



Lessons Learned From Using Technology to Increase Study Participation Among Child Welfare Service Recipients

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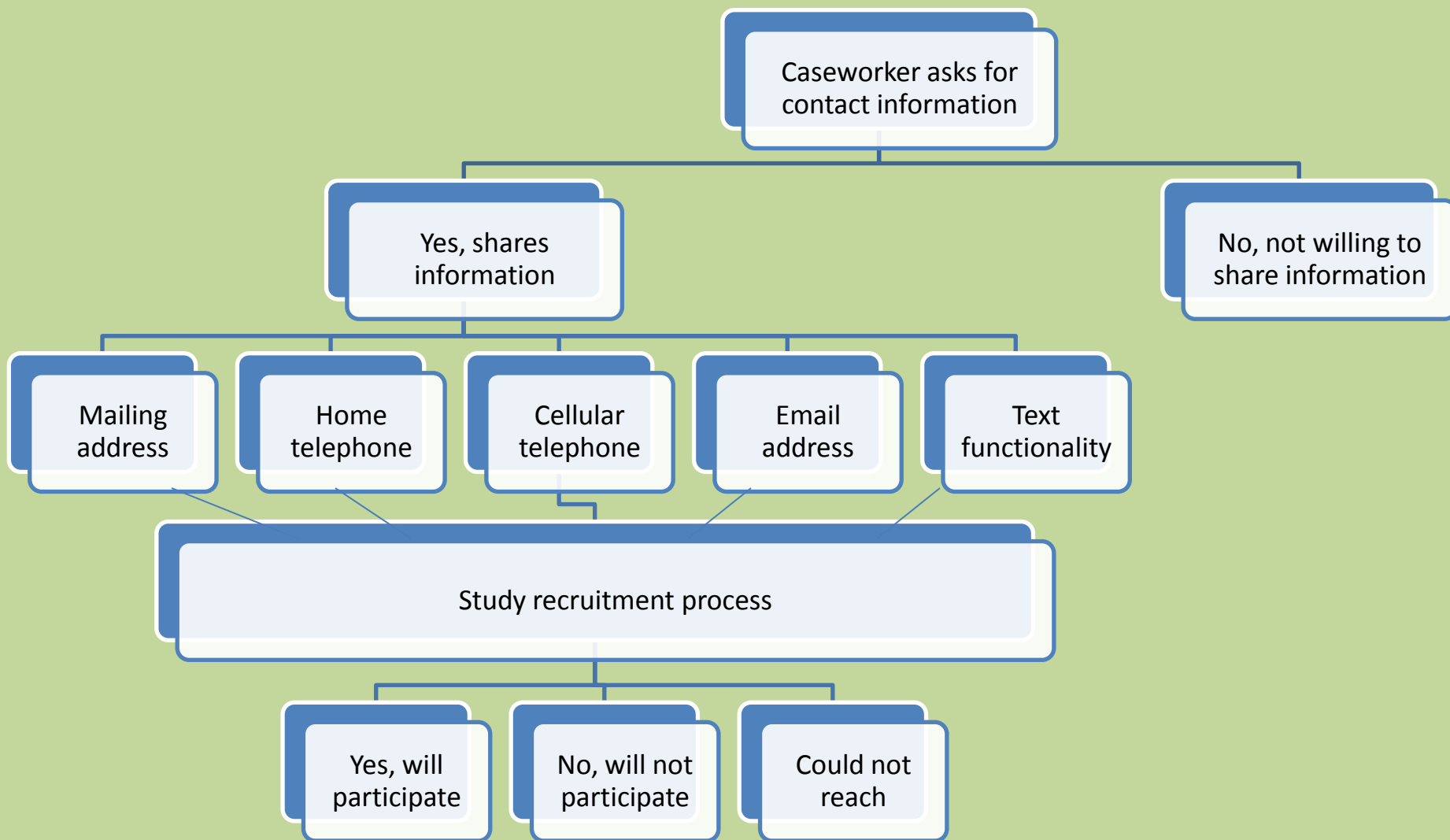


Introduction

- Context
 - Satisfaction survey of child welfare service recipients
- Objective
 - Increase study participation rate
- Barriers
 - Hard to reach population
 - Incentives not permitted
- Assumptions
 - Young demographic
 - Access to & use of technology (text, cell, email)
 - Literature on trends related to technology



