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| 1 R G T D 1 C T   | •  |

One of two reports on the 1985 Home Information Technology Study (HITS), a national survey conducted to provide insights into the role played by educational technologies in out-of-school learning, this volume provides current national estimates of the nature and extent of non-school learning by children, adolescents, and adults, and examines the factors involved in the decision to engage in non-school learning and the processes and resources typically employed in different types of learning. The first of three major sections in this report, the introduction provides background information on the study and a description of the survey methodology. Detailed analyses of the data are presented in the second section for: (1) the nature and extent of non-school learning; (2) the most important learning activities; (3) factors related to the choice of the most important non-school learning; (4) use of resources in non-school learning, including involvement of other people and use of non-human resources; and (5) attitudes toward learning resources. The third section provides a summary of the major findings and conclusions drawn from the data analyses. Appended materials include copies of the HITS interview items for all four age groups; a summary of the HITS study design and survey methodology; and a discussion of the precision of reported estimates and generalized standard errors. (BBM)

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Out-of-School Learning Among Children, Adolescents, and Adults

Report of Findings From the 1985 Home Information Technology Study (HITS)

Corporation for Public Broadcasting Washington, D.C.

John A. Riccobono

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September 1986

CS 86-402



#### PREFACE

Since 1970, the Corporation for Public Broadcasting (CPB) and the Center for Statistics (formerly the National Center for Education Statistics) have co-sponsored a program of research into the educational uses of telecommunications and information technology or electronic media. Recognizing that the educational process is a lifelong process, involving learning in both formal and informal settings, the CPB/CS cooperative research program has involved national surveys of the availability and use of instructional technologies in public and private elementary, secondary, and postsecondary schools. The results of these studies have provided valuable insights into the role played by educational technologies in the nation's schools and classrcoms. Such information is needed as a basis for effective planning, implementation, and evaluation of policies and programs designed to enhance educational achievement and to upgrade the instructional delivery system.

The current Home Information Technology Study (HITS) represents the first attempt to add a household-based component to the comprehensive information base which has been developed over the last decade and a half through the CPB/CS cooperative research program, and follows several years of planning and feasibility study. The underlying objectives for the study are only slightly different conceptually from the in-school study components, namely: to determine what people consider important enough to learn on their own, with an emphasis on what is involved in such "informal" learning and why particular learning aids (including but not limited to telecommunications technology) are chosen or preferred over others.

The findings of the Home Information Technology Study are reported in two separate documents, which differ in terms of their primary focus. The current report focuses on the nature and extent of learning that occur outside the formal school setting and the processes and resources (including technology) involved in such learning. A companion report, "Use of Electronic Information Technologies for Non-School Learning in American Households" focuses on the nature and extent of availability and use of information technologies for learning in the household.

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#### ACKNOWLEDGMENTS

We wish to extend our sincere appreciation to all those who contributed to the successful completion of the study and of this report. At the Corporation for Public Broadcasting, special recognition is owed Edward Coltman and Joan Katz, who worked closely with the Principal Investigator, John A. Riccobono, throughout the study, and contributed significantly to its initial design and instrumentation. Others at CPB who deserve mention for their input, review, and guidance are Richard Grefe and Peter Dirr.

At the Center for Statistics, we are especially grateful to Janice Ancarrow, CS Project Officer, not only for her input and review, but also for her patience and flexibility throughout this difficult study. Also at CS, thanks go to Sam Peng and Larry Lamoure for their guidance and support throughout the study.

Our associates at Research Triangle Institute (RTI) of North Carolina, under the expert direction of Dr. Graham Burkheimer, were responsible for the sampling and survey operations aspects of the study. Others at RTI deserving special acknowledgment are Jan Whelan, who provided programming support for the data analyses, and Jeri Conklin who typed, proofed, and assembled the draft report.



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#### A. <u>General</u>

While the concept of learning is complex and only partially understood, there is widespread agreement that learning may occur at any age and under many different conditions. Most research has been devoted to the investigation of "formal" learning, which typically occurs in a school or similar instructional setting, under the guidance and control of an instructor. Prior to the current effort, relatively few studies have dealt with the topic of "informal," or non-school, learning, and none on a national scale. Consequently, little is known about the nature and extent of this phenomenon. What and how much do people learn informally, outside of school? What do people consider important learning and how do they go about accomplishing such learning? What are their attitudes and preferences regarding available resources and do these differ for different types of learning? The answers to such questions will have major implications for educational programmers and policymakers who are concerned with enhancing or facilitating educational efforts at all levels and in all settings.

This report is one of two which summarize the results of the 1985 Home Information Technology Study. This report focuses on informal, or non-school, learning and the decisions and processes involved, while a companion report<sup>1</sup> focuses on information technologies, their availability, and instructional use in the household. More specifically, the major purposes of the current report are:

- To provide current national estimates of the nature and extent of non-school learning by children, adolescents, and adults; and
- o To examine the factors involved in the decision to engage in nonschool learning and the processes and resources typically employed in different types of learning.

#### B. Overview of HITS Study Design

The study was designed to collect data from (or about) household members in four age groups: 2-to-5-year-olds, 6-to-11-year-olds, 12-to-17-year-olds, and adults (18 years and older). A computer assisted telephone interview

<sup>&</sup>lt;sup>1</sup> Riccobono, J.A., "Use of Electronic Information Technologies for Non-School Learning in American Households," Corporation for Public Broadcasting and National Center for Education Statistics, 1986.



