



SRAENE

Sexual Risk Avoidance Education
National Evaluation

Constructing Surveys for Youth

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As you enter the room ...

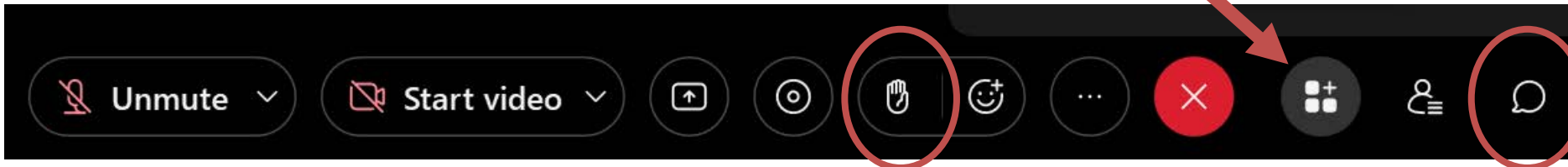
Share your name, organization, and
your favorite spring activity.



Mathematica

Asking questions & participating in polls

- Ask questions any time using the chat by toggling the chat button at the bottom of your WebEx window
- Indicate you want to share verbally using the hand raise feature
- We will use Slido during today's session for polls and activities
 - Slido should automatically appear in your righthand panel on WebEx when the poll is launched. If it does not, toggle it by clicking the “apps” button at the bottom of the screen and select Slido
- We will also use Slido to collect feedback at the end



Disclaimer

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Session 3 recap

- **Session 3 covered developing survey items.**
- **As you assemble a survey:**
 - ✓ Consider what resources already exist with established items that have been used in similar studies and with similar populations. Keep in mind what can be reused or what might need permission.
 - ✓ If you need to draft your own survey items, it's important to write clear, easy-to-understand questions for youth and ensure language is appropriate for the audience.

Today's learning objectives

By the end of the presentation, participants will be familiar with:

- **Best practices for creating a survey for youth after you have developed survey items.**

All activities associated with today's presentation are optional

Constructing the survey

Considerations when ordering items

- **The order of survey items matters for response rates and data quality**
 - Start with easy to answer items
 - Personal or difficult questions should follow easy items
 - Sensitive items should be placed in the middle of the survey
 - Demographics should go last



Survey items added to performance measures should go in a module at the end of entry/exit surveys.

Considerations when ordering items

- **Think about the subject matter when ordering topics**
 - Group survey items of related topics together
 - Use breaks or prompts to cue respondent when switching topics
 - Remember that most drop offs happen early



Survey items added to performance measures should go in a module at the end of entry/exit surveys.

Slido discussion

Design our survey! How would you order these questions? Use Slido to place the questions in order, based on the tips we just shared.

To participate in the poll:



- Respond using the widget that opens on your right-hand panel
- Or click the link in the chat

Using your phone?

- Go to Slido.com and type code 2722878
- Or scan the QR code below



Tips for constructing surveys

- **Provide visual cues to prompt respondents, such as:**
 - Including “Select all that apply” when they can select multiple responses
 - Underlining or bolding key words
 - Italicizing instructions



- [Resource](#) on survey design
- [SRAENE tip sheet](#) on achieving high response rates

Tips for constructing surveys

- **Keep the survey as short as possible**
- **Look for consistency with recall periods and order of response options**
 - Prompt respondents: “Now we will ask you to think back in the last month...”
 - Use consistent scales: e.g. Always using strongly disagree to strongly agree



- [Resource](#) on survey design
- [SRAENE tip sheet](#) on achieving high response rates

Changing recall periods

- Changing recall periods might look like having respondents think about a behavior over the last month in one question, and then switching to a different time period for the next question.
- To avoid confusion, it can be helpful to use a lead in phrase.

Example of using a lead in phrase

- Think back over the last month. How many times did you talk about school with your parents in the past 30 days?
- Now, we want you to think back over the last six months. Over the last six months, how many days did you miss school because of anxiety?

Tips for designing web surveys

- **Simple, consistent design across survey**
- **Grids (and other items that require horizontal scroll) can be difficult on a cell phone**
- **Skip logic can help avoid irrelevant questions and shorten the survey**



- [Resource](#) on survey methodology
- SRAENE [presentation](#), [tip sheet](#), and [video](#) on virtual data collection.

