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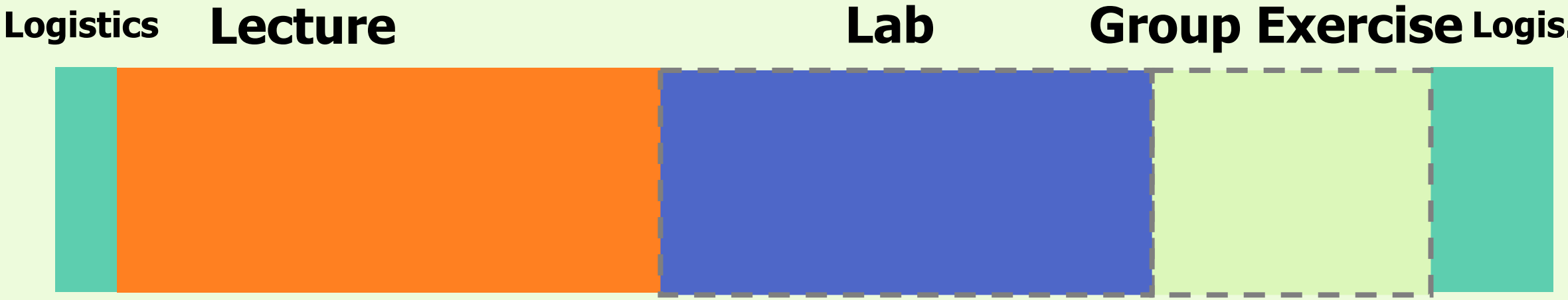
Community-based Empowerment

Albert S. Kochaphum

Week 4 | April 20th, 2022

Today's Agenda



slido

lab 4

ⓘ Start presenting to display the poll results on this slide.

Active poll

18

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How are you feeling today?

Active poll

16

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How are you feeling about the group project?

Active poll

15

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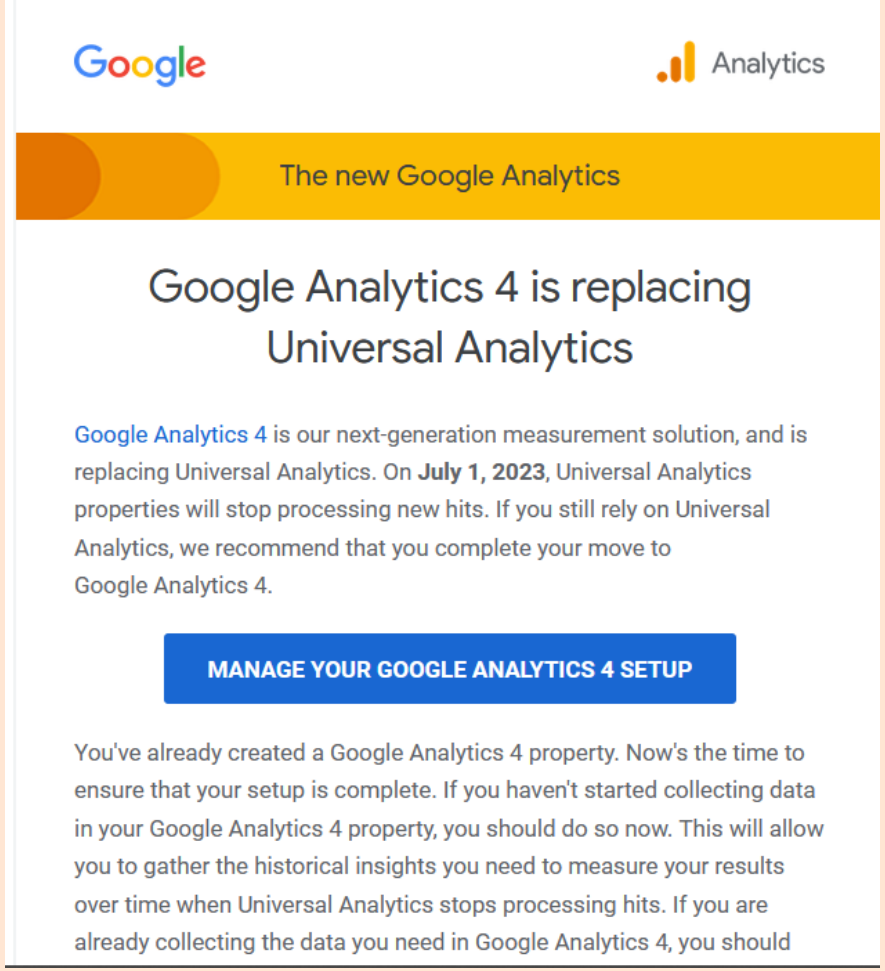
Any takeaways from the survey design pre-lab readings?

Logistics

Group Assignment #3 "Survey" due Wednesday 4/27

- **Includes Memo revision**
  - **Email or include in the assignment thread**

By the way... About those API changes...



Google Analytics

The new Google Analytics

Google Analytics 4 is replacing Universal Analytics

Google Analytics 4 is our next-generation measurement solution, and is replacing Universal Analytics. On **July 1, 2023**, Universal Analytics properties will stop processing new hits. If you still rely on Universal Analytics, we recommend that you complete your move to Google Analytics 4.

MANAGE YOUR GOOGLE ANALYTICS 4 SETUP

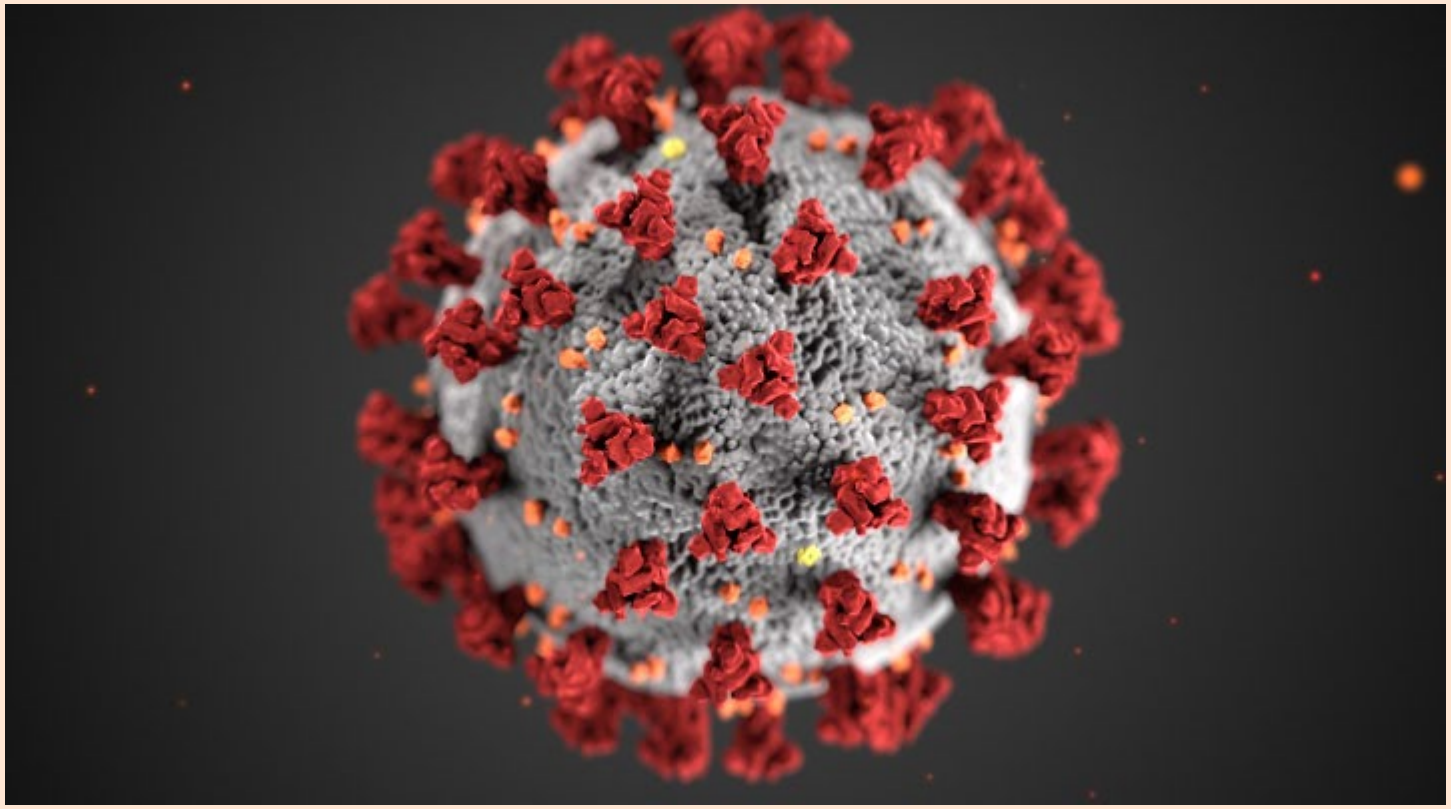
You've already created a Google Analytics 4 property. Now's the time to ensure that your setup is complete. If you haven't started collecting data in your Google Analytics 4 property, you should do so now. This will allow you to gather the historical insights you need to measure your results over time when Universal Analytics stops processing hits. If you are already collecting the data you need in Google Analytics 4, you should

April 20th, 2022

Principles of Survey Design

Why are we doing surveys?