(CATI) system was employed and household identification was accomplished through the Mitofsky/Waksberg random digit dialing procedure.<sup>2</sup> The complete sampling procedure involved screening randomly selected telephone numbers to identify households, rostering household members with respect to age and sex to determine household composition, and selecting household members within rostered households according to predetermined selection rates for each of the four age groups. Targeted sample sizes for each age group were: 2,203 2-5 year olds, 1,102 6-11 year olds, 552 12-17 year olds, and 1,650 adults.<sup>3</sup> The determination of sample sizes was based on considerations of expected sampling error of estimates and resources available for conducting the study. The final sample is representative of approximately 13,400,000 2-5 year olds, 18,300,000 6-11 year olds, 22,900,000 12-17 year olds, and 164,000,000 adults.<sup>4</sup>

Four separate questionnaires (one for each age group) and a household screening form were designed for completion by telephone interview. Since these questionnaires represented major revisions of earlier field test instruments, they were subjected to limited pretesting, after which they were further modified to accommodate better their administration by telephone and to incorporate necessary survey control parameters. A copy of the items included in each interview is provided in Appendix A. Individual questions were directed to those respondents who would best be able to provide the requested information reliably. Thus, adult sample members were interviewed directly, but proxy interviews with an adult family member (i.e., the parent or guardian most involved in the child's education) were conducted for all sample members under 18 years of age. It was felt that any limitations of the ability of proxies to report for their children were outweighed by the potential data quality and telephone interviewing problems involved with interviewing children directly.

<sup>&</sup>lt;sup>2</sup> See Waksberg, J. 1978. Sampling Methods for Random Digit Dialing. Journal of American Statistical Association, Vol. 73, pp. 40-46.

<sup>&</sup>lt;sup>3</sup> Because the selection procedure used called for sampling of households with replacement, some households (and the associated respondents within household) were expected to be selected more than once. Therefore, the targeted number of respondents given includes such replication.

Excluded from the study universe were children under 2 years of age, persons in households without telephones and persons in households with non-English speaking adults.

All telephone interviewers received extensive training over a two-day period both in general CATI operations and in the specific administration of each HITS interview question. Data were collected over a period of approximately four and one-half months, from 11 February to 22 June 1985. Telephone interviewing was conducted as a 7-day-a-week operation, with two operational interviewer shifts. Up to 18 interviewers were employed per shift and two supervisors were on hand to provide assistance and quality control, including "listen-in" monitoring of actual interviewes performed by each interviewer.

Success rates for rostering identified households approached 90 percent and, within rostered households, interviews were obtained from over 75 percent of sampled adults and for over 90 percent of children sampled within the other three age groups. These response rates exceeded expectation and, consequently, the final number of interviews exceeded the target number in all four age groups.

A sampling weight was assigned to each member in the original sample to account for unequal selection probabilities; these weights were further adjusted for nonresponse in an attempt to reduce, to the extent possible, the resulting potential bias. Adjusted weights were then used to estimate results for the total populations of 2-5 year olds, 6-11 year olds, 12-17 year olds, and adults in the nation. Further detail on the HITS design and methodology appears in Appendix B.

#### C. <u>Definitions of Learning</u>

As mentioned above, this report focuses on informal or non-school learning and the processes involved in such learning. The problems involved in surveying people with regard to their informal learning are obvious. The concept of "learning" is highly abstract and can have different connotations for different people. Learning occurs continuously--from media, people, and experiences. Informal learning may be structured or unstructured, an isolated event or part of a long-term learning project. It may be actively sought by the learner or happen serendipitously. During a previous field test, efforts to define "learning activity" for the respondent proved fruitless, as different individuals interpreted the definition in different ways. Therefore, for purposes of this study, it was decided that <u>learning activity</u> be defined simply as anything identified by the respondent, after prompting from the interviewer, as a learning "experience."

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With regard to this inventorying of learning activities, respondents were prompted as to specific kinds of learning within two broadly defined categories:

- Practical/Recreational learning--learning how to do something and applying it (e.g., sports, crafts, music, dance); and,
- (2) <u>Intellectual learning</u>--acquiring skills and knowledge for their own sake (e.g., science, mathematics, foreign language).

Finally, respondents were asked to choose (from among those learning activities that they indicated having engaged in) their <u>most important</u> <u>learning activity</u>. This activity was defined as the activity on which the learner had spent the most time, or the one that the learner (or proxy respondent) thought had produced the biggest change in the learner's life. The reader should keep in mind this definition of "most important learning activity," as much of the interview and, consequently, of the results presented in this report pertain to the learning activities selected as most important by the respondents.

