



SCHOOL OF SOCIAL WORK
PROGRAM EVALUATION GROUP
UNIVERSITY OF MICHIGAN

partnering
with you
TO MEASURE WHAT MATTERS

The Nuts and Bolts of Evaluation for Community Organizations:

Survey Design

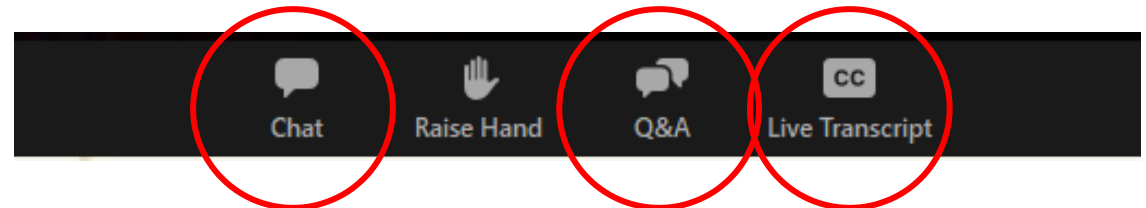
October 23, 2020

Housekeeping

To obtain **continuing education** (CE) hours:

- 1. Stay for the duration of the session.*
- 2. Demonstrate engagement by participating in chat discussion and any polls.*
- 3. Complete the evaluation that will be distributed 1-2 business days after the session.*

- Microphones are muted.
- Live Transcription is available.
- Ask questions through Q&A.
- Use the chat box to share reactions and comments.
- The recording and slide deck will be shared after today's session.



Who We Are

Program Evaluation Group (PEG) partners with public and private organizations to provide evaluation training, consulting and data services.



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Land Acknowledgement

An aerial photograph of the University of Michigan campus in autumn. The image shows a dense collection of brick and stone buildings, interspersed with trees displaying vibrant yellow and orange foliage. A large yellow circle is superimposed over the center of the image, containing a text block. In the lower-left corner, an American flag flies on a tall pole. The overall scene is a high-angle, wide-area view of the university's urban environment.

"We acknowledge that
The University of Michigan, named for
Michigami, the world's largest freshwater
system and located in the Huron River
watershed, was formed and has grown
through connections with the land
stewarded by Niswi Ishkodewan
Anishinaabeg: The Three Fires People who
are the Ojibwe, Odawa, and Potawatomi
along with their neighbors the Seneca,
Delaware, Shawnee and Wyandot nations."



Webinar 1: Using Technology
to Collect Data

Webinar 2: Creating an
Evaluation Plan

Webinar 3: Evaluation Methods

Webinar 4: Survey Design

**Webinar 5: Using Excel for
Evaluation, November 20th at
noon**

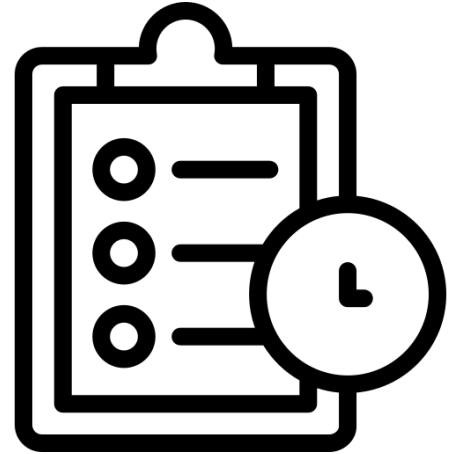
**Webinar 6: Data Visualization,
December 18th at noon**

New webinar series!

- The Nuts and Bolts of Evaluation for Community Organizations
- Multi session series
- June – December 2020
- Practical aspects of conducting evaluation
- Free continuing education credits for social workers
- View past recordings: <https://ssw.umich.edu/offices/program-evaluation/events>

