

DOE - Student Data Privacy Learner Analysis Focus Groups Outline

90 Minute Group Learner Interview Plan & Outline

Introduction (5 min)

Introduce the host and the Project Champion and explain the purpose of this meeting. Make it clear that the conversation will be treated with confidentiality and that there are no right or wrong answers. Also, add that the results obtained from this conversation will help our team to understand the existing trends and efforts better.

“The first thing I want to make clear right away is that we want to learn more about your experience. This is not a test. There are no right or wrong answers..”

Be comfortable in expressing your thoughts, feedback or even criticisms, as they are part of a formal learner analysis that will be beneficial in improving our product. We need to hear your honest answers. As part of this analysis, we may ask you about situations that involve federal laws -- this information won't be used to hold you accountable to those federal laws. As such, our objective is to learn about what people know and do to improve our products and services accordingly.”

Overview About Project & Interview (5 min)

This is where you can learn about practical aspects of the project, understand what the Champion wants to get out of it, how they feel about it, but also what relevant dynamics look like and what might be possible blockers to the project.

Interview Questions (~75 minutes)

You will be administering questions based on the information and the outline provided below. This outline will consist of questions pertaining to the project and will be used for qualitative and quantitative data. This means if you are able to get feedback to get a better understanding of the quantitative data, or listing in order the importance of the feedback data can assist in viewing trends and information to help mold the decisions made. Also ensure that the time is limited on responses by the interviewee otherwise you may go over this allocated time frame.

Questionnaire (~15 minutes)

Learner Interview Questions:

- What is your current job title and/or role in education?
- How long have you been working in this role?
- What percentage of your day is spent in front of a screen? (Select One)

- How would you describe your familiarity with using technology for learning new content?
 - Not Familiar
 - Slightly Familiar
 - Somewhat Familiar
 - Very Familiar
- What digital apps do you use every day when interacting with education materials?
- What websites do you use every day when interacting with educational materials?

Learning Format & Delivery

- What is your primary device for access training materials (laptop, desktop, or phone?)
 - Chromebook
 - Laptop
 - Desktop
 - Android Phone
 - Apple iPhone
 - Apple iPad
- In your opinion, what part of online training makes it feel frustrating or pointless?
- What school-related activities/exercises have you done in the past that you found interesting or enjoyable?

Focus group questions via open discussions (~55 minutes)

Student data privacy specific format & delivery

- What opportunities have you had in learning about student data privacy?
- Do you have a set of resources that you've been given or that you've found that you consult when you need support on issues related to student data privacy?
 - Is there a kind of media that you prefer for those resources?
- How adequate or inadequate do you feel the resources are to help you with inquiries or challenges you may have related to student data privacy?
 - Are there specific things that you would like to have that you are currently not available.

Experience with topic:

- What kinds of words would you use to describe the topic of student data privacy?
- **Scenarios**
 - Think of as many tasks as you can when you are working with student data as part of your job. (Keep a running list on a good doc)
 - Which of these tasks seem to be the most important for trainings on best practices for keeping student data private?
- **Best Practices**
 - Tell me about a time that you used your knowledge about student data privacy.

- Do you have a set of best practices that you tend to use to keep student data private?
- Are there specific protocols that you use in your school for addressing potential privacy violations?
- **Motivation**
 - What do you see as the most important reason to learn more about student data privacy?
 - Who would benefit if more people knew about best practices for keeping student data private?
 - What do you see as the negative consequences of failures to keep student data private?
- **Lack of clarity**
 - What topics do you find confusing or unclear around FERPA, COPPA, or other laws that relate to student data privacy?
 - Tell me about a time when you were not sure what to do related to student data privacy. (You don't have to tell me what you did in the end.)

Conclusion (5 minutes)

Thank the interviewee for the time spent to answer these questions. Allow for the Champion to thank the interviewee for participating in this effort. Confirm all questions are answered, and if not ensure that there is a follow-up discussion scheduled. The imperative goal is to ensure that we obtain the information to the questions allocated to be analysed and used to mold the future of the solution we're built to the challenge.

Public Burden Statement

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