

Draft Survey Instrument for Market Research Study (Version for CW Professionals)

- When appropriate, we will be randomizing the order in which answer options appear to minimize bias.
- Section headings will not necessarily be shown to respondents; they are included here for ease of review and to show the flow of questions.

Context of Respondents' Work

Before we ask questions about how you search for and use information, we'd like to learn a little about the context in which you work.

1. Do you work for an organization or agency that provides support to children and families who are involved with the child welfare system?
A. No (go to end of survey)
B. Yes, for a state or county child welfare agency
C. Yes, for a private agency providing services under contract with a state or county
D. Yes, for a different type of organization (Please specify)
2. Are you currently enrolled in an education/degree program?
A. Yes, I am enrolled in a Bachelor's in Social Work program
B. Yes, I am enrolled in a Master's in Social Work program
C. Yes, I am enrolled in an education/degree program other than a BSW or MSW program (go to Q4)
D. No (go to Q4)
3. Do you currently receive a child welfare stipend from your educational institution?
A. No
B. Yes (go to student version of survey)
4. Please select the option below that best describes your role at your organization or agency.
A. Frontline worker (e.g., caseworker, direct service worker)
B. Supervisor/manager
C. Director/administrator
D. Other (Please specify)

5. Which of the following best describes your primary work responsibilities?
- A. Administration
 - B. Workforce Development/Training
 - C. Continuous Quality Improvement/Evaluation
 - D. Information Technology/SACWIS/Data Systems
 - E. Indian Child Welfare Act
 - F. Primary or Secondary Prevention
 - G. Child Protective Services
 - H. In-Home Services
 - I. Foster Care
 - J. Adoption
 - K. Youth in Transition/Chafee/Independent Living Programs
 - L. Other (Please specify)
6. In which state or territory do you primarily work? (*Drop-down selection that includes all states, Washington D.C., Puerto Rico, Guam, American Samoa, Northern Mariana Islands*)
7. Would you consider the community that you serve to be primarily urban, suburban, or rural?
- A. Urban
 - B. Suburban
 - C. Rural
 - D. Don't know or Not applicable
8. During your typical workday, how much of your time do you spend away from your desk (e.g., attending meetings, interacting with children and families, driving to meetings)?
- A. All or almost all of the time (I am almost never working at my desk)
 - B. More than half the time
 - C. About half the time
 - D. Less than half the time
 - E. None or almost none of the time (I am almost always working at my desk)
9. During your typical workday, how much of the time do you have reliable access to the Internet?
- A. Always or almost always
 - B. Most of the time
 - C. Sometimes
 - D. Rarely or never
 - E. I don't know

General Information Habits and Preferences

For the following set of questions, please answer based on your daily life—both personal and professional. Knowing how you access and use information generally will help us interpret later questions that focus on your use of information specifically for work purposes.

10.
each of the following?

How often do you do

	Once a day or more	Several times a week	Several times a month	Once a month or less	Never
Read about news or current events					
Watch online video					
Listen to podcasts or audiobooks					
Search for content on the internet					
Download or view informational products, publications, or resources					
Play online games or apps					
Read ratings and reviews of commercial products or services					
View or take an online course, module or lesson					

11.
smartphone and/or tablet (e.g., Android, iPhone, iPad)?

Do you have a

- A. Yes
- B. No (skip to Q14)

12.
same activities do you typically use your smartphone and/or tablet? (*Select all that apply.*)

For which of these

- A. Read about news or current events

- B. Watch online videos
- C. Listen to podcasts or audiobooks
- D. Search for information or resources on the internet
- E. Download or view informational products, publications, or resources
- F. Play online games
- G. Read ratings and reviews of commercial products or services
- H. View or take an online course, module or lesson

13. How often do you use your smartphone and/or tablet to search for, access, or share information?

- A. Once an hour or more
- B. Several times a day
- C. Once a day
- D. Several times a week
- E. Several times a month
- F. Once a month or less
- G. Never

14. Below are several ways that people stay up to date with news and current events. You may use one, some, or all of these sources. Which of the following is your most important source of information about news and current events?

