Survey Design for Community Members

USF PathED Collaborative
Stakeholder Research Capacity Building Workshop Series
Agenda

• Introductions
• Survey Basics
  • Surveys in Non-Profit Settings
  • “Research” Surveys
• Design Considerations
  • What questions you’re asking
  • Developing & selecting items
• Administration
Acknowledgements & Funding

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Survey Basics
What’s a Survey?

• Many survey types, including:
  • Questionnaires
  • Battery of measures
  • Feedback forms
  • Interviews

• Kinds of questions
  • Open-ended
  • Close-ended
    • Sorting & ranking
    • Agreement
    • Yes/No

• Administration
  • Internet
  • Tablet/computer
  • Paper
  • Automated phone
  • Live phone
  • In-person
Non-Profit Use of Surveys

• **Program evaluation and QI:**
  - Measures mandated by funders/governmental oversight bodies
    - Typically clinician reported
  - Client satisfaction
  - Client feedback
  - Satisfaction with trainings/events
  - Community/stakeholder needs assessment

• **Common features:**
  - Lots of novel questions/response scales
  - Few “validated” research measures
  - Pre-post measures that cannot be linked
  - Type and form of data collected dictated by (non-research) funders
Distinguishing features

- **Capture respondent context:**
  - Who respondents are: e.g. gender, age, race, diagnoses, socioeconomic status, intensity of service use, history of trauma

- **Use “psychometrically validated” measures wherever possible:**
  - Measures that have been studied to assess:
    - **Validity** = measuring what we think we’re measuring and in a comprehensive way
    - **Reliability** = consistency of a measure (same person at different time points, different people rating the same thing)
    - Other ‘psychometric qualities’ = measure not subject to ‘ceiling’ or ‘floor’ effects, items grouped together are closely related, distinct from other measures or concepts (e.g. recovery versus hope)
Research Batteries Cont’d

• **Linkage:**
  • Surveys/Measures administered at different times to the same participant can be linked

• **Concern with bias:**
  • Are the participants completing the survey representative of the larger population?
    • E.g. 10 out of 100 clients who complete a satisfaction questionnaire
  • Are questionnaires administered in a way that minimizes self-report bias?
    • E.g. Clinician report measures if/when clinicians under pressure to document impact/effectiveness?
    • E.g. Client report measures completed in front of treating clinicians and handed back to them?

• **Satisfaction measures**
  • Are respondents empowered enough to report concerns? Are they aware of alternatives or in a position to make comparisons? Does satisfaction necessarily mean a program is a success?
Activity!

Small groups breakouts (10 minutes):

Generate:

(1) Look over the surveys/questionnaires brought to the workshop

(2) In what ways do they include ‘research’ oriented features?

(3) Can you identify any limitations from a research perspective?

(4) Discuss
Design Considerations
What are the questions you’re asking?

• **Descriptive questions**
  • How many clients experienced X
  • What are the rates of ACEs within our client population
  • What is overall satisfaction with Y program

• **‘Inferential’ questions**
  • How does X compare to Y in effectiveness?
    • How do outcomes for one program compare to another?
  • How does X predict Y
    • How does a history of trauma predict response to treatment?
  • Group comparisons
    • How do outcomes for minority clients compare to white clients?
Activity!

Small groups breakouts (10 minutes):
Generate:
(1) 3 descriptive questions
(2) 3 inferential questions
(3) Discuss
Developing & selecting items

• **Single items vs. multiple items to capture the same construct**
  • Consideration: time to complete/administrative burden

• **How objective are the questions?**
  • Consideration: how much does this matter?

• **To what extent do the questions fit the target population?**
  • E.g. do ‘adult’ questions fit a youth population? Do they fit the target program?

• **Pros & cons of different kinds of outcome measures/metrics**
  • And different ways of capturing outcomes (e.g. patient reported vs. clinician reported)

• **Process versus outcome measures/domains**
Measure Repositories

- NIH PhenX Mental Health Measures directory: https://www.phenxtoolkit.org/collections/mhrc
Activity 1

Small groups (10 minutes)

(1) Review example surveys/questionnaires

(2) Identify strengths & weaknesses of the measures

(3) Pros & cons of administration (feasibility, burden)

(4) Discuss!
Activity 2

Small groups (10 minutes)
(1) Decide on a domain
(2) Search PhenX
(3) Check other databases
(4) What did you find/learn?
Survey Administration
Options

Medium
• Online
• On the phone
• In person
• Mail in
• Paper with self-addressed stamped envelope

Other Considerations
• Compensation
• Direct clinician access

Discuss Pros & Cons