Overview of Study





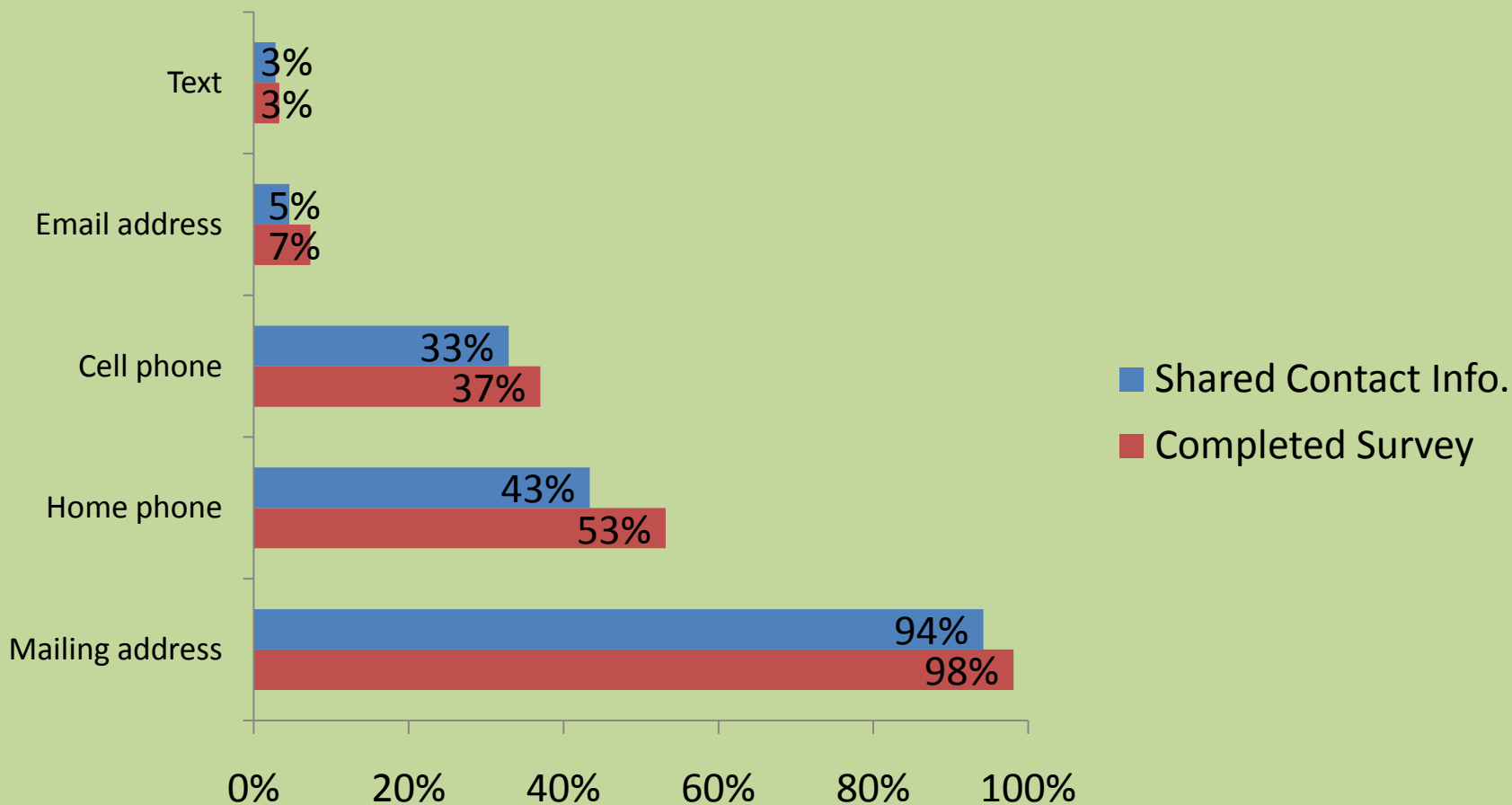
Two Samples

		Shared Contact Info. N=1845	Completed Survey N=630
Gender (%)	Female	90.2	93.2
Race (%)	White	61.0	64.6
	African American	20.9	18.4
	Hispanic	7.8	9.2
	Other*	10.3	7.9
Age (%)	≤ 27	26.1	19.5
	28 through 33	23.1	24.4
	34 through 41	26.4	24.4
	≥42	24.4	31.6

