

# Ditching the Discomfort with Data Series

## *Part Three: Working With Data*

Hayden D. Center, Jr., Ph.D., LPC

May 19, 2022

South Southwest Prevention  
Technology Transfer Center



# Acknowledgement

This presentation was prepared for the South Southwest Prevention Technology Transfer Center (PTTC) Network under a cooperative agreement from the Substance Abuse and Mental Health Services Administration (SAMHSA). All material appearing in this publication, except that taken directly from copyrighted sources, is in the public domain and may be reproduced or copied without permission from SAMHSA or the authors. Citation of the source is appreciated. Do not reproduce or distribute this publication for a fee without specific, written authorization from the South Southwest Prevention Technology Transfer Center. For more information on obtaining copies of this publication, contact us at [pttc6@ou.edu](mailto:pttc6@ou.edu)

At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D, served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration.

The opinions expressed herein are the view of PTTC Network and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

This work is supported by grants 6UR1TI08205-02M002, SM081726 and 1H79SP081006-01 from the Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Ditching the Discomfort: A Data Literacy Journey

**5** COMMUNICATING  
DATA

**4** ANALYZING  
DATA

**3** WORKING  
WITH DATA

**2** READING  
DATA

**1** OVERVIEW



# Part Three Learning Objectives

- Define what it means to “work with” data.
- List two challenges when working with online surveys or focus groups.
- Apply methods for working with data to an example.
- List two ways to build your capacity around working with data and “ditching the discomfort.”



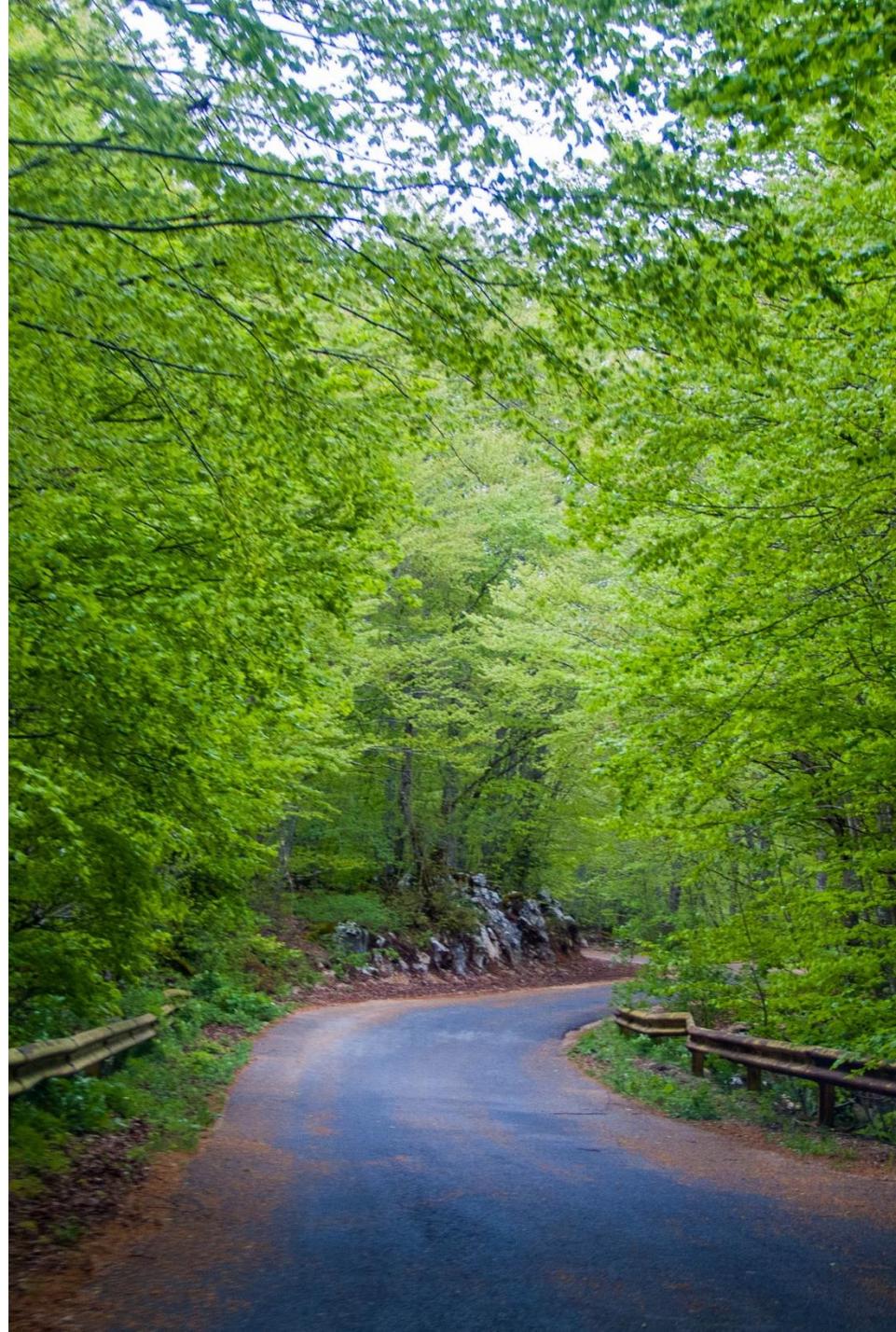
South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Our Roadmap Today

