Information Gathering

• What is involved in “information gathering”?

• Why gather information?

• When to initiate information gathering?

• What information gathering are you already engaged in to guide your work?
Inclusiveness Process Overview

Step 1: Creating Structure
Step 2: Consultants / Training
Step 3: Making the Case
Step 4: Gathering Info
Step 5: Creating a Blueprint
Step 6: Implementing the Blueprint

Year 1
Year 2
Workshop Learning Objectives

• Discuss the role of information gathering

• Build upon topics and activities provided in the Inclusiveness at Work workbook
  – Identify benefits and limitations of different techniques
  – Provide tips for effective information gathering
  – Discuss the Inclusiveness Assessment as part of the overall information gathering process

• Highlight principles of ethics, confidentiality and informed consent

• Identify tips for inclusive survey, focus group, and key informant interview processes
What are your expectations for this workshop?
Inclusiveness at Work: Step 4

• Facts needed:
  – Community
  – Field
  – Organization

• Available facts

• Stakeholder perspectives
  – *Internal stakeholders*
  – *External stakeholders*
Information Gathering: What?

• Define what you want to know and why
  – Community, field, organization

• Note: Quantitative v. qualitative
  – Numbers v. words
  – Inferential v. interpretive
  – How much v. why
Information Gathering: What?

• Available facts
  – Census data
  – Demographics of constituents
  – Human resource information
  – Satisfaction survey
  – *Inclusiveness Assessment for Organizations*
Information Gathering: What?

Stakeholder perspectives

• To fill in the gaps of available facts

• To collect facts that haven’t been collected
Activity 1

Define 1 question that would help your organization with inclusiveness planning:

– Community, field, organization

• What are the available facts that you have to answer this question – or parts of this question?

• What kind of new information from stakeholders would be needed to answer this question?

• Is this question quantitative, qualitative or both?
Types of Information Gathering

• Secondary/Archival Data: “Available Facts”

• Primary Data “Stakeholder Perceptions”
  – Surveys
  – Focus group
  – Key informant interviews

• Other
  – Participant observation
  – Content analysis
Information Gathering

Primary Data Gathering Techniques

• Identify data collection method and tool(s)
  – Are there already developed tools? If so, can you use them (are they validated and in the public domain)?
  – If not, what is the process for developing the tools and how can we ensure that they obtain the information we need?

• Develop a plan
  – Who should collect the data?
  – What is the best time and place for administration?
  – How do we recruit, protect and thank participation?
Information Gathering: Who?

• Determine your sample
  – Who and how to reach
  – Census (all) or sample
  – Sampling/participant selection

• Strategies
  – Convenience
  – Purposive
  – Random
Ethics

• Voluntary Participation
  – Informed consent

• Confidentiality

• Professional Competence
  – Do no harm

• Respect for People’s Rights, Dignity, and Diversity
Using Surveys to Gather Information

• Surveys are highly structured questionnaires that are typically designed to gather quantitative information.
  – Close-ended v. open-ended
  – Likert v. yes/no

• They can be administered through the mail, in-person, or by phone.
# Benefits and Limitations of Surveys

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Limitations</th>
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<tbody>
<tr>
<td>Helpful in collecting standardized data from a large group of people</td>
<td>Most of the work occurs before you administer to ensure validity and reliability</td>
</tr>
<tr>
<td>Can be fairly easily summarized with frequencies and means; data can be visually displayed</td>
<td>Obtaining a high response rate can be very challenging; skipped questions; non-respondents</td>
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<tr>
<td>Facilitates comparisons between subgroups and, if a good sample, can be generalized to a larger population</td>
<td>There is often limited opportunity to find out about why</td>
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</tbody>
</table>
Other Challenges

• Literacy levels

• May require experts to assist with survey development and higher order analysis

• “Survey fatigue”
Steps Involved in Surveying

1. Survey development
   ✓ Gather feedback
   ✓ Pilot
   ✓ Online or paper

2. Select/sample and recruit participants

3. Determine collection method and plan administration logistics
   ✓ Consent
   ✓ Mail-in or online, in-person or phone

4. Administer

5. Analyze data
Tips for Effective Survey Development

• When possible, use or adapt existing surveys and scales
• Use primarily close-ended questions
• Limit Yes/No questions
• Ask for information that someone would be willing to share
• Ask only one thing at a time
• Begin with factual, non-controversial questions
• Ask questions in a logical order
• Define difficult terms or abbreviations
• Make the questions as short as possible
• Ensure responses options make sense
• Include clear instructions
• Build in consent process and explain how info will be used
• Pilot survey
Participant Selection

• Determine your sample
  – Who and how to reach (recruitment strategies)
  – Census (all) or sample

• Strategies
  – Convenience
  – *Purposive*
  – *Random*
Tips for Effective Recruitment

• Oversample on desired characteristics

• Advertise the survey and its benefits to the community
  – Work with other community-serving organizations
  – Get influential community leaders on board
  – Target population-specific media outlets and community events