## D. How to Read the Tables in This Report

Most tables in the following section will contain several column headings. The cell entries in the tables typically are weighted percentages (rounded to the nearest whole percent) or means and are based on the group indicated in the column heading. Because these estimates are based on a sample of 2-5 year olds, 6-11 year olds, 12-17 year olds, or adults, they may vary somewhat from the figures that would have been obtained if a complete census survey had been undertaken using the same instruments and procedures. This sampling or chance variation is measured by the standard error. For the total population, standard errors of the tabled HITS percentage estimates are no greater than  $\pm$  2 percent, 3 percent, 4 percent, and 3 percent, respectively, for 2-5 year olds, 6-11 year olds, 12-17 year olds, and adults. Because standard errors for subgroup estimates are likely to be somewhat larger, the reader should refer to Appendix C for a discussion of the reliability of reported estimates and their associated standard errors. In most cases, the last row of each table will include the actual "number of sample cases" on which the weighted estimates are based; however, some tables include these numbers in parentheses directly beneath the percentage estimates. Numbers of sample cases will, of course, vary from table to table because of variation in individual item nonresponse.

The reader should recognize that the cross-sectional approach taken in this study provides a separate "snapshot" of each of the four age groups under investigation at the same point in time. Differences between age groups should not be attributed exclusively to normal developmental progression or maturation, since the contextual and environmental influences impinging on these individuals at equivalent life cycle stages were considerably different. To properly make inferences regarding developmental, or life cycle, changes over time would require a longitudinal study of a single-age cohort.



#### II. FINDINGS

## A. <u>Nature and Extent of Non-School Learning</u>

This study found that most people, regardless of age, engaged in a wide range of informal learning activities during the one-year period prior to being interviewed. Table 1 shows that virtually all parents/guardians reported both practical/recreational and intellectual learning activities for their children during the year. While the great majority (about 80 percent) of adults also reported involvement in both types of learning, almost one in ten adults were unable to identify or had not engaged in any learning activity during the year and a similar proportion indicated learning was restricted to either practical/recreational or intellectual activities only. Within age group, males and females were equally likely to have engaged in some type of learning during the one-year period.

Whereas nearly all children, regardless of age or demographic characteristics, had engaged in some learning during the year, the likelihood of adults citing at least one learning experience was related to family income level (Table 2). Low income adults were proportionately more likely to have reported no learning experience than were adults in the highest family income category (12 percent versus 3 percent, respectively). Interestingly, while lower income adults were less likely than their upper income counterparts to have engaged in both practical and intellectual learning or intellectual learning only, they were equally likely to have reported practical/recreational learning only.

Since the population of adults includes such a large age span it was decided to examine this distribution of learning within more restricted age group categories. Table 3 shows that, to a large extent, adults reporting no learning during the year were restricted to the 45-year-old and older category (14 percent), whereas virtually all (99 percent) of adults under 25 years of age had cited at least some type of practical or intellectual learning. Indeed only two-thirds of the adults over 44 years of age indicated involvement in at least one practical/recreational and one intellectual learning experience during the past year.

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# Percentage Distribution of Types of Learning By Age and Sex

|  | Preschoolers<br>(Age 2-5) |       |         |       | Youths<br>(Age 6-11) |         |       | Teens<br>(Age 12-17) |         |       | Adults<br>(18 Years and Older) |         |  |
|--|---------------------------|-------|---------|-------|----------------------|---------|-------|----------------------|---------|-------|--------------------------------|---------|--|
| Learning                                 | Total                     | Males | Females | Total | Males                | Females | Total | Males                | Females | Total | Males                          | Females |  |
| No learning                              | *                         | *     | **      | 1%    | 1%                   | *       | *     | *                    | *       | 8%    | 9%                             | 7%      |  |
| Intellectual learning only               | , 1                       | 1     | *       | *     | *                    | 1       | *     | *                    | *       | 7     | 6                              | 8       |  |
| Practical/Recreational<br>learning only  | *                         | *     | **      | *     | *                    | *       | 1     | 2                    | **      | 5     | 6                              | 5       |  |
| Both intellectual and practical learning | 99                        | 89    | 99      | 99    | 99                   | 98      | 98    | 97                   | 99      | 80    | 79                             | 80      |  |
| Number of Sample Cases                   | 2290                      | 1229  | 1061    | 1132  | 556                  | 576     | 557   | 301                  | 256     | 1707  | 756                            | 951     |  |

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<sup>a</sup> Analyses based on all sample members.

\* Represents a positive percentage less than 0.5.

\*\* Indicates no sample member represented in this cell.

|  |           | Adu       | lts               |           |
|--|-----------|-----------|-------------------|-----------|
|  | <u> </u>  | (18 years | <u>and older)</u> |           |
|  | Less Than | \$10,000- | \$20,000-         | More Than |
| Learning   | \$10,000  | 20,000    | 40,000            | \$40,000  |
| No learning  | 12%       | 9%        | 8%                | 3%        |
| Intellectual learning  | 13        | 6         | 6                 | 4         |
| Practical/recreational learning<br>Both intellectual and practical | 4         | 5         | 5                 | 5         |
| learning   | 71        | 80        | 81                | 88        |
| Number of Sample Cases   | 197       | 351       | 594               | 345       |

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## Percentage Distribution of Types of Adult Learning By Family Income Level

a Analyses based on all adult sample members.



|  |              | Age Gr       | oup                 |
|--|--------------|--------------|---------------------|
| Learning                                 | Age<br>18-24 | Age<br>25-44 | Age<br>45 and older |
| No learning                              | 1%           | 5%           | 14%                 |
| Intellectual learning only               | 1            | 4            | 12                  |
| Practical/recreational learning          | _            |              | _                   |
| only                                     | 5            | 4            | 7                   |
| Both intellectual and practical learning | 93           | 87           | 67                  |
| Number of Sample Cases                   | 302          | 724          | 679                 |
|  |              |              |                     |

## Percentage Distribution of Types of Learning Among Adults By Age Group of Learner

a Analyses based on all adult sample members.