- Introductions
- Working With Data-  
What It Means
- Tips for Working With  
Data
- Group Work
- Debrief
- Evaluation



# South Southwest PTTC Team Support



Nicole Schoenborn  
Evaluator



Derrick Newby  
T/TA Specialist



Richard Feinberg  
Tech Support



Sheila Boswell  
Assistant Evaluator



Wanda West  
Product Development &  
Distance Learning Coordinator



Laurie Smith  
Tech Support

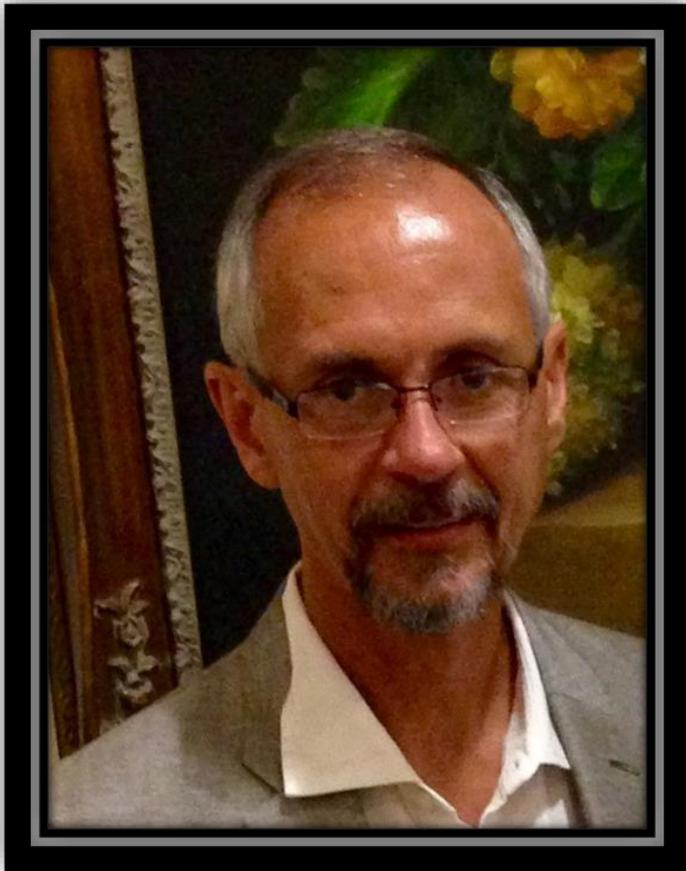


Beverly Triana-Tremain  
Epidemiologist



South Southwest (HHS Region 6)

**PTTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



Dr. Hayden Center, Jr., Ph.D., LPC  
South Southwest PTTC Associate



South Southwest (HHS Region 6)

**PTTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Data Literacy Defined



“Data literacy describes the ability to ***read***, work with, analyze, and argue with data.”

–Raul Bhargava and Catherine D'ignazio from MIT and Emerson College



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



# Let's Hear from You!

What do you think of when you hear we are going to “work with” the data?