• Advertise incentives
  – Gift cards for something the population can use

• Make participation easy
  – Provide family activities
  – Integrate administration with service delivery
  – Avoid holidays and community celebrations as administration dates
Tips for Effective Surveying

• Save the Date!
• Identify and train survey administrators
• Convenient time, location, etc.
• Include a self-addressed, stamped envelope
• Provide multiple options for completion
• Follow-up with non-respondents
Survey Analysis

• Averages (or Means)
  Sum of responses for the question / # of responses for the question

• Percentages (or Frequencies)
  Number of X responses / Total # of responses for the question
  (Multiply by 100)
Considerations for an Inclusive Survey Process

- Participation is not linked to services
- Information is confidential and protected
- Establish rapport
- Establish respect for participant expertise and time
- Availability for questions

- Consider translation
- Consider administrator and introductions
- Use community-based sites for administration
- State when results will be available and how they will be shared
- Share information back with the community and any action steps
Activity 2: Survey Development

- The U.S. has some of the highest rates of bullying. Do you think that schools should help stop this barbaric behavior? Yes ____ No _____

- How many ambassador support meetings and after school activities did you attend. ____________

- It is never beneficial for ambassadors not to intervene. Strongly Agree, Agree, Don’t Agree

- Describe how being an ambassador improved your grades and communication skills.
Review Constituent Survey

• Generic design and purpose
  – Requires modification to fit your community, field and organization

• Universal participant

• Mix of question types

• Sensitive questions
Activity 3: Survey Development

• What modifications would you make and why?

• Consider community, field and/or organization
Activity 4: Surveying Process

• Discuss the organizational assessment process in your organization:
  – What did you learn about what works to support an effective survey process?
  – What did you learn about what can go wrong or what to be prepared for?

• What lessons would apply in surveying your constituents?

• What else would you want to think through with your Inclusiveness Committee?
Using Interviews to Gather Information

• *Key informant interviews* are generally semi-structured one-on-one conversations with individuals who have a strong understanding and knowledge in the topic area of interest (community leaders, professionals in the field, etc.)

• They can be conducted over the telephone or in-person (also called face-to-face)
# Benefits and Limitations of Interviews

<table>
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<tbody>
<tr>
<td>Interviews are designed to collect information that reflects deep</td>
<td>Can be a time consuming method for gathering and analyzing information</td>
</tr>
<tr>
<td>knowledge and insight. They can provide rich information on the topic</td>
<td>Results in a large quantity of data that is difficult to organize for analysis</td>
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<tr>
<td>of interest</td>
<td></td>
</tr>
<tr>
<td>Interviewer and participant rapport can be developed so opinions and</td>
<td>The point is to learn unique insights; you cannot assess how representative or generalizeable the findings are with this method alone</td>
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<tr>
<td>experiences can be shared openly in a one on one conversation; provides</td>
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<tr>
<td>the opportunity to clarify responses as needed</td>
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<tr>
<td>Allows the interviewer to explore nuances of participants’ thoughts</td>
<td></td>
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<tr>
<td>and experiences, as well as conflicting ideas. Typically unique to</td>
<td></td>
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<tr>
<td>interview methods</td>
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</table>
Other Challenges/Considerations

• Social desirability
  – Potential impact on the validity of the information gathered

• Note Taking versus Recording

• Convenience/Safety
  – Travel considerations
  – Location of interview (time and place that is convenient for interviewer and participant)
  – One on one situations
Steps Involved in Conducting Key Informant Interviews

1. Interview guide development
   ✓ Identify the kind of information needed (*interesting versus important*)
   ✓ Develop broad, open-ended interview questions and probes

2. Recruit participants/key informants

3. Determine plan and logistics for conducting the interviews
   ✓ In person or phone
   ✓ Location, time, consent processes, transportation, potential incentives

4. Conduct Interviews

5. Analyze Data
Tips For Effective Interview Guide Development

• Decide on what information is most important
  – One hour interview generally consists of 6-8 questions

• Develop questions that will encourage participants to share knowledge and experiences
  – Avoid yes/no questions
  – Try to use “what” and “how” questions versus “why”
  – Develop probes
  – Avoid phrasing that may influence responses
Tips for Effective Recruitment

• Select participants that have the information and insight you are seeking (purposive sampling)
  • Selection criteria
  • Maximize diversity in the sample
  • Snowball sampling
  • Interviewing people you know

• Consider recruiting extra participants in case of cancellations or no show

• Provide incentives, if feasible
Tips for Effective Interviewing

• Ensure privacy and low noise level
• Take a moment to work on rapport
• Provide a brief background of the study
• Facilitate an informed consent process
• Ask if the participant is willing to be recorded
  – Be sure to test equipment in advance
  – Bring paper and writing utensils
• Review interview questions/be prepared
Tips for Effective Interviewing

• Use the interview guide
  – Cover all questions
  – Use probes as needed
  – Ask all questions even though you
• Do not assume answers or pass judgments
• Allow for silence
• Allow time for questions before and during the interview
• Thank the participants for taking part
• Debrief after several interviews
Tips for Effective Interview Analysis