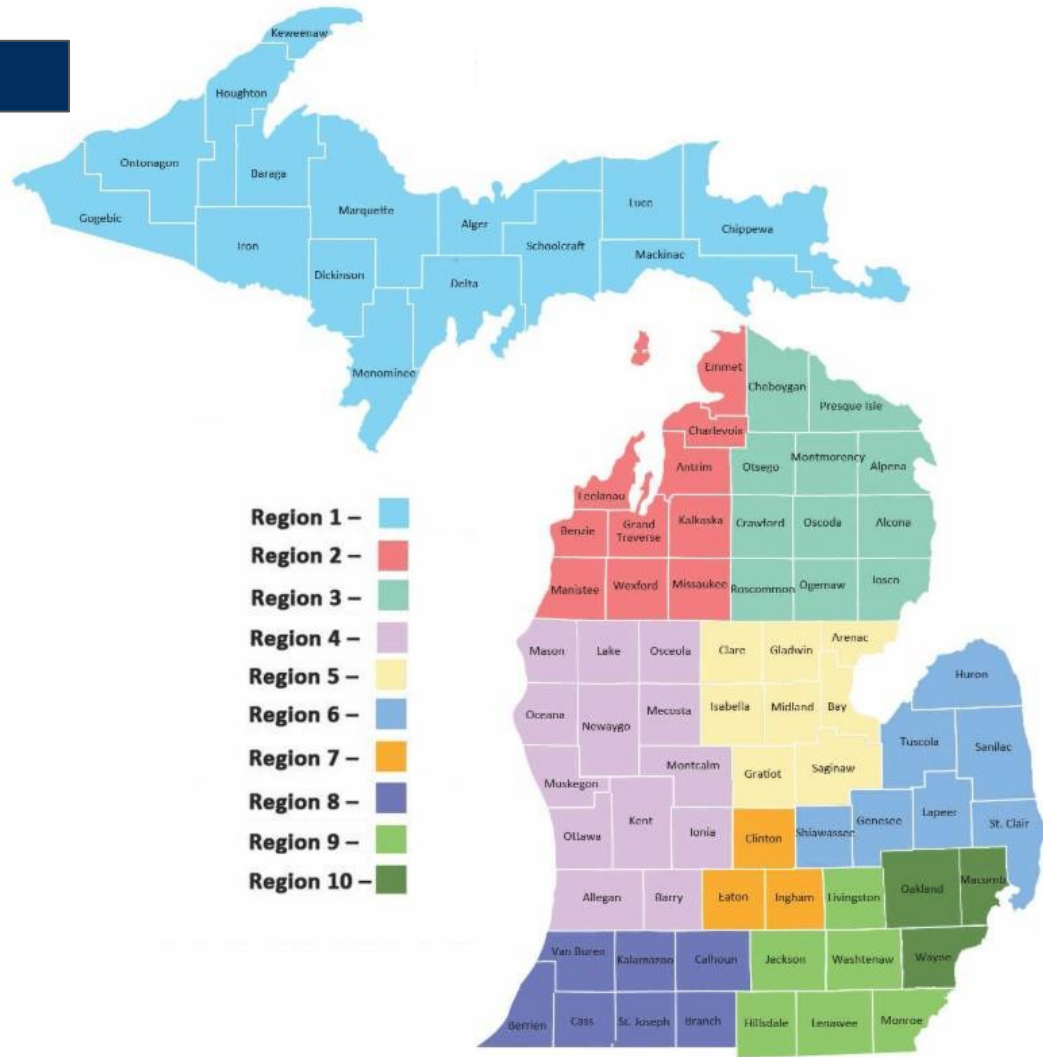
Agenda

1. Introductions
2. Survey Basics and Review
3. Identifying Population and Format
4. Developing Survey Questions
5. Testing Your Instrument
6. Questions and Answers



POLL: Where do you live?

Don't live in Michigan? Tell us where in the chat box!



POLL: What sector best describes your affiliation?

1. Business
2. Community development
3. Community member
4. Criminal justice / juvenile justice
5. Education
6. Evaluation
7. Government
8. Healthcare / public health
9. Human services
10. Other (write in the chat box!)



POLL: What is your experience level with survey design?

Novice

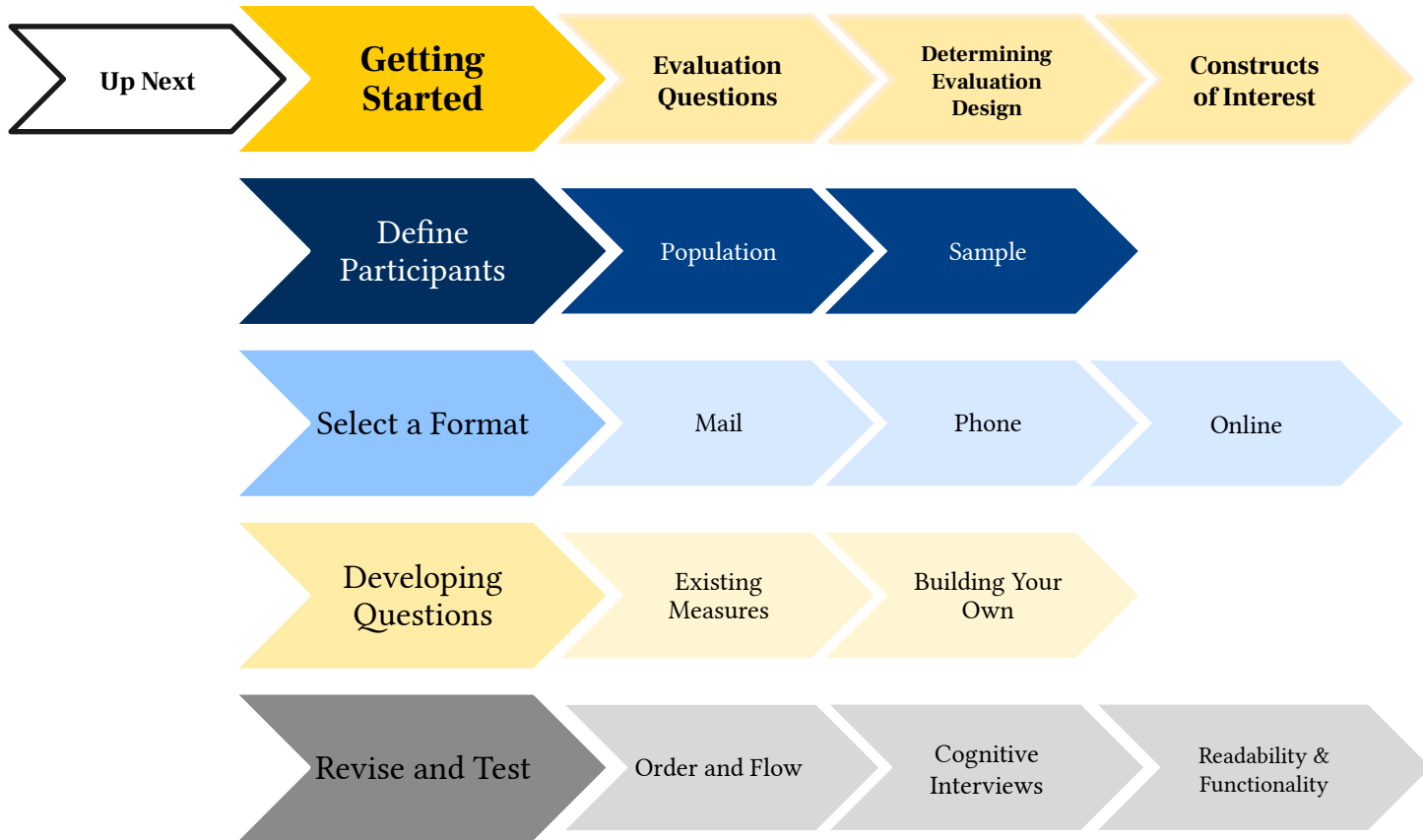
Beginner

Competent

Proficient

Expert

Survey Design Overview



Advantages of Surveys

Reliability

Surveys are standardized with the exact same questions and phrased the exact same way for all participants.