South Southwest (HHS Region 6)

**PTTC**

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Acquiring Data

“Working with data involves creating, **acquiring**, cleaning, and managing it.”<sup>1</sup>



<sup>1</sup>D'Ignazio, C., & Bhargava, R. (2016). DataBasic: Design principles, tools and activities for data literacy learners. *The Journal of Community Informatics*, 12(3), 83-107.

# Strategic Prevention Framework and Data Collection



South Southwest (HHS Region 6)

**PTTC**

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Data Collection Methods

- Survey
- Focus group
- Interview
- Observation



South Southwest (HHS Region 6)

**PTTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Advantages of Online Surveys

- Quick data collection
- Low cost/cost-efficient
- Convenient for desktop computers and mobile devices
- Design flexibility
- Potential for higher response rates
- Improved accuracy
- No interviewers needed
- Data analysis can be conducted fairly quickly



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Challenges of Online Surveys

- Online limitations
- Recruitment challenges
- Potential for duplicate or fraudulent responses
- Sampling



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Initial Considerations For Your Survey

- What are your survey goals?
- What is your target population?
- What questions will you ask?
- What survey software will you use?



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Focus Groups

A focus group is...

- A qualitative research method
- A group discussion focused on a particular topic or issue
- Facilitated by a discussion moderator



# Why a Focus Group?

- Gain a deeper understanding of a particular topic or issue.
- Often used to supplement other research methods.
- Not intended to reach a consensus.



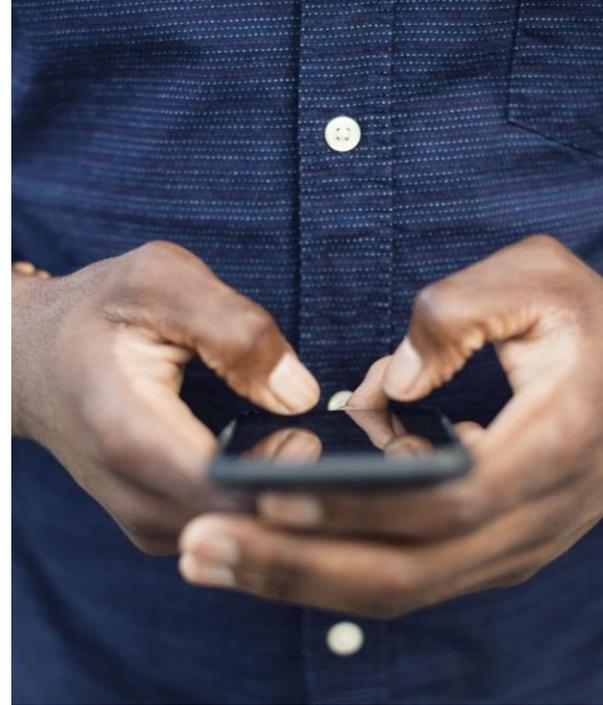
South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Types of Focus Groups

- Online
- Telephone
- Traditional face-to-face in-person



# Advantages to Online Focus Groups

- No geographic constraints
- Reduced cost (e.g., travel, facility rental, transcription).
- Increased comfort for participants as they connect via their own home or preferred location
- Option for automatic generation of transcriptions
- More convenient for researchers - incentives can be provided quickly via online gift cards



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



# Planning



South Southwest (HHS Region 6)

**PTTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



Community X coalition has been meeting for about a year. They are working on developing more methods for collecting data about the local problems, risk factors, and protective factors.



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Case Example Continued

They decide to gather data from 3 different sources.

1. A survey of all the 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> graders in the school system.
2. Focus groups with parents to get their views on the issues in the community.
3. Key informant interviews with law enforcement and school personnel.



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# 2019 Monitoring the Future Survey

