

## App Development Badge

# Community Data Collection Plan

### How to Create a Community Survey & Tracker:

- 1. Define your community.** Who are you going to survey? Think about how you'll conduct your survey: consider who and when (or if!) you'll be interacting with this group before App Development 2. You need to have at least 10 people complete your survey before App Development 2.
- 2. Decide on your goal.** Do you want to ask about lots of issues to determine which is most important to your community? Or, do you want to explore what your community thinks about different parts of one issue?
- 3. Choose the issue(s) to explore in your community.** While you can ask general questions, it's important to begin to narrow down the issue(s) to focus on. For your survey, choose two or more issues to survey your community on, or choose one issue with two or more aspects to explore in your community.
- 4. Write a 4 or more question survey.** Your questions should be framed so that answers are rankings from less to more important, or bad to good. This means you can ask questions like "how important is \_\_\_\_\_ to you: not important, somewhat important, or very important?" Or, you could ask them to rank their level of concern about different aspects of one particular issue. For each issue, be sure to ask at least one question that gathers community data about the specific issue, i.e. "How healthy was your lunch?" and one question to find out how important your community feels the specific issue is.
- 5. Decide how you can quantify the responses.** In other words, think about how you can turn the survey responses into numbers. For example, you may think that your school cafeteria should serve healthier food. Do you want to survey students about how much they agree with that position (on a 1 - 9 scale)? Or, if you had an ongoing survey, would you want to collect other data, such as students' weight over time? You may not have enough time in a week or two to develop a more detailed survey, but it's a good question to think about. In a shorter time period, you could ask questions about how many times each week they choose not to eat at the cafeteria because of food choices.
- 6. Share your survey with a partner to get feedback on your questions.**
- 7. Create your tracking system.** This can be as simple as a tally chart to keep track of the answers. Or, if you're asking a few questions, you may want to keep your answers in a table.
- 8. Before App Development 2, ask at least 10 people in your community to take the survey.** If you can get more than 10 responses, great! More responses will give you more data to analyze.
- 9. Bring your survey results to the next badge meeting, App Development 2.**

**Survey Questions to Collect Community Data:**

Survey Name: \_\_\_\_\_

Sentiment Rating: 1 = \_\_\_\_\_ 9 = \_\_\_\_\_

**Issue 1:** \_\_\_\_\_

Question 1:

Question 2:

**Issue 2:** \_\_\_\_\_

Question 3:

Question 4:

**(Optional) Issue 3:** \_\_\_\_\_

Question 5:

Question 6:

**Create a Tracking System:**

When you create your communication system, you choose your goal (the idea that you want to promote, cause you wish to develop, community you want to bring together) and your plan (what you want to track).

For the below example, a girl wanted to track how a group feels about some data point –e.g. healthiness of school lunches – to the importance that they ascribe to it. She decided to track this across a group, so she created a chart with one column for each individual she wanted to track the healthiness of their school lunches. She added another row to rate the importance of the issue to the individuals on a scale of 1-9.

Since you’re tracking community sentiments on two (or more) issues, you could create separate tracking systems for each issue to compare or create one combined tracking system for all of the issues surveyed.

**Example Issue:** Healthy food choices at school

- Question 1: On a scale of 1 – 9, with 1 meaning ‘not healthy at all’ and 9 meaning ‘very healthy,’ how healthy was your lunch?
- Question 2: On a scale of 1 – 9, with 1 meaning ‘not important at all’ and 9 meaning ‘most important,’ how important is quality of food as an issue?

**Tracking System:**

<b>Name</b>										
<b>Question 1:</b> Healthiness of Lunch										
<b>Question 2:</b> Importance of an issue										

**Communication Systems for Communities:**

Communication apps can be designed many different ways.

*Coding can process large amounts of data quickly, which makes it a powerful tool for creating data visualizations.*

To the right, you can see how the community data collected on school lunches could be visualized as a histogram in an app.