- **Ideally, we'd be in the field but…**

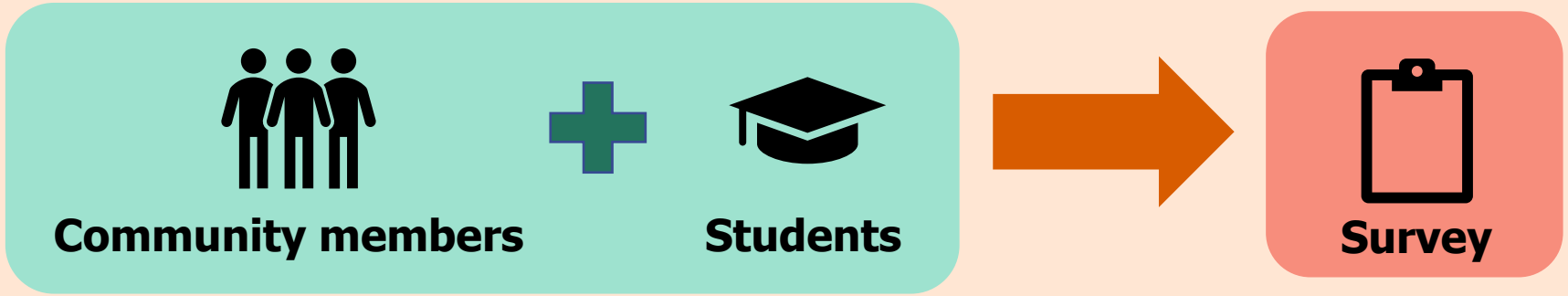


Why are we doing online surveys?

Reaffirming the group options

Option 1: Application Prototyping

Option 2: Application Deploying



Group Assignment #3 Submission

Survey

LEONARDO DICAPRIO
KEN WATANABE
JOSEPH GORDON-LEVITT
MARION COTILLARD
ELLEN PAGE
TOM HARDY
CILLIAN MURPHY
TOM BERENGER
AND MICHAEL CAINE
A FILM BY CHRISTOPHER NOLAN
INCEPTION

AA191A Survey Submission

Please submit this form to complete group assignment #3 by 4/27 before lab.

Sign in to Google to save your progress. Learn more

* Required

Group Name *

Your answer

Survey Form Link *

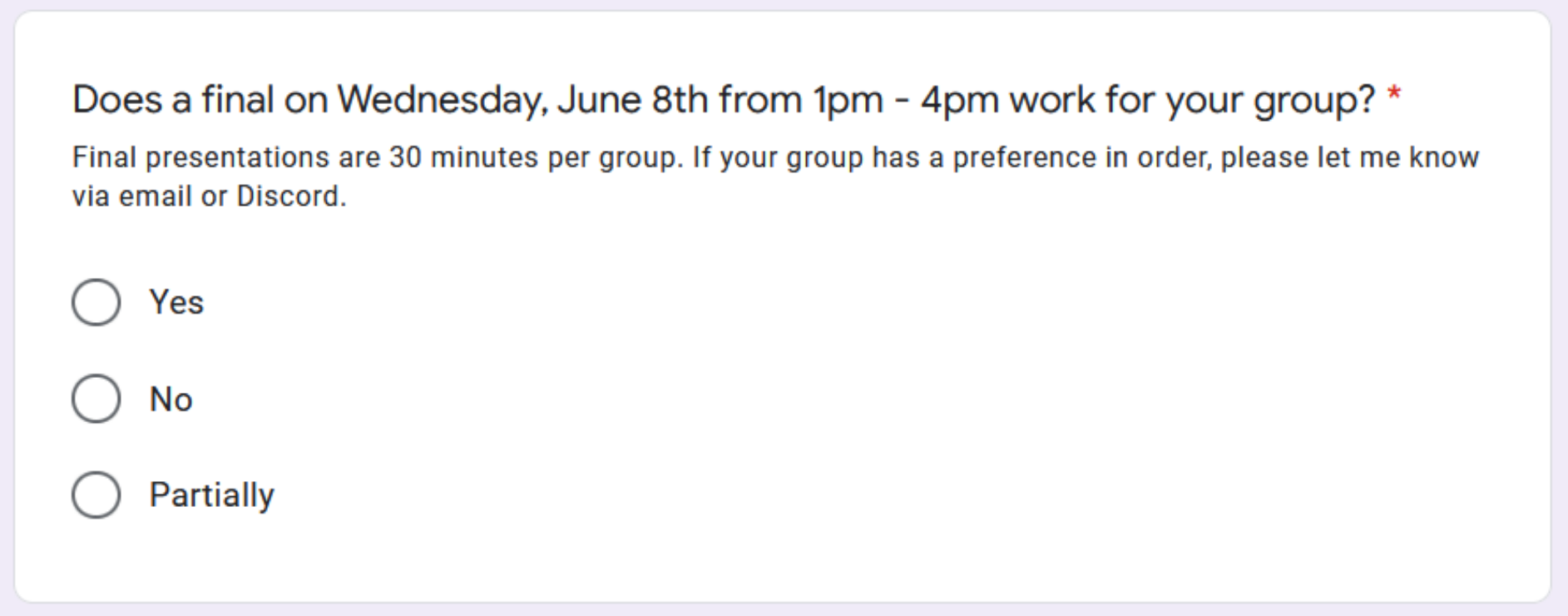
Please put the link to your survey here. Make sure you have sharing enabled.

Your answer

What option is your group choosing for the final project? *

- ○ Option A - Prototype (Only survey class respondants)
- ○ Option B - Mapplication (Community members and class respondants)

Survey + Final Scheduling



Survey + Final Scheduling

Post Finals

Would anyone like to join in to celebrating your hard work this quarter after finals in KTown?

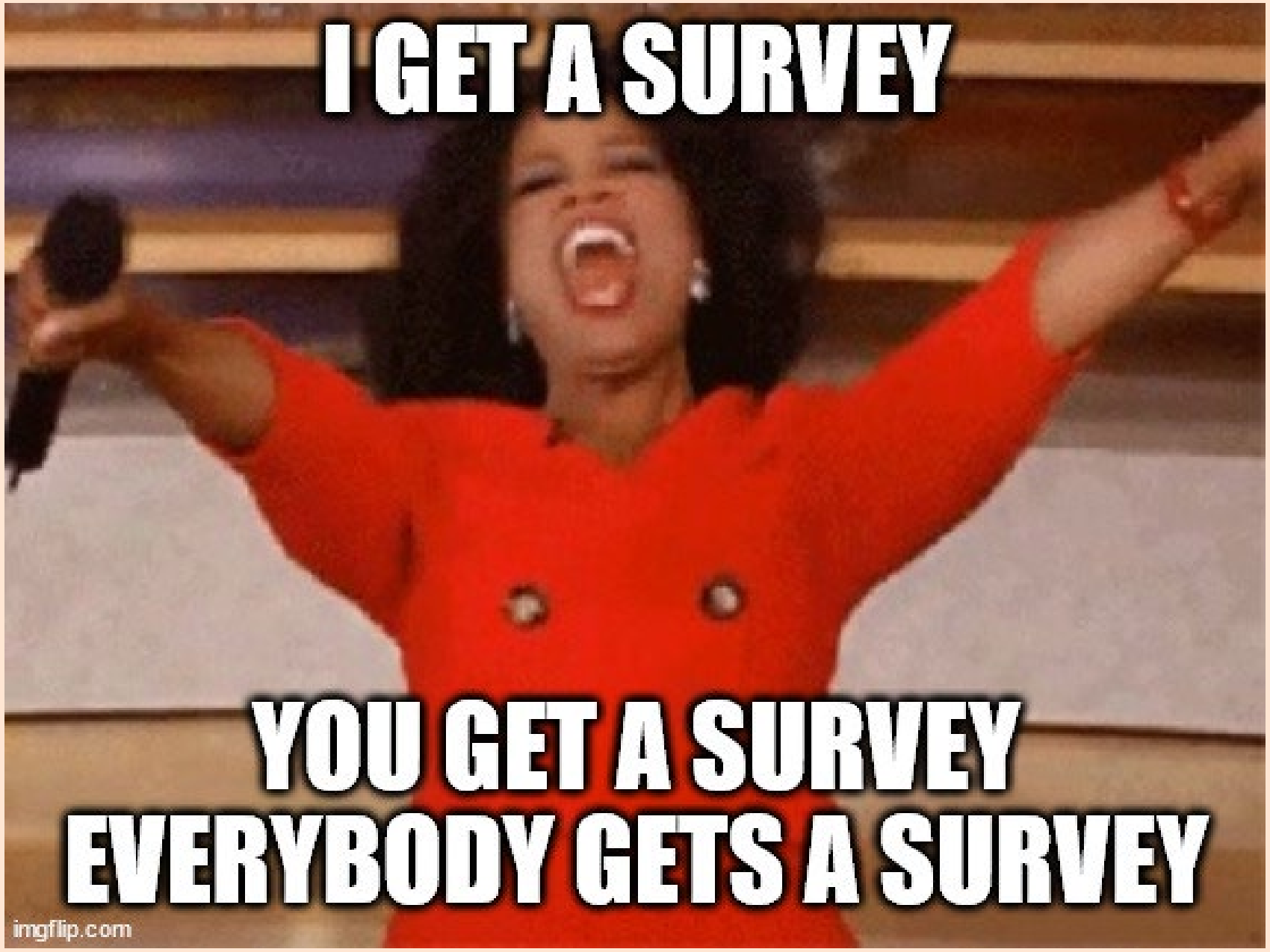
Does anyone in your group want to celebrate with the class after finals? *

- Yes
- No

List group members who would like to meet after finals to celebrate. *

An RSVP will be sent to these group members with more details closer to finals week.

