STARTING THE CONVERSATION: DATA COLLECTION METHODS

1

Identification → Plan → Data Collection → Data Analysis → Data Use → Identification
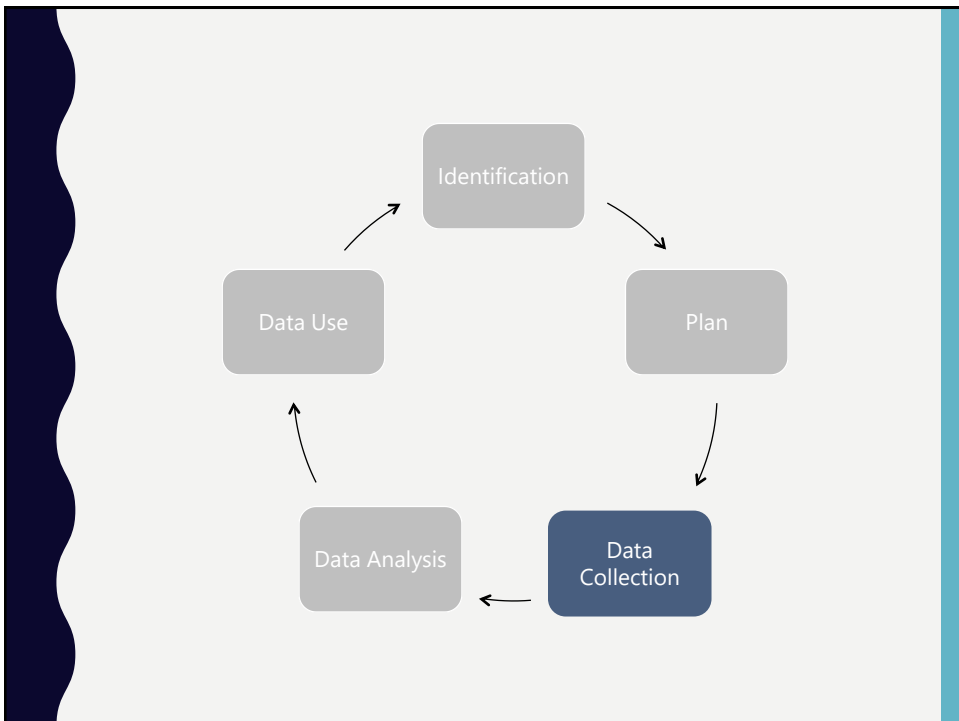
2

GOAL: LEARN 3 DATA COLLECTION METHODS
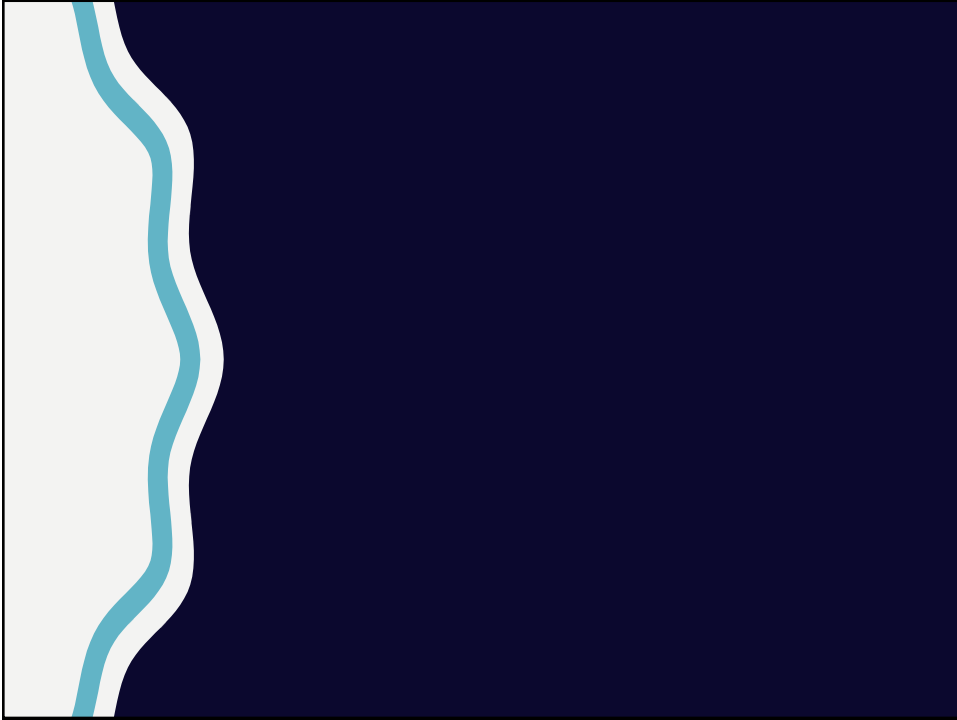
- Interviews
- Focus groups
- Surveys

✓ WHEN to use each
✓ HOW to conduct each

3

GAME - SURVEY, INTERVIEW, OR FOCUS GROUP?

