

The Design and Use of Inclusive Surveys in Arts Programs

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January 10, 2017

VSA Webinar Series

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KENNEDY
CENTER**

What is a Survey?

- Defined as a method of gathering information.
- Useful when collecting information about:
 - Relevance
 - Effectiveness
 - Efficiency
 - Impact
 - Sustainability

Steps for Developing a Survey

- Identify the goal of the survey
- Develop questions and responses
- Pilot test questions
- Re-evaluation each question

Example: Research and Evaluation

What factors influence student engagement at performances?

| | |
|---|----------------------|
| P | Prior Knowledge |
| E | Expectations |
| E | Emotional Connection |
| R | Relation to Lives |



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1. What is your grade level?
2. Are you learning English as a second language in school?
 Yes
 No
3. Have you ever taken music lessons (on an instrument or singing)?
 Never
 In the past, but not now
 Yes, and I still do
4. Have you ever been to a music performance or music rehearsal in a theater?
 Yes
 No

Big Ideas

- Simple questions, avoid confusion
- Clearer response options, get more accurate answers.
- Good design, is good design for everyone.

Learning Goals

Participants will understand basic survey design elements of:

- Item Writing: Clarity, word choice, and language supports
- Response Options: Selecting appropriate categories/scale
- Universal Design: Considerations for accessibility and inclusion

Item Writing



Clearly Wording the Survey Items

- Use words that are easily understood by most respondents.
- Be specific with time reference terms.

Clearly Structuring the Survey Items

- Create short, precise, and complete sentences.
- Avoid asking questions that might bias the responses.
- Ask one question at a time.
- Avoid double negative questions.

Example

Identifying the clearest question and response option.

a) In the last school year, how much time did you spend on professional learning activities that are important for your professional development:

- 20%-40%
- 40%-60%
- 60%-80%
- 80%-100%

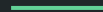
b) In the last school year, how much time did you spend on professional learning activities:

- 20%-39%
- 40%-59%
- 60%-79%
- 80%-100%

Item Writing Resource

- Lloyd, S. (2013). The 10 commandments for writing outstanding survey questions. Retrieved from <https://www.qualtrics.com/blog/good-survey-questions/>.

Response Options



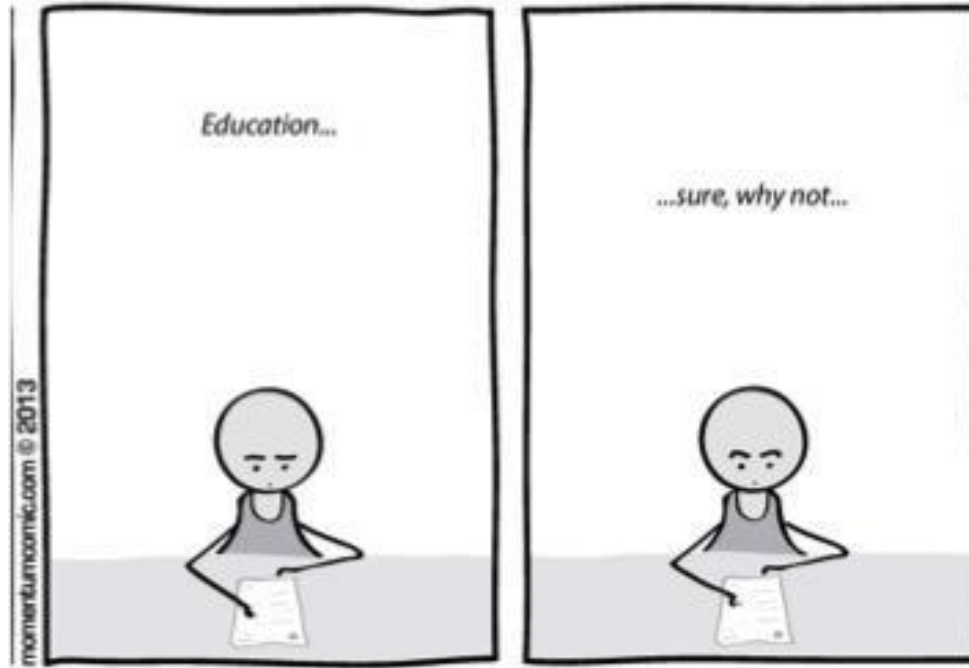
Response Options: Closed-Ended Questions