Short answer text


I GET A SURVEY
YOU GET A SURVEY
EVERYBODY GETS A SURVEY
imgflip.com

Community Focused Surveys

Let the community speak for itself.

We should not be making any “conclusions”

Important points

1. Test your survey!

2. We are here to listen and empower **NOT** take information and leave.

3. Acknowledge and try to avoid as much bias as possible

4. Keep it short.

#1 Reason why you should test your survey...

Active poll

11

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#1 Reason why you should test your survey.

prevent mistakes

To not miss out anything

to make sure it makes sense

to make sure the data is reliable

see if the questions make sense

to make sure it works

check biases!

try not to limit who can enter

check bias

so you don't have to go back

To see how people interpret your questions

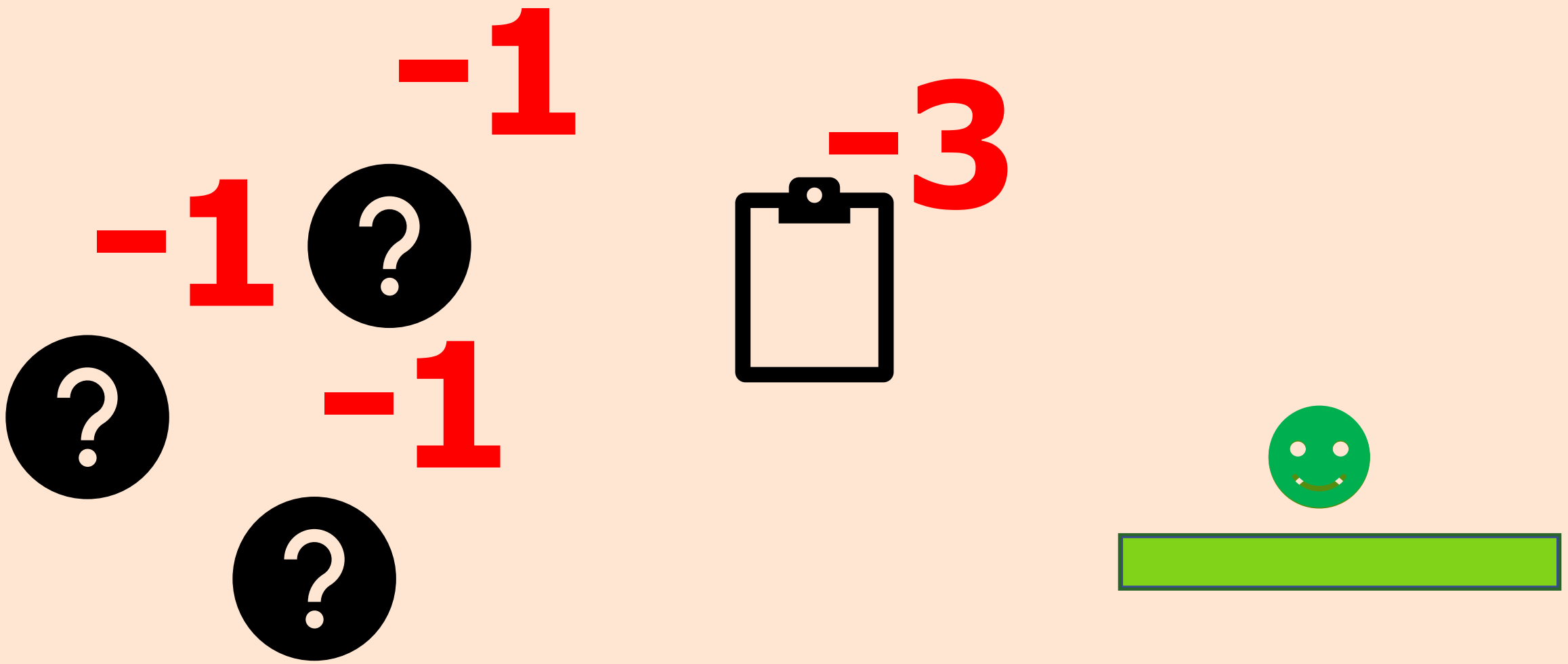
Respecting the community.

Checking for respect

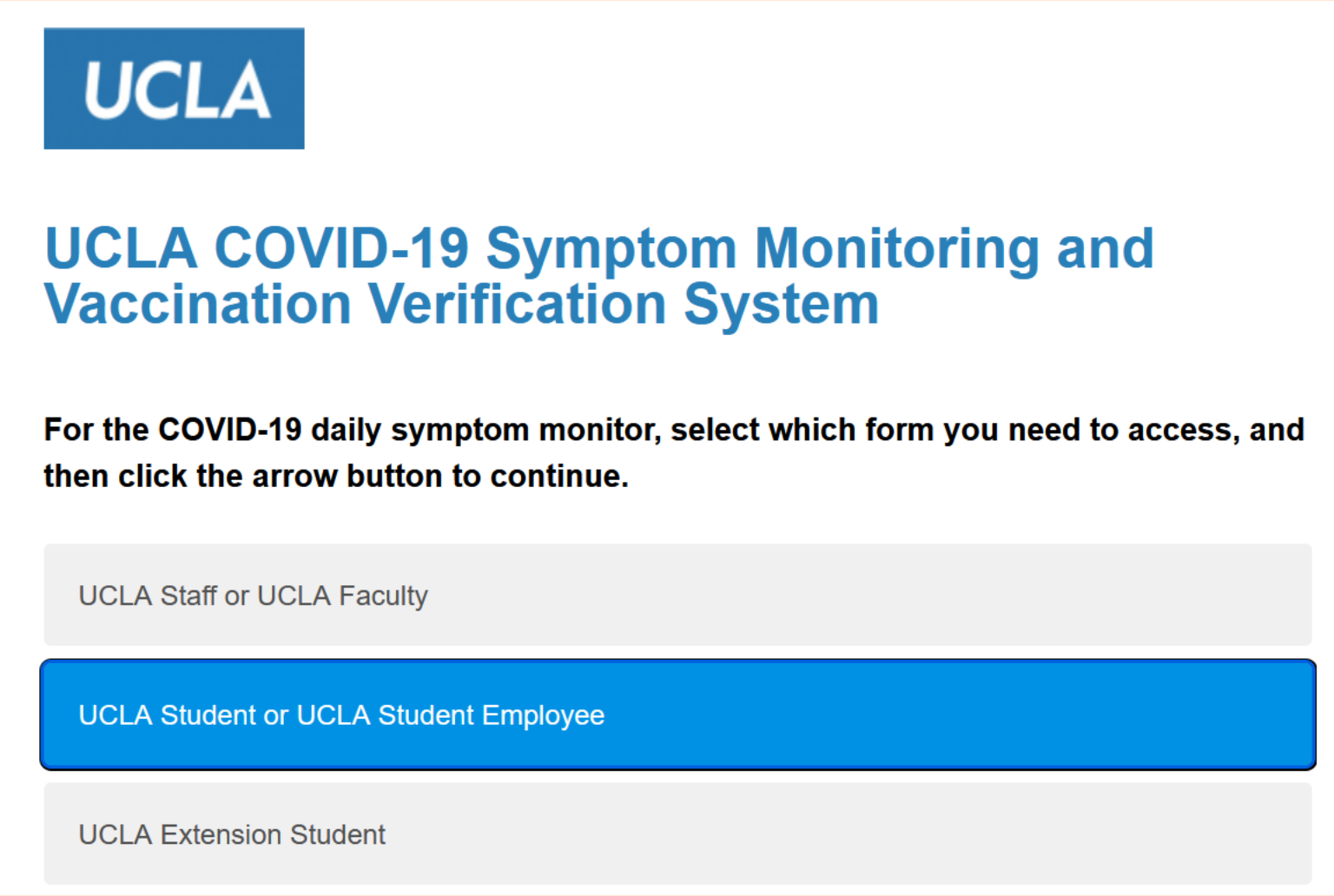
- Each question **MUST** have an important purpose
- If a question is not necessary, **DO NOT** ask it because it would be “nice to know”.
- Less is more.
- Each question takes someone’s time
- Each survey to contributes to survey fatigue

WHAT IS SURVEY FATIGUE?

