

# Capacity Building Center for the States – Media Consumption Survey

OMB Control # 0970-0401

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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	01	02	03	04	05

in-person events					
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