- A. TV
- B. Online videos or clips (e.g., YouTube)
- C. Radio
- D. Podcasts
- E. News websites
- F. Social media
- G. Print newspapers or magazines
- H. Other (specify)

15. We would like to know how often you use social media, whether for personal or professional reasons. How often do you view or share information on:

	Once a day or more	Several times a week	Several times a month	Once a month or less	Never
Any social media platform					
Facebook					
Instagram					
LinkedIn					
Pinterest					
Snapchat					
Twitter					
Other (please specify)					

Now we would like to ask you some questions about how you typically access and consume **information related to child welfare**. “Information about child welfare” could include **any tools or sources of information (e.g., technical assistance resources, journal articles, laws and regulations, mobile apps, podcasts) that you might access and use as a part of your job.**

16. Do you agree or disagree that you have enough access to information about child welfare to do your work effectively?

- A. Strongly agree
- B. Agree
- C. Neither agree nor disagree
- D. Disagree
- E. Strongly disagree

17. *If Q16 is “disagree” or “strongly disagree”:* Please explain your answer to the previous question. What types of information would you like more access to?

18. *If Q16 is “disagree” or “strongly disagree”:* What prevents you from having enough access to information about child welfare?

Respondents’ Habits and Preferences Related to Proactive Searches for Child Welfare Information

When answering the following set of questions, please think about situations in which you search for information about child welfare that you need for your work.

19. How often do you search for each of the following?

	Once a day or more	Several times a week	Several times a month	Once a month or less	Never
News about child welfare-related topics					
Information about best practices in child welfare					
Information about child welfare laws and policies					
Research on child welfare (e.g., journal articles, studies from research organizations)					
Information or resources to share with my clients					

20. [For respondents who answered at least "once a month or less" to at least one of the rows in the previous question] When you need to search for information about child welfare, what do you do most often?

- A. Type in key words on website search engine (e.g., Google, Yahoo)
- B. Visit a specific website (Please name): _____
- C. Go to the intranet or website for the organization or agency for which I work
- D. Ask a social media group or online forum
- E. Ask a colleague or other professional contact
- F. Other (Please specify)

Respondents' Habits and Preferences Related to Receipt of Work-Related Information through "Push Channels"

When answering the following set of questions, please think about situations in which you receive information about child welfare that you have not specifically searched for yourself. This could include information that you receive from people you work with, through listservs or distribution lists, or on social media.

21. How often do you receive information about child welfare (electronically or in hard copy) that you have not specifically searched for?

- A. Once a day or more
- B. Several times a week
- C. Several times a month
- D. Once a month or less

E. Never

22. What are the most important ways that you receive information about child welfare that you have not specifically searched for? Please choose up to three responses.

- A. Through a social media account (e.g., Facebook, LinkedIn)
- B. Through an email from a colleague or other professional contact
- C. In person or by telephone from a colleague or other professional contact
- D. Through an email listserv, electronic newsletter, or subscription list
- E. Through a scholarly or academic journal
- F. Through a training, conference, or workshop (online or in person)
- G. Through an online community of practice
- H. Other (Please specify)

23. If you were going to receive information about a new promising child welfare practice, in what format would you prefer to receive it?

- A. Pamphlet
- B. Briefing Document/Executive Summary
- C. Report
- D. News article
- E. Peer-reviewed journal article
- F. Video
- G. PowerPoint
- H. Podcast
- I. Other (Please specify)

24. Do you subscribe to any email listservs, electronic newsletters, or other types of subscription lists through which you receive child welfare information and resources on a regular basis?

- J. Yes
- K. No [If No, skip to end of section]

25. Think about the listserv or subscription list that you find most valuable to your work. What is it about this listserv or subscription list that makes it most valuable to you? (Open ended responses)

Respondents' Habits and Preferences Related to Sharing of Information

When answering the following set of questions, please think about situations in which you share information about child welfare with colleagues or other professional contacts. This could include information you share with a specific person, or information you share more broadly. Again, "information about child welfare" could include any tools or sources of information (e.g., technical

assistance resources, journal articles, laws and regulations, mobile apps, podcasts) in the child welfare space that you might access and use as a part of your job.