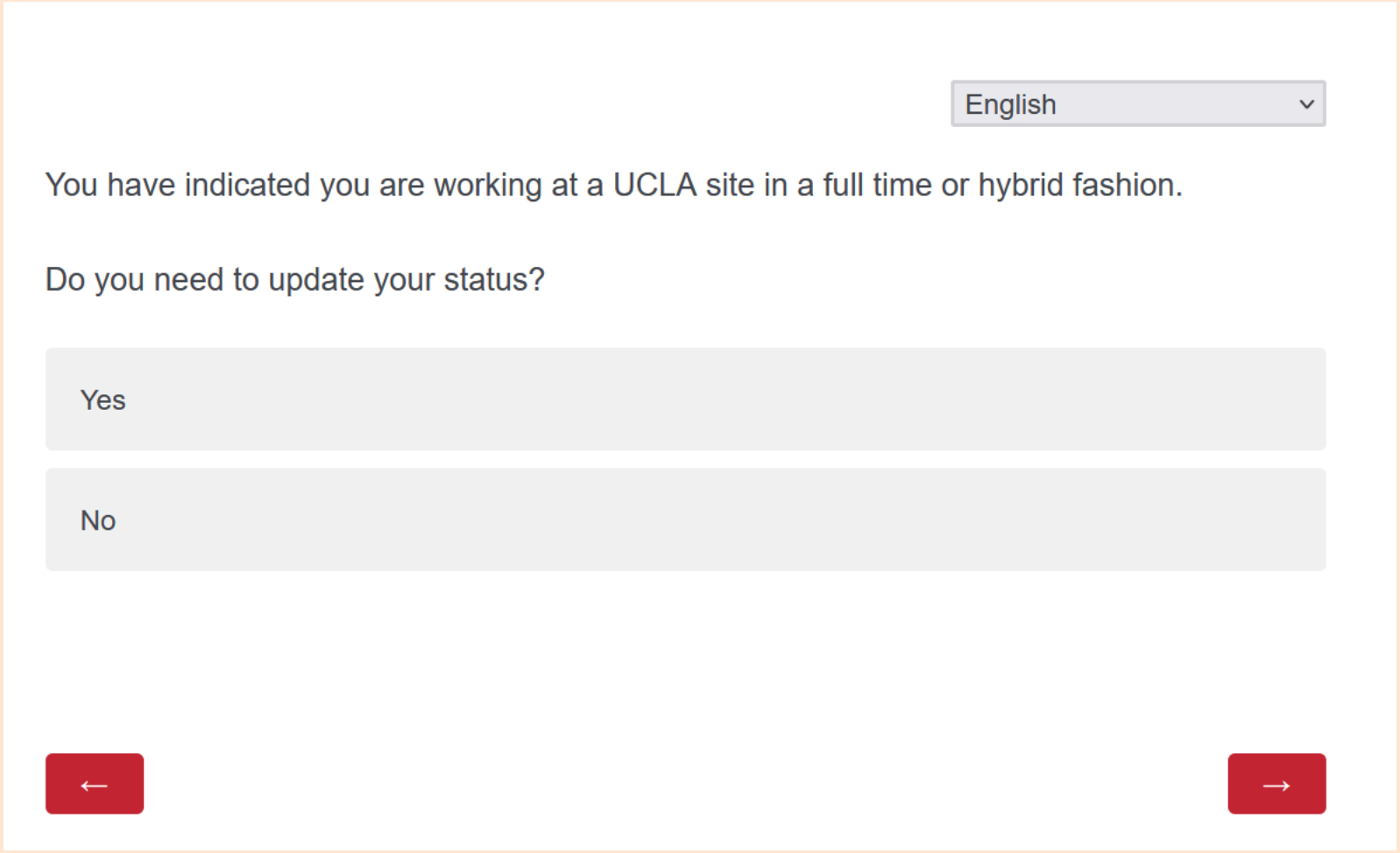
A note about survey fatigue



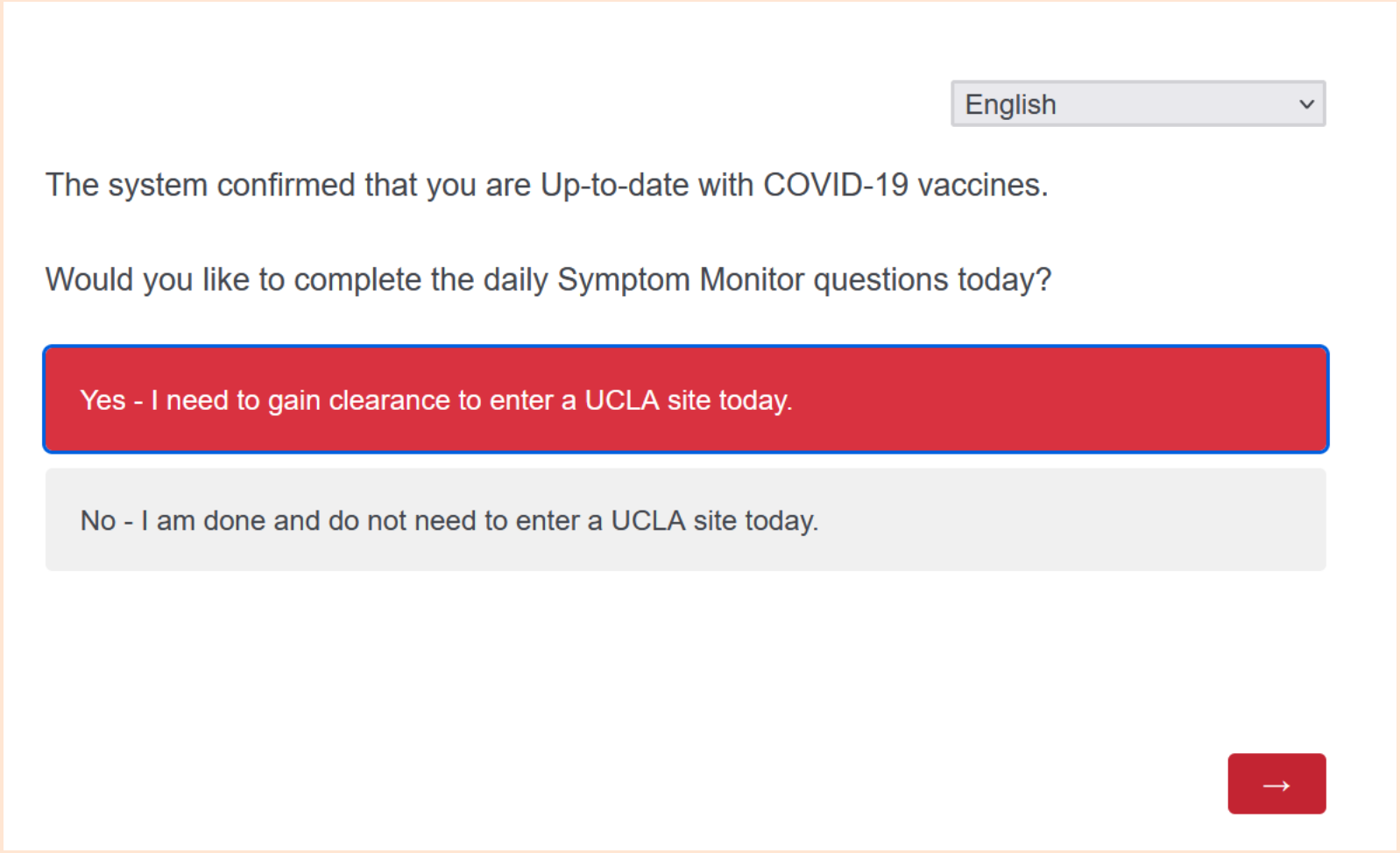
A note about survey fatigue



A note about survey fatigue



A note about survey fatigue

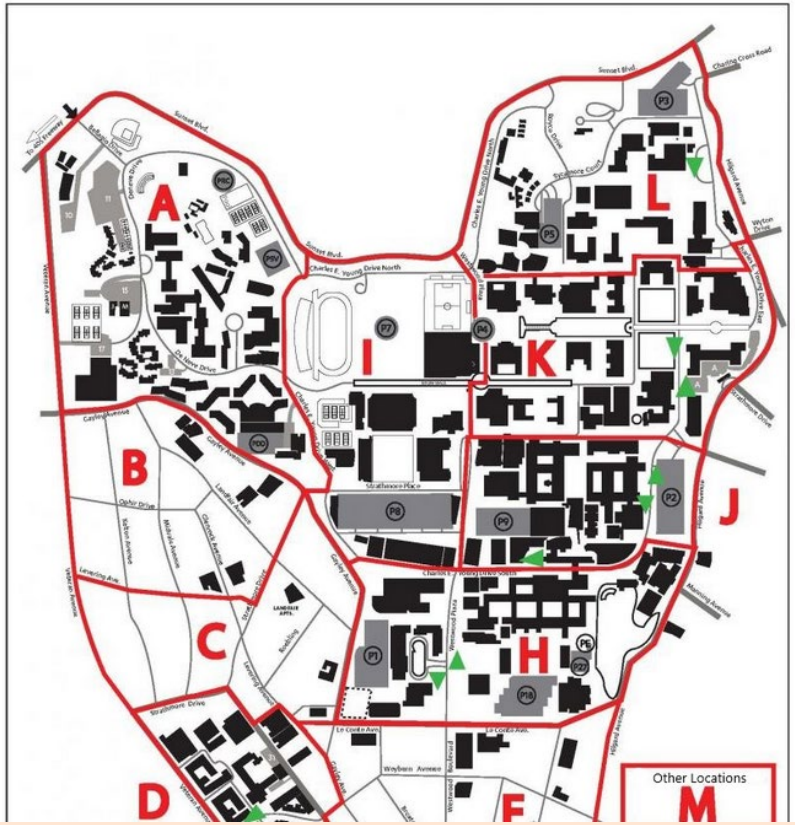


A note about survey fatigue

Please click ALL REGIONS that you will visit today:

(If you are unsure where your building is located, click all of the regions where you think it is located. Otherwise, your building will not show in the lists on the next page.)

If your location is OUTSIDE of this map, but you still will be at a UCLA site, select REGION M.



A note about survey fatigue

Every time a survey that goes out it reduces the chance of future surveying in that same community or group.

So… make it pleasant and meaningful, another chance may not come.

#2 - We are hear 2 listen

How we listen is important

- Access to internet may be limited
- Language barriers
- Dependent on social networking
- All the above could create biased responses

How we listen is important

- Focus on open-ended questions.
- Do not "lead" (i.e. try to get a specific answer) in questions both open-ended and closed.
- If you must include closed-ended, do not have:
    - Tons of options
    - Long options

Active poll

18

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Why do you think too many options is bad?

Bottom line though: unless you have a REALLY good reason, do not add lots of options and long ones. And definitely be sure to tell me what that reason is, as I would love to hear it.
28%

One day, I will break you slido! ONE DAY! But not today.
22%

Ok, this is getting quite ridiculous
11%

Enough
11%

You have to scroll through a lot of options
6%

Why not just use an open-ended question?

Example about language barriers

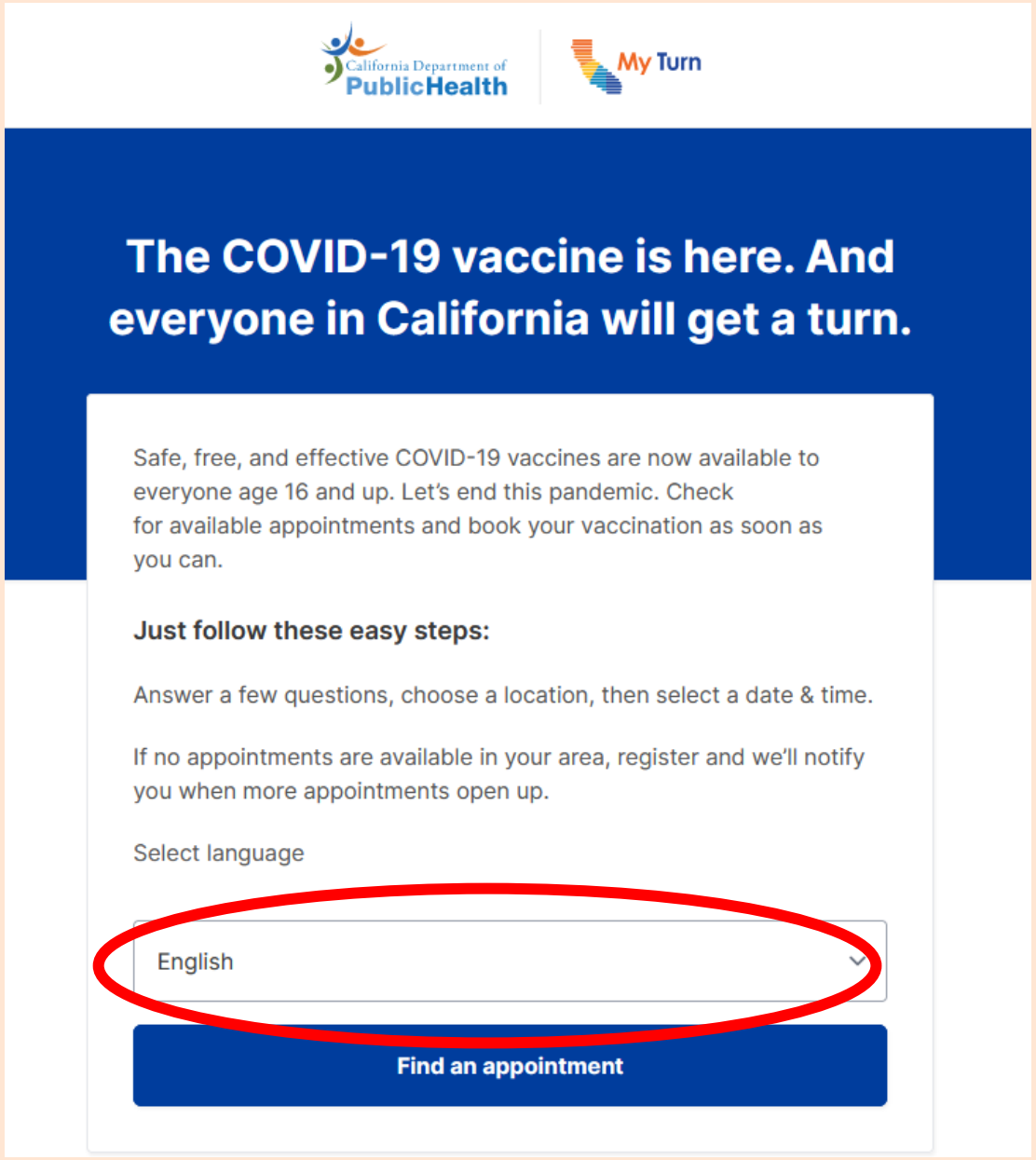

California Department of PublicHealth
My Turn
The COVID-19 vaccine is here. And everyone in California will get a turn.
Safe, free, and effective COVID-19 vaccines are now available to everyone age 16 and up. Let's end this pandemic. Check for available appointments and book your vaccination as soon as you can.
Just follow these easy steps:
Answer a few questions, choose a location, then select a date & time.
If no appointments are available in your area, register and we'll notify you when more appointments open up.
Select language
English
Find an appointment

Exhibit A.