1. One p. 22, read through distinctions of interviews, focus groups, and surveys.
2. For each scenario on p. 23, recommend a data collection method.
3. Jot down your reasoning.

4

5

FOCUS GROUPS
7 DEADLY SINS & WHAT TO DO INSTEAD

YIKES!   **YAY!**

1. 20 people/4 people ➡ 8-12 participants
2. Jump right in ➡ Describe process, build rapport
3. Leading questions ➡ Open questions, probe for detail
4. Judgment ➡ Neutral
5. Talk a lot ➡ Listen, use silence, what else?
6. Everyone agrees ➡ Build or expand perspectives
7. Stay to the plan ➡ Be flexible, explore

6

BONUS ROUND

- ✓ Select objective facilitator
- ✓ Record & transcribe
- ✓ Recognize & appreciate participants

7

CONDUCT THE INTERVIEW

Seeking to improve customer service.

pp. 24 - 25

8

YOUR INTERVIEW - DEBRIEF

9

SURVEYS

10

SURVEY DESIGN

11

DESIGN

- Logical layout
- Titles, lead-ins, closing statement
- Test online
- Pretest with target population

12

WRITING GOOD QUESTIONS

Yes!
- ✓ Simple, accessible language
- ✓ Answer choice for every respondent
- ✓ Close-ended questions
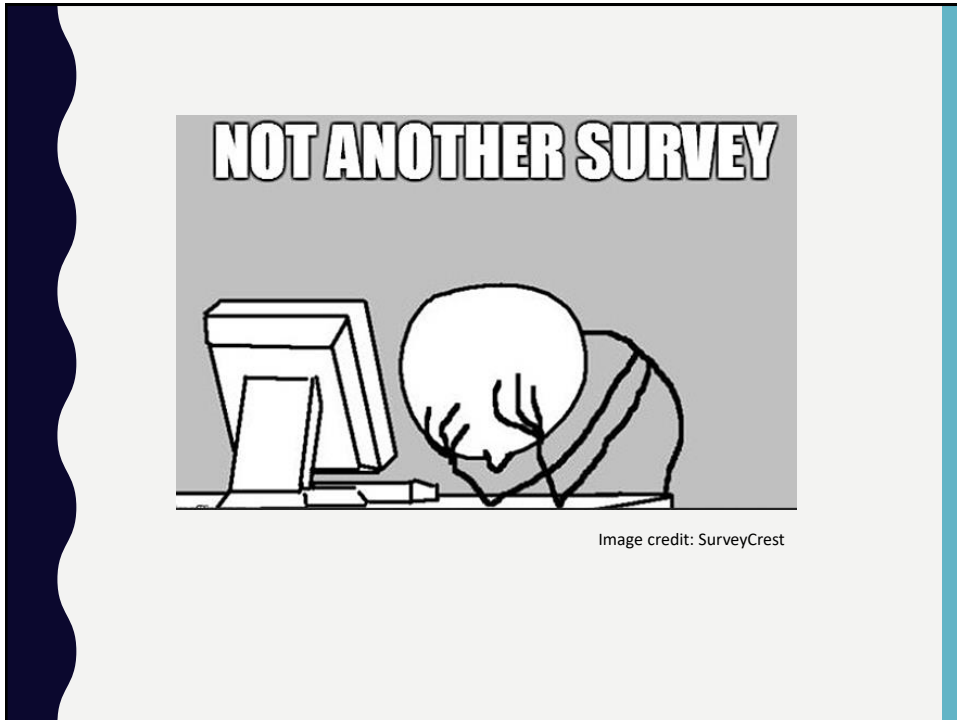- ✓ Mutually exclusive response choices
- ✓ Rating

