

*Asking the right questions:
Data Collection for Health
Information Outreach
Day 3*



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National Network of Libraries of Medicine
RML Rendezvous
NN/LM Pacific Northwest Region
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Seattle, WA

Class Web Page

Reminder: go to our

[Asking the Right Questions:](#)

[Data Collection for Health Information Outreach](#)

page for

- Agenda
- Handouts
- Assignments
- Session Recordings

http://nnlm.gov/pnr/training/data_collection.html

Welcome to Day 3!

In Our Previous Episodes:

First week:

Purposes of data collection
Questionnaires, goal 1
Questionnaires, goal 2

Last week:

Questionnaires goal 3 (asking the right people)
Interviews, goal 1
Interviews, goal 2 (part one)

Today's Episode

This week:

Interviews, goal 2 (conclusion)

Interviews, goal 3

Mixed methods example

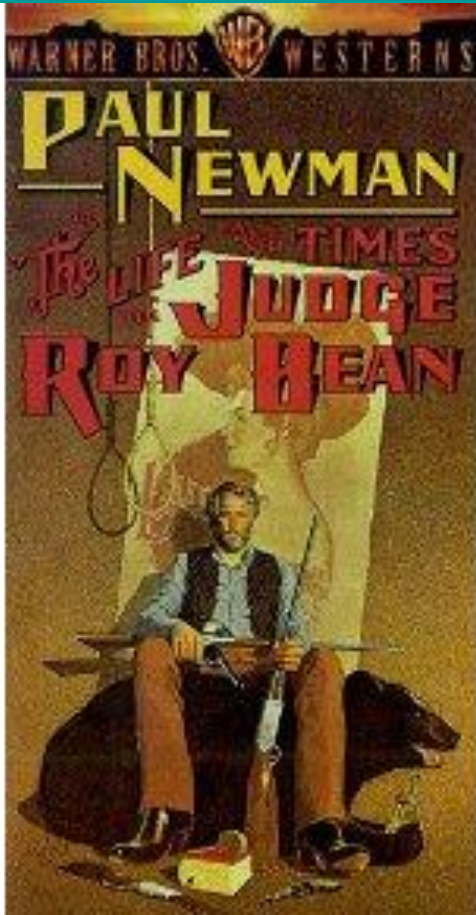
The READ Scale

Funding from NN/LM PNR

Discussion of exercise

Final exam

You get honest answers with neutral
and sensitive questions



*Do you have anything to say
before
I find you guilty?*

Can you "neutralize" this question?

- *We know that most people have had problems with using our Web site. What is your experience?*
- *Better: Some people find our Web site easy to use while others have trouble. What is your experience?*

Can you improve the sensitivity of the wording in this question?

- *Give an example of a time you did not do what your doctor told you to?*
- *Better: Suppose your doctor told you to take a drug or have a procedure or get a treatment. What are some reasons you might not do it?*

You make your interviewee comfortable by how you sequence your questions



Interviews follow the same rules as other "social exchanges"