26. How often do you share information about child welfare with colleagues or other professional contacts?

- A. Once a day or more
- B. Several times a week
- C. Several times a month
- D. Once a month or less
- E. Never

27. When you share information about child welfare, how do you most often do so? Please choose up to three responses.

- A. Email
- B. Through social media
- C. Face-to-face conversation
- D. By telephone
- E. Through an electronic listserv, newsletter, or subscription list
- F. At a meeting at your organization or agency
- G. Through an online community of practice
- H. Through a training, conference, or workshop (online or in person)
- I. Other (Please specify)

Respondents' Habits and Preferences Related to Training

Next we would like to ask you a few questions about structured professional development activities that you have participated in, such as trainings, conferences, or workshops.

28. In the past year, how many times have you attended virtual or in-person trainings, conference presentations, or workshops that were provided by someone other than your employer?

- A. None
- B. 1-2 times
- C. 3-5 times
- D. 6 or more times
- E. Not sure/I don't remember

29. [If NOT "None" for Q28] Please think about the **most recent** training, conference presentation, or workshop that you attended that was provided by someone other than your employer. How did you find out about this training, conference, or workshop?

- A. Through social media (e.g., Facebook, LinkedIn)
- B. Through an email from a colleague or other professional contact

- C. In person or by telephone from a colleague or other professional contact
- D. Through an email listserv, electronic newsletter, or subscription list
- E. Through a scholarly or academic journal
- F. Through an online community of practice
- G. I don't remember
- H. Other (Please specify)

30. *[If NOT "None" for Q28]* What is the most important reason that you chose to attend this training, conference, or workshop?

- A. Topic/content covered was important for my professional knowledge or job role
- B. To earn continuing education credits or meet continuing education requirements
- C. Recommended by colleague or other professional contact
- D. Easily accessible (close physical location, online or phone participation)
- E. The reputation of the person or organization running the event
- F. Other (please specify): _____

31. In general, which type
of training do you prefer to participate in?

- A. Participants attend in-person
- B. Participants participate live online or by telephone at a set time (e.g., webinar, virtual conference)
- C. Participants access the training materials online, and complete activities at their own pace (e.g., online course)

Use of Mobile Devices and Social Media

If respondent does not have a smartphone or tablet (see Q11) skip to Q36.

32. *If respondent has a smartphone or tablet:* Over the past three months, how often have you used your smartphone and/or tablet to search for, access, or share information about child welfare?

- A. Once a day or more
- B. Several times a week
- C. Several times a month
- D. Once a month or less
- E. Never

33. *[If Q32 is NOT "Never"]*
For what professional purpose(s) have you used your smartphone and/or tablet in the past three months? *(Check all that apply)*

- A. To document contact notes
- B. To communicate case related information with co-workers/colleagues

- C. To research information to share with clients
- D. To communicate with clients
- E. To access professional development opportunities
- F. To learn about promising practices in the child welfare field
- G. To look up policies or procedures
- H. To access or complete forms
- I. To check my email and access calendar
- J. Other (Please specify)

34. Which of the following are reasons that you do not use your smartphone and/or tablet more often to search for, access, or share information about child welfare?

	Not a reason	A minor reason	A major reason
Workplace rules about using mobile devices			
A lack of mobile applications that are relevant to my work			
Limited access to Wi-Fi at my workplace			
My own technology skills			

35. Are there any other reasons that you do not use your smartphone and/or tablet more often to search for, access, or share information about child welfare? If so, please describe them. (Open-ended)

If respondent does not use any type of social media (see Q15) skip to Q38.

36. How often do you search for, access, or share information about child welfare through social media?

- A. Once a day or more
- B. Several times a week
- C. Several times a month
- D. Once a month or less
- E. Never

37. *If answer to previous question is not "Never":* Which of the following social media platforms do you use to search for, access, or share information about child welfare? *(Check all that apply)*

- A. Facebook
- B. Instagram
- C. LinkedIn
- D. Pinterest
- E. Snapchat
- F. Twitter
- G. Other (please specify)

Respondents' Awareness and Use of CWIG and NAM Resources

CWIG Specific Questions

38. Have you ever used Child Welfare Information Gateway (CWIG) (e.g., ordered a publication, contacted an information specialist, used an electronic listserv or subscription service, spoke to CWIG staff or obtained CWIG publication at a conference, etc.)?

