

Survey and Evaluation

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PRSP

The PRSP—Personal Report of Student Perceptions* is the annual survey instrument used by the MSA Program in the high schools that it serves. Anyone is more than welcome to use it for their own Social Norms Campaign built on the MSA model.

*Originally developed by Linda Lederman, et. al., Rutgers University, adapted for GVSU ALERT Labs and for Kent County High Schools by Nancy L., Harper, David Jones, Shannon Welsh, and Donald (Tex) Bryant.

Collecting the Data

- Decide whether to use bubble sheets or an online service like Question Pro to collect the data (answers to survey).
- Local colleges usually have the means to scan bubble sheets and collect the data into files, like Excel or SPSS.
- Online services will email you a copy of the raw data in Excel spreadsheets.

Check Excel Spreadsheets

- Some students will intentionally falsify answers to the survey.
- Eliminate all the answers of students who falsify responses, e.g., say they have used a make-believe or inaccessible drug.
- MSA eliminates answers from students who say they have used *Curare* (a South American Indian poison) or who have more than a few answers outside the range of possible answers, e.g., say abstain in one answer and say “typically” have 5 drinks.

Data is Cleaned, then...

After the data is cleaned, get counts for each answer for each question. For instance, in question 2 you may have 411 A's and 506 B's. (Note, some Excel files will have 1's for A's and 2's for B's.)

To quickly get counts of the different replies for each question use the Pivot Table function in Excel.

Use Pivot Table function in Excel

Function can be found in the Data menu of Excel. You will need to create a pivot table for each of the questions.

Once the counts for each question are created, you can change the counts to percents using Pivot Table functions. Once the data is in percents, you are ready to use them on your posters.

Advanced Data Analysis

You may want to consider deeper analysis of your data. By doing so MSA has found some interesting relationships among the responses.

For instance, MSA found that 80% of the students that it serves abstain from the use of alcohol *if they perceive* that their parents would be very upset if they knew their child was using alcohol.

Advanced Data Analysis

Another example: Chi Square Analysis revealed that the presence of the MSA posters:

- 1. decreased the number of typical drinks at parties, and**
- 2. decreased the number of occasions of drinking.**

Support

If you need support for your data evaluation, please contact Dr. Nancy L. Harper at www.alertlabs.org or the evaluator of MSA—Donald Tex Bryant, at **bryantsstats@yahoo.com**.

You can reach Mr. Bryant at 616-826-1699. Mr. Bryant is willing to provide advanced data analysis.