Sensitive Info

Attitudes/Beliefs/
Feelings

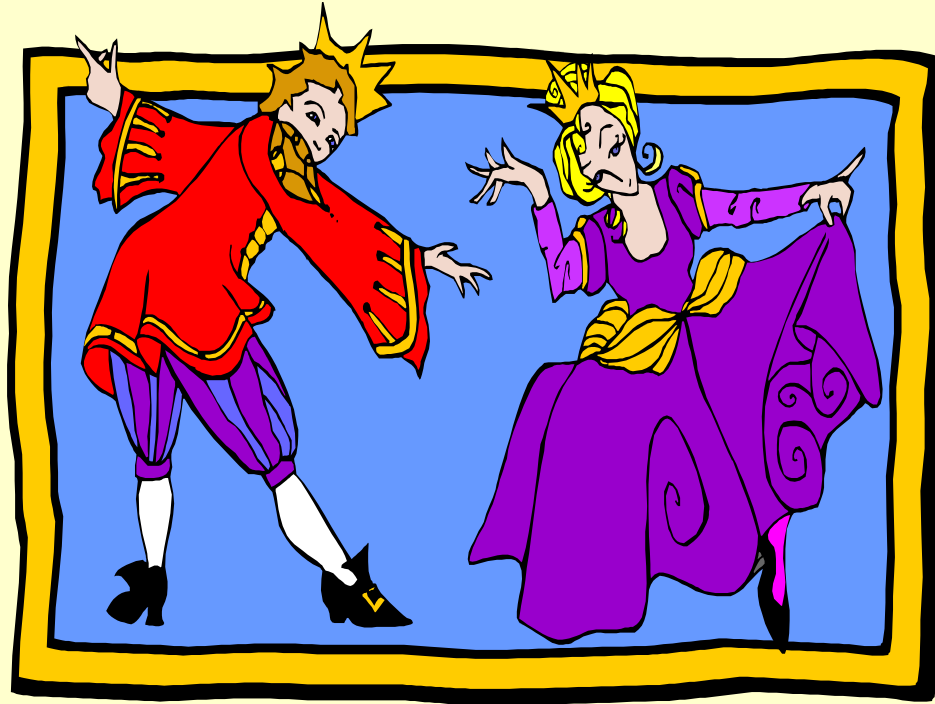
Experiences

Small talk

Here is an example of how you might structure a question guide

Social Exchange	Interview with school nurse
Small talk	“How long have you been the nurse here at ____?”
Experiences	“Describe a time when you needed health info on the job”
Attitudes, feelings, beliefs	Do you have adequate access to health information...?
Personal Info	How would you rate your online search skills?

Remember to express appreciation
throughout



Thank you very much!

If you're new to interviewing, try a
"story technique"

Handout Five
Qualitative Interviewing 'Story'
Methods



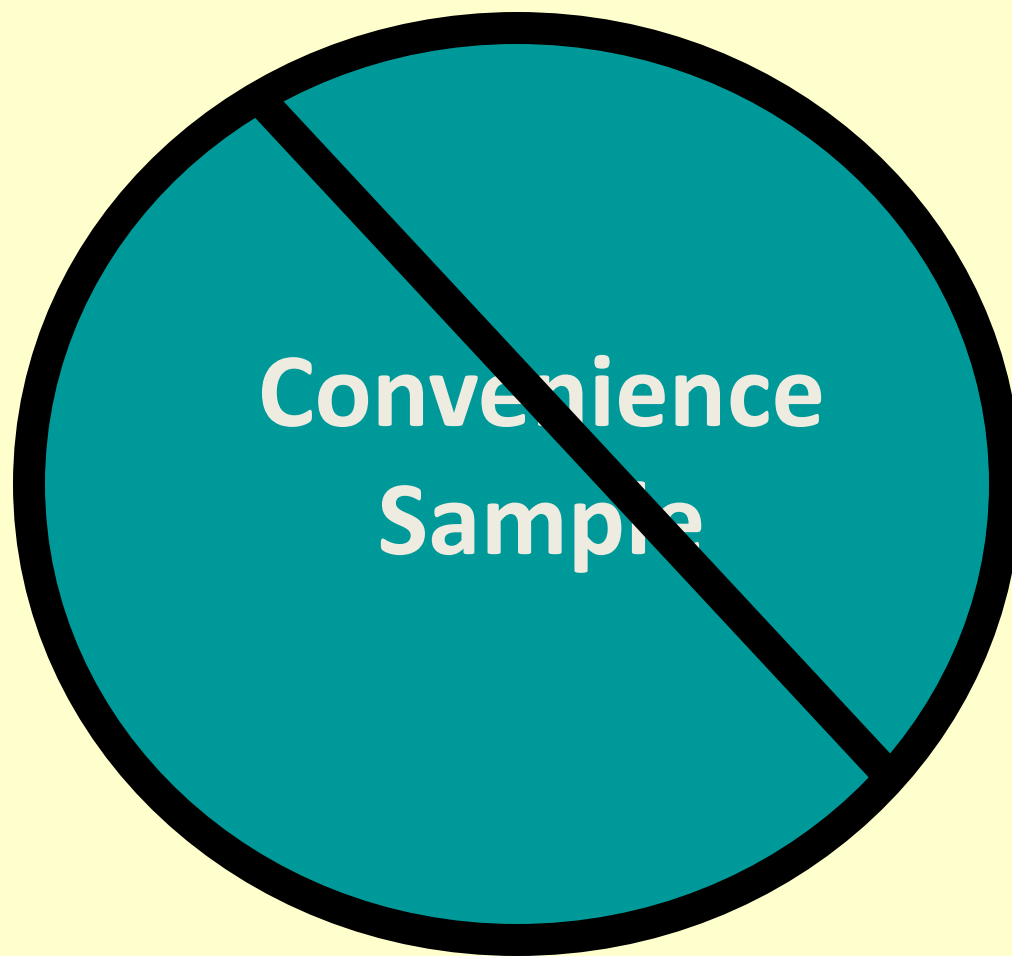
GOAL 3: CHOOSE YOUR INTERVIEWEES "PURPOSEFULLY"