- A. Yes
- B. No
- C. I'm not sure

39. [If answer to Q38 is NOT 'No']: Which of the following subscription services do you receive (Check all that apply)?

- A. I am not registered for any subscription services.
- B. Child Welfare Information Gateway E-Alert!
- C. Children's Bureau Express (CBX)
- D. Child Welfare In the News
- E. Adoption Triad
- F. Information Gateway Quick Links
- G. My Child Welfare Librarian
- H. I get e-mails from Child Welfare Information Gateway but I'm not sure if they are a subscription service.
- I. I'm not sure.
- J. Other (please describe): _____

NAM Specific Questions

40. In your work, do you have a need for information related to adoption?

- A. Yes
- B. No
- C. I'm not sure

41. Are you aware of the National Adoption Month website, sponsored by the Children's Bureau (<https://www.childwelfare.gov/topics/adoption/nam/>)?

- A. Yes
- B. No
- C. I'm not sure

(If response is 'Yes' or 'I'm not sure', go to next question, if response is 'No', skip to Demographic section)

42. Have you ever used the information and resources from the National Adoption Month website?

- A. Yes
- B. No
- C. I'm not sure

43. (For respondents who answer "Yes" to "Have you ever used information and resources from the National Adoption Month website") How have you used information and resources from the National Adoption Month website? (Check all that apply)

- A. Provide support to children and youth awaiting adoption
- B. Help identify and recruit prospective adoptive families
- C. Improve training and support for adoptive parents
- D. Increase my knowledge or inform my attitudes about adoption
- E. Support public awareness or advocacy efforts for National Adoption Month so we can support the work of adoption professionals
- F. Train professionals
- G. Other (please describe): _____

44. (For respondents who answer "No" to "Have you ever used information and resources from the National Adoption Month website") Why haven't you used the information and resources from the National Adoption Month website?

- A. National Adoption Month information and resources aren't useful for me
- B. Get my adoption related resources elsewhere
- C. Not interested in adoption related resources
- D. Other reason (please describe): _____

Demographic Questions

45. What is your age?

- A. 20 or under
- B. 21 to 30
- C. 31 to 40
- D. 41 to 50
- E. 51 to 60
- F. 61 or above
- G. Prefer not to answer

46.
best describes how you self-identify?

- A. Male
- B. Female
- C. Neither male nor female
- D. Prefer not to answer

Which of the following

47.
Latino, or Spanish origin?

- A. Yes
- B. No
- C. Prefer not to answer

Are you of Hispanic,

48.
Select all that apply.

- A. American Indian or Alaska Native
- B. Asian
- C. Black or African American
- D. Pacific Islander
- E. White
- F. Other (Please specify)
- G. Prefer not to answer

What is your race?

49.
grade or year of school you completed?

- A. Some high school or less
- B. High school graduate
- C. Some college
- D. College graduate
- E. Some graduate school (Post-college)
- F. Master's degree
- G. Law degree (J.D.)
- H. Doctoral degree
- I. Prefer not to answer

What is the highest

50.
you worked in your current field? (Drop-down)

- A. Less than one year
- B. 1 to 5 years of service
- C. 6 to 10 years of service
- D. 11 to 15 years of service
- E. 16 + years of service

How many years have

51. How likely is it that in five years you will still be working for an organization or agency that works with children and families who are involved with the child welfare system?

- A. Very likely
- B. Somewhat likely
- C. Not likely

Focus Group Participation

52. Thank you for your participation in this survey. We are planning to also conduct telephone focus groups on these same topics later this year. Would you be interested in participating in one of these discussions?

- A. Yes
- B. No (end survey)

53. *[If previous question = Yes]:* Please provide your contact information below so we can reach out to you when focus groups are being scheduled. Your information will not be used for any other purpose, other than contacting you about these focus groups.

If you would like to participate in a focus group but would prefer not to provide your information below, please contact *[contact information for Market Research Study Team.]*

Name: _____
Organization/Affiliation: _____
Email: _____
Phone number: _____