

**2015 How-To Guide**

**for Attendee Survey Data Collection**

Throughout the Festival, all researchers will use the same system to invite participation. Specifically, researchers will approach the fifth person/group to walk past them to invite them to share their feedback. If the attendee agrees, survey data will be gathered at that time. Once the survey has been completed, the researcher will start the process again by approaching the fifth person/group to invite their participation. Should a person/group choose not to participate, the researcher will start the counting process again.

Procedure for identifying participants:

* Once you are in your assigned spot, draw an imaginary line from yourself across the traffic flow of attendees; approach the fifth eligible person/group to cross the line and invite them to share their feedback.
* Offer to walk with them so that they don’t have to stop. You can also hand them the survey/tablet if they prefer.
* If you walk with them, return to your assigned spot once the data have been collected, and start the process again.
* If you approach someone who doesn’t want to participate, start the counting process again and then approach the fifth person/group.

**Sample interaction:**

Approach the fifth person/group and say, “Do you mind if I walk with you and ask some questions about the Science Festival?”

If they say No:

Thank them anyway. Say something like, “OK, thanks anyway. Enjoy the rest of your day.”

If they say Yes:

Identify one person in the group to talk to (choosing the fifth person to cross your imaginary line); anyone over the age of 10 is eligible to participate.

Give them the option of telling you their feedback or stopping to complete the survey themselves. Say something like, “I am happy to walk with you to ask my questions or you can stop and fill it out yourself – do you have a preference?”

Gather feedback from only one person per group (i.e., the fifth person who crossed your imaginary line). If others start providing feedback, acknowledge them but do not record their responses. If others give their ratings before the person you are trying to gather feedback from, try to re-direct the conversation back to your participant by saying “OK, and what do you think?” or “Do you agree with that rating or would you pick something different?”

If you come across someone who isn’t having a good day/time at the Festival, try to be sympathetic and be a good listener. Say something like, “I’m sorry things haven’t been going that well today, but I’m glad you’re sharing this feedback – it will be really helpful for the Science Festival team to hear.”

At the end of the survey, thank them for their time/effort: “Thanks so much. Enjoy the rest of your day.”

Other options for introductory statements as you approach a person/group:

* Would you like to share feedback on today’s event?
* Hi – can I ask you some questions about the Science Festival?
* How is your day going? [wait for a response] Do you mind if I ask you some questions about the Science Festival?

**Administering the Survey**

* The first few questions on the survey should be completed by you, before you approach an attendee. Indicate that (1) the **attendee** is completing the survey; (2) that we are at the **NCSF**; and (3) type in the event name as [**name from list**].
* Have the survey form loaded to the first attendee question (i.e., Have you attended this Festival in the past?”) when you approach a person/group to invite them to complete the survey.
* People typically collect approximately 10 surveys per hour. Keep this total in mind as you go to pace yourself.

**Survey of North Carolina Science Festival Attendees**

[Suggestions for administering each item in verbal form are provided below, in brackets, directly before each question. The goal is to make the survey as quick and conversational as possible. Feel free to use your own transitions as you move from question to question so that you are comfortable with the flow of the survey.]

**NCSF Attendee Survey**

[Feel free to start with something generic like, “OK – here we go” or “Our first question is.” Read the question and the response options. In case someone asks, the Expo is the last event of the NCSF.]

**1. Have you attended this Festival in the past?**

❒ Yes ❒ No

[Set the stage before you begin this one. Say something like, “We’re interested in whether people followed up on their previous Festival experiences in certain ways.” Then read the question. For the options, say something like, “What about talking about the Festival with others? Did you do that or not really? The “not really” language is important here, so please use it instead of “no.”]

**2. After attending the last Festival, which of the following did you do?** (Check all that apply)

❒ Talk about the Festival with others

❒ Look for more information about a Festival topic

❒ Do activities related to a Festival topic

❒ Decide to study science, technology, engineering, or math

[Read the question and then show the respondent the list of options rather than reading each one. Then, just check off the answered provided. If they share an “other” response, fill it in on the next screen.]