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Non-school learning is available to most adults through education/training programs sponsored by a variety of business or community service organizations. Many of these programs are available to interested persons on a voluntary basis, while others may be a requirement of employment. Table 4 provides estimates of the extent of participation in such programs by adults. As the table shows, participation is greatest among programs sponsored by individuals' employers, with about one-fourth (28 percent) of all adults reporting having attended such programs during the year. Adults 25-44 years old were proportionately most likely to have participated in employersponsored programs, both on a voluntary and required basis, followed in turn by 18-24 year olds and persons over 45 years old. Adults 25-44 years old were also most likely to have participated in programs sponsored by other business organizations or professional associations. Although almost never a requirement of employment, voluntary participation in training programs sponsored by community service organizations rivaled such participation in employer-sponsored programs, with 17 percent of all adults reporting participation in the former. While such programs appear to have been less popular than employer-sponsored programs among 25-44 year olds, voluntary participation by adults over 44 years old in community service ogranization programs was about twice that for employer-sponsored programs (17 percent versus 9 percent, respectively). Less than five percent of adults, regardless of age group, reported having participated in education/training programs offered by the mass media during the year.

According to parents/guardians, children of all ages typically engaged in more than 15 different non-school learning experiences during the year (Table 5), with preschool age children averaging somewhat more (about 18 per year) than teenage children (about 15 per year). Adults reported substantially fewer learning experiences, with a mean and median of about 8 different activities. Within age group, however, no significant differences were found between males and females in the numbers of different learning activities reported.

About two-thirds of the learning activities among children under 12 years of age were intellectual rather than practical/recreational in nature. Teens and adults also reported more intellectual learning activities, although the ratio of intellectual to practical learning was somewhat lower for these groups than for younger children.

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|  |                       |              |              | Age Group           |
|--|-----------------------|--------------|--------------|---------------------|
| Learning   | Total<br>(All Adults) | Age<br>18-24 | Age<br>25-44 | Age<br>45 and older |
| Employer/Company:  | <u>_</u> _            | <u></u>      |              |                     |
| Yes. Voluntary   | 18%                   | 18%          | 27%          | 9%                  |
| Yes. Required by work  | 10                    | 11           | 14           | 5                   |
| No   | 72                    | 71           | 59           | 86                  |
| Other Business Organization/Compa                                | iny:                  |              |              |                     |
| Yes. Voluntary   | 8                     | 6            | 13           | 4                   |
| Yes. Required by work  | 2                     | 1            | 2            | 2                   |
| No   | 90                    | 93           | 85           | 94                  |
| Mass Media (e.g., TV Courses):                                   |                       |              |              |                     |
| Yes. Voluntary   | 2                     | 3            | 3            | 1                   |
| Yes, Required by work  | 1                     | 1            | 1            | 1                   |
| No   | 97                    | 96           | 96           | 98                  |
| Community Service Organization<br>(e.g., Church, Charity Group): |                       |              |              |                     |
| Ves Voluntary  | 17                    | 15           | 18           | - 17                |
| Yes. Required by work  | *                     | *            | 1            | *                   |
| No   | 82                    | 85           | 81           | 83                  |
| Other Organization/Agency (e.g.,                                 | Labor                 |              |              |                     |
| Union, Professional Association)                                 | :                     |              |              |                     |
| Yes, Voluntary   | 9                     | 7            | 14           | 6                   |
| Yes, Required by work  | 1                     | 1            | 1            | 1                   |
| No   | 90                    | 92           | 85           | 93                  |
| Number of Sample Cases   | 1753                  | 304          | 739          | 710                 |

## Percentage Distribution of Adult Participation in Variously Sponsored Education/Training Programs By Age Group

a Analyses based on all adult sample members.

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\* Represents a positive percentage less than 0.5.

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# Number of Learning Activities By Age and Sex<sup>a</sup>

| lumber of                        | P                | reschoo<br>(Age 2- | lers<br>5)       |                  | Youth<br>(Age 6- | s<br>11)         | (                | Teens            |                  | Adults                  |                         |                          |  |
|----------------------------------|------------------|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------------|-------------------------|--------------------------|--|
| ng Activities                    | Total            | Males              | Females          | Total            | Males            | Females          | Total            | Males            | Females          | <u>(18 Yea</u><br>Total | <u>ars and</u><br>Males | <u>Older)</u><br>Females |  |
| cal/Recreational:                |                  |                    |                  |                  |                  |                  |                  |                  |                  |                         | <u> </u>                |                          |  |
| an                               | 6.0<br>6<br>7    | 6.0<br>6           | 6.1<br>6         | 5.6<br>6         | 5.5<br>6         | 5.7<br>6         | 6.2<br>6         | 6.2<br>6         | 6.1<br>6         | 3.6<br>3                | 3.6<br>3                | 3.5                      |  |
| ectual:                          | '                | 0                  | 7                | 6                | 6                | 6                | 6                | 6                | 5                | Ō                       | Õ                       | 0                        |  |
| ań<br>(Practical and<br>ectual): | 11.8<br>12<br>12 | 11.8<br>12<br>12   | 11.9<br>17<br>10 | 10.8<br>11<br>13 | 10.7<br>11<br>13 | 10.8<br>11<br>13 | 9.0<br>9<br>11   | 8.5<br>9<br>11   | 9.7<br>10<br>9   | 5.2<br>5<br>0           | 5.3<br>5<br>0           | 5.2<br>5<br>0            |  |
| an                               | 17.9<br>18<br>20 | 17.8<br>18<br>20   | 18.1<br>19<br>19 | 16.4<br>17<br>19 | 16.1<br>17<br>19 | 16.6<br>17<br>19 | 15.2<br>16<br>16 | 14.7<br>15<br>18 | 15.9<br>16<br>16 | 8.8<br>8<br>0           | 9.0<br>8<br>0           | 8.7<br>8<br>0            |  |
| of Sample Cases                  | 2290             | 1229               | 1061             | 1132             | 556              | 576              | 557              | 301              | 256              | 1707                    | 756                     | 951                      |  |