- Scale rather than yes/no (We like variability!)
- Response options should be mutually exclusive and exhaustive
- Balance both ends of the attitudinal spectrums
- Try not to list more than six response options, if possible

Response Options: Open-Ended Questions

- Use very few items
- Don't ask for very detailed information

Open-ended versus Closed-ended Items



Response Scale Resource

- Dillman, D. (2000). *Mail and Internet Surveys: The Tailored Design Method*. New York: John Wiley and Sons, Inc.
- Henning, G. (2007). Ordered response options. Dartmouth College. Available at http://www.dartmouth.edu/~oir/docs/Ordered_Response_Options.doc.
- Kiernan, N. E. (2004). Useful Categories: Tipsheet #44, University Park, PA: Penn State Cooperative Extension. Available at <http://extension.psu.edu/evaluation>.

Other Suggestions

- Include purpose of the survey at the beginning
- Include a thank you note in the survey
- Avoid long instructions or definitions
- Avoid asking sensitive questions in the beginning
- Standardize the survey format
- Group questions with same response options
- Incentivize participants for completing survey, if possible

Universal Design

Including Everyone

Universal Design for Evaluation
Checklist, 4th Edition. (2013)

Jennifer Sullivan-Sulewski, & June
Gothberg

Universal Design

Design “...products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.”

–Ron Mace <http://udinstitute.org/whatisud.php>

→ **Universal Design for Evaluation Checklist**,
4th Edition. (2013). Jennifer Sullivan-
Sulewski, & June Gothberg



Principle One: Equitable Use

The survey design is useful and marketable to people with diverse abilities.

- To the greatest extent possible, the survey represents the participant population.

| | Student Population | % with IEP/504 Plan | % English learners |
|--------|--------------------|---------------------|--------------------|
| School | 400 | 10% (40) | 21% (84) |
| Sample | 292 | 10% (29) | 21% (61) |

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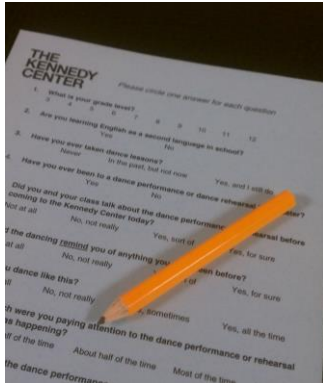
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- Instructions and informed consent materials are simple and accessible with alternate formats available.
- Respondents understand the plan for data use and dissemination.

Principle Two: Flexibility in Use

The survey design accommodates a wide range of individual preferences and abilities.

- Include a variety of data collection tools to accommodate communication preferences or needs.



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 Yes
 No



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Instrucciones de la encuesta

Kennedy Center desea saber lo que has pensado y sentido acerca del espectáculo de hoy. Para ello te invitamos a responder una encuesta.

- Primero, esto no es un examen. No hay respuestas correctas o incorrectas, solo tus respuestas.
- Por favor tómate tu tiempo para leer cada pregunta cuidadosamente y pensar en ella antes de responder.
- Si necesitas ayuda—por ejemplo leyendo o entendiendo la encuesta, usando el iPad, o tienes alguna pregunta—por favor levanta la mano y alguien te ayudará.
- Cuando hayes terminado, por favor presiona LISTO, da vuelta el iPad, y sientate en silencio.
- Recogeremos sus iPads mientras forman una sola fila.

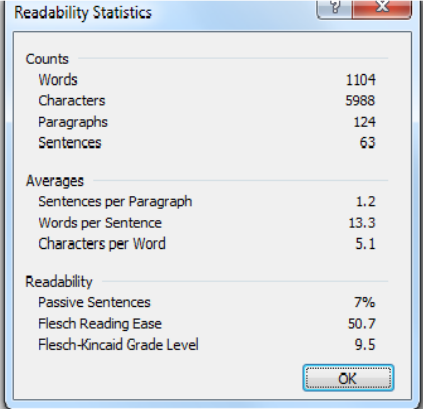
¿En qué grado estás?