Versatility

Surveys can be used by all kinds of people in all kinds of professions.

Cost-Effectiveness

Surveys can be inexpensive to administer.

Generalizability

Cost-effectiveness allows for a larger sample which means it will be more representative of your population you are evaluating.



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Disadvantages of Surveys



Inflexible

Can be difficult to adjust or change questions once administration begins.

Lack of Depth

Difficult to ask anything other than general questions that a broad range of people will understand.

Response Rates

Low response rates introduce nonresponse bias.

Ballot Stuffing

Participants might take a survey multiple times.

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Determining Evaluation Design

Needs Assessment

Determines if people require the service that you want to provide and if it will appropriately address their needs.

Process Measures

Determines whether a program has been implemented as intended.

Outcome Measures

Measures program efforts by assessing the outcomes that the program is trying to address.

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Statement of Purpose

Some Key Questions

Who will use the information generated?

What issue or project will you be looking at?

What decision will it inform?



Example

“This survey will provide our program director with data to make modifications to our mental health services.”

Constructs of Interest

Maintain Consistent Focus

Statement of Purpose and Survey Purpose should be the basis for making your questionnaire and its constructs.

Questionnaire should be an integrated whole in which each section and every question serves a clear purpose related to your evaluation goals.

Statement of
Purpose

&

Evaluation
Design



Constructs

Construct

An abstract idea, underlying theme, or subject matter that one wishes to measure using survey questions.

- **Determine precisely how a particular construct will be measured.**
- Numerical representation allows for systematic data collection on processes and phenomena that are not directly observable.
- Decreases subjectivity and increases reliability
- Use existing knowledge or develop your own scales or questionnaires.

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Constructs of Interest

**Social
Anxiety**



Intensity of physical anxiety
symptoms in social situations



Number of recent behavioral
incidents of avoidance in crowded
places



Liebowitz Social Anxiety Scale

Construct

An abstract idea, underlying theme, or subject matter that one wishes to measure using survey questions.

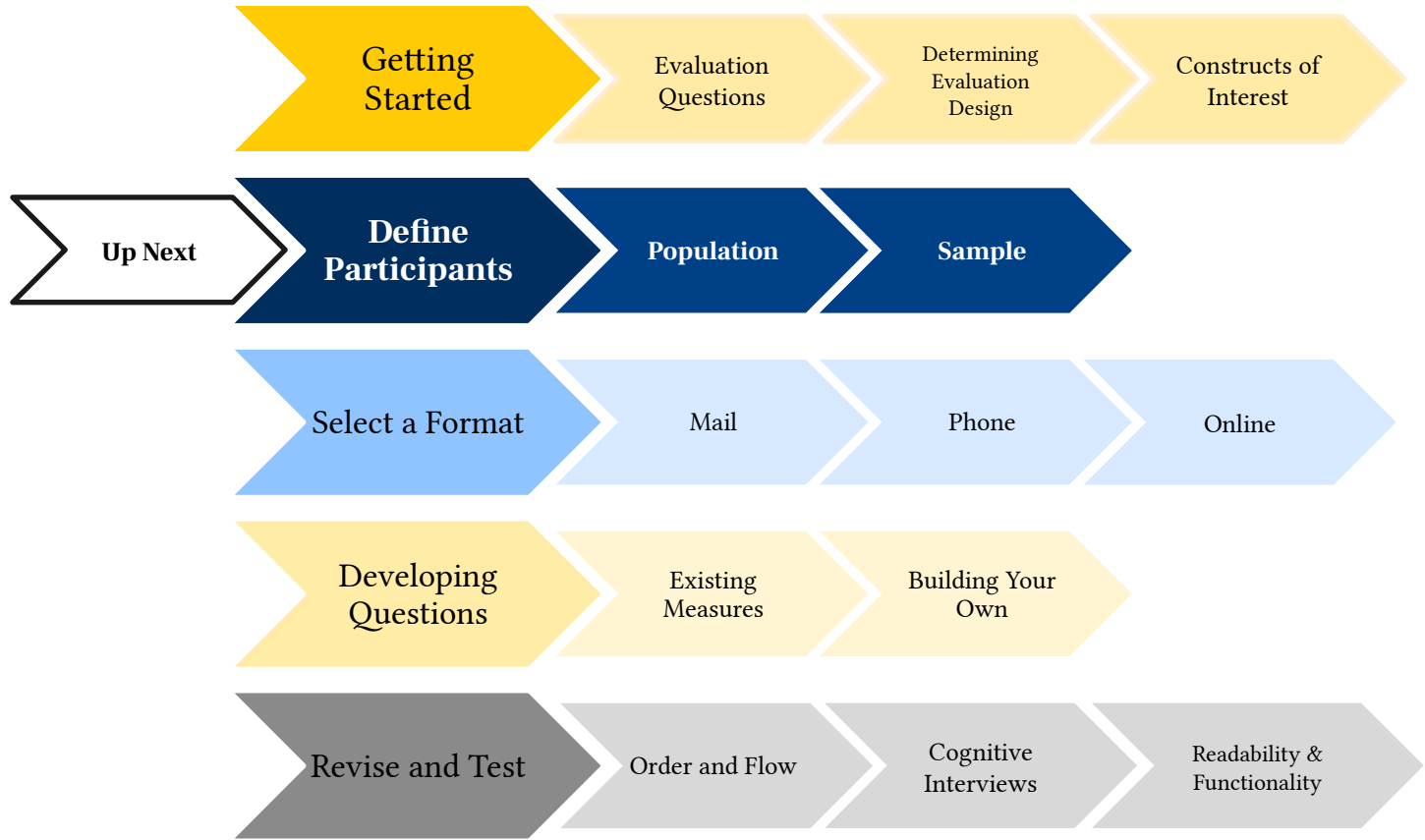
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Survey Design Overview