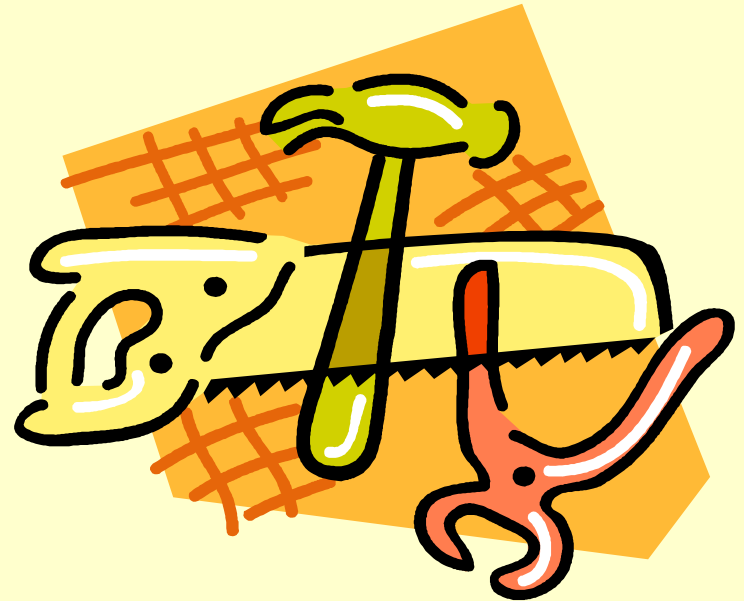
Handout Six

Purposeful Sampling

The least credible approach is
convenience sampling