lyses based on all sample members.



The relationship between number of learning experiences and family income level was not consistent across age groups (Table 6). For adults, the average number of learning activities reported was directly related to family income level, with a mean of 7.6 for the lowest income group and a mean of 10.7 for the highest income group. This relationship was less clearcut among preschool and pre-teenage children and, unfortunately, insufficient sample sizes prohibited such investigation among teenage children.

It was hypothesized that the extent of non-school learning may be greater among children (especially 2-5 year olds) in homes where both parents are present than in single-parent households, since single parents would presumably find it more difficult to provide the time and/or resources required for such learning. However, as Table 7 shows, this hypothesis was not supported by the results. That is, no significant differences in the average number of learning activities reported for children in single-parent and twoparent households were obtained.

The types of learning activities undertaken during the year varied widely for all age groups (Table 8). With few exceptions, where similar types of activities were appropriate to all age groups, they were proportionately most likely to have been learned by 2-5 year olds and proportionately least likely to have been learned by adults. Notable exceptions to this finding were camping/outdoor survival, science, sex education, and computers for which children over six years old were most likely to have been involved.

Although learning among 2-5 year olds appears to be restricted to a more limited set of different learning areas than is learning among older children and adults, within those areas appropriate to preschool age children, learning was pandemic. As Table 8 shows, according to parents/guardians, each of seven different types of learning activities were engaged in by 90 percent or more of preschool age children and more than 80 percent of these children had participated in 15 of the 24 learning activities specifically inquired about in this study. The pattern of learning activity among 6-11 year olds is quite similar, although no single activity type was endorsed for 90 percent of this cohort and substantially fewer activities (i.e.; seven) were reported for 80 percent or more of these children.

Learning among teenage children and adults involved somewhat greater diversity of activity, including practical/recreational areas not appropriate for younger children. However, only two learning areas (household chores/

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## Number of Learning Activities By Age and Family income Level<sup>44</sup>

| Number of  |                       |                    | Youths<br>(App. 6-11) |                       |                       |                    | Adults             |                       |                       |                                 |                                  |                              |
|--|-----------------------|--------------------|-----------------------|-----------------------|-----------------------|--------------------|--------------------|-----------------------|-----------------------|---------------------------------|----------------------------------|------------------------------|
| Learning Activities  | Lexa Than<br>\$10.000 | \$10,000<br>20,000 | \$20,000-<br>40,000   | Hure Than<br>\$40,000 | Less Than<br>\$10,000 | \$10,000<br>20,000 | \$20.000<br>40.000 | Nore Than<br>\$40,000 | Less Than<br>\$10,000 | (18 year)<br>\$10,000<br>20,000 | s and olde<br>\$20,000<br>40,000 | r)<br>Nore Thaii<br>\$40,000 |
| Practical/Recreational:<br>Nean<br>Nediau<br>Nude<br>Intellectual:<br>Nean | 5.¥<br>6<br>6         | 6.j<br>6<br>7      | 6.2<br>6<br>6         | 6.1<br>6<br>7         | 5.3<br>6<br>5         | 5.6<br>6<br>6      | 5.6<br>6<br>5      | 5.8<br>6<br>6         | 3.0<br>3<br>U         | 3.5<br>3<br>0                   | 3.7<br>4<br>1                    | 4.5                          |
| Nedian<br>Node<br>Total (Practical and<br>Intellectual):                   | 10.9<br>11<br>12      | 11.7<br>12<br>11   | 12.2<br>12<br>12      | 12.3<br>13<br>14      | 10.3<br>11<br>14<br>1 | 10.5<br>11<br>13   | 10.8<br>11<br>14   | 11.1<br>12<br>13      | 4.6<br>3<br>0         | 4.9<br>4<br>I                   | 5.4<br>5<br>0                    | 6.3<br>6<br>6                |
| Mean<br>Median<br>Node   | 16.8<br>17<br>18      | 17.8<br>10<br>18   | 18.4<br>19<br>20      | 18,4<br>19<br>21      | 15.6<br>16<br>17      | 16.0<br>17<br>19   | 16.5<br>17<br>20   | 17.0<br>17<br>19      | 7.6<br>6<br>0         | 8.4<br>8<br>0                   | 9.0<br>9<br>0                    | 10.7<br>11<br>12             |
| Runder of Sumple Cases   | 243                   | 542                | 963                   | 374                   | 100                   | 241                | 490                | 229                   | 197                   | 352                             | 597                              | 346                          |

Analyses based on all sample members.