Getting Started

Evaluation Questions

Determining Evaluation Design

Constructs of Interest

Up Next

Define Participants

Population

Sample

Select a Format

Mail

Phone

Online

Developing Questions

Existing Measures

Building Your Own

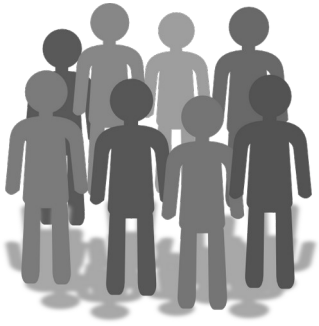
Revise and Test

Order and Flow

Cognitive Interviews

Readability & Functionality

Defining Your Population and Sample



Population: All of the individuals and/or groups that are under investigation for the evaluation.

Sample: A representative portion of the population that is participating in the evaluation.

Defining Your Population and Sample

Who are we studying?



What population specifically is in consideration for our evaluation?

Example: Clients who received service from January 1, 2020 – December 31, 2020.



What information/data do we need to complete our evaluation?

Example: Qualitative or Quantitative



How can we confirm that of our sample is representative of the population and provides data consistent with our goals?

It's helpful to specifically and concisely define the population under investigation.

Population Considerations

Communication

- What type of communication is the population comfortable with?
- Is the population equipped to understand and respond to survey questions?

Accessibility

- Does the population have access to the internet?
- Does the population have a landline or primarily use cell phones?
- To what degree is the population inconvenienced?

Equity

- Who are we not reaching?
- Is requested information sensitive?
- Are all questions necessary?

Understanding the population's vulnerabilities limits adverse effects



What kind of sampling best fits your evaluation?

- Random
- Voluntary Response
- Convenience



How large does the sample need to be?

- Is there a required size for data analysis?
- What volume of responses do evaluators have the capacity to handle?
- How many responses are possible given time constraints and budget?

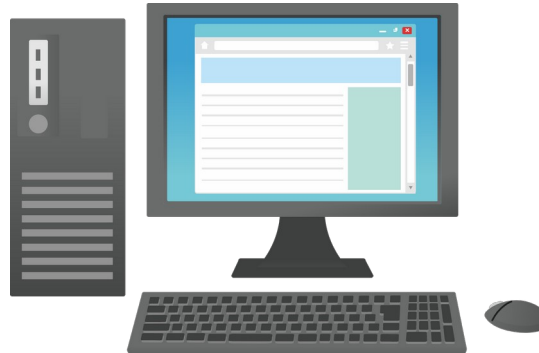
Is the sample representative of the population?

- What information do we know about the population's demographics?
- What members of the population are most/least likely to respond?
- Are questions asked in a way that encourages open and honest answers?

Survey Design Overview



Choosing a Format



Consider your population's age, education level, language and culture.

The timeline and budget of your evaluation may limit format options.

It is important to decide early in the evaluation how you will store your data. How can the survey format facilitate that process?

Mailed Surveys

Paper surveys administered and distributed through the mail.



Advantages

- Flexibility of survey length and content
- Clients can respond anonymously
- Convenient for clients to fill out and submit on their own time

Disadvantages

- Postage can be expensive
- Evaluators must input data received
- Response time is variable
- Less control on clients' responses (consistency and legibility)

Equity!

- Is your population likely to be housed?
- Are your questions understandable to someone at an 8th grade reading level?
- Do any questions reveal unnecessary personal information?

Phone Surveys

Surveys may be conducted by calling the target populations to conduct one-on-one interviews.



Advantages

- Inexpensive to make a large volume of calls
- Clients may give more honest answers not being face to face
- Opportunity for clarification of questions and answers

Disadvantages

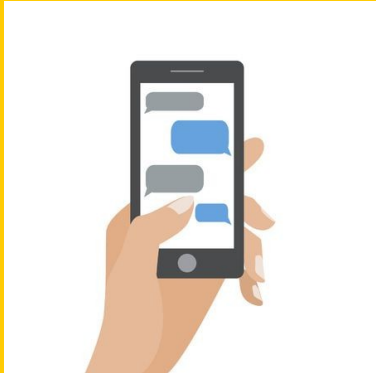
- Limited to clients owning a landline/cell phone
- Limited hours of client availability
- Requires individuals dedicated to conducting surveys

Equity!

- Will interviewees feel comfortable answering honestly?
- What time of day are you calling the population?
- Could the privacy of the respondent be breached by caller ID?

Online Surveys

Online surveys can be administered to clients through various forms of online media and messaging.



