

# DOCUMENTATION FOR THE GENERIC CLEARANCE OF CONTENT DELIVERY RESEARCH ONLINE SURVEY COLLECTIONS

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**TITLE OF INFORMATION COLLECTION:**  
**(the collection that is the subject of the 10-day review request)**

Content Delivery Research Online Survey

**SURVEY**       **FOCUS GROUP**       **SOFTWARE USABILITY TESTING**

## **DESCRIPTION OF THIS SPECIFIC COLLECTION**

Following you will find:

1. intended purpose,
2. need for the collection,
3. planned use of the data,
4. date(s) and location(s),
5. collection procedures,
6. number of focus groups, surveys, usability testing sessions
7. description of respondents/participants,

Attached is a copy of the online survey questionnaire.

## **Purpose of the Research, Need for the Collection, and Planned Use of the Data**

This survey will evaluate the informational needs of FSA's target audiences (high school students, parents of high school students, potential adult college students, and borrowers in repayment) and explore the ways in which they prefer to get information about financial aid for college.

Specific objectives for the online survey include:

- Probe where students and parents look for information about funding for college.
- Identify the ways in which audiences have looked information about paying for college or career school, federal student aid or student loans – e.g., print publications, website content, videos, talks by counselors, texts, social media, etc. – and determine which formats audiences are most likely to pay attention to.
- Gauge respondents' preferences for publication length, design, and content using four current FSA publications as examples.

## Dates, Locations, and Collection Procedures

This study will be programmed and fielded March 20–April 17, 2015 via an online survey which should take participants no more than 12 minutes to complete. Invitations for the survey will be e-mailed to a sample of potential participants throughout the U.S., representative of FSA’s target audiences, with a target of 800 completed surveys.

Participants are assured anonymity of their survey responses and that results will only be reported in aggregate form.

## Description of Respondents/Participants (200 completed surveys per segment)

The research will be conducted among four core audiences: student loan borrowers in repayment, potential adult college students, high school seniors, and parents of high school seniors.

Borrowers in repayment must have received and currently be repaying federal student loans.

Potential adult college students must be seriously considering enrolling full-time or part-time as an undergraduate at a two-year or four-year college or university, or trade/professional/career school. They must not be a current high school senior.

Parents of high school seniors must be the parent or guardian of a child planning to enroll in a college, university, or career school in the next year as a first-year student.

Demographic and general classification information will be collected in the survey. No quotas will be set for any demographic/classification segment (such as educational level, household income, etc.) but instead those segments will be represented as they occur naturally in the convenience sample of targets.

## AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE

No stipend or incentive will be offered for participating in this survey.

**BURDEN HOUR COMPUTATION** (*Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours*):

Category of Respondent	No. of Respondents	Participation Time	Burden
Participants completing a survey	800	12 minutes (average)	160 hours
Screened participants*	175	2 minutes (average)	6 hours
<b>Total</b>	<b>975</b>		<b>166 hours</b>

\* An estimate of those who will fall outside of target segment parameters, thus not qualifying to take the survey.

## **STATISTICAL INFORMATION**

The existing contract allows for up to 800 completed survey responses, equating to a margin of error of  $\pm 3.46\%$  at a 95% level of confidence.

Once online data collection is complete, tabulation and analysis will be conducted using the Statistical Package for the Social Sciences (SPSS). SPSS has a complete tool kit of programming, statistical analysis, graphing and reporting capabilities for use in a variety of applications in commercial, academic, and government settings.

In addition to tabulating overall frequencies and descriptive statistics for each survey question, we will conduct advanced statistical analyses (where possible and appropriate) to assess any key relationships among survey items. Appropriateness is typically determined based on a minimum cell size of 30 respondents.

The statistical techniques used may include one or a combination of the following bivariate and multivariate analyses: regression, correlation, CHAID, factor, cluster, multi-dimensional scaling (MDS) or perceptual mapping. These advanced analysis techniques will identify relationships among survey items and provide further interpretation of complex multi-dimensional data that can then further guide messaging and marketing strategy, and decision making. Thematic text analysis will be also used for the open-end and "other specify" question responses to code and categorize these qualitative data.

If sample sizes are sufficient, we will also profile survey respondents by using post hoc segmentation analysis, most likely in the form of cluster analysis (one form of multivariate analysis) to look for patterns in perceptions, behaviors and/or demographics.

While complex analysis techniques are almost always interesting, they are not necessarily useful. We will apply our business and strategy background to ensure that all analyses are performed with actionable results in mind. The final analytical techniques used will be driven by the needs of the FSA team, the approved survey questions and the overall sample size.

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