Note: Sample sizes for family income categories for 12-17 year olds were considered insufficient for stable estimation and, therefore, estimates for this age group are not presented.

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|  | Presc<br>(Ag | hoolers<br>e 2-5) | Y<br>(Ag | ouths<br>e 6-11) | Teens<br>(Age 12-17) |         |  |
|--|--------------|-------------------|----------|------------------|----------------------|---------|--|
| Number of                              | One          | Two               | One      | Two              | One                  | Two     |  |
| Learning Activities                    | Parent       | Parents           | Parent   | Parents          | Parent               | Parents |  |
| Practical/Recreational:                |              |                   |          |                  |                      |         |  |
| Mean                                   | 5.8          | 6.1               | 5.5      | 5.7              | 5.8                  | 6.4     |  |
| Median                                 | 6            | 6                 | 6        | 6                | 6                    | 6       |  |
| Mode                                   | 7            | 7                 | 6        | 6                | 5                    | 6       |  |
| Intellectual:                          |              |                   |          |                  |                      |         |  |
| Mean                                   | 11.4         | 12.0              | 10.4     | 10.9             | 9.4                  | 9.0     |  |
| Median                                 | 12           | 12                | 11       | 11               | 9                    | 9       |  |
| Mode                                   | 12           | 14                | 13       | 13               | 12                   | 11      |  |
| Total (Practical and<br>Intellectual): |              |                   |          |                  |                      |         |  |
| Mean                                   | 17.3         | 18.2              | 15.9     | 16.5             | 15.2                 | 15.4    |  |
| Median                                 | 18           | 19                | 17       | 17               | 15                   | 16      |  |
| Mode                                   | 18           | 20                | 18       | 19               | 16                   | 20      |  |
| Number of Sample Cases                 | 333          | 1872              | 194      | 905.             | 134                  | 405     |  |

## Number of Learning Activities By Age and Number of Parents in Household<sup>a</sup>

<sup>a</sup> Analyses based on all sample members.

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|                            | Preschoolers<br>(Age 2-5) |          |          | Youths   |              |          |       | Teens      |         | Adults         |        |          |
|----------------------------|---------------------------|----------|----------|----------|--------------|----------|-------|------------|---------|----------------|--------|----------|
| Learning Activity          | Total                     | Males    | Females  | Total    | Malon        | Pamalaa  | (A)   | ge 12-1    | [7]     | <u>(18 Yea</u> | rs and | Older)   |
|                            |                           |          |          |          |              | remaies  | Total | Males      | Females | Total          | Males  | Females  |
| Practical/Recreational:    |                           |          |          |          |              |          |       |            |         |                |        |          |
| Sports/Motor Skills        | 88%                       | 88%      | 88%      | 88%      | 884          | 0.04     | 506   |            |         |                |        |          |
| Games                      | 87                        | 86       | 88       | Q1       | 00-0<br>00-0 | 004      | 73%   | 79%        | 67%     | 38%            | 41%    | 36%      |
| Social Skills              | 95                        | 95       | 96       | 01       | 00           | 83       | 59    | 59         | 60      | 41             | 36     | 45       |
| Crafts                     |                           |          |          | <br>61   | 60           |          |       |            |         |                |        |          |
| Art                        | 90                        | 90       | 91       | 01<br>75 | 03           | 6U<br>85 | 50    | 44         | 58      | 31             | 20     | 40       |
| Music                      | 68                        | 67       | 71       | 10       | 74           | 75       | 46    | 45         | 48      | 20             | 21     | 19       |
| Dance/Theatre              | 47                        | 44       | 50       | 00       | 03           | 63       | 48    | 47         | 48      | 17             | 18     | 17       |
| Household Chores/          | • •                       |          | 00       | 41       | 33           | 49       | 30    | 28         | 32      | 13             | 13     | 13       |
| Maintenance                | 91                        | 80       | 03       |          |              |          |       |            |         |                |        |          |
| Camping/Outdoor Survival   | 35                        | 36       | 90<br>94 | 84       | 82           | 86       | . 76  | 74         | 79      | 53             | 57     | 50       |
| Business/Jobs/Personal     | 00                        | 00       | 04       | 48       | 52           | 45       | 44    | 48         | 39      | 22             | 27     | 19       |
| Finance                    |                           |          |          |          |              |          |       |            |         |                |        | ,        |
| Child Care                 |                           |          |          | 16       | 17           | 16       | 51    | 52         | 49      | 35             | 41     | 30       |
| Driving a Car              |                           |          |          |          |              |          | 50    | 41         | 60      | 23             | 22     | 24       |
| First Aid/Lifesaving       |                           |          |          |          |              |          | 46    | 52         | 37      | 14             | 14     | 14       |
| Tax Preparation            |                           |          |          |          |              |          | 38    | 41         | 36      | 20             | 22     | 19       |
| Other                      | 1.4                       | 15       | 10       |          |              |          |       |            |         | 21             | 26     | 17       |
| Intellectual:              | 14                        | 10       | 13       | 13       | 14           | 12       | 13    | 16         | 10      | 9              | 10     | 8        |
| Science                    | 55                        | 50       | 54       | • ·      |              |          |       |            |         |                |        | v        |
| Reading                    | 90                        | 00<br>04 | 04<br>00 | 64       | 68           | 61       | 51    | 53         | 49      | 33             | 38     | 29       |
| Writing                    | 00<br>00                  | 04       | 89       | 86       | 83           | 90       | 69    | <b>6</b> 6 | 73      | 49             | 46     | 52       |
| Foreign Language           | 06<br>06                  | 00       | 60       | 72       | 67           | 77       | 47    | 37         | 60      | 26             | 25     | 27       |
| Social Relationships       | 60<br>06                  | 40<br>00 | 20       | 28       | 23           | 32       | 29    | 27         | 32      | 14             | 15     | 14       |
| Speech                     | 00<br>07                  | 80<br>07 | 86       | 77       | 74           | 79       | 65    | 61         | 69      | 38             | 36     | 40       |
| Health/Hygiene/Safety      | 01                        | 87       | 85       |          |              |          |       |            |         |                |        |          |
| History                    | 94                        | 94       | 94       | 82       | 81           | 84       | 75    | 72         | 78      | 50             | 47     | 52       |
| Generanhy/Local Dimentions |                           |          |          | 59       | 62           | 57       | 47    | 48         | 44      | 32             | 34     | 31       |
| Civics/Government          | 69                        | 69       | 69       | 58       | 62           | 55       | 44    | 45         | 43      | 27             | 28     | 25       |
| ATTON OUNCE HUICHE         |                           |          |          | 34       | 36           | 31       | 41    | 42         | 40      | 28             | 30     | 00<br>20 |

