

## Draft Survey Instrument for Market Research Study (Version for Students)

- 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' Education and Work

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

1. Are you currently enrolled in a Bachelor's or Master's program in Social Work?  
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. No (go to Current Professionals version of survey)
2. Do you currently receive a child welfare stipend from your educational institution?  
A. No  
B. Yes
3. In which state do you attend school? (Drop-down selection that includes all states, Washington D.C., Puerto Rico, Guam, American Samoa, Northern Mariana Islands)
4. In addition to your studies, do you currently work (part-time or full-time) for an organization or agency that provides support to children and families that are involved with the child welfare system?  
A. Yes, for a state child welfare agency  
B. Yes, for a 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)  
E. No
5. (If Q4=Yes) 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

6. During your typical day, how much of the time do you have reliable access to the Internet?

During your typical

- 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—personal, professional, and academic. Knowing how you access and use information generally will help us interpret later questions that focus on your use of information specifically for work and academic purposes.

7. 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					

8. Do you have a smartphone and/or tablet (e.g., Android, iPhone, iPad)?

Do you have a

- A. Yes

B. No (skip to Q11)

9. For which of these same activities do you typically use your smartphone and/or tablet? (*Select all that apply.*)

- 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

10. 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

11. 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)

12. We would like to know how often you use social media, whether for personal, professional, or academic 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
<b>Any</b> 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 academic or professional work.**

13. Do you agree or disagree that you have enough access to information about child welfare for your academic and professional needs?

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

14. *If Q13 is “disagree” or “strongly disagree”:* Please explain your answer to the previous question. What types of information would you like more access to?

15. *If Q13 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 academic or professional work.

16. 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)					

17. [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 my university or program
- D. Ask a social media group or online forum
- E. Ask a peer or colleague
- F. Ask a faculty member, advisor, or someone else at my university
- G. 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.

18. 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

19. 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 peer, professor, or advisor
- C. In person or by telephone from a peer, professor, or advisor
- 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 class lectures or discussions (online or in person)
- H. Through an online community of practice
- I. Other (Please specify)

20. 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)

21. 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?

- A. Yes
- B. No [If No, skip to end of section]

22. 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 peers, fellow students, professors, 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 professional or academic work.**

23. How often do you share information about child welfare with peers, fellow students, 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

24. 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. Through in person or online class discussions
- G. Through an online community of practice
- H. Through a training, conference, or workshop (online or in person)
- I. Other (Please specify)

25. Do any of your current courses require that you conduct activities online?

- A. Yes, one or more of my courses require that I conduct activities online, such as participating in online discussions or attending virtual lectures
- B. No, my courses consist solely of in-person sessions

26. In general, what type of educational activity do you prefer to participate in?

- A. Participants attend in-person
- B. Participants participate online or by telephone at a set time (e.g., webinar, virtual conference)
- C. Participants access the 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 Q8) skip to Q31.*

27. *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

28. *[If Q27 is NOT "Never"]*  
In your academic work related to child welfare, for what professional purpose(s) have you used your smartphone and/or tablet in the past three months? *(Check all that apply)*

- A. To take notes in class
- B. To conduct research for class assignments
- C. To participate in online discussions or forums
- D. To access professional development or educational opportunities, such as online courses or webinars
- E. To check my email and access calendar
- F. Other (Please specify)

29. 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
Rules about using mobile devices at my institution and/or workplace			
A lack of mobile applications that are relevant to my academic and/or professional work			
Limited access to Wi-Fi at my institution or workplace			
My own technology skills			

30. 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 Q12) skip to Q33.*

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

- G. Once a day or more
- H. Several times a week
- I. Several times a month
- J. Once a month or less
- K. Never

32. *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

33. 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

34. [If answer to Q33 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

35. In your professional and/or academic work, do you have a need for information related to adoption?

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

36. 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)*

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

- A. Yes
- B. No

C. I'm not sure

38. *(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): \_\_\_\_\_

39. *(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

40. 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

41. Which of the following  
best describes how you self-identify?

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

42. Latino, or Spanish origin?

Are you of Hispanic,

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

43. Select all that apply.

What is your race?

- 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

44. Before entering your current educational program, did you previously work for an organization or agency that provides support to children and families who are involved with the child welfare system?

- A. Yes, for a state child welfare agency
- B. Yes, for a 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)
- E. No

45. (If Q44=Yes) For how many years did you work for an organization or agency that provides support to children and families that are involved with the child welfare system before entering your current program?

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

## Focus Group Participation

46. 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)

47.

[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: \_\_\_\_\_