*Other includes not reported, Asian, and Native American

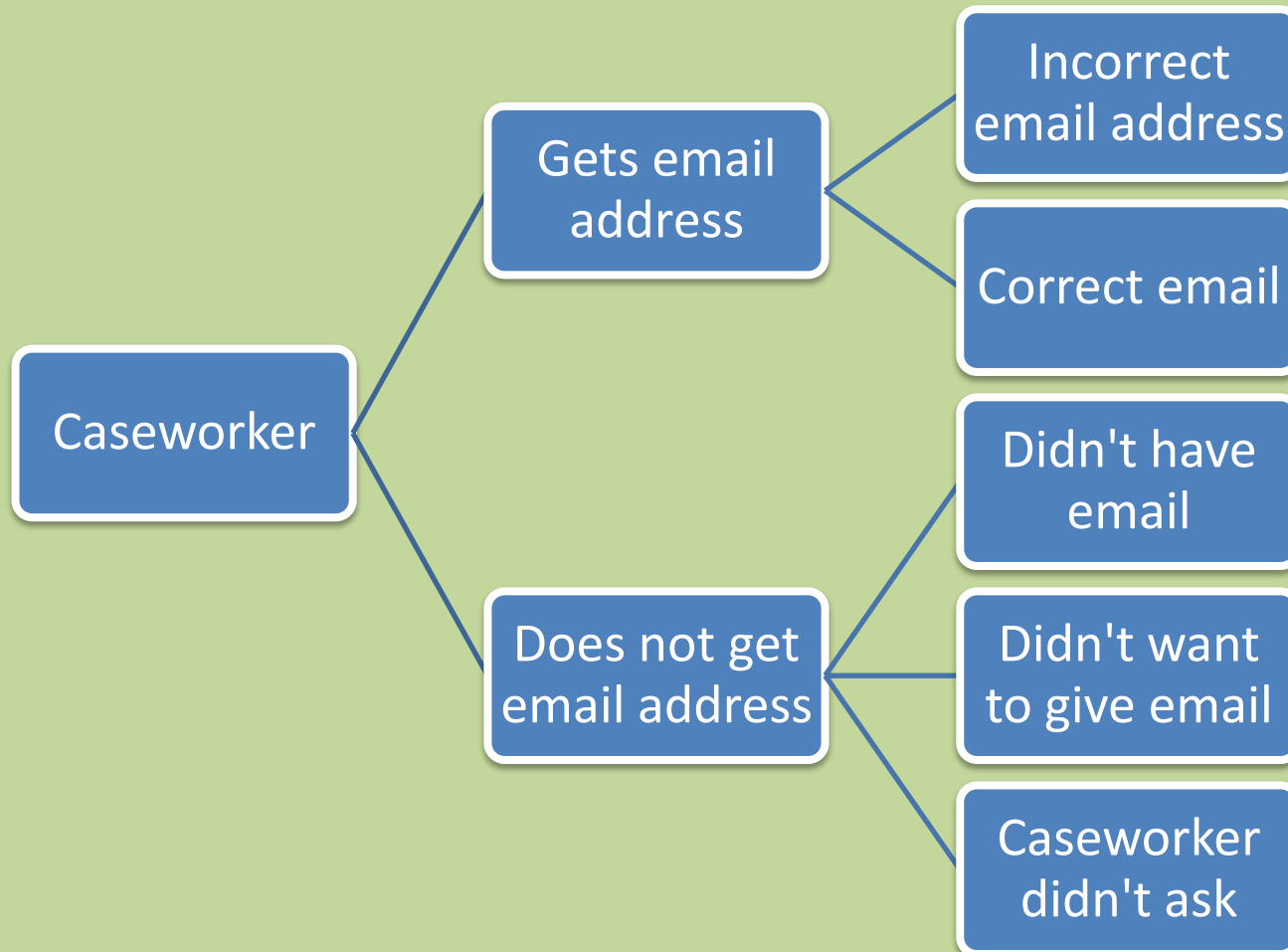


Which types of contact information did we receive?





Why didn't we get more email addresses?