No!
- ✗ Jargon, acronyms
- ✗ Double-barreled questions/ response choices
- ✗ Leading questions
- ✗ Ranking

13

ACTIVITY

- Review pp. 26-27

- With the people at your table, critique the survey based on the tips found on pp. 26-27

  - What is wrong with the survey?
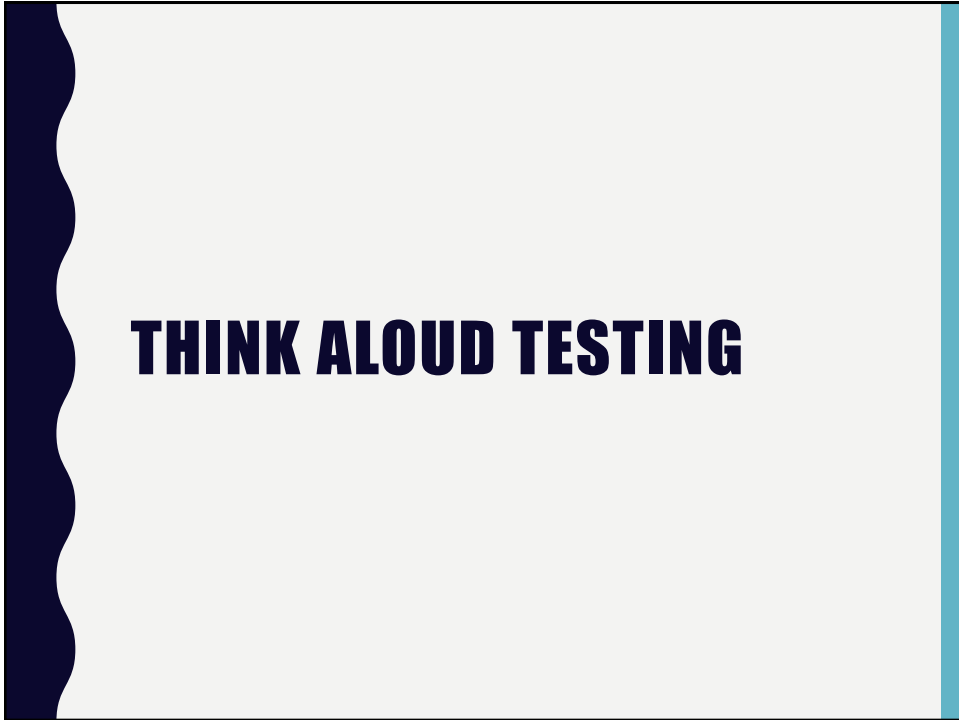
  - What would you do to improve it?

14

Image credit: SurveyCrest

15

TIPS FOR AVOIDING SURVEY FATIGUE

➢Don't survey often

➢Keep it brief

➢Explain the purpose

➢Have fun!