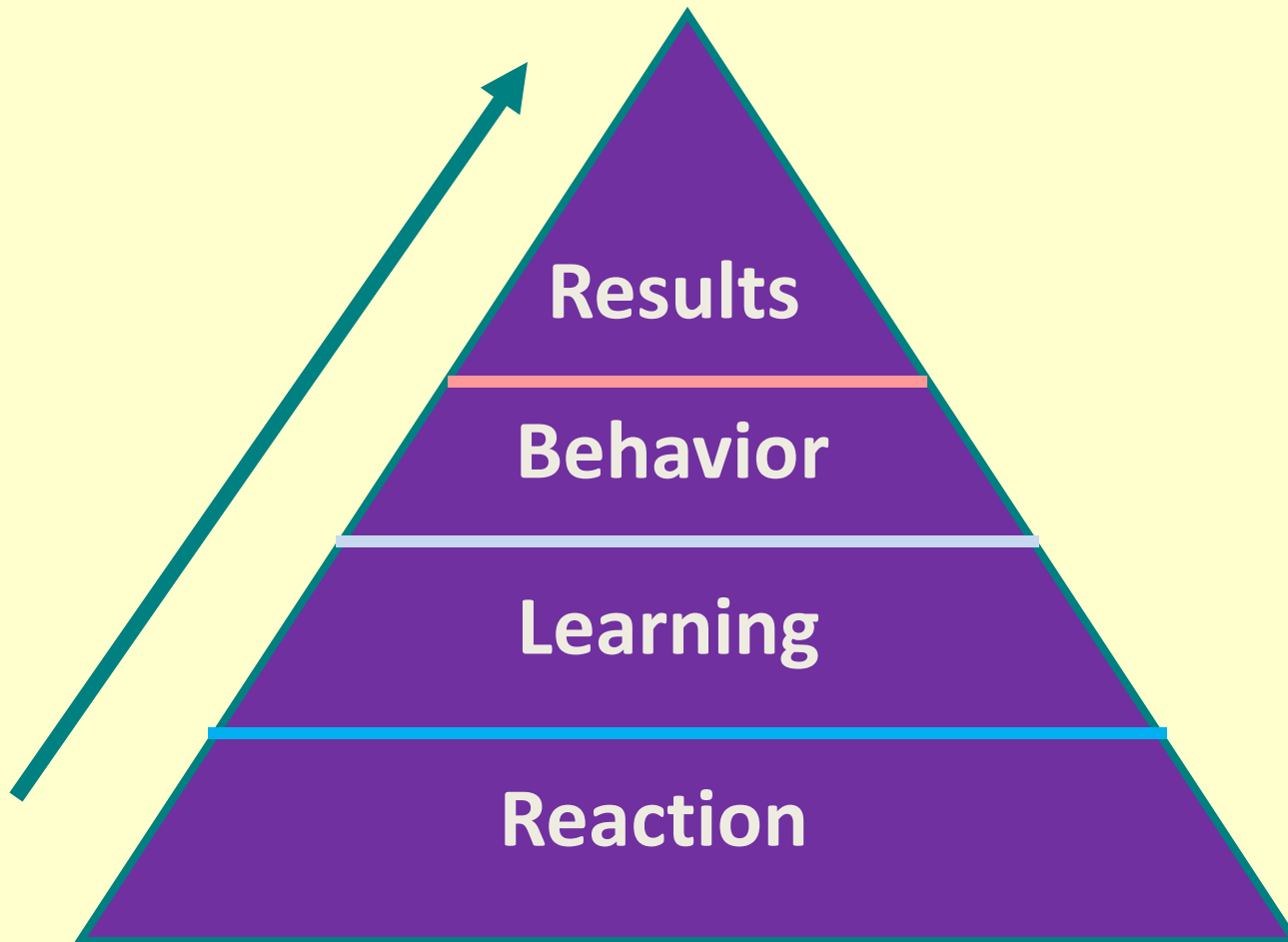
EXAMPLE:
HOW TO
USE A
VARIETY OF
EVALUATION
TOOLS FOR
ONE
PROJECT



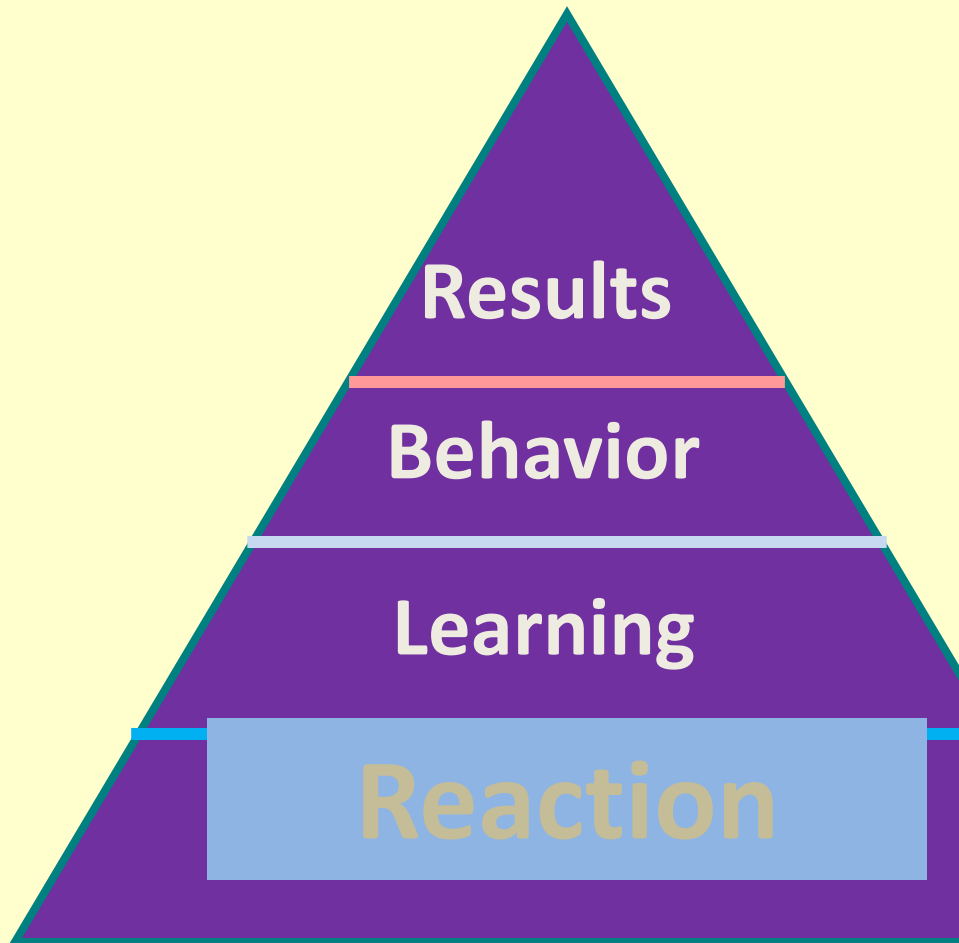
An example:

*“Measuring Your Impact: Using
Evaluation for Library
Advocacy”*

The MYI evaluation plan is based on the Kirkpatrick Model of Outcomes Assessment



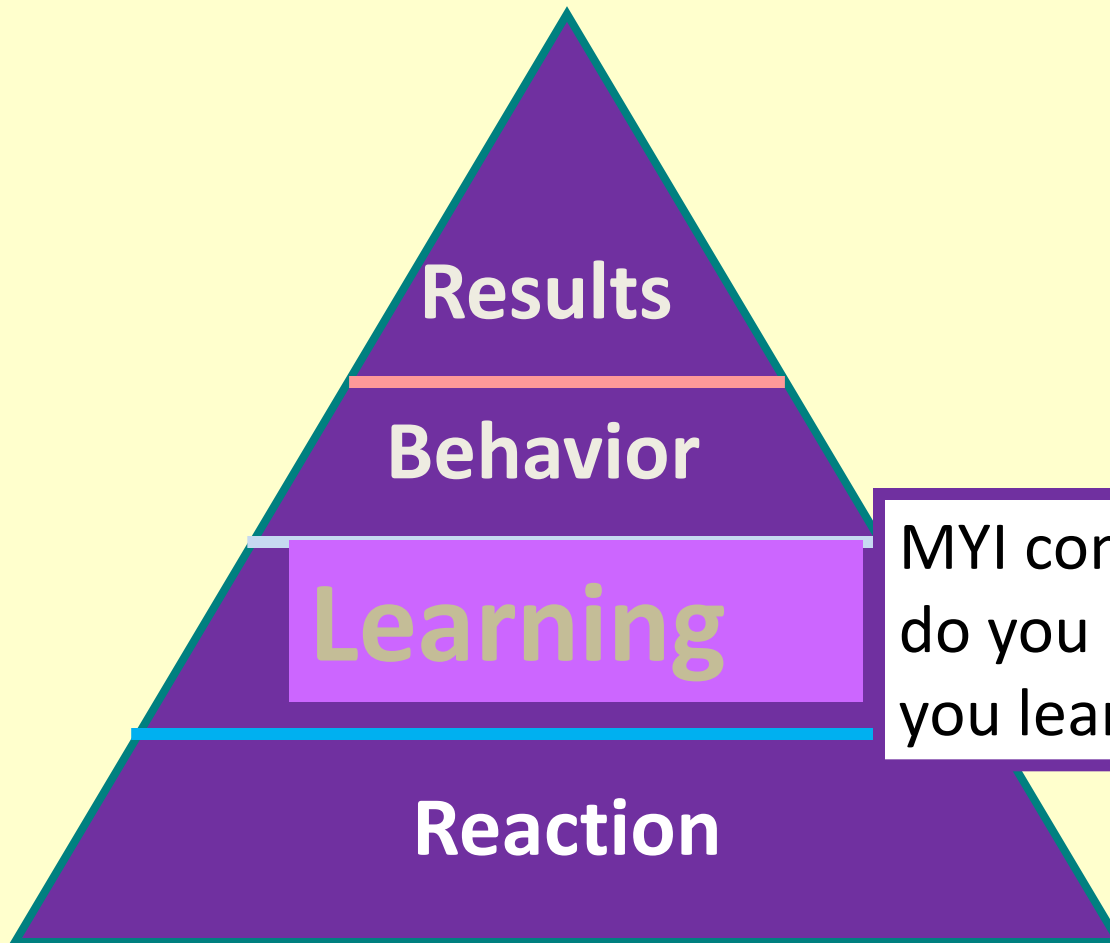
Participant reaction is measured with course evaluation forms



