Capacity Building Center for the States –

Media Consumption Survey

OMB Control # 0970-0401

Expiration: 5/31/2018

THE PAPERWORK REDUCTION ACT OF 1995 (Pub. L. 104-13)

Public reporting burden for this collection of information is estimated to average .25 hours per response, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

SECTION A. DEMOGRAPHIC QUESTIONS

Please select one answer unless otherwise noted.

A1. What is your age? \_\_\_\_\_\_

A2. Are you male or female?

01 Male

02 Female

03 Other

A3. Are you Hispanic, Latino/a, or Spanish origin?

01 Yes

02 No

77 Don’t know / Not sure

99 Refused

A4. Which one or more of the following would you say is your race? Select all that apply.

01 White

02 Black or African American

03 American Indian or Alaska Native

04 Asian

05 Pacific Islander

06 Other (Please specify \_\_\_\_\_\_\_\_\_\_\_\_)

77 Don’t know / Not sure

99 Refused

A5. What is the highest grade or year of school you completed?

01 Grade 12 or GED (High school graduate)

02 College 1 year to 3 years (Some college or technical school)

03 College 4 years (College graduate)

04 Some graduate school (Post-college)

05 Master’s degree

06 Doctoral degree

99 Refused

A6. About how many years have you worked in the field of child welfare? \_\_\_\_

# SECTION B. SCREENING QUESTIONS

Please select one answer unless otherwise noted.

B1. Do you work for a government agency that is responsible for or provides support for child welfare programs and policies?

01. No.

02. Yes, for a court system

03. Yes, for a Native American tribe

04. Yes, for a state, territorial, or local child welfare agency

05. Other

B2. Are you responsible for supervising operations or people, and/or directing or shaping training, programs, and policy?

01. Yes

02. No

B3. Which state or territory do you work in?

INFORMATIONAL PAGE

We want to understand how public agency child welfare managers access and use information related to their job. The following questions will ask you to consider how, when, where, and why you gather information and learn new things. We hope to use your insight to build new tools and distribution channels to aid you in your important work.

# SECTION C. GENERAL CONSUMPTION BATTERY

Please select one answer unless otherwise noted.

C1. What are your three most important sources of information about child welfare policies, best practices, resources, and tools?

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

C2. If you could create a useful place to get information just for child welfare professionals like yourself, how would you want to access it? Select all that apply.

01. My office computer

02. My personal computer

03. On the web

04. As an app

05. As an e-book or digital magazine

06. As a print publication

07. As a regular/periodic conference call

08. As a regular/periodic webinar

09. A radio/television show

10. Podcast

11. Other (Please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

# SECTION D. ENGAGEMENT QUESTIONS

Please select one answer unless otherwise noted.

Please indicate your use or plans to use the following devices to access and use information as part of your job in the next 12 months.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Use | Plan to Use | Don’t Use |
| D1. Desktop computer | 01 | 02 | 03 |
| D2. Laptop computer | 01 | 02 | 03 |
| D3. Smart phone (e.g. iPhone, Android, Samsung, HTC) | 01 | 02 | 03 |
| D4. Tablet (e.g. Kindle Fire, Galaxy Tablet, Microsoft Surface, iPad) | 01 | 02 | 03 |
| D5. Other (Please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) | | | |

D6. How many smart phone or tablet apps do you use on a weekly basis?

01. None

02. A few, I’ve downloaded just what I want

03. Several, I find different apps very useful

04. Many, I download and use a variety of apps

05. A lot, I try and use a variety of apps

D7. Do you regularly (at least once a week) do any of the following? Select all that apply.

01. Play games on your phone or tablet

02. Play games on a personal computer

03. Play games on a console connected to your television

04. Stream entertainment through the Internet (e.g. Netflix, Hulu, Amazon, et03.)

05. Take online courses in subjects that interest you

06. Participate in online forums with subjects that interest you

07. Use services like Yelp and TripAdvisor to make decisions

08. Shop for goods or services online (e.g. Walmart, Amazon.com, eBay)

09. Use a webcam for a meeting, call, or web conference

10. Get alerts via email

We want to better understand how you chose to consume information in the digital age. The following questions ask you to agree or disagree with a statement on a scale of 1 to 5 with 5 meaning that you strongly agree and 1 being that you strongly disagree.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly  disagree |  |  |  | Strongly  agree |
| D8. I prefer to watch video on the Internet rather than on the television | 01 | 02 | 03 | 04 | 05 |
| D9. I prefer to read news stories and current events online instead of in a newspaper or magazine | 01 | 02 | 03 | 04 | 05 |
| D10. I prefer to read books and reports in the digital version (e.g. Kindle, eBook, PDF) rather than the print version | 01 | 02 | 03 | 04 | 05 |
| D11. I prefer online and virtual events to in-person events | 01 | 02 | 03 | 04 | 05 |
| D12. I prefer a tablet, smart phone or other mobile device to a desktop computer | 01 | 02 | 03 | 04 | 05 |

D13. Please indicate which of the following activities describe how you stay up to date with news, information, and current events. Select all that apply.