## Key Findings: Percent Reporting Use of Selected Substances

	8 <sup>th</sup> Grade	10 <sup>th</sup> Grade	12 <sup>th</sup> Grade		8 <sup>th</sup> Grade	10 <sup>th</sup> Grade	12 <sup>th</sup> Grade
<b>Vaping, Any</b>				<b>Tobacco w/Hookah</b>			
Past Year	20.1	35.7	40.6	Past Year			5.6
Past Month	12.2	25.0	30.9	Past Month	1.3	2.4	4.0
<b>Vaping, Nicotine</b>				<b>Flavored Little Cigars</b>			
Past Year	16.5	30.7	35.3	Past Month	2.2	3.7	7.7
Past Month	9.6	19.9	25.5	<b>Narcotics Other than Heroin</b>			
<b>Vaping, Marijuana</b>				Past Year			2.7
Past Year	7.0	19.4	20.8	Past Month			1.0
Past Month	3.9	12.6	14.0	<b>Marijuana</b>			
<b>Vaping, Just Flavoring</b>				Past Year	11.8	28.8	35.7
Past Year	14.7	20.8	20.3	Past Month	6.6	18.4	22.3
Past Month	7.7	10.5	10.7	Daily	1.3	4.8	6.4
<b>Cigarettes</b>				<b>Alcohol</b>			
Past Month	2.3	3.4	5.7	Past Month	7.9	18.4	29.3
Daily	0.8	1.3	2.4	Daily	0.2	0.6	1.7
½ Pack +/Day	0.2	0.5	0.9	Binge	3.8	8.5	14.4

Change from 2018 to 2019

■ Significant Increase

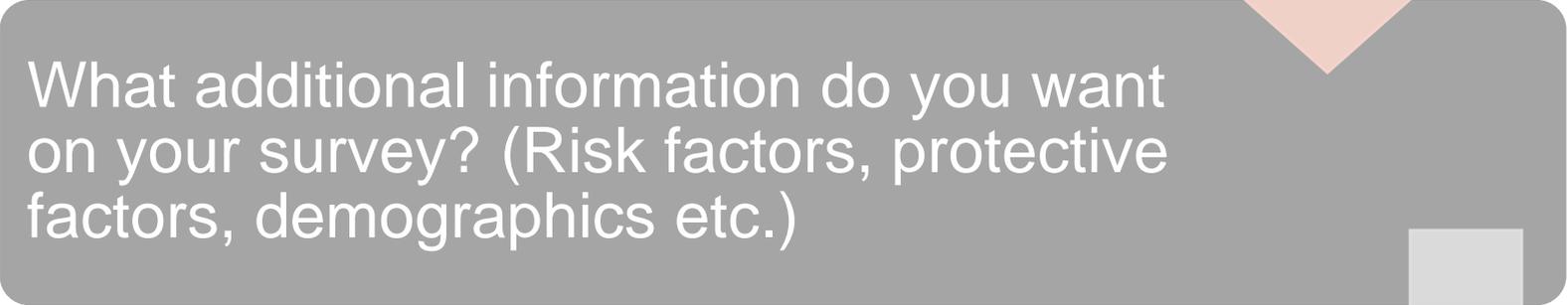
■ Significant Decrease

# Breakout Part 1: Survey

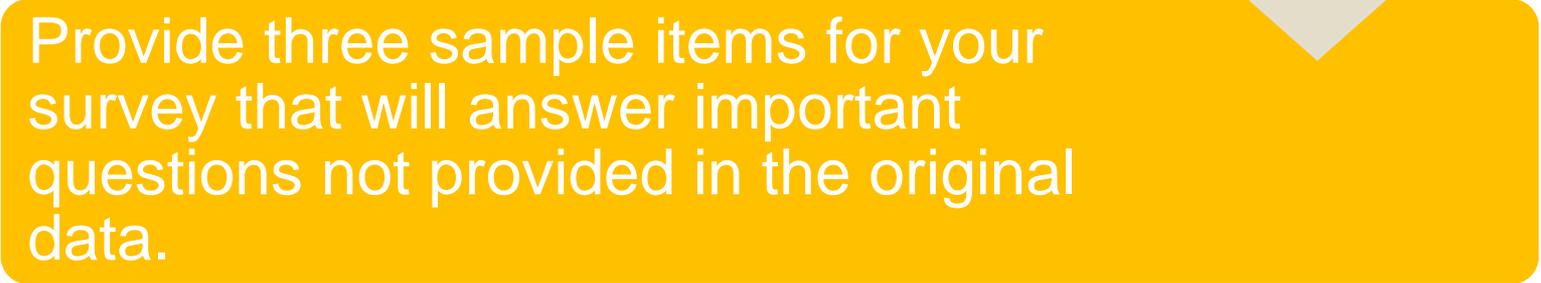
Review the data that was collected previously.