Advantages

- Ability to fix or change aspects of survey
- Fast delivery and response time
- Data is already online and easier to analyze or manipulate

Disadvantages

- More difficult to ensure anonymity
- Possibility of technology errors or difficulties
- Limited population of users

Equity!

- Is your population comfortable with technology?
- Are you able to ensure anonymity with your platform?
- Does the format allow respondents to comprehensively answer each question?

Text Message Surveys



Follow the link in the chat to check our past webinars!

Comparing Survey Platforms



Follow the link in the chat to check our past webinars!

Pulse Check: How are you feeling?

Confused

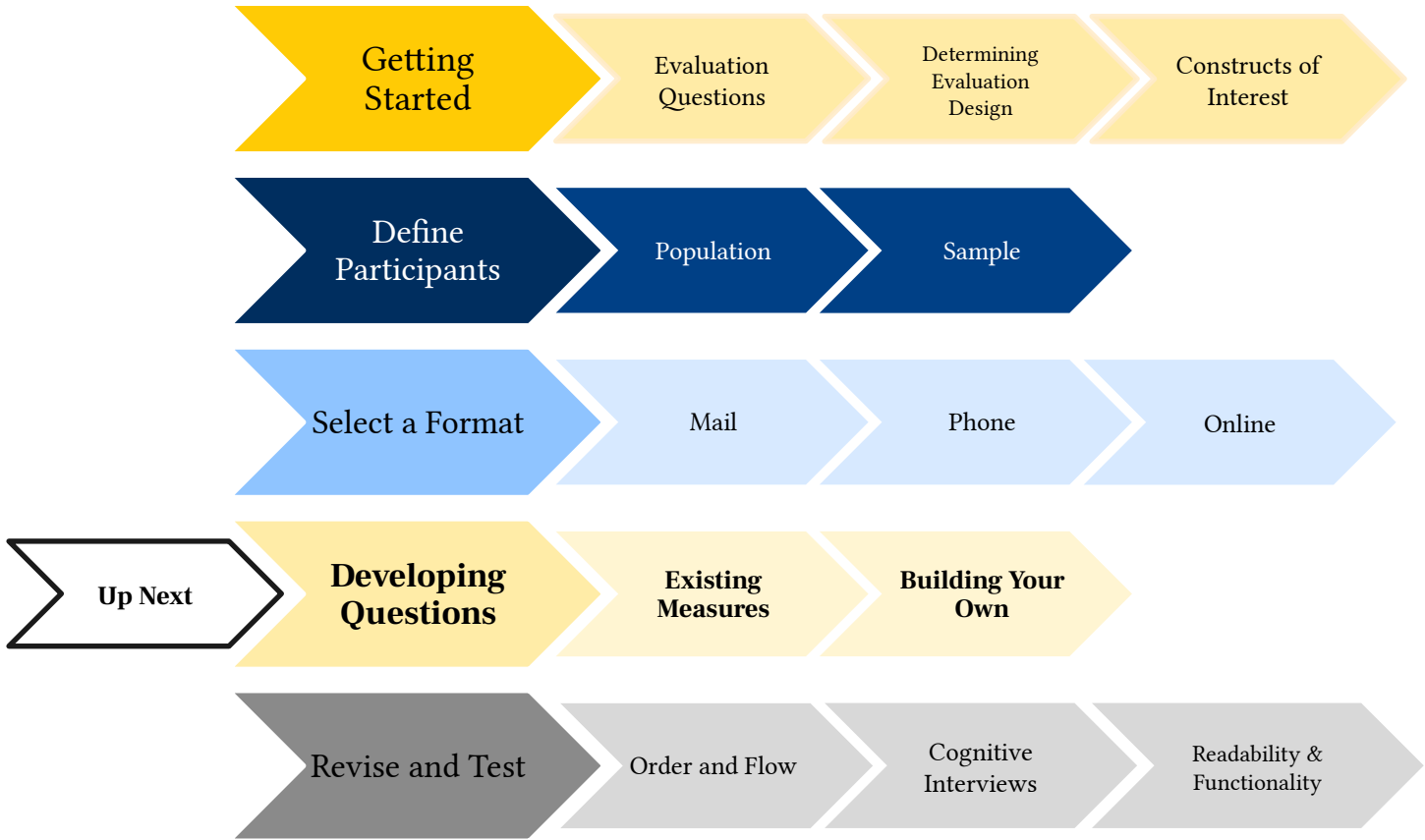
Overwhelmed

Relaxed

Engaged

Excited

Survey Design Overview



Developing Survey Questions

Keep in mind there are many **OTHER** approaches to utilize!



Utilize standardized scales

Adapt or modify questions

Develop new questions from scratch

Looking for Existing Measures



Journal articles

PsycINFO

PubMed

Google Scholar



Colleagues



Faculty



Google

Finding a Measure with PsycINFO

Find a Test or Measure

1. Select the **Multi-Field Search** link.
2. Enter the name of the measure or test, e.g., **Social Anxiety**.
3. Select **Tests & Measures** from the drop-down menu.
4. When the “**appended**” notation is indicated, you have access to questions from tests in the journal article.

The screenshot displays the EBSCOhost search interface. At the top, it shows 'Searching: APA PsycInfo | Choose Databases'. The search input fields contain 'social anxiety' and 'measure', with 'AND' operators between them. A 'Search' button is visible. Below the search fields are options for 'Select a Field (optional)', 'Create Alert', and 'Clear'. The interface also includes navigation links for 'Basic Search', 'Advanced Search', and 'Search History'. On the right, there is a 'PROVIDED BY M LIBRARY' logo.