01. Watch the news on TV

02. Listen to news radio

03. Read the news on a desktop/laptop computer

04. Watch news videos on a desktop/laptop computer

05. Hear about important things from friends, neighbors, and work colleagues

06. Find out via social media like Facebook, Twitter, and LinkedIn

07. Get alerts via email

08. Read news or watch videos on my phone/tablet

09. Podcasts

10. Other (Please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

D14. How frequently do you check news, information, and current event sources (such as Google News, CNN, agency news service, social media, etc.)?

01. Several times an hour

02. Several times a day

03. Once or twice a day

04. Once or twice a week

05. Rarely

Think about the information that you access and use for your job during a typical work day. How much time (in minutes) do you spend taking in information in the following ways that average day?

|  |  |
| --- | --- |
|  | Number of minutes |
| D15. Video (Internet or television) |  |
| D16. Audio (Internet, Radio, or other) |  |
| D17. Person-to-person (face-to-face, phone, email, or text message) |  |
| D18. Digital article, discussion group, or e-book |  |
| D19. Print article or book (maybe add professional journal) |  |
| D20. Telephone call (including conference calls) |  |
| D21. Materials that you acquired from a conference or event |  |
| D22. Meetings |  |
| D23. Computer applications specific to my agency |  |
| D24. Other (Please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_) |  |

# SECTION E. TO BE BATTERY

Please select one answer unless otherwise noted.

Now that you have answered some questions about you currently capture and use information, we’d like to understand how you would like to access and use information in the future.

E1. How would you prefer to receive news and information about child welfare policy and practice? Please select your top three.

01. Government-run or government-sponsored sources

02. Non-governmental organizations

03. Internal communications/Intranets

04. Mainstream news organizations

05. Trade or industry media organizations

06. Forums or Internet interest groups

07. Issue advocacy organizations

08. Academic institutions

09. Vendor or service provider organizations

10. Social media channels and networks

11. Other (Please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

E2. How would you prefer to acquire new skills, capabilities, and knowledge sets related to child welfare? Please select your top three.

01. Face-to-face in a classroom setting

02. Virtual simulations/games

03. At a conference or tradeshow

04. During a networking session or seminar

05. Through online learning or a website

06. By watching videos or archived webinars at my convenience

07. Through professional organizations or informal communities/workgroups

08. Independent study/reading

09. At trainings provided by my employer

10. Other (Please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

E3. What is the best way to reach you with new or important information about child welfare practice and policy?

E4. Still thinking about information related to your job, select your top three most trusted sources of information

01. Government-run or government-sponsored sources

02. Non-governmental organizations

03. Mainstream news organizations

04. Trade or industry media organizations

05. Forums or Internet interest groups

06. Issue advocacy organizations

07. Academic institutions

08. Vendor or service provider organizations

09. Links accessed via social media connections

10. Information presented at conferences

11. Information shared directly by peers

E5. Do you belong to any social media/networking groups (e.g. LinkedIn groups, Facebook pages) dedicated to the topic of child welfare?

01. LinkedIn groups

02. Facebook

03. Twitter

04. Instagram

05. Pinterest

06. Google+

07. Tumblr

08. Yammer

09. No

E6. When you are looking for information related to child welfare practice or policy, where do you typically start looking? Please select your top three.

01. Google

02. Bing

03. Other search engine

04. Child Welfare Information Gateway

05. My agency intranet or website

06. Social media group or forum

07. Ask a colleague

08. Email listserv (Please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

09. Professional organizations

10. Informal workgroups/communities

11. Other (Please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

# SECTION F. MEDIA DEPTH BATTERY

Please select one answer unless otherwise noted.

F1. Think about a typical work day. Excluding reading job-related emails, how many minutes, on average, do you spend searching for and consuming information for your job by reading, listening, or watching at any one time?

01. Less than two minutes

02. More than two, but less than five minutes

03. More than five, but less than 10 minutes

04. More than 10, but less than 30 minutes

05. Between 30 minutes and an hour

06. More than an hour

F2. Still thinking about a typical work day, how much of your time did you spend looking for and using shorter pieces of information like specific facts, news items, or data points?

