highlight and copy, it doesn't include all of the chat text

Jacqueline Scott: Thank you everyone, this was a great webinar. And a special thank you to the presenters for sharing your stories with us.

Malcolm Joseph 2: Take care everyone. You're all doing amazing work.

gwen burton: thanks

Armen Santiago Roberts: Thanks everyone! Great job!

Cherry calloway: nice seminar



Webinars on OJJDP's Online University

The screenshot shows the NTTAC website interface. At the top, there is a header with the NTTAC logo and a group photo of young people. Below the header is a navigation bar with several links: 'Request Training & Technical Assistance (TTA)', 'Online University', 'Resources', 'Newsroom', 'About OJJDP TTA', 'Consultant Enrollment', and 'My NTTAC'. A red arrow points to the 'Online University' link. Below the navigation bar, the 'You Are Here' breadcrumb trail shows 'Home > OJJDP Online University'. The main content area is titled 'OJJDP Online University' and contains a description of the site's purpose and a list of features: Search, Sign up, and Find resources. To the right of the text is an illustration of a laptop with a graduation cap on top of it, with the words 'OJJDP ONLINE UNIVERSITY' written vertically next to it.

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OJJDP Online University

Find juvenile justice and delinquency prevention training events, materials, and related resources. Use the features on this page to quickly locate training that meets your needs.

- **Search** by keywords or browse by category, topic, date, or type of training.
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NJJECArchived Webinars

- *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

For the audio recording and support materials, visit

www.nttac.org/index.cfm?event=trainingCenter.Homepage



Moderator



Stan Orchowsky, Ph.D.

Research Director

Justice Research and Statistics Association (JRSA)



Presented by OJJDP in conjunction with the National Juvenile Justice Evaluation Center

a project of the Justice Research and Statistics Association





National Juvenile Justice Evaluation Center (NJJEC) a project of the Justice Research and Statistics Association (JRSA)





Presenters



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Research Associate

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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 ...



Creating a Key or 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:

- 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!



Worksheet: Setup



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



Freeze Panes



Entering The Data

Tips on data entry:

- Participant ID #s must be unique!
- Each youth has his/her own row: enter post-test data on the same row 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!



Response Rate

Pretest data = “baseline”

- Summarize your population:
 - Response Rate – number who completed survey
vs. number supposed to complete survey
 - Demographics



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



Baseline



Final Baseline



Codebook



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





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



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 readability 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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