Research for Organizing Webinar Series

Module 8: From Paper to Power!

Data Management
Presenter

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Agenda

• Introduction to the Community Development Project
• Research for Organizing Toolkit and Webinar Series
• Introduction to Participatory Action Research
• Module 8: From Paper to Power!
• Collecting Your Data
• Entering and Managing Your Data
• Analyzing Your Data
• Securing Your Data
Why are we Talking about Data Entry?!

• It’s not boring!
• Critical to collect and store accurate data for analysis
• Organized and accurate databases can be shared with other groups
INTRODUCTION TO THE COMMUNITY DEVELOPMENT PROJECT (CDP)
Who is CDP?

• Strengthen impact of grassroots organizations, through...
  – Participatory Action Research Reports
  – Grassroots Policymaking
  – Popular-Education Curriculum Design and Research Training
  – Strategic Campaign Research

**Find out more information about CDP here: [http://cdp.urbanjustice.org/](http://cdp.urbanjustice.org/)**
Participatory Action Research (PAR)

- Community-driven
- Power-building
- Action oriented
RESEARCH FOR ORGANIZING (RFO) TOOLKIT
Research for Organizing Toolkit

• Designed for organizations and individuals using PAR in social justice work
• Compiled from years of working with grassroots organizations
• Trainings, tools and tips created for organizers & community members to become more actively involved in research process
RFO Table of Contents

www.researchfororganizing.org
Research For Organizing Webinar Series

• Module 1: Unpacking the Toolkit
• Module 2: Designing your Research Project
• Module 3: Getting Your Data and Utilizing Databases
• Module 4: Creating, designing, and implementing Surveys – Quantitative Data
• Module 5: Focus Groups – Qualitative Data
• Module 6: Interviews – Qualitative Data
• Module 7: Mystery shopping/observations
• Module 8: From Paper to Power! Data Management
MODULE 8: FROM PAPER TO POWER!
DATA MANAGEMENT
Objectives for this Module

• Participants will be able to...
  – Learn best practices for entering data and keeping databases organized;
  – Understand how survey, intake, and other organizing data can be utilized for advocacy work;
  – Explore the pros and cons of specific data management programs;
  – Discuss strategies and resources for making digital data secure.
Why are we talking about data entry?

• Important to **systematize data entry** processes to minimize error in data analysis

• **Figure out what the data is saying** about the issues we are researching and/or the community being served

• **Strategize on best uses** for data
From Paper to Power!

Collecting Your Data ➔ Entering & Managing Your Data ➔ Analyzing Your Data

Securing Your Data ➔ Organizing!
Where do we get our data?

• Field Data
  – Surveys
  – Focus Groups
  – Interviews
• Intakes
• Data from Organizing
  – Data from door knocking
  – Sign in sheets from meetings
  – Campaign sign-ons
  – One-on-ones
How do we translate our data into power?

• Surveys & Intake Data $\rightarrow$ Collected and stored in databases

• Data from Organizing $\rightarrow$ Collected in organizing databases
  – Programs such as *PowerBase* and *Salsa*

• Focus group & interview data $\rightarrow$ transcribed
  – Can use programs such *Nvivo*
Survey Data Collection Tips

• Good to use **pre-labeled envelopes** when collecting surveys
  – Ex: envelope for completed surveys

