Data Collector Training Knowledge Test Options

You may have an evaluation activity in your Bridge Year scope of work that requires a knowledge test to be administered to your data collectors for the Retail Campaign. Here are two options for the knowledge test:

1. You can use the extended test Stanford developed and that participants took at the retail campaign data collection conference. This is a power point presentation containing 18 questions about the core survey and about 2 questions each per additional module. It can be found on partners under “Retail Campaign.” Look for “Field Practice.” The file is called “Survey Practice Slide Deck.”

   Show the slides one by one to your data collectors and have them mark answers to each of the slides on a piece of paper. Collect the responses and tally the results. This should take only a few minutes. Record the results and go over any questions on which many trainees made mistakes. Alternatively, you can read each slide out loud and ask respondents for a hand sign. Record the results for each question, then discuss the correct answer before moving on to the next slide.

2. The Online Survey Practice is now available on TCEC’s homepage. This is a resource for your data collector to practice the survey after they have attended your training session. It mimics the experience of being in the store, and uses questions from all of the modules so that your data collectors can practice the modules they will use out in the field. It only requires a computer, Internet access, and very brief registration. TCEC will send results from the Online Practice Survey taken after July 15th to each POC, and this information can be used as a knowledge test. If you need to conduct the knowledge test before July 15th, we encourage you to use option 1.

As always, call or e-mail us if you have questions about the knowledge test or any other evaluation questions: tobaccoeval@ucdavis.edu.