2. ¿Estás aprendiendo inglés como segunda lengua en la escuela?

Principle Three: Simple and Intuitive Use

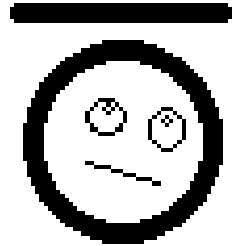
Design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.

- Eliminate unnecessary complexity.
- Is available to people with a variety of reading levels and backgrounds.
- Use simple language, concrete questions, and show cultural competency.
- Are free from acronyms, jargon, slang, and colloquial terms.



A screenshot of a software dialog box titled "Readability Statistics". The dialog box contains a table of readability metrics. The table is organized into three sections: "Counts", "Averages", and "Readability". Each section lists a metric and its corresponding value. At the bottom right of the dialog box, there is an "OK" button.

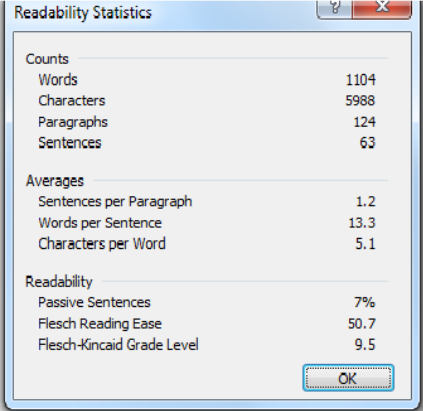
| Counts | |
|----------------------------|------|
| Words | 1104 |
| Characters | 5988 |
| Paragraphs | 124 |
| Sentences | 63 |
| Averages | |
| Sentences per Paragraph | 1.2 |
| Words per Sentence | 13.3 |
| Characters per Word | 5.1 |
| Readability | |
| Passive Sentences | 7% |
| Flesch Reading Ease | 50.7 |
| Flesch-Kincaid Grade Level | 9.5 |



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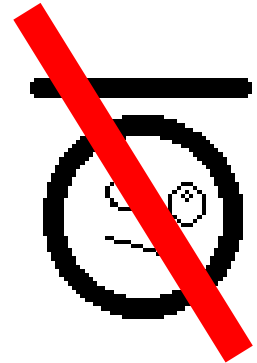
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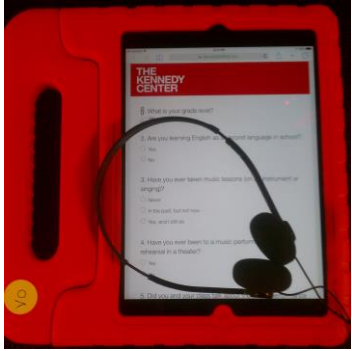


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OK



Principle Four: Perceptible Information



The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.

- Sensory issues are addressed.
- Multiple media options are used to present information.



Principle Five: Tolerance for Error

The design minimizes hazards and the adverse consequences of accidental or unintended actions.

- Instruments and protocols are pilot tested with participants who resemble your target audience.
- Avoid lengthy instructions keeping them to 12 words or less.
- Avoid confusing instructions.

Principle Five: Tolerance for Error

The design minimizes hazards and the adverse consequences of accidental or unintended actions.

- Allow verbal or written responses outside the standard instrument.
- Include optional probes or explanations to make questions accessible to a wider audience.
- Online options are available to save and return later.

Universal Design for Evaluation Resource

- Sullivan-Sulewski, J., & Gothberg, J. (2013). *Universal Design for Evaluation Checklist, 4th Edition*.

<http://aea365.org/blog/dovp-week-jennifer-sullivan-sulewski-on-universal-design/>

Reflection

Name one inclusive strategy that you may consider next time you design a survey. Let us know in the CHAT box!

Questions? Ideas? Next Steps?

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