# Percentage of Persons Reporting Various Types of Learning

# Table 8 (continued)

# Percentage of Persons Reporting Various Types of Learning By Age and Sex of Learner<sup>a</sup>

|  | P         | reschoo | lers       |       | Youth | s           |       | Teens |                      |       | Adults |         |
|--|-----------|---------|------------|-------|-------|-------------|-------|-------|----------------------|-------|--------|---------|
|  | (Age 2-5) |         | (Age 6-11) |       |       | (Age 12-17) |       |       | (18 Years and Older) |       |        |         |
| Learning Activity                                | Total     | Males   | Females    | Total | Males | Females     | Total | Males | Females              | Total | Males  | Females |
| Animals/Nature Study                             | 93        | 93      | 92         | 87    | 90    | 85          | 65    | 60    | 71                   | 39    | 38     | 39      |
| Math   | 92        | 90      | 93         | 73    | 73    | 72          | 53    | 53    | 54                   | 24    | 29     | 20      |
| Poetry/Nursery Rhymes                            | 88        | 88      | 89         | 49    | 45    | 54          | 25    | 18    | 34                   | 12    | 9      | 14      |
| Religion   | 83        | 81      | 85         | 82    | 79    | 85          | 64    | 58    | 71                   | 46    | 43     | 48      |
| Careers (Preparation,<br>Exploration, Awareness) | 71        | 72      | 70         | 44    | 44    | 43          | 61    | 59    | 63                   | 38    | 41     | 35      |
| Family Development/<br>Relationships             | 94        | 94      | 94         | 66    | 65    | 67          | 53    | 49    | 58                   | 34    | 33     | 36      |
| Sex Education                                    | 53        | 52      | 54         | 56    | 53    | 59          | 62    | 59    | 66                   |       |        |         |
| Computers  | 27        | 29      | 24         | 55    | 59    | 52          | 59    | 63    | 55                   | 32    | 35     | 28      |
| Other  | 5         | 4       | 6          | 6     | 5     | 6           | 7     | 8     | 7                    | 6     | 8      | 5       |
| Number of Sample Cases                           | 2301      | 1234    | 1067       | 1137  | 557   | 580         | 565   | 305   | 260                  | 1748  | 773    | 975     |

<sup>a</sup> Analyses based on all sample members.

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-- Indicates option was not prompted for specified respondent group.

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maintenance and health/hygiene/safety) were endorsed for more than 75 percent of teenagers and by more than 50 percent of adults. While these two areas were among the most common learning experiences among all age groups, the actual activities involved for young children were doubtless quite different than those for adolescents and adults.

Table 8 also demonstrates some interesting differences in the types of informal learning pursued by males and females. Relatively few sex differences were observed in the learning activities of 2-5 year olds, but such differences became more extensive and more pronounced within succeeding age groups. Among 2-5 year olds, females were slightly more likely to have learned reading and writing, whereas males were somewhat more likely to have learned something about computers. Girls 6-11 years old were more likely than boys the same age to have been learning music, dance/theatre, writing, foreign language, and poetry/nursery rhymes, while 6-11 year old boys appeared somewhat more likely to have been learning about camping/outdoor survival, science, and computers.

It is among teenage children and adults where sex differences in learning become most clearcut. Among teenagers, females were substantially more likely than males to have been learning crafts, child care, writing, animals/nature study, poetry, religion, and family development; teenage males were more likely than females to have been engaged in learning activities in the areas of sports, camping/outdoor survival, driving a car, and computers. Among adults, there were only two areas in which females were substantially more likely than males to have been learning, games and crafts, both of which are recreational in nature. On the other hand, adult males were substantially more likely than adult females to have been learning in the areas of household maintenance, camping/outdoor survival, business/jobs/personal finance, tax preparation, science, math, careers, and computers.