What additional information do you want on your survey? (Risk factors, protective factors, demographics etc.)



Provide three sample items for your survey that will answer important questions not provided in the original data.

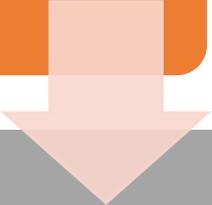
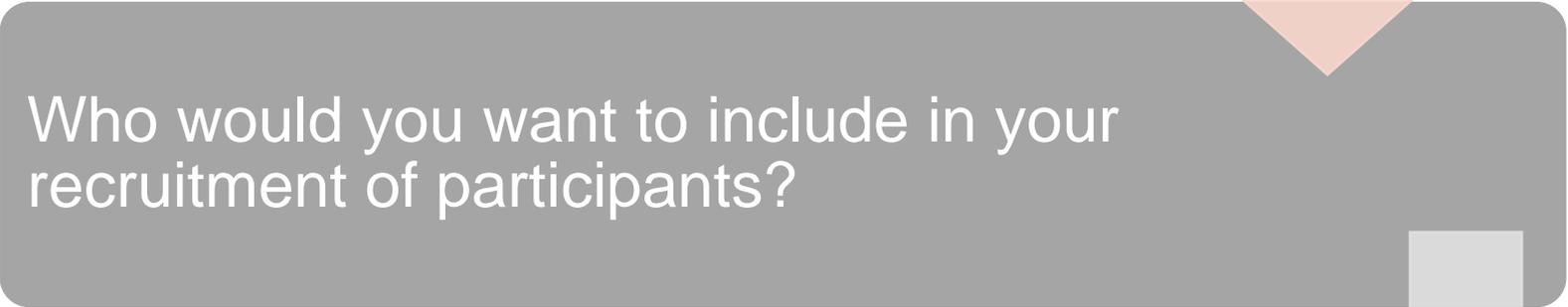


# Breakout Part 2: Focus Groups

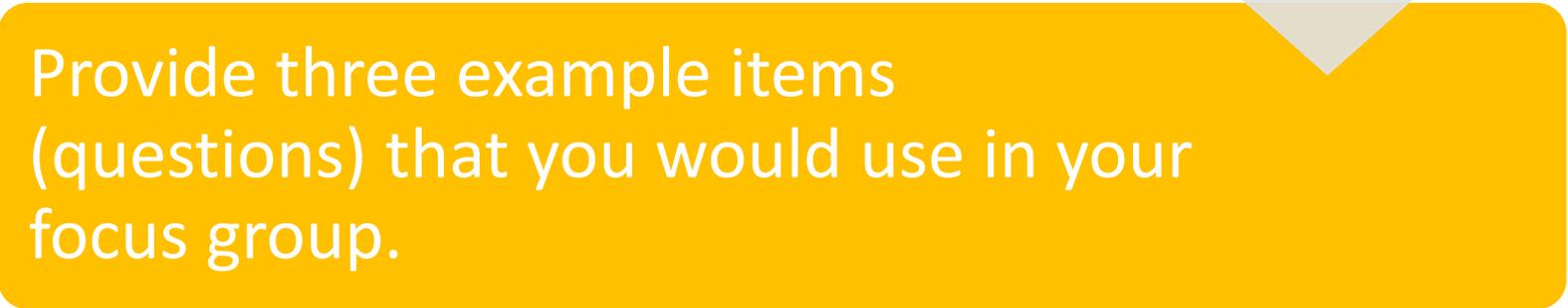
What type of information would you like to gather in your focus group?



Who would you want to include in your recruitment of participants?



Provide three example items (questions) that you would use in your focus group.



# Small Group Breakout

- Note your group number (top left in Zoom)
- Introductions (name, location, where you work)
- Designate a facilitator and recorder
- Look at the data report
- Answer breakout questions for parts 1 and 2
- Record responses in Google Doc



South Southwest (HHS Region 6)