• Compile interview data
  – Transcription versus note taking

• Analyze Information
  – Identify common recurring themes for each question and across questions
  – Look for unique insights or information
  – Identify quotes or comments that summarize viewpoints, but that can not be *identified*
Considerations for an Inclusive Interview Process

- Participation is not linked to services
- Information is confidential and protected
- “Getting to know each other” time
- Respect/honor participant expertise and time
- Silence, pauses, probes
- Consider language, gender and ethnic match of interviewer and participant
- Consider role of community leaders in introductions/recruitment
- Use community-based sites for interviews
- Explain when results will be available and how they will be shared
- Share information back with the community and any action steps
Activity 5: Difficult Situations in Interviews

– The participant says that they do not feel comfortable answering a particular question
– The participant answers a question you haven’t yet asked
– The participant has his/her own agenda
– The participant answers in yes/no or short phrases
Using Focus Groups to Gather Information

- Focus groups are planned small group discussions of about 8-12 people.
- They are highly participatory and can be used to obtain diverse ideas and perceptions about a topic of interest.
- Different experiences, ideas and points of views often emerge.
# Benefits and Limitations of Focus Groups

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<th>Limitations</th>
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<tbody>
<tr>
<td>Group dialogue can generate rich information as participants engage one another in different ways of thinking about or experiencing an issue.</td>
<td>Discussions can be sidetracked or dominated by more vocal participants.</td>
</tr>
<tr>
<td>Provides a representation of diverse opinions and ideas; gathers information from those who are most involved in an issue or have expert knowledge about the topic.</td>
<td>Focus groups are susceptible to facilitator bias which can impact the validity of findings.</td>
</tr>
<tr>
<td>Relatively low cost and efficient way to generate a great deal of information.</td>
<td>Cannot assess how generalizeable individual themes or viewpoints are within a like population.</td>
</tr>
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</table>
Steps Involved in Conducting Focus Groups

• Focus group guide development
  • Identify the kind of information needed
  • Develop 5-6 broad, open-ended questions

• Recruit participants

• Determine plan and logistics for conducting the focus groups
  • Location, time, potential incentives

• Conduct the focus groups

• Analyze Data
Tips for Effective Focus Group Guide Development

• Decide on what information is most important
  – 1½ hour focus group generally consists of 5-6 questions

• Develop questions that will facilitate the sharing of ideas and experiences
  – Apply guiding principles interview questions
  – Ask questions that encourage the exchange of ideas and stories v. individual turn-taking in answering
Tips for Effective Focus Group Facilitation

Roles and Responsibilities of Facilitator

• Use the Focus Group Guide
• Be familiar with questions/content
• Establish rapport and create a comfortable, informal environment for discussion
• Set expectations for participation and group norms
• Ensure confidentiality
• Record the discussion (tape recorder or note taker)
• Obtain consent (written or verbal)
• Keep participants engaged, attentive and interested
• Monitor time and use time effectively
Tips for Effective Focus Group Facilitation

General Facilitation Tips

• Define key terms
• Minimize pressure to conform to a dominant viewpoint
• Repeat the question
• Pause for an answer
• Repeat the reply
• Ask when, what, where, and how questions to provoke more detailed information
• Use neutral comments (e.g. “anything else?”)
Tips for Effective Focus Group Analysis

• Compile Responses
  – Repeated, virtually verbatim responses
  – Insightful comments
  – Unique opinions and valuable insights
  – Overall themes and summary

• Analyze Information
  – Creating a descriptive narrative
  – Clustering and grouping information
  – Summarizing recurring themes and “types” of comments for individual questions
  – Capture outliers
Considerations for an Inclusive Focus Group Process

- Participation is not *linked* to services
- Information is confidential and protected – group norms
- “Getting to know each other” time
- Respect/honor participant expertise and time
- Consider language, gender and ethnic match of facilitator and participants

- Consider how cultural norms influence the group
- Consider role of community leaders in introductions/recruitment
- Use community-based sites for interviews
- Explain when results will be available and how they will be shared
- Share information back with the community and any action steps
Activity 6: Conduct a Focus Group

How would you manage the following:

• Quiet participants
• Dominant participants
• Tangential or un-focused participants
Activity 7: Putting It All Together
Assistance and Resources

• Contact your OMNI Institute liaison:
  – Rashaun Esposito – resposito@omni.org
  – Valerie Okelola – vokelola@omni.org

• Assessment of Organizational Assessment and the Report Interpretation Guidelines

• Information Gathering Toolkit

• Sample Constituency Survey
Review Learning Objectives

• Discuss the role of information gathering
• Build upon topics and activities provided in the *Inclusiveness at Work* workbook
  – Identify benefits and limitations of different techniques
  – Provide tips for effective information gathering
  – Discuss the Organizational Assessment as part of the overall information gathering process
• Highlight principles of ethics, confidentiality and informed consent
• Identify tips for inclusive survey, focus group, and key informant interview processes
Closing

• Pluses and deltas

• Adjourn!

Thank You for Coming!