01. Less than 30 minutes

02. More than 30 minutes, but less than an hour

03. More than an hour, but less than two hours

04. More than two hours

F3. Still thinking about a typical work day, how much of your time did you spend looking for and using larger bodies of information like reports, studies, books, or online courses?

01. No time at all

02. Less than an hour

03. More than an hour, but less than two hours

04. More than two hours, but less than four hours

05. More than four hours, but less than eight hours

06. More than eight hours

F4. What was the last new skill, capability, or knowledge set that you acquired inside of the child welfare profession? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

F5. How did you learn that new skill, capability, or knowledge set?

01. Live classroom instruction

02. On-line course or webinar

03. Seminar or session at a conference

04. Work-site agency-sponsored training

05. Book or eBook reading

06. Other (Please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

F6. Where did you first find out about the existence of the new skill, capability, or knowledge set that you recently learned?

01. A friend or colleague mentioned it to me

02. Website (e.g., of an institution, foundation, clearinghouse, technical assistance provider, such as Child Welfare Information Gateway, California Evidence-Based Clearinghouse, NREPP, National Child Welfare Workforce Institute, CalSWEC, etc.)

03. Through an email sent to my work or personal account

04. At a conference

05. While reading a news or professional journal article

06. Part of a professional society (Please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

07. Through social media

08. Through a brochure, publication, or other marketing material

09. Other (Please specify\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_)

# SECTION G. MEDIA ACCESS BATTERY

Please select one answer unless otherwise noted.

G1. Think about the location where you spend most of your workday. Do you have access to any of the following information sources, sites, or applications at that location? Please select all that you have access to at your primary job location.

01. Personal email

02. Mainstream news websites (e.g. CNN, Google, ABC News, etc.)

03. Trade or industry media websites

04. Social media (Facebook, LinkedIn, Twitter)

05. Apple App Store, Google Play, or Amazon Appstore

06. Streaming video (YouTube, Vine)

07. Streaming audio (Pandora, Spotify, NPR)

08. Online learning (Coursera, Udemy, etc.)

G2. Does your agency block or restrict access to any of the following information sources, sites, or applications? Please select all that your agency blocks or restricts access to.

01. Personal email

02. Mainstream news websites (e.g. CNN, Google, ABC News, etc.)

03. Trade or industry media websites

04. Social media (Facebook, LinkedIn, Twitter)

05. Apple App Store, Google Play, or Amazon Appstore

06. Streaming video (YouTube, Vine)

07. Streaming audio (Pandora, Spotify, NPR)

08. Online learning (Coursera, Udemy, etc.)

G3. Do you regularly work in a location outside of your office or agency building where you meet and interact with children, families, or individuals in need of assistance or attend meetings off-site with stakeholders, agency and community partners, etc.?

01. Yes

02. No

G4. Think about the locations outside of your office where you typically operate. Do you have access to any of the following information sources, sites, or applications at that location? Please select all that you have access to away from your office or agency building.

01. Personal email

02. Mainstream news websites (e.g. CNN, Google, ABC News, etc.)

03. Trade or industry media websites

04. Social media (Facebook, LinkedIn, Twitter)

05. Apple App Store, Google Play, or Amazon Appstore

06. Streaming video (YouTube, Vine)

07. Streaming audio (Pandora, Spotify, NPR)

08. Online learning (Coursera, Udemy, etc.)

G5. Still thinking about locations outside the office where you typically operate. How often do you use a mobile device, tablet, or laptop computer to access work-related news or information while operating away from your office or agency building?

01. Constantly

02. At least once during every hour

03. Several times a day

04. Few times every week

05. Rarely

06. Never

G6. Would you use a mobile device, tablet, or laptop computer more frequently while away from the office if there were more job-related information/applications to access?

01. Yes

02. No

G7. Is this device provided by your employer or a personal device?

01. Employer

02. Personal

03. Both

04. I don’t have a mobile device

G8. Now think about how you acquire new skills, capabilities, or knowledge sets. Has your access to in-person training, classroom instruction, conferences, or other learning activities increased or decreased during the last year?

01. Decreased significantly

02. Decreased somewhat

03. Stayed the same

04. Increased somewhat

05. Increased significantly

G9. Has your access to online courses, online news, online subscriptions, social media, or other digital information sources increased or decreased during the last year?

01. Decreased significantly

02. Decreased somewhat

03. Stayed the same

04. Increased somewhat

05. Increased significantly