• Building in an “office use only” section to keep track of surveys

```
FOR OFFICE USE ONLY (COMPLETED BY PERSON DOING DATA ENTRY)
Survey Number: ____________________________________________________________
Language of Survey: ______________________________________________________
Name of Person Entering Survey: __________________________________________
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Organizing Data Collection Tips

• Using online databases such as PowerBase and Salsa to track:
  – Data from door knocking
  – Sign in sheets from meetings
  – Campaign sign-ons
  – One-on-ones

• Data can be exported into databases for analysis
Analyzing Your Data

Entering & Managing Your Data

Collecting Your Data

Securing Your Data

Organizing!

Analyzing Your Data
Entering Your Data

• Programs for Data Entry:
  – Microsoft Excel
  – Google Forms
  – Survey Monkey
  – Qualtrics
  – Powerbase
Activity 4.1: Introduction to Data Entry

• Important to train people on data entry so that it is being entered consistently

Activity: 4.1 Introduction to Data Entry

Purpose of the Activity:

This activity is designed to train staff or volunteers who will be responsible for computer data-entry for your project to use ACCESS or Survey Monkey to enter and manage your data.

By the End of the Activity Participants Will:

• Have learned about the importance of databases and data entry
• Have learned how to use ACCESS or Survey Monkey

Before this Activity Participants Will Need to:

Compile and organize all the research instruments (surveys, interviews, canvass sheets etc.) that have been completed and need to be entered
Data Entry

• After collecting **paper** surveys or intakes, they should be entered into some type of database for analysis
• Good way to **involve** members/volunteers
• Volunteers and students should be trained to do entry
• Can host events like “**data entry pizza parties**” to get large batches of data entered
Benefits & Challenges of Using Survey Monkey

Benefits

• Useful online tool for creating and administering surveys
• Can completely design your survey online
• Data can be input from multiple places

Challenges/What you should consider

• While free accounts are available (with a ten questions limit), paid accounts are affordable and well-worth the price.
Best Practices for Data Entry

• Should keep hard copies of surveys and intakes in case you find errors in your database

• Have clear instructions for “check one” and “check all that apply” answers

• Design database with same questions as your survey
  – Best to do this before you administer survey
Making Your Database Reflect Your Survey

Paper Survey

Lower East Side Hurricane Sandy Survey

This survey is part of a project to document the effect of Sandy on the residents of the Lower East Side by the Lower East Side Long Term Recovery Group with support from Good Old Lower East Side (GOLES). This survey will be used to help the Lower East Side better prepare for future disasters. Your responses will not be linked to your identity and will be kept confidential. Please make sure you complete all pages of the survey and answer the questions to the best of your ability. If you do not feel comfortable answering a question, feel free to skip it. Thank you for taking the time to complete this survey.

1. In what ways were you affected by Sandy? (Check all that apply)
   - [ ] Lost power
   - [ ] Home had/has mold
   - [ ] Did not have heat
   - [ ] Loss of personal property
   - [ ] Did not have hot water
   - [ ] Had to take extended time off work
   - [ ] Home was damaged
   - [ ] Lost wages
   - [ ] Was not affected
   - [ ] Other

2. Which of the following groups in your community do you participate in? (Check all that apply)
   - [ ] Tenant/Resident Association
   - [ ] Religious Institution
   - [ ] Block Association
   - [ ] Community Board
   - [ ] Community Organization
   - [ ] None
   - [ ] Other

Online Database

Lower East Side Hurricane Sandy Survey

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   - [ ] Community Board
   - [ ] Community Organization
   - [ ] None
   - [ ] Other
Developing a Data Entry Protocol

• Step-by-step process for entering data
• Ensures minimal errors in how data is entered in the database
• Allows you to track who is entering the data in case you need to follow up
Tool 4.4 Sample Survey Monkey Data Entry Protocol

Why is this tool useful?

This data entry protocol is a step-by-step process for entering paper surveys into Survey Monkey. Following these tips will help reduce error even when multiple people are entering data. This protocol assumes that you have matched your paper survey and online database to look the same. You can customize this tool to fit with your survey's needs.

You will enter your survey data via Survey Monkey, which is designed to match the paper surveys. Fill in the survey based on the paper survey answers.

- **Keep the answers as they are on the survey**, even if you don’t think they make sense. **Leave blank answers blank** in the form.

- **If ‘other’ is selected** in any question, be sure to write in the response exactly as it appears in the text box provided. **If nothing is written in, write “none specified.”**

- If notes are written in the margins or next to answer options on the paper survey but are not written in the space for “other” or write-in responses, do not try to enter them somewhere else in the survey monkey.

- If you’d like to keep a separate spreadsheet or word document to track these comments, you can do so. But do not enter these notes into survey monkey if
Collecting Your Data → Entering & Managing Your Data → Analyzing Your Data

Securing Your Data

Organizing!
Cleaning Up Your Data

• Want to check for **duplicate entries**
  – Especially when entering paper intakes or surveys
• **Check paper surveys/intakes against database** to make sure answers were entered correctly
• May want to **standardize** write-in responses
• Figuring out how to deal with **inconsistent answers**
Why is Data Analysis Important?

Lower East Side Hurricane Sandy Survey

