



# 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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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](mailto: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 hightight 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!

herry 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 menu with several items: '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' menu item. Below the navigation menu, the page content includes a breadcrumb trail 'You Are Here: Home > OJJDP Online University', the title 'OJJDP Online University', and a brief description: '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.' A list of features follows: 'Search by keywords or browse by category, topic, date, or type of training.', 'Sign up for instructor led and self-paced online training, with certificates of completion to meet professional education requirements.', and 'Find resources such as curricula, toolkits, videos, bulletins, fact sheets, and many more by keyword search, category, topic, or type.' To the right of the text is an illustration of a laptop with a graduation cap and books on it, with the text 'OJJDP ONLINE UNIVERSITY' written vertically next to it.

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[www.nttac.org/index.cfm?event=trainingCenter.Homepage](http://www.nttac.org/index.cfm?event=trainingCenter.Homepage)



# NJJEC Archived 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](http://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)

The screenshot shows the homepage of the National Juvenile Justice Evaluation Center (NJJEC). The header features the NJJEC logo and the text "National Juvenile Justice Evaluation Center". Below the header is a navigation menu with links for Home, About, NJJEC Trainings, Skill-Building, Resources, NJJEC Bulletin, Publications, and ERP & Evaluation Resources. The main content area begins with a "Welcome to NJJEC!" section, followed by a paragraph describing the center's mission. A "What's New" section highlights recent updates, including a slideshow on outcome evaluation research, the March edition of the NJJEC Bulletin, and new sustainability toolkits. A feedback link is provided, and a disclaimer at the bottom states that the website is funded through a grant from the Office of Juvenile Justice and Delinquency Prevention.

**NJJEC** National Juvenile Justice Evaluation Center

Search Site Map

Home About NJJEC Trainings Skill-Building Resources NJJEC Bulletin Publications ERP & Evaluation Resources

### Welcome to NJJEC!

The National Juvenile Justice Evaluation Center (NJJEC) is designed to assist state, local, and tribal entities with the evaluation of juvenile justice programs and implementation of evidence-based initiatives. We provide a number of resources to guide juvenile justice agencies and practitioners to select, implement, evaluate, and sustain programs supported by research evidence.

#### What's New

A slideshow that explains key concepts in outcome evaluation research is now available on the [Skill-Building](#) page.

**NJJEC Bulletin** Check out the March edition of the [NJJEC Bulletin](#)! Visit the [NJJEC Newsletter](#) page to subscribe.

**Sustainability Toolkits** Learn about critical components of program sustainability with the [Sustainability Toolkit for Service Providers](#), and the new [Sustainability Toolkit for Grantors](#).

**Performance Measure Guide** Learn the basics of defining, developing, and reporting program data with NJJEC's online [Performance Measure Guide](#).

[Feedback](#) - Please let us know what you think about the website.

NJJEC is a project of the Justice Research and Statistics Association (JRSA). JRSA previously had a similar project called the Juvenile Justice Evaluation Center (JJEC). Many resources from the JJEC project are available on this website.

**Notice of Federal Funding and Federal Disclaimer**  
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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 8<sup>th</sup> 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!*

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



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





# 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](http://spreadsheets.about.com/od/excel101/ss/freeze_pane.htm)
- Insert Columns  
[http://spreadsheets.about.com/od/exceltips/qt/add\\_columns.htm](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](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](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](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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