The likelihood of certain kinds of informal learning was also related to family income level (Table 9). Regardless of age group, a consistent positive relationship between family income level and likelihood of learning sports/ motor skills, games. social relationships, and computers was observed, with persons in higher income families proportionately more likely than those in lower income families to have learned such activities. While not applicable to adults, the likelihood of having received some form of sex education was similarly related to family income level for both 2-5 year olds and 6-11



## Percentage of Persons Reporting Various Types of Learning By Age of Learner and Family Income Level<sup>8</sup>

|                               |           | frese<br>(Ace | hoolers<br>2.51 |               |           | Yout<br>(Are 6 | hu<br>111 |           | · · ·     | Adults<br>(18 years and older) |          |           |  |  |
|-------------------------------|-----------|---------------|-----------------|---------------|-----------|----------------|-----------|-----------|-----------|--------------------------------|----------|-----------|--|--|
| •                             | Less Than | \$10,000      | \$20,000        | Nore Than     | Less Than | \$10,000       | \$20,000  | Nore Than | Less Than | \$10,000                       | \$20,000 | Nore Than |  |  |
| Learning Activity             | \$10,000  | 20,000        | 40,000          | \$40,000      | \$10,000  | 20,000         | 40,000    | \$40,000  | \$10,000  | 20,000                         | 40,000   | \$40,000  |  |  |
| Practical/Recreational:       |           |               |                 |               |           |                |           |           |           |                                |          |           |  |  |
| Sports/Notor Skills           | 815       | 875           | 807             | 915           | 85%       | 86%            | 90%       | 915       | 341       | 375                            | 40%      | 57%       |  |  |
| Ganes                         | 79        | 89            | 88              | 91            | 74        | 82             | 84        | 83        | 32        | 42                             | 42       | 54        |  |  |
| Sucial Skills                 | 97        | 96            | 96              | 93            |           |                | • •       | ••        | •         |                                | • •      | •         |  |  |
| Crafts                        | ••        | -•            |                 | -             | 57        | 57             | 66        | 64        | 34        | 37                             | 29       | 31        |  |  |
| Art                           | 85        | 91            | 83              | <del>90</del> | 76        | 82             | 73        | 72        | 13        | 22                             | 20       | 26        |  |  |
| Nusic                         | 67        | 70            | 71              | 68            | 50        | 56             | 57        | 69        | 15        | 18                             | 18       | 20        |  |  |
| Dance/Theatre                 | 56        | 46            | 44              | 46            | 51        | 39             | 38 '      | 45        | 11        | 14                             | 11       | 19        |  |  |
| Nousehold Chores/Naintenance  | 88        | 94            | 93              | 89            | 83        | 83             | 86        | 87        | 49        | 51                             | 56       | 60        |  |  |
| Camping/Outdoor Survival      | 34        | 37            | 37              | 34            | 43        | 47             | 51        | 54        | 18        | 23                             | 25       | 20        |  |  |
| Business/Jobs/Personal Financ | e         | -             | •               | ••            |           | ••             | • •       |           | 21        | 28                             | 40       | 50        |  |  |
| Child Care                    | •         | · •           |                 | ••            | •         |                |           |           | 22        | 24                             | 25       | 26        |  |  |
| Driving a Car                 |           |               | ••              | ••            | ••        | ••             | ••        | ••        | 17        | 16                             | 14       | 12        |  |  |
| First Aid/Lifesaving          | ••        |               |                 | •             | ••        | ••             |           | •         | 19        | 20                             | . 22     | 24        |  |  |
| Táx Preparation               | ••        | •             | • .             | ••            | ••        |                | ••        | ••        | 15        | 15                             | 24       | 30        |  |  |
| Other Practical/Recreational  | 3         | 3             | 4               | 6             | . 2       | 3              | 4         | 5         | 4         | 4                              | 4        | 4         |  |  |
| Intellectual:                 |           |               |                 |               | L.        |                |           |           |           |                                |          |           |  |  |
| Science                       | 41        | 52            | 58              | 61            | 62        | 58             | 67        | 67        | 27        | 30                             | 35       | 45        |  |  |
| Reading                       | 45        | 85            | 86              | 89            | 90        | 87             | 86        | 88        | 47        | 50                             | 50       | 50        |  |  |
| Writing                       | 84        | 85            | 82              | 81            | 80        | 78             | 69        | 70        | 30        | 25                             | 24       | 29        |  |  |
| Fureign Language              | 27        | 22            | 25              | 33            | 26        | 28             | 25        | 32        | 8         | 13                             | 15       | 19        |  |  |
| Sociel Relationships          | 77        | 83            | 69              | 89            | 74        | 74             | 78        | 79        | 32        | 35                             | 38       | 51        |  |  |
| Speech                        | 84        | 89            | 89              | 86            |           | ••             | . •       | ••        | ••        | ••                             | ••       | **        |  |  |
| Nealth/Bygiene/Safety         | 87        | 93            | 96              | 95            | <b>61</b> | 79             | 84        | 85        | 50        | 