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Thank you for taking the time to complete this survey.

1. In what ways were you affected by Sandy? (Check all that apply)
   - Lost power
   - Did not have heat
   - Did not have hot water
   - Home was damaged
   - Home was flooded
   - Other

2. Which of the following groups in your community do you participate in? (Check all that apply)
   - Tenant/Resident Association
   - Block Association
   - Community Organization
   - Other

Residents had a short window to evacuate, particularly if they were dependent on public transport.

Then-Mayor Bloomberg did not give the mandatory evacuation order until Sunday, October 28th. While this gave residents more than 24 hours to evacuate before Hurricane Sandy made landfall, the subway was shut down at 7pm and buses stopped running at 9pm on Sunday. Additionally, elevators in NYCHA developments in Zone A were taken out of service at 7pm to protect the elevators from potential floodwaters. This left New Yorkers dependent on public transportation with very little time to prepare to evacuate.

Of those that did evacuate, most did not utilize City shelters.

For survey respondents that did evacuate, over two-thirds (71%) went to a friend or family’s house in the city and only 15% went to a public shelter or evacuation center. A report from Community Board 3 about lessons learned during Sandy stated that many of the people who did evacuate to a shelter had such a bad experience that they would not evacuate to a shelter again. Seward Park High School, an evacuation center in the LES, lost power for several hours during the storm. Contributing to the negative experience is that the public shelters were only prepared to accommodate residents for three days but most residents were not able to return to their homes within this timeframe and some people were unable to leave these temporary shelters for more than two weeks. 73% of survey respondents that evacuated were away from their homes for more than three days, with 14% away from their homes for 10 days or more.

Of survey respondents that evacuated:

- 71% went to a friend or family’s house in NYC
- 15% went to a public shelter / evacuation center
- 5% evacuated to somewhere else
- 3% went to a hotel in NYC
- 6% left NYC
Programs for Analyzing Data

• Microsoft Excel
• Google Sheets
• *Survey Monkey
  – Does some basic frequencies for you
• Qualtrics
• SPSS
Types of Analysis (Basic)

- Frequencies
- Statistics (mean, median, mode)
- Crosstabs

![Pie chart showing distribution of residents in Zone A]

- 36% Evacuated before storm
- 50% Evacuated after storm
- 13% Sheltered in place
Crosstabs

- We use crosstabs to describe the relationship between two variables:

  Of survey respondents that evacuated, they were away from their homes for:

  - less than 24 hours: 7%
  - 1-3 days: 21%
  - 4-6 days: 33%
  - 7-9 days: 21%
  - 10-12 days: 5%
  - 13-15 days: 7%
  - 16 days or more: 6%
  - still away from their homes: 2%
Partnering for Data Analysis

• Good idea to partner with a research ally for data analysis
• Can work with technical assistance organizations, think tanks, or universities
• Develop a clear workplan with an M.O.U.
Tool 2.4: Research Work Plan Template

Why is This Tool Useful?

This tool will help to document your research plan and methodology. It is also useful in developing a workplan, timeline and accountability mechanism for your project to make sure that each member of your research team is doing the work they have committed to doing and are keeping up with deadlines. This can also be helpful in putting together proposals for funding or other support because you will have all the information about your project in one place. Below is a template for a research plan. Sections can be shifted and deleted as needed.

Name of Organization(s):
Name of Research Project:
Date:

Background

This section should include some background information about the social issue that your research will address and/or the campaign that your research will support.

Overview of project

This section should provide a brief overview of the research project including what issue you are addressing and why, what information you plan to collect, whom you are collecting the information from and how you are collecting information (See Tools 2.1 and 2.2).

Goals of project

This section should include a bulleted list of what you hope to achieve through doing this research project. Some examples include:
Collecting Your Data → Entering & Managing Your Data → Analyzing Your Data

Securing Your Data

Organizing!
Protecting Respondents When Collecting & Entering Data

• Be particularly careful asking questions to vulnerable populations

• Should review demographic questions to see what the bare amount of information you need is

• Make clear to respondents whether responses are anonymous and/or confidential

“This survey is confidential and anonymous. Your name and contact information will not appear anywhere on the survey. We encourage you to answer every question to the best of your ability. However, if you do not feel comfortable answering a question, feel free to skip it. Your input is very important.”
Making Sure Information is Secure

• Going back through intake and survey data and checking for sensitive data
• Using encrypted or secure databases
• If volunteers or students are entering your data, make sure they are trained to handle sensitive information
• Working with experts in digital security to secure data (see resources slide)
Resources

• Data Entry Resources:
  – Microsoft Excel
  – Google Forms
  – Survey Monkey (also a resource for data analysis)
  – Qualtrics (also a resource for data analysis)

• Resources for Data from Organizing
  – PowerBase
  – Salsa

• Data Analysis Resources
  – Microsoft Excel
  – Google Sheets
  – SPSS

• Resources for Data Security
  – Progressive Technology Project
  – RoadMap
Research For Organizing Webinar Series

**Moving Forward**

- Module 9: Creating research findings and Policy Recommendations
- Module 10: Presenting & Releasing your Research