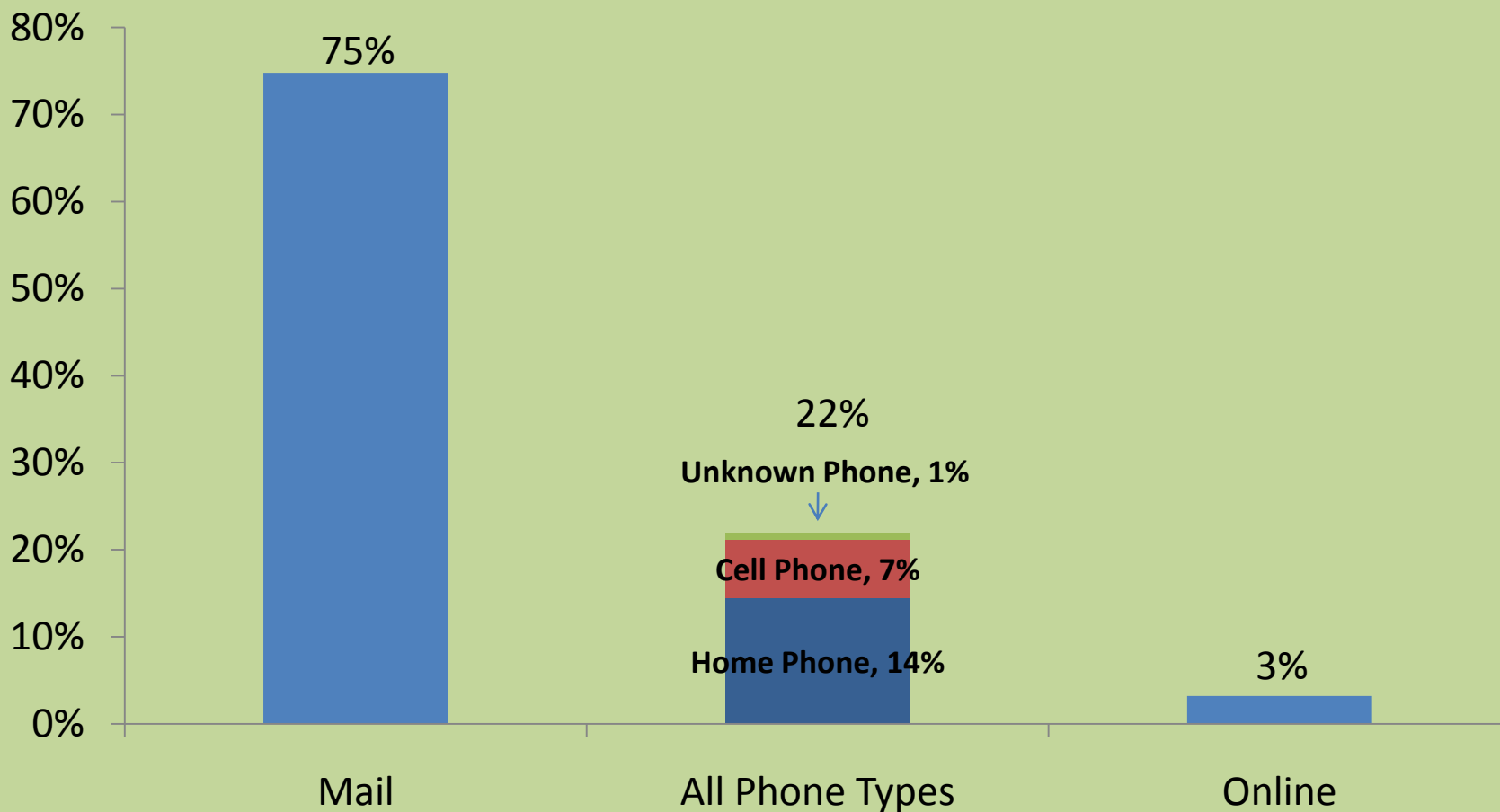


Types of Contact Information Provided and Demographics

Bivariate Relationships	Multivariate Analysis
Email & higher income Email & being white	Controlling for gender, white, and age all relationships remain
Mailing address & being older	Controlling for income (N=630)
Home phone & being white Home phone & being older Home phone & higher income	No longer significant: Mailing address & being older Home phone & being white
Text capability & being younger	Now significant: Cell phone & being younger