PTTC

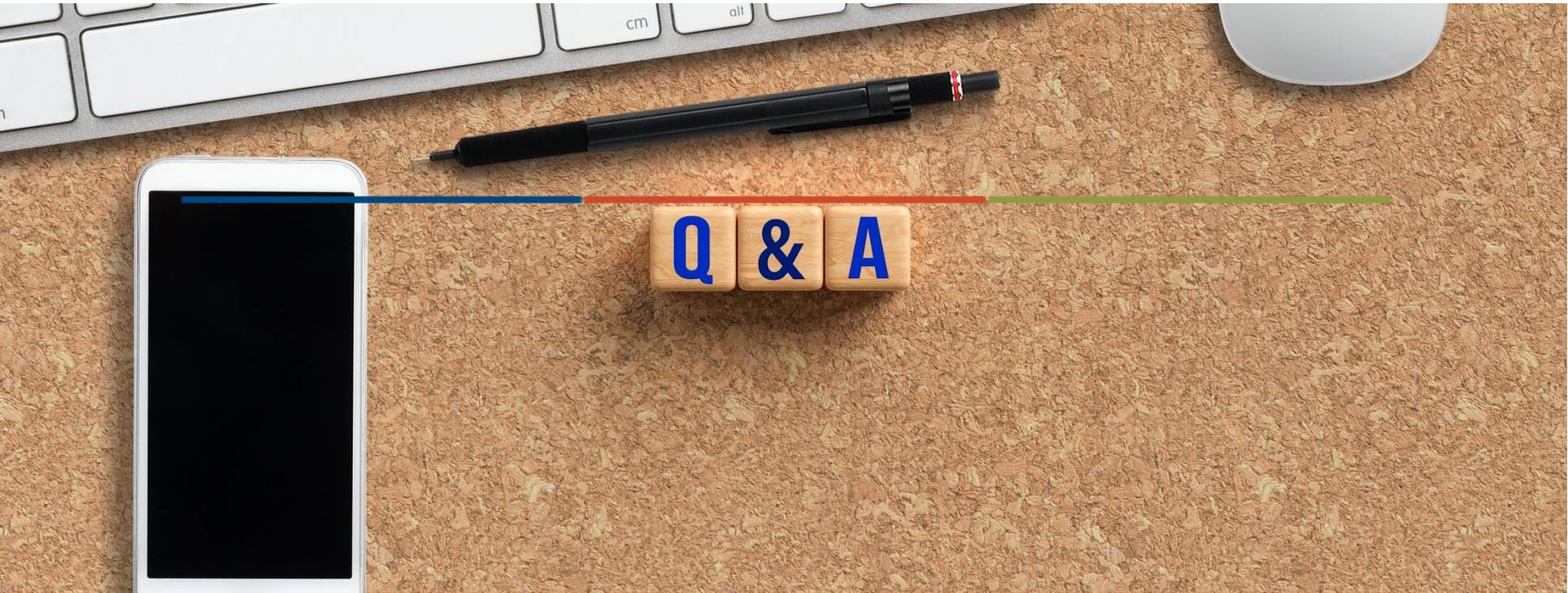
Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Let's Hear From You: Group Reports



South Southwest (HHS Region 6)

**PTTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



# Questions?





Wrapping up

# Ditching the Discomfort: A Data Literacy Journey



# Registration Open!

## Ditching the Discomfort with Data

### Part 4, Analyzing Data

August 30, 10:30-12:00 p.m. CT



South Southwest (HHS Region 6)

**PTTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# Resources

Data Collection during COVID-19 - Part 2: Conducting Online Surveys:  
Sustaining your Survey Data Collection during COVID-19

<https://pttcnetwork.org/centers/pacific-southwest-pttc/product/webinar-data-collection-during-covid-19-part-2-conducting>

Data Collection during COVID-19 - Part 3 - Conducting Online Focus  
Groups: Best Practices and Innovations

<https://pttcnetwork.org/centers/pacific-southwest-pttc/product/webinar-data-collection-during-covid-19-part-3-conducting>

Data Collection during the Pandemic

<https://pttcnetwork.org/centers/south-southwest-pttc/data-during-pandemic>

Focusing on Focus Groups Online Course

<https://preventionsolutions.edc.org/services/online-courses/focusing-focus-groups>



South Southwest (HHS Region 6)

PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

# For further questions, contact:

Nicole Schoenborn, Evaluator

South Southwest PTTC Region 6

[nicoled@ou.edu](mailto:nicoled@ou.edu)

405-826-5648

## CONNECT WITH US



[SSW PTTC website](#)



[Join our mailing list](#)



[Products and Resources](#)