

# DOCUMENTATION FOR THE GENERIC CLEARANCE OF VIDEO TESTING RESEARCH ONLINE SURVEY COLLECTIONS

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**TITLE OF INFORMATION COLLECTION:**  
**(the collection that is the subject of the 10-day review request)**

Video Testing Research Online Survey

**SURVEY**       **FOCUS GROUP**       **SOFTWARE USABILITY TESTING**

## **DESCRIPTION OF THIS SPECIFIC COLLECTION**

Following you will find:

1. intended purpose,
2. need for the collection,
3. planned use of the data,
4. date(s) and location(s),
5. collection procedures,
6. number of focus groups, surveys, usability testing sessions
7. description of respondents/participants,

Attached is a copy of the online survey questionnaire.

### **Purpose of the Research, Need for the Collection, and Planned Use of the Data**

Evaluate the effectiveness of and customer satisfaction with a selection of informational videos, with each video targeting one or more specific audience segments (borrowers in repayment, potential adult college students, high school students, and parents of high school students) and identify issues and opportunities for improvement.

Specific objectives of the research include the following:

- Identify any features that may encourage or impede users from fully viewing the video, such as visual appeal, format, flow, and amount of content
- Determine how effective the spokesperson/spokespeople are in presenting the information
- Gauge whether the videos impacted users' perceptions about the topic (e.g., applying for aid, repaying loans)
- Assess whether length of the videos is conducive to learning or would viewers prefer more time with the information
- Determine users' ability to remember/retain what they learned
- Gauge whether users felt they had clear next steps for taking action or seeking additional information and whether the videos made them more likely to take action

- Determine whether users had a preference of one video style over the other (macro level/broad overarching topics long form versus micro level/very specific answers to a particular subject matter)
- Determine whether the audience wants to see step-by-step procedural videos over informative videos
- Determine whether the user would recommend the videos to a friend (shareability)
- Explore what topics target audiences would expect/want to see covered in videos
- Explore/understand where target audiences would expect to see these informational videos

### **Dates, Locations, and Collection Procedures**

This study will be programmed and fielded May 12-June 10, 2016 via an online survey which should take participants no more than 12 minutes to complete. Invitations for the survey will be e-mailed to a sample of potential participants throughout the U.S., representative of FSA's target audiences, with a target of 700 completed surveys.

Participants are assured anonymity of their survey responses and that results will only be reported in aggregate form.

### **Total Sample (175 completed surveys per segment)**

Survey participants will be screened to ensure that they fall within four core audiences.

- Student loan borrowers in repayment
- Potential adult college students
- High school students
- Parents of high school students

Borrowers in repayment must have received and currently be repaying federal student loans.

Potential adult college students must be seriously considering enrolling full-time or part-time as an undergraduate at a two-year or four-year college or university, or trade/professional/career school. They must not be a current high school student.

High school students must be currently enrolled in high school and intending to enroll in a college or career school after graduation as a first-year student.

Parents of high school students must be the parent or guardian of a child planning to enroll in a college, university, or career school in the year after graduation as a first-year student.

Demographic and general classification information will be collected in the survey. No quotas will be set for any demographic/classification segment (such as educational level, household

income, etc.) but instead those segments will be represented as they occur naturally in the convenience sample of targets.

## **AMOUNT OF ANY PROPOSED STIPEND OR INCENTIVE**

No stipend or incentive will be offered for participating in this survey.

**BURDEN HOUR COMPUTATION** (*Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours*):

<b>Category of Respondent</b>	<b>No. of Respondents</b>	<b>Participation Time</b>	<b>Burden</b>
Participants completing a survey	700	12 minutes (average)	140 hours
Screened participants*	175	2 minutes (average)	6 hours
<b>Total</b>	<b>875</b>		<b>146 hours</b>

\* An estimate of those who will fall outside of target segment parameters, thus not qualifying to take the survey.

## **STATISTICAL INFORMATION**

The existing contract allows for up to 700 completed survey responses, equating to a margin of error of  $\pm 3.7\%$  at a 95% level of confidence.

Once online data collection is complete, tabulation and analysis will be conducted using the Statistical Package for the Social Sciences (SPSS). SPSS has a complete tool kit of programming, statistical analysis, graphing and reporting capabilities for use in a variety of applications in commercial, academic, and government settings.

In addition to tabulating overall frequencies and descriptive statistics for each survey question, we will conduct advanced statistical analyses (where possible and appropriate) to assess any key relationships among survey items. Appropriateness is typically determined based on a minimum cell size of 30 respondents.

The statistical techniques used may include one or a combination of the following bivariate and multivariate analyses: regression, correlation, CHAID, factor, cluster, multi-dimensional scaling (MDS) or perceptual mapping. These advanced analysis techniques will identify relationships among survey items and provide further interpretation of complex multi-dimensional data that can then further guide messaging and marketing strategy, and decision making. Thematic text analysis will be also used for the open-end and “other specify” question responses to code and categorize these qualitative data.

If sample sizes are sufficient, we will also profile survey respondents by using post hoc segmentation analysis, most likely in the form of cluster analysis (one form of multivariate analysis) to look for patterns in perceptions, behaviors and/or demographics.

While complex analysis techniques are almost always interesting, they are not necessarily useful. We will apply our business and strategy background to ensure that all analyses are performed with actionable results in mind. The final analytical techniques used will be driven by the needs of the FSA team, the approved survey questions and the overall sample size.

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