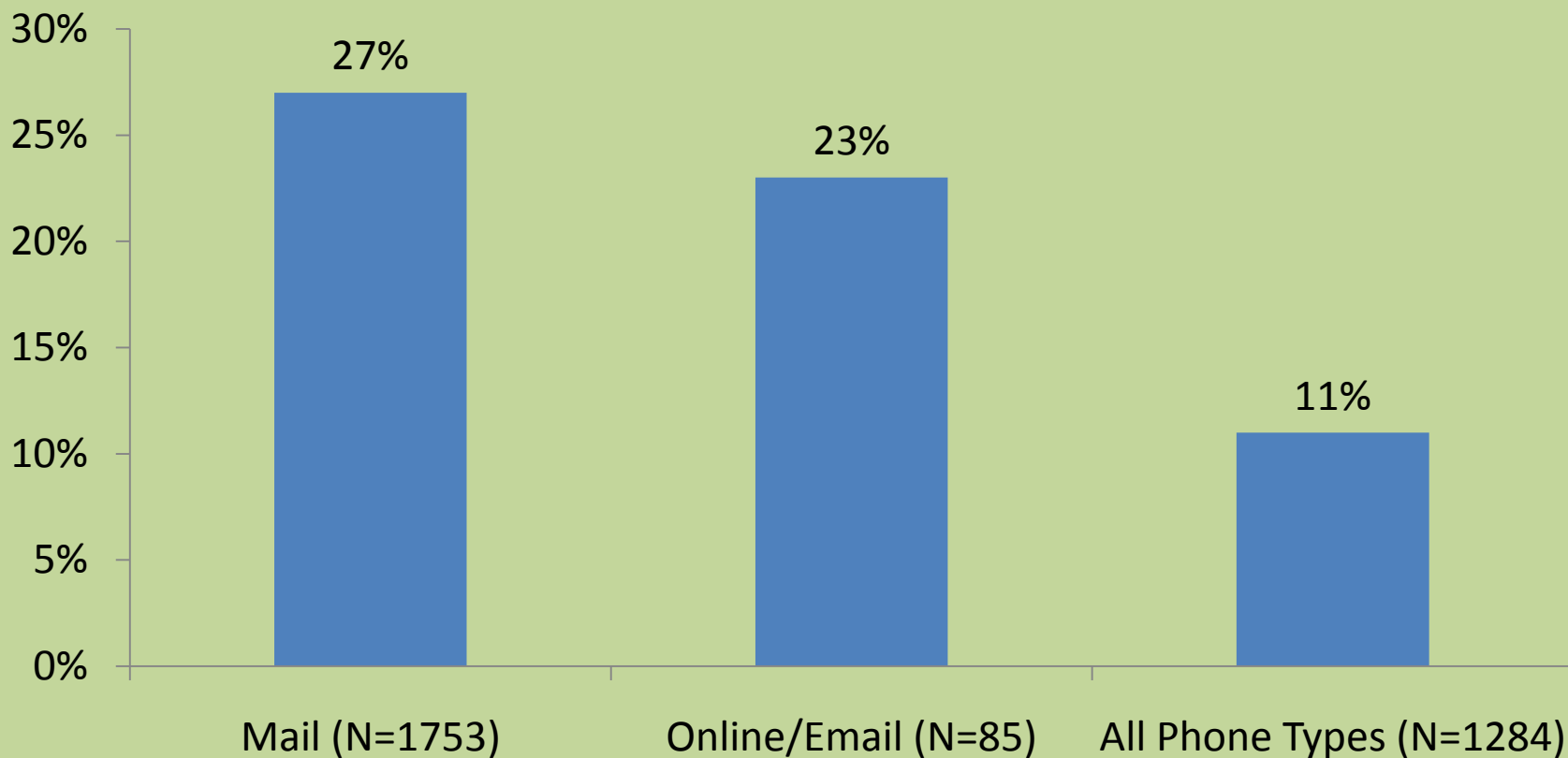


Response Rate (N=630)





Response by Type of Contact Information Given





Lessons Learned

- Marginalized population
 - Trends in primary & secondary digital divide
- Caseworker issues
 - Collection of contact information
- Privacy concerns with technology
 - Participants' reluctance
- Slightly older cohort than expected
- No benefits to using text; lots of drawbacks



What would we do differently

- Assess likelihood of having an email address
 - Small random sample of potential participants
- Caseworker training
 - Focus on collecting contact information, particularly email
- Would not gather text capability, nor set up means for text communication



Future Research

- Role of place in access to & use of technology
 - Analysis of zip codes & high concentrations of poverty
- Explore recruitment process
 - Relationship between #/type of contacts & participation
- Qualitative data on attitude, comfort & concerns
 - Review of notes for reference to technology
 - Interview 'hard to reach' population