MLA evaluation form: Rate instructor; rate experience; grade session

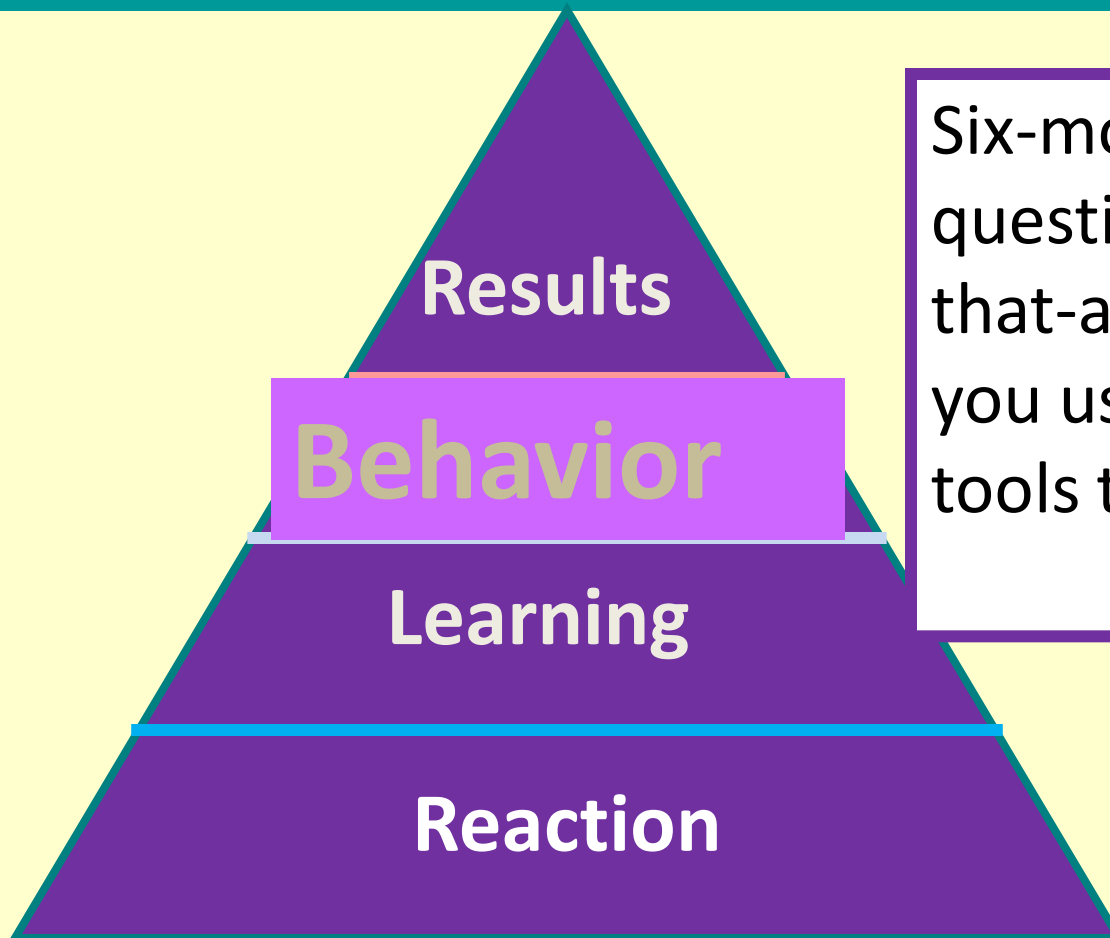
MYI comment form: What Were the best parts of the class?
How can we improve it?