16

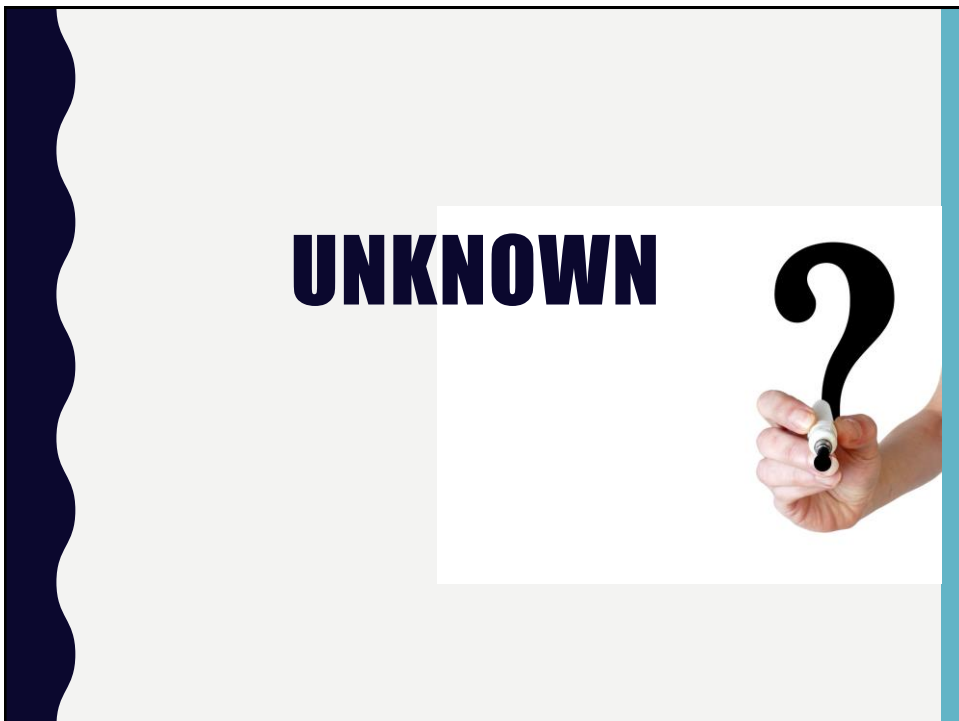# THINK ALOUD TESTING

17

OPEN-ENDED QUESTIONS

18

19

UNKNOWN

20

What didn't we ask about that you'd like to tell us?

21

This event shows that the state of Colorado supports early literacy.

The book choice was great!

Several of our branches could have given away more English books…

22

EXPLANATORY

23

We value your input. Please take a minute to tell us about why you rated the workshop as you did.

24

25

26

Do you have a story? Please share with us how this experience helped you discover and learn at a Colorado State Park.

Check Out Colorado State Parks
Ask about Reserving Your Free State Parks Pass and Backpack Here

27

The Check Out CO State Parks pass from my library encouraged me to visit a park that, although it is less than an hour from where I live, I had never been before. The park was absolutely gorgeous, the rangers knowledgeable and kind, and the all-around experience excellent!

I didn't know anything about the kids programs some of the state parks offer. We are new to USA. I'm looking forward to the education programs about wild animals...so important to know these things.

The pass is wonderful and a great idea for any family unable to afford much of anything such as our family. We do plan on buying a pass as soon as it is in the budget.

28

29

30

Question:

Group ID
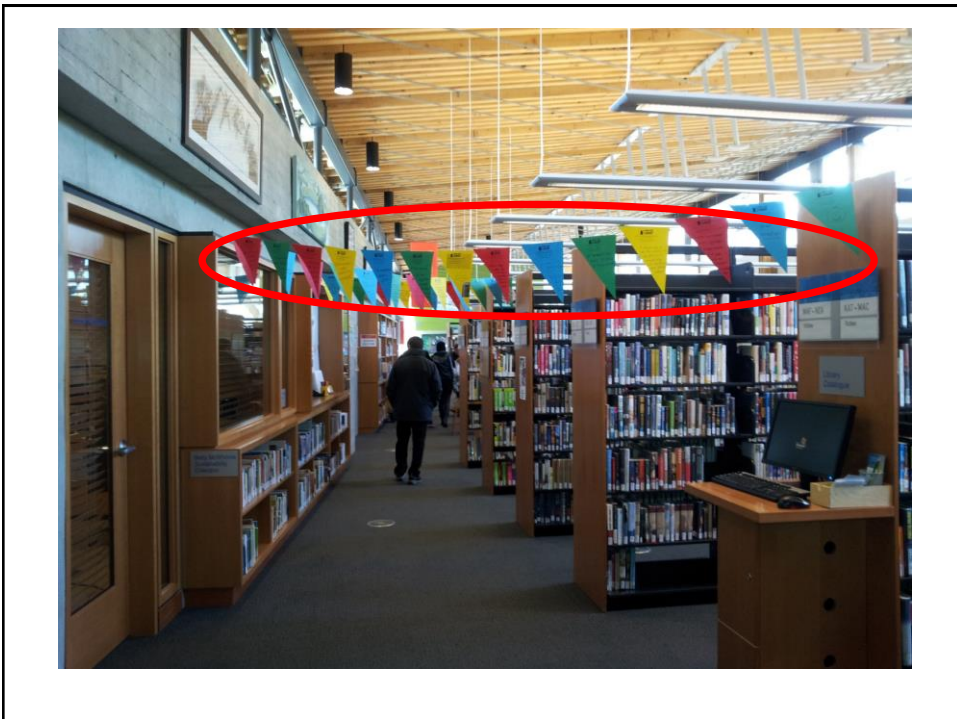
31

TO DO:

- **As a group:**
  - **Write a question**
  - **Post it on the wall**

- **Individually:**
  - **Answer at least 3 questions <u>before</u> lunch tomorrow**

32