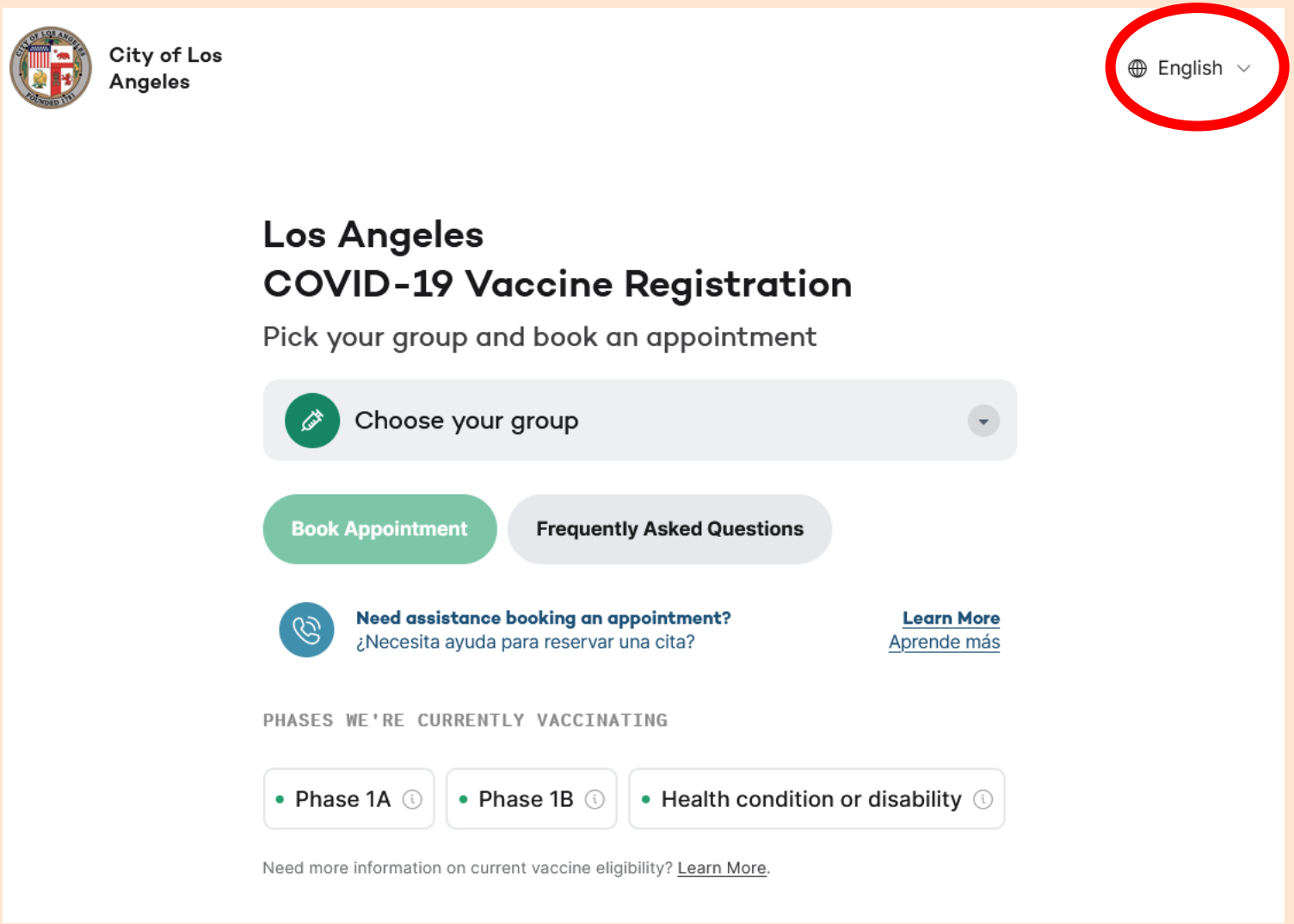
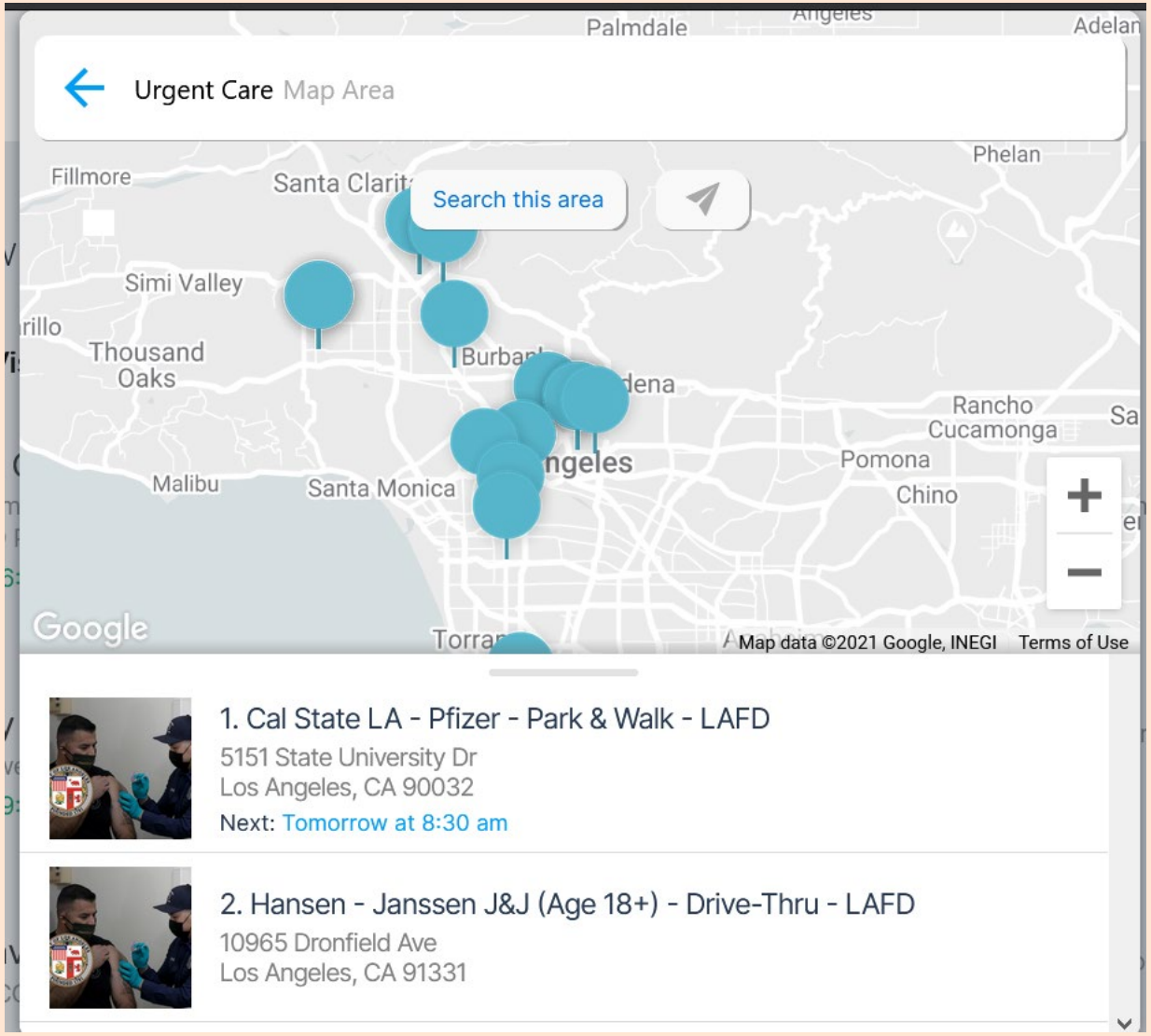

City of Los Angeles
English
Los Angeles
COVID-19 Vaccine Registration
Pick your group and book an appointment
Choose your group
Book Appointment
Frequently Asked Questions
Need assistance booking an appointment?
¿Necesita ayuda para reservar una cita?
Learn More
Aprende más
PHASES WE'RE CURRENTLY VACCINATING
Phase 1A
Phase 1B
Health condition or disability
Need more information on current vaccine eligibility? Learn More.

Exhibit B.


Urgent Care Map Area
Search this area
Palmdale
Fillmore
Santa Clarit
Phelan
Simi Valley
Thousand Oaks
Burbank
Rancho Cucamonga
Pomona
Chino
Malibu
Santa Monica
Google
Map data ©2021 Google, INEGI
Terms of Use
1. Cal State LA - Pfizer - Park & Walk - LAFD
5151 State University Dr
Los Angeles, CA 90032
Next: Tomorrow at 8:30 am
2. Hansen - Janssen J&J (Age 18+) - Drive-Thru - LAFD
10965 Dronfield Ave
Los Angeles, CA 91331