Learning is assessed with participants' stated intentions to use the information



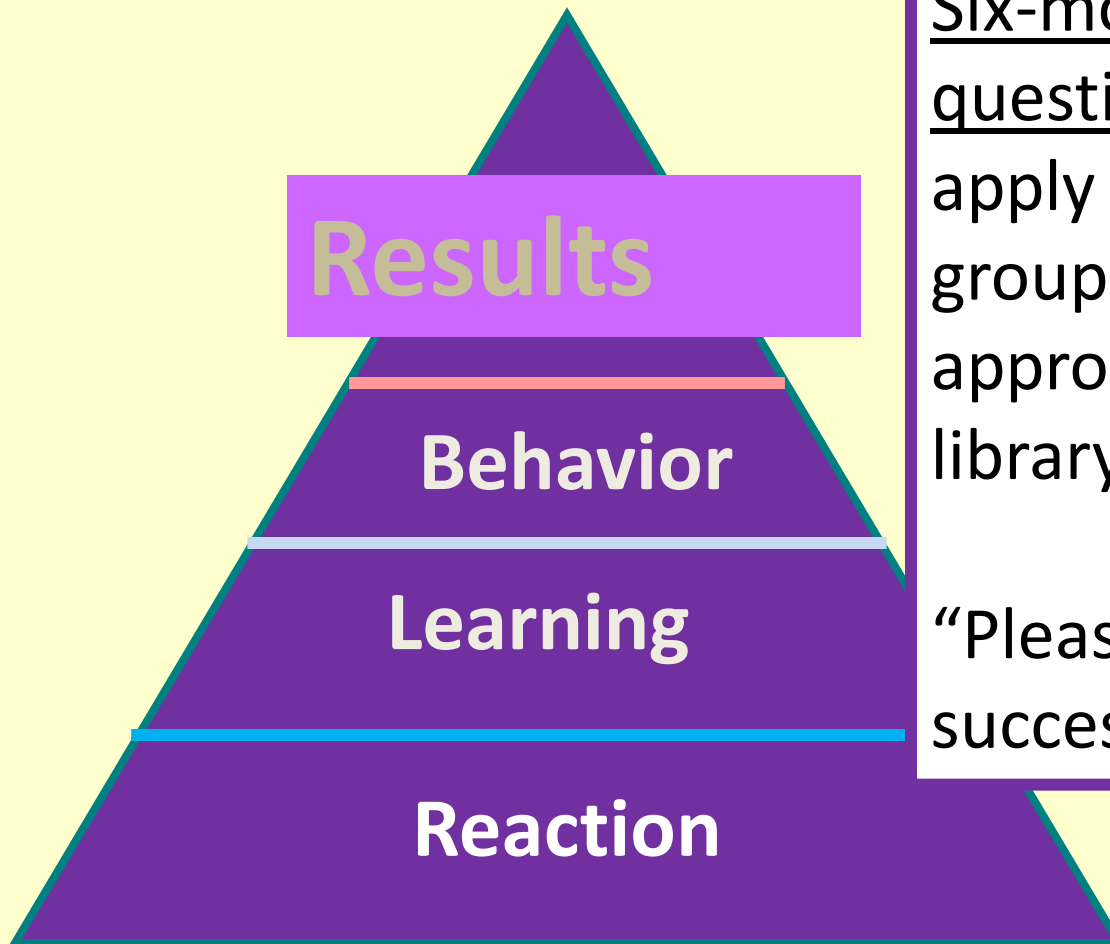
MYI comment form: “How do you incorporate what you learned into practice?”

Behavior is assessed with a follow-up questionnaire asking if they have used the methods from the workshop



Six-month follow-up questionnaire: Check all-that-apply question: "Have you used...[evaluation tools taught in class]"

Results are measured by self-report of advocacy behavior and “success stories”



Six-month follow-up questionnaire: Check all that apply question: “What groups have you approached about your library’s contributions?”

“Please share your success...”



Handout: READ Scale

Reference Effort Assessment Data

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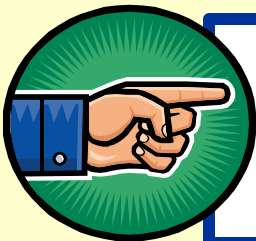
Rating scale 1-6

1. Least amount of effort; less than 5 minutes
2. Require only minimal specific knowledge skills or expertise
3. Require some effort and time
4. Require consultation of multiple resources
5. Require substantial effort and time
6. In-depth research and services

Critique the MLA Evaluation Form

Discussion

- Where would you place this form on Kirkpatrick's Pyramid: reaction, learning, behavior, or results?
- How could you revise this form to collect “higher level” data for this class?



Handout 7

MLA Course Evaluation

Funding Is Available!

Assessment and Planning Awards from your RML

- Collect data for a community assessment
- Plan for possible new outreach projects
- Up to **\$2000** is available. Applications accepted continuously.

Funding Is Available!

Reporting Requirements:

- A summary of assessment process and results
- Description of next steps/implementation (if planned)
- Due within one month of project completion

More Details:

http://nnlm.gov/pnr/funding/Assessment_and_Planning_Award.html

An Eye toward Future Funding Opportunities from NN/LM PNR

Handout 8

Sample NN/LM PNR Outreach Award Application

http://nnlm.gov/pnr/training/data_collection/DC_Handout8_sample_app.pdf

Discussion of Exercises

Exercise 1: Critiquing and Revising Questions

Exercise 2: Quantitative and qualitative data

Final Exam

- List one thing you have learned from this workshop
- What key thought or piece of advice will guide your future evaluation work?
- What action step will you take in the near future?
- What one question are you still pondering?

NN/LM PACIFIC NORTHWEST REGION

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<http://nnlm.gov/pnr/>

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