Refine Results

Search Results: 1 - 20 of 5,187

Relevance ▾ Page Options ▾ Share ▾

Current Search

Boolean/Phrase:
social anxiety AND measure

Limit To

- Peer Reviewed
- Exclude Dissertations
- Linked Full Text

1. Evaluating the reliability of attention bias and attention bias variability **measures** in the dot-probe task among people with **social anxiety** disorder.

Academic Journal

Molloy, Anthony; Anderson, Page L.; Psychological Assessment, Vol 32(9), Sep, 2020 pp. 883-888. Publisher: American Psychological Association; [Journal Article]

The dot-probe task is a widely used experimental paradigm that evaluates attention biases within **anxiety** disorders. Considerable research has focused on improving the reliability of dot-probe sco...

Subjects: Anxiety Disorders; Social Phobia; Test Bias; Attentional Bias; Test-Retest Reliability; Adulthood (18 yrs & older); Young Adulthood (18-29 yrs); Thirties (30-39 yrs); Middle Age (40-64 yrs); Male; Female

[HTML Full Text](#) [PDF Full Text](#)

Finding a Measure with Google Scholar

Google Scholar social anxiety AND measure SIGN IN

Articles About 3,380,000 results (0.12 sec)

- Any time**
Since 2020
Since 2019
Since 2016
Custom range...

Sort by relevance
Sort by date

Include patents
 Include citations

Create alert
- [HTML] The psychometric properties of the Interpersonal Sensitivity Measure in social anxiety disorder**
GC Harb, [RG Heimberg](#), [DM Fresco](#)... - Behaviour research and ... 2002 - Elsevier
Abstract The Interpersonal Sensitivity Measure (IPSM) was developed to assess hypersensitivity to interpersonal rejection, a suggested trait of depression-prone personality (Aust NZ J Psychiatry 23 (1989) 341). Although studies of the IPSM and interpersonal ...
☆ All 13 versions Web of Science: 68

[HTML] sciencedirect.com
Availability at [UMichigan](#)
- [HTML] Age and gender differences in social anxiety symptoms during adolescence: The Social Phobia Inventory (SPIN) as a measure**
K Ranta, R Kattiala-Heino, AM Koivisto, [MT Tuomisto](#)... - Psychiatry ... 2007 - Elsevier
The aim of the present study was to examine age and gender differences in social anxiety symptoms during adolescence, and to investigate the psychometrics of the Social Phobia Inventory (SPIN) among adolescents. The SPIN was administered to a large general ...
☆ All 10 versions Web of Science: 54

[HTML] sciencedirect.com
Availability at [UMichigan](#)
- Attentional biases to internal and external sources of potential threat in social anxiety.**
[SL Pineles](#), S Mineka - Journal of abnormal psychology, 2005 - psycnet.apa.org
... Further, because the groups were selected on a social anxiety measure, we do not know whether the bias toward heart-rate information is specific to social anxiety. The final limitations of the study involve the stimuli involved ...
☆ All 13 versions Web of Science: 100

[PDF] academia.edu
Availability at [UMichigan](#)
- [HTML] A self-report measure of subtle avoidance and safety behaviors relevant to social anxiety: Development and psychometric properties**
S Cumming, [RM Rapee](#), N Kemp, MJ Abbott... - Journal of Anxiety ... 2009 - Elsevier
According to cognitive theories, safety-seeking behaviors are crucial in both the maintenance and management of social anxiety. In order to facilitate assessment of these behaviors the Subtle Avoidance Frequency Examination (SAFE) was developed. Three ...

[HTML] sciencedirect.com
Availability at [UMichigan](#)

Quick Tip: Include name of topic of interest (i.e., social anxiety), enter “AND,” and the word: “measure.”

Considerations for New Survey Questions

Relevance to the client group

Ease of administration

Ease of interpretation

Reliability and validity

Sensitivity to change

Resources needed

Survey Question Types

Close Ended

- Multiple choice
- Yes/No
- True/False
- Likert Scale (Rating Scale on Continuum)
 - A type of psychometric response scale with 5 levels/points of agreement (strongly disagree, disagree, neither agree nor disagree, agree, strongly agree).
- Rank Order (respond based on order of preference)

Open Ended

- Narrative response

Keep in Mind

- Close-ended responses require **quantitative** analysis
- Open-ended responses require **qualitative** or **content** analysis.
 - Sorting themes from each response.
 - Making inferences based on response.



Considerations for Survey Language



Avoid jargon,
abbreviations, and
acronyms



Avoid extreme
language



Tied to established
Statement of Purpose



Ensure language is
accessible and
culturally relevant to
intended audience

What Makes Good Response Choices?



**Mutually
Exclusive**

Poor example: How often do you check your email in a day?

Overlapping answer options: A. 0-1 time | B. 1-2 times

C. 2-3 times | D. More than 3 times



**Collectively
exhaustive**

Poor example: How would you like to receive training opportunity emails from our agency in the future? Select all that apply:

a) Mail b) Newspaper C) Email



Balanced Scales

Poor example: How was the training program?

Unbalanced scale: Okay | Good | Fantastic | Unforgettable | Mind-blowing



**Specific or
Unambiguous**

Avoid “double barreled” questions

Poor example: How would you rate the training content and pace?

Consider Format of the Data Output

Words vs. numbers

Example: How long
have you attended
the program?

Check all that apply
vs. Limited
responses

Example: What are
your concerns?

Data output depends
on the survey
questions you
develop!