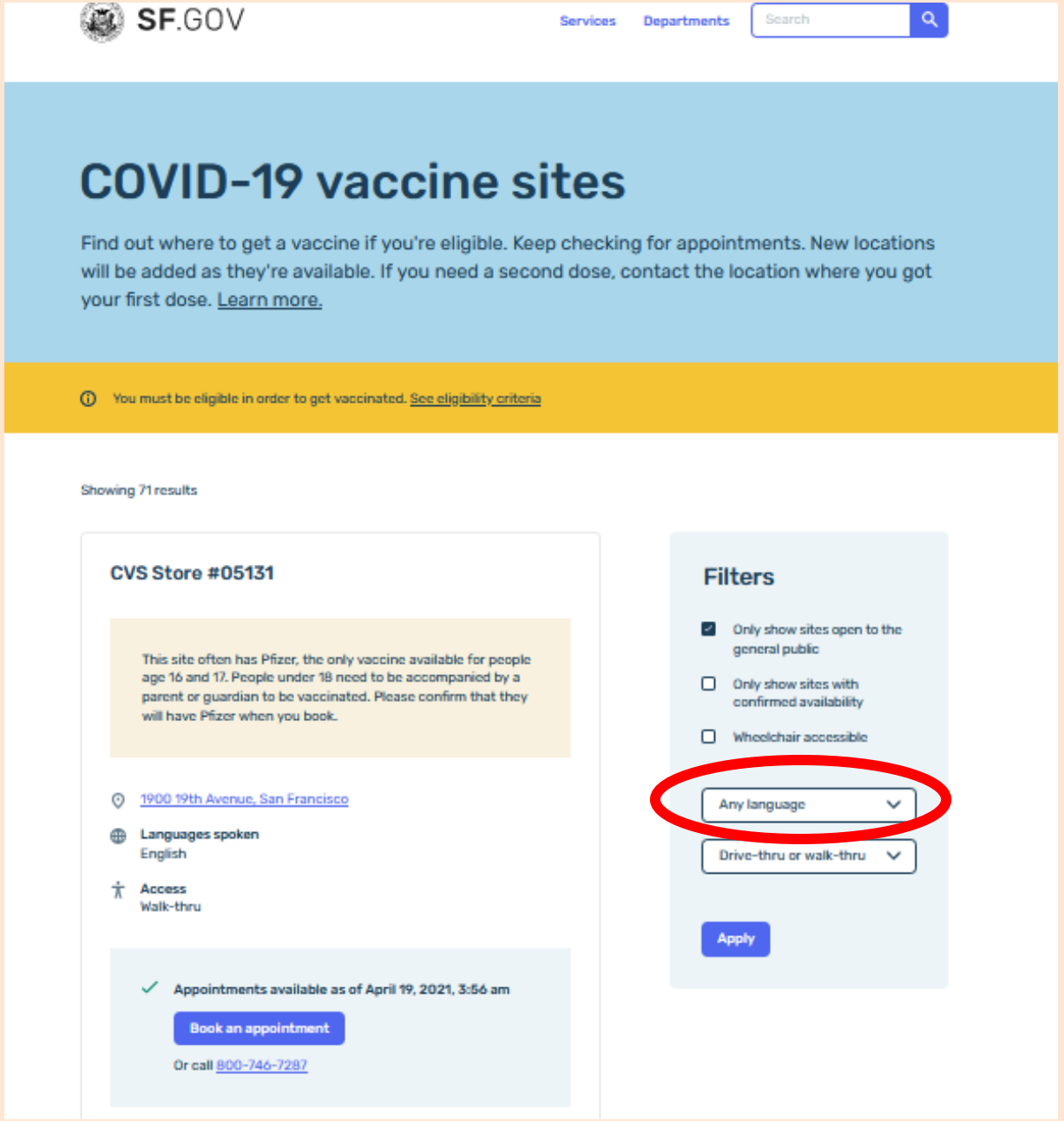
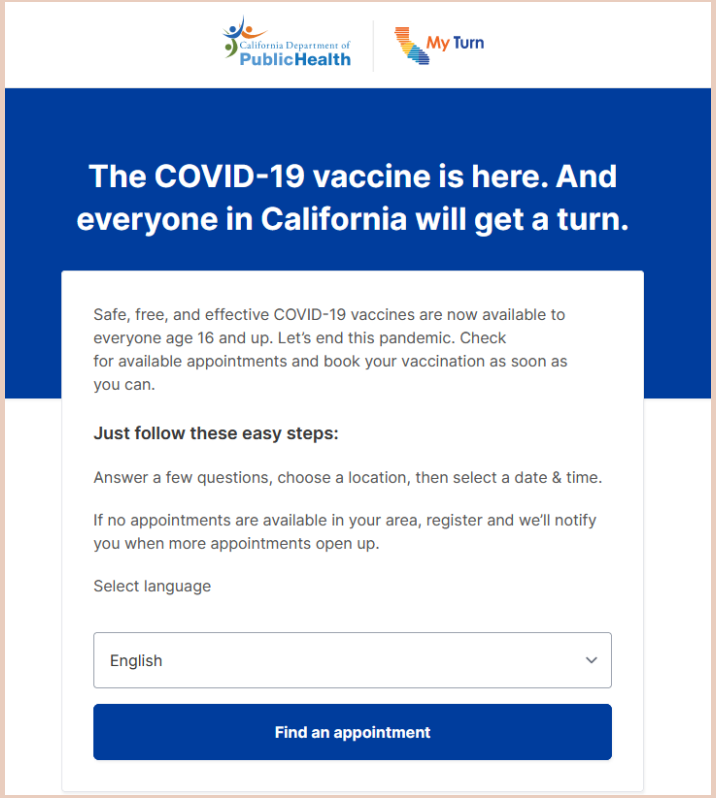
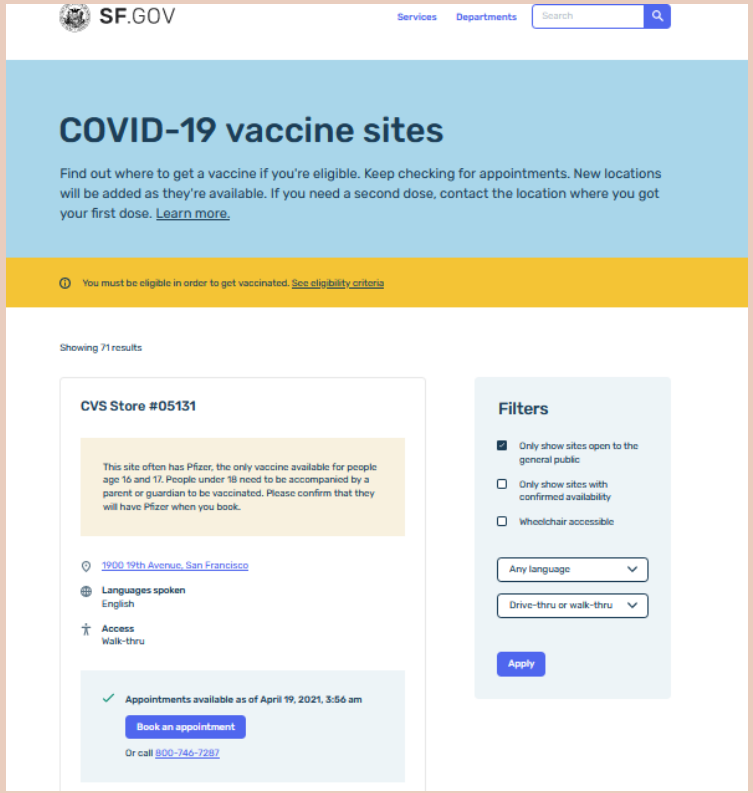
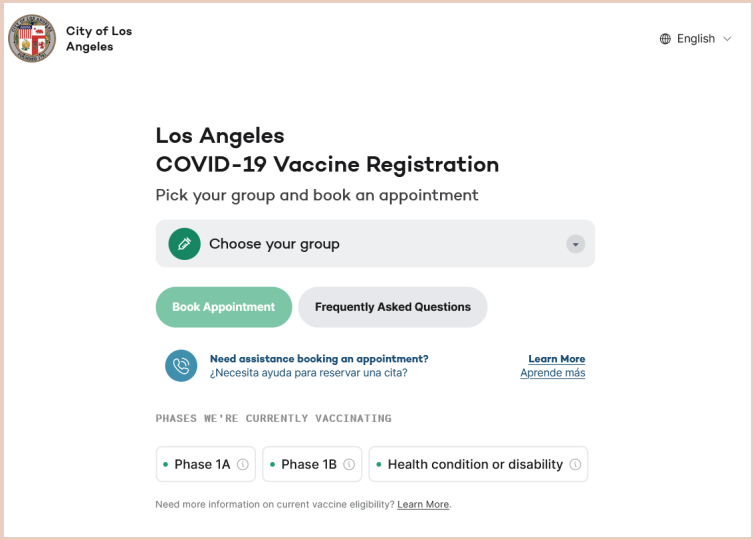

SF.GOV
Services
Departments
Search
COVID-19 vaccine sites
Find out where to get a vaccine if you're eligible. Keep checking for appointments. New locations will be added as they're available. If you need a second dose, contact the location where you got your first dose. Learn more.
You must be eligible in order to get vaccinated. See eligibility criteria
Showing 71 results
CVS Store #05131
This site often has Pfizer, the only vaccine available for people age 16 and 17. People under 18 need to be accompanied by a parent or guardian to be vaccinated. Please confirm that they will have Pfizer when you book.
1900 19th Avenue, San Francisco
Languages spoken
English
Access
Walk-thru
Appointments available as of April 19, 2021, 3:56 am
Book an appointment
Or call 800-746-7287
Filters
Only show sites open to the general public
Only show sites with confirmed availability
Wheelchair accessible
Any language
Drive-thru or walk-thru
Apply

Exhibit C.