**2. How did you hear about the North Carolina Science Festival?** *(Check all that apply.)*

|  |  |
| --- | --- |
| ❒ Through school, work, friends, or family  ❒ News on TV, radio, newspaper or magazine  ❒ Ad on TV, radio, newspaper, magazine, email, Internet or mobile  ❒ Post of Facebook / Twitter / Instagram or Blog or other website  ❒ Didn’t know this was a NCSF event  ❒ Other; *please explain:* |  |

[This next statement is important and should be read to all participants to help them know what we are talking about in the questions that follow.]

**The next items ask you about STEM,**

**which stands for Science, Technology, Engineering, and Math.**

[Set the stage before you begin this one. Say something like, “For the next several questions, I’m going to ask you to use the same five-point scale to describe your experiences today. Your options are: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree” Then read the prompt (i.e., “At today’s event”) and the first item. Don’t feel that you need to repeat the prompt for each question. You can say things like “What about ‘making STEM learning fun?” or “How about ‘helping you learn something new about STEM – how would you rate that?” Repeat the scale, as needed, as you move from item to item.]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **3. At today’s event...** | **Strongly**  **Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
| I learned something new | ❒ | ❒ | ❒ | ❒ | ❒ |
| I became more aware of STEM in my daily life | ❒ | ❒ | ❒ | ❒ | ❒ |
| I felt inspired by something I did in STEM | ❒ | ❒ | ❒ | ❒ | ❒ |
| I had fun with STEM | ❒ | ❒ | ❒ | ❒ | ❒ |
| I became more aware of the many types of careers related to STEM | ❒ | ❒ | ❒ | ❒ | ❒ |

[To transition, say something like: “Now I have a couple of yes/no questions for you. The first is, In the past year, I have interacted with a STEM professional. Would you say yes or no to that one?” Then transition by saying something like, “The next one is “At today’s event, I interacted with a STEM professional. Yes or no to that one?”]

**4. In the past year, I have interacted with a STEM professional.**  ❒ Yes ❒ No

**5. At today’s event, I interacted with a STEM professional.** ❒ Yes ❒ No

[“Now we have another ratings scale, and this one is slightly different. The question is [read question], and your ratings choices are here.” Show them the iPad and enter their answer].

**6. To what extent did today’s event help you see North Carolina as a state making advances in STEM?**

❒ Not at All ❒ Only a little ❒ Some ❒ Quite a Bit ❒ A Great Deal

[Since we are nearing the end, you might say something like, “Okay – we’re in the home stretch.” Read the question and the response options.]

**5. How would you rate today’s event overall?** ❒ Poor ❒ Fair ❒ Good ❒ Very Good ❒ Excellent

[People typically prefer to answer demographic questions on their own, so at this point, say something like, “The last few questions are about you, so I’m going to let you answer these yourself.” Hand over the tablet if your participant seems willing to take it. If not, read them each question and the answer options.]

[In case anyone asks, these are very important data for us – we compare them to the NC census data each year. Last year, we were quite off the mark in several areas and so we are hoping to get closer and closer to the state population statistics each year. That said, if anyone doesn’t want to answer this section or any specific question, they can feel free to skip these.]

**6. How old are you?**

❒ Under 5 ❒ 5-9 ❒10-14 ❒15-17 ❒18-24 ❒25-34 ❒35-44 ❒45-54 ❒55-64 ❒65+

**7. Gender:**

**8. What is the highest degree you have earned?**

❒ Less than High School ❒ Associates/2-year ❒ Master’s

❒ High School ❒ College/4-year ❒ Ph.D./Professional

**9. With which of these groups do you identify?**

❒ American Indian or Alaska Native ❒ Hispanic or Latino/a

❒ Asian ❒ Native Hawaiian or Other Pacific Islander

❒ Black or African American ❒ White or Caucasian

❒ Other; *please describe:* ❒ Prefer not to answer

**10. What is your ZIP code?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_