Grid design

The following item is about experiences you may have at school. How strongly do you agree or disagree with these statements?

	Strongly disagree	Disagree	Agree	Strongly agree
There are adults at this school I could talk with if I had a personal problem.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am comfortable asking my teachers for help with my schoolwork.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I tell a teacher that someone is bullying me, the teacher will do something to help.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is at least one teacher or other adult at this school who really wants me to do well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Example of cell-phone friendly alternative

How I Feel and What I Do

In the past month, how often did you feel like you could share your thoughts and feelings with your parent(s) or caregiver(s)? Please answer about the parent/caregiver you feel most comfortable talking to.

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Almost always



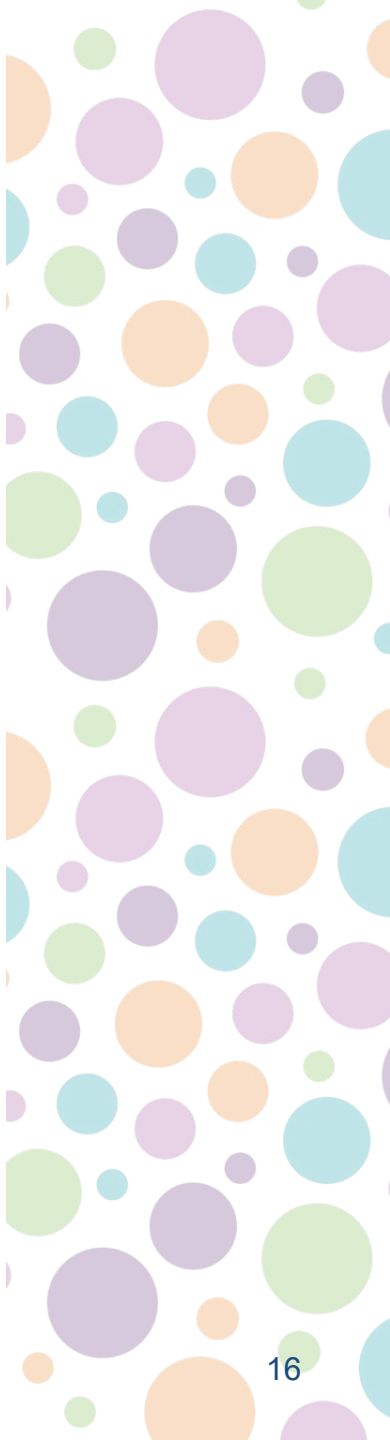
NEXT

Consistency in design

The following question asks about things people may do to manage their feelings. It is okay if you have not used any of these strategies in the past.

Please rate how often you do the following:

	Never	Rarely	Sometimes	Often	Almost always
I can name the emotions I'm feeling.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Naming my emotions helps me figure out what matters to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I notice what my body is telling me when I am feeling stressed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I'm feeling overwhelmed, I can calm myself down.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I'm having a hard time paying attention, I take a few deep breaths to refocus.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I'm in the middle of an argument with someone I care about, I take a break to calm myself down.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Skip logic example

1. Do you currently have a partner?

- **Yes**
- **No**

[If selected yes: move to question 2; if selected no, move to question 3]

2. Have you discussed pregnancy prevention with your current partner?

3. Have you discussed pregnancy prevention with your parents?

Slido discussion

You've heard our considerations. Share your tips. What do you consider when designing paper or web surveys?

To participate in the poll:



- Respond using the widget that opens on your right-hand panel
- Or click the link in the chat

Using your phone?

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Slido answers poll #2

For paper surveys, we provide an example of how to mark the correct response for "Select One Option" vs "Mark all that apply"

Formatting (bolding important information in the instructions/questions)

accessibility on mobile device

mobile friendly (android and iphone)

Colors

Complexity of questions

Literacy level

Page length

Attention spans

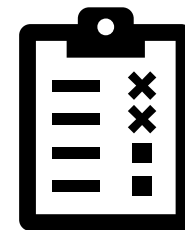
Internet availability

A consideration for paper surveys can include whether the paper survey will be scanned by software or hand-entered. It affects the design.

For online surveys, some platforms are not supposed to be used by those under 18.

Testing your surveying

- **Pre-tests should be conducted before administration with people similar to your respondent group.**
- **Pre-tests ensure your survey items measure what they are supposed to measure, and that language is clear to youth.**
- **Pretest can collect information on user experience in both web and paper surveys.**



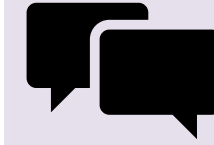
- SRAENE [video](#) on pretesting
- [UCLA resource](#) on pretesting

Slido discussion

Have you pre-tested data collection instruments before?

What insights would be important for your program to glean from a pre-test? What would you want to ask about?

To participate in the poll:



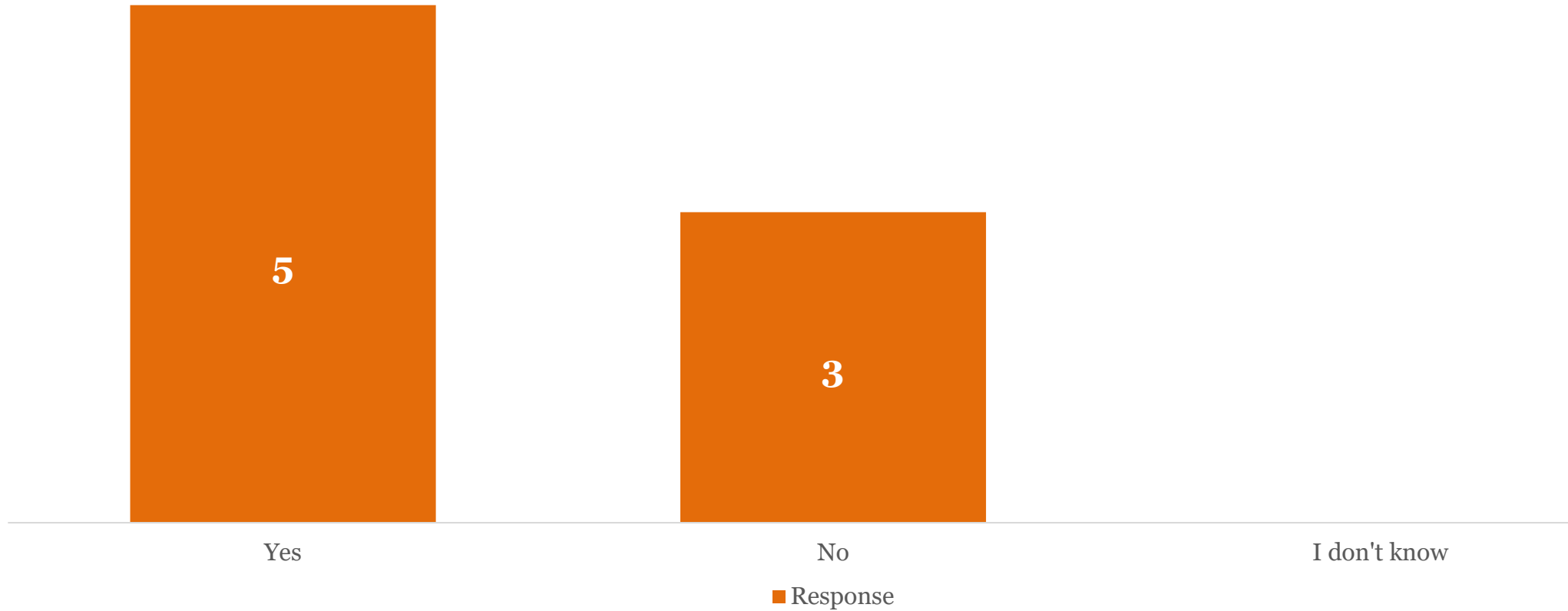
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Have you pre-tested before?



What would you ask about?

what would be the length of survey, would they prefer paper or electronic, etc.

Some analyses on pre-tests can include difficulty v. discrimination of items.

Format of answers, Yes or No, or a scale

The flow of the survey, and the complexity of the questions.

The complexity of the questions for different groups who could be answering is really important.

how someone responds to a question, how long is the survey generally

How long does it take?

understanding of terminology, relevance, cultural attitudes, length

Q & A

Feedback survey



Contact information

- Send questions, comments, concerns to the SRAE mailbox:

SRAETA@mathematica-mpr.com