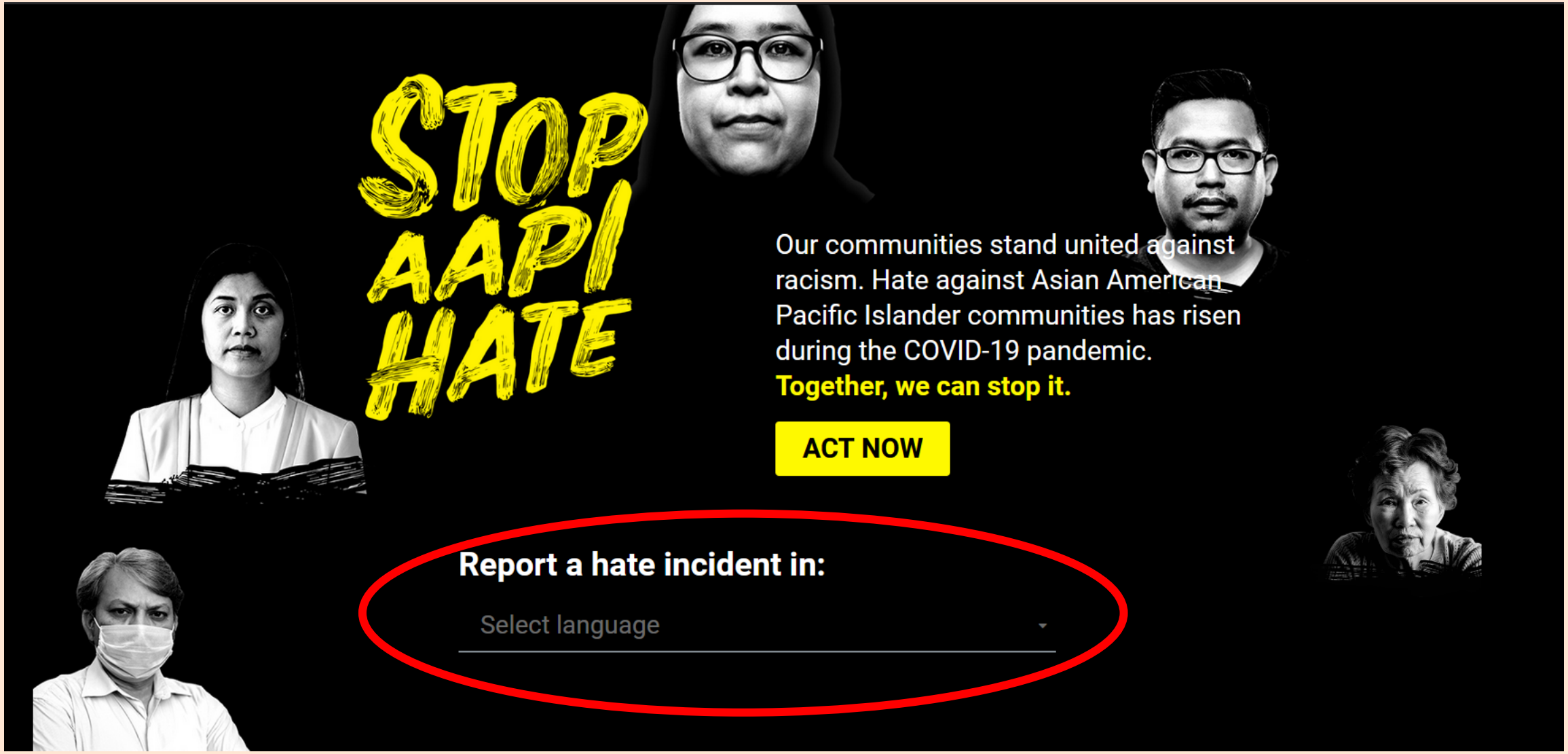






COVID-19 Vaccination Sites

Doing better


STOP AAPI HATE
Our communities stand united against racism. Hate against Asian American Pacific Islander communities has risen during the COVID-19 pandemic.
Together, we can stop it.
ACT NOW
Report a hate incident in:
Select language

Note: Google Forms vs. Microsoft Forms

아시아계 미국인 증오 범죄 보고서

* Required

사건은 어디 있었습니까 *

Your answer

당신은 아시아입니까? *

- 아시아 사람
- 아시아 아님
- Other:

언제 발생 했습니까

MM DD YYYY

/ /

https://forms.gle/JdNNm5vRYWuieaGLA

아시아계 미국인 증오 범죄 보고서

...

* 필수

1. 사건은 어디 있었습니까

답변을 입력하세요.

2. 당신은 아시아입니까? *

- 아시아 사람
- 아시아 아님
- 기타

3. 언제 발생 했습니까

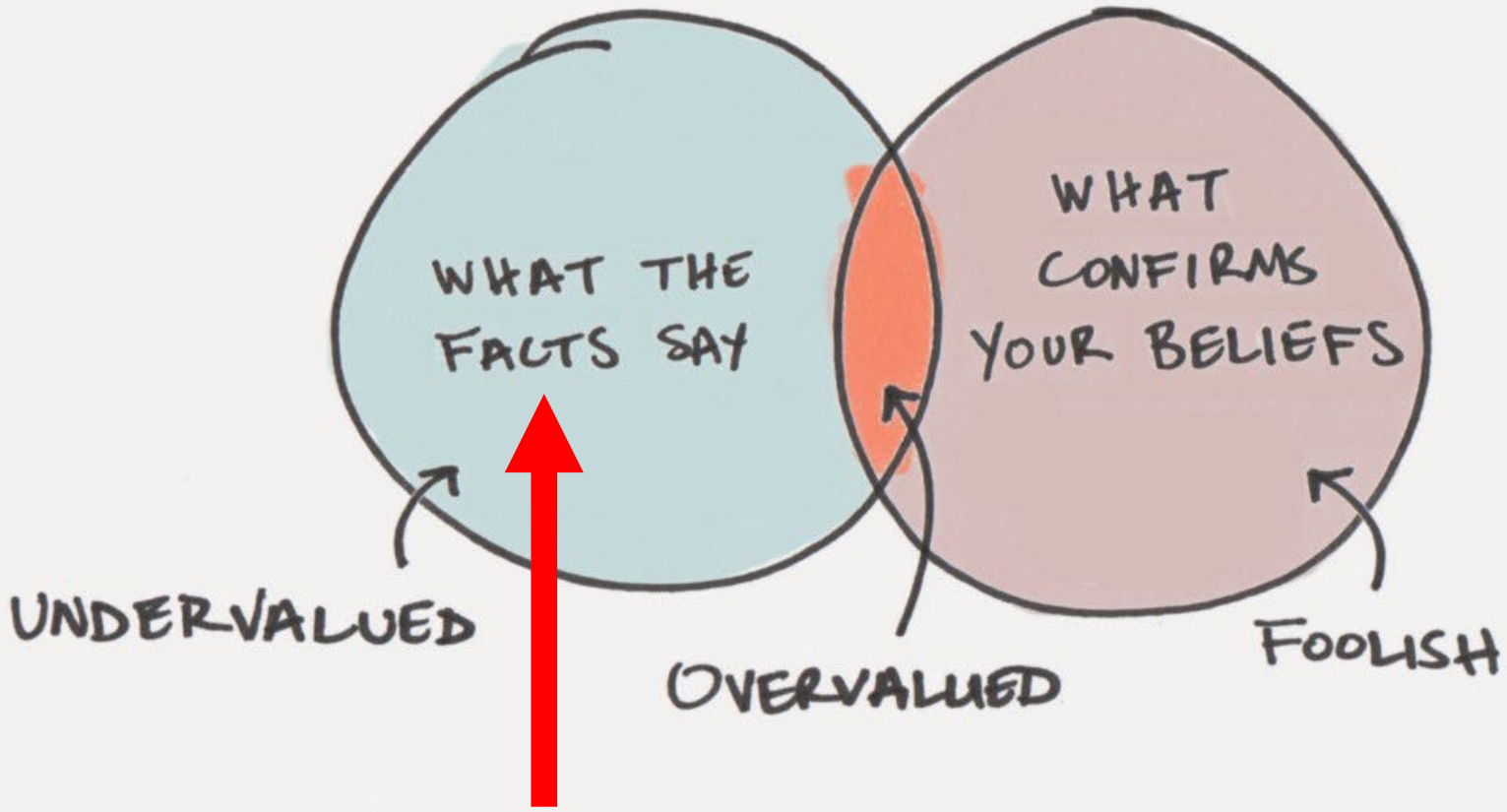
M/d/yyyy 형식으로 날짜를 입력하세요.

https://tinyurl.com/5xe5t7h3

Recommend Microsoft Forms for multi-language but more complicated to set up.

#3 Minimizing Bias

THE CONFIRMATION BIAS



Warning: Who determines what is factual?

What is bias?

- **Preset notions and values**
- **As humans we are all biased, but we can learn more from people and ourselves when we set aside our own bias and listen.**

Why?

We should challenge our biases because...

- **Well, most social problems we are facing come from people assuming (wrong) things.**
- **As facilitators for social change our job is to break down those barriers.**

How?

By minimizing our bias when listening!

Minimizing bias

- **Ask simple questions with simple wording**
- **Never assume people know what you are talking about,**
- **Define terms if you must use them**

#4 Keep it Short

Keep it short 4 you and 4 them

Keeping it short

- **A shorter survey means more space to share their stories as people**
- **Tie each question to who you are looking to empower**
- **If community members can take time to respond, open-ended allow for that.**

Final Takeaway of Survey Design

Be respectful.

Lab Time

Google FORMulating Community-Based Empowerment

Group Exercise

Group Peer Review Exercise

1. Make a copy of this Google Doc:
   https://tinyurl.com/aa191-420

2. The doc has “potential questions” and “user stories” from all groups.

3. Fill out the table, deducing who or what community is being empowered and why you think so.

4. Share back to the group using Slido word cloud

slido

Group Exercise

ⓘ Start presenting to display the poll results on this slide.

Assignments

Due Wednesday 4/27:

- **Group Assignment #3 Survey**
- **Memo revisions**

Group Assignment #3

Survey

Due Wednesday 4/27
Design a survey that will focus on the community voices for your project.

You may also revise your memo to ensure that you focus on specific community members or group.

Submission:
Submit your survey using this Google Form
https://forms.gle/B4DnEhJNDqWWaYUA9