Equity Considerations for Developing Survey Questions

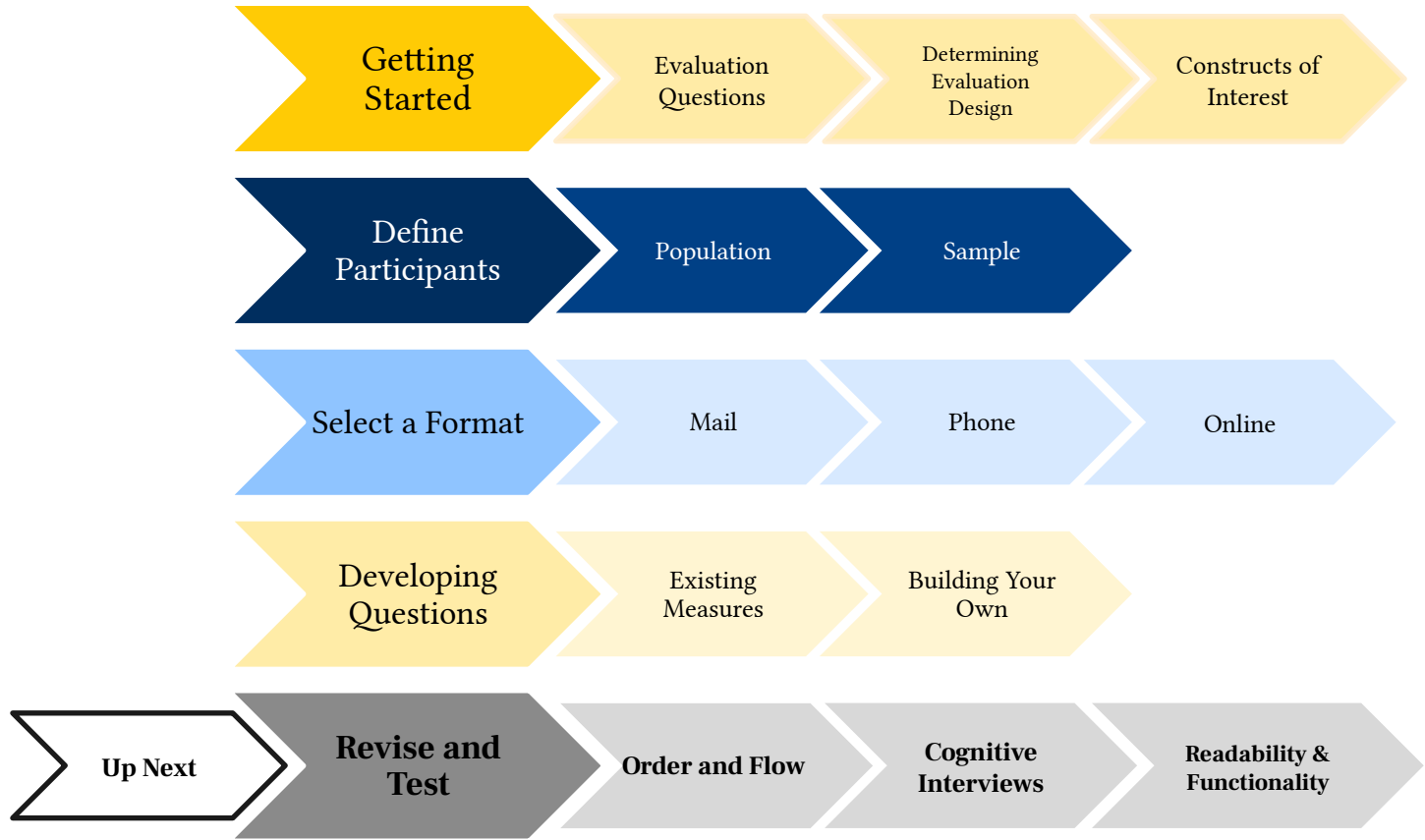


Do you start your survey with simple, non-threatening questions?

Are your survey questions written in a manner that is relevant to your intended audience/respondents?

Do you include answer choices that reflect all groups and identities rather than reinforcing privileged ones?

Survey Design Overview



Revising and Testing Your Instrument

Order and Flow

Cognitive Interviews

Readability and Functionality



Order and Flow

Things to consider:

It can be helpful to place the most important questions in the beginning of the survey.

- Ensures that those questions are answered in case the respondent needs to stop

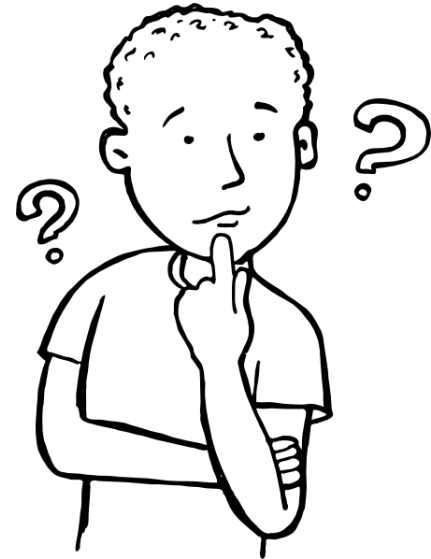
Sensitive and difficult questions are best positioned toward the end.

A survey should flow similar to a conversation. It is important to check the survey for a logical flow of topics.

Cognitive Interviews

Cognitive interviewing is a method of testing the instrument you are using.

- Examines the thought processes of participants
- Used to determine whether questions are understandable and will provide useful data



Piloting Your Survey

Pilot your survey

Ask your client(s) or colleagues to take your survey.

Set up a time to discuss their perceptions of the surveys

- Were the questions clear?
- Did you miss anything?
- Was it burdensome?
- Was language/reading level appropriate?

Refine survey based on feedback

Readability and Functionality

Legibility

User interface

Skip logic

Paper surveys

Readability and Functionality: Legibility

- Is it easy to read?
- Do the colors of the background and text contrast each other enough?
- Is the font large enough?
- Is there enough whitespace?

legibilit

y
legibility

legibility

strongly disagree disagree neutral agree strongly agree



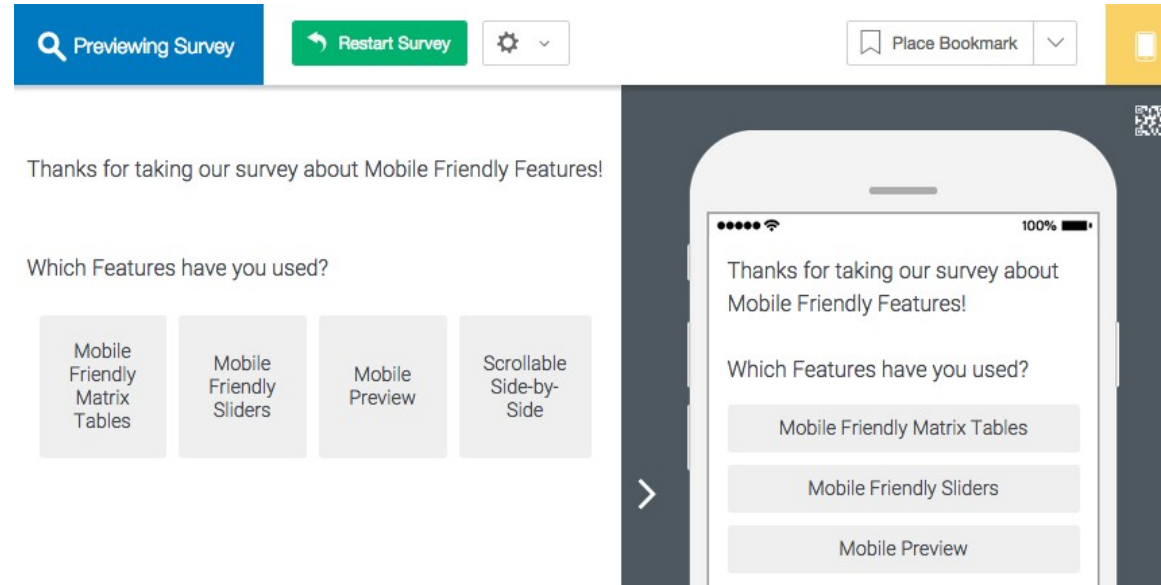
These considerations can help ensure that respondents aren't spending too much energy on trying to read the questions.

Readability and Functionality: User Interface

When testing and revising your survey, consider the following:

- What browser are respondents using?
- What device?

Viewing the survey on multiple platforms may highlight potential issues.



Readability and Functionality: Skip Logic

Skip logic routes respondents to specific questions or sections based on their response to a previous question.

In online surveys, you can usually direct the program to skip automatically. For paper surveys, you will need to add instructions.

Be sure to review these questions for flow and clarity.

Does a feared situation cause you to...

Q1. Yes No always feel anxious?

Q2. Yes No experience a panic attack, during which you suddenly are overcome by intense fear or discomfort, including any of the symptoms:

If you answered "No" to Q2, skip to Q9. ← [skip]

Q3. Yes No Pounding heart

Q4. Yes No Sweating

Q5. Yes No Trembling or shaking

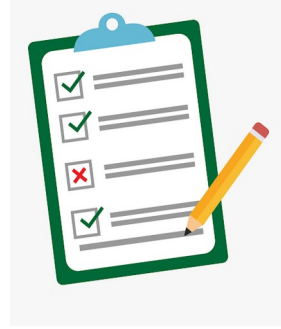
Q6. Yes No Nausea or abdominal pain

Q7. Yes No Choking

Q8. Yes No Chest pain

Q9. Yes No go to great lengths to avoid participating

Readability and Functionality: Paper Surveys



Printed survey considerations

- Ensure all copies of the survey are complete.
- Questions and answers are aligned properly.
- If pages are double-sided, it should be obvious.

Consider data entry

- How will the data be entered? Will surveys be scanned?
- Avoid answer boxes with background colors or non-rectangular shapes.
- Try to keep a clear margin between boxes.
- Consider printing, completing, and scanning the survey as a test.

Equity Considerations

- If there are sensitive questions, are they completely necessary?
- Who should be involved in testing the instrument?
- Surveys should demonstrate cultural competence and contain language that is reflective of the population being studied.
- Interviewers should carefully consider the ways in which the culture of participants influences their responses.

Literature Reviewed

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Elizabeth Thomason & Addie Weaver (2013) Survey Design & Selection in Program Evaluation and Applied Research, Lunch 'n' Learn Series, December 9, 2013

Questions and Feedback



Help us help you!

- Using Excel for Evaluation
- Data Visualization

Please write in the chat box any specific areas you want us to cover within these topics or any ideas for future webinars.



Introducing a new webinar series:

The Nuts and Bolts of Evaluation for Community Organizations

Presented by the University of Michigan School of Social Work Program Evaluation Group

Next Webinar: Using Excel for Evaluation

Date: Friday, November 20th, 2020

Time: 12:00 PM, EST

Stay in Touch!

SSW.PEG.Team@umich.edu

CE Questions

SSW.conted@umich.edu

Past Webinar Recordings

<https://ssw.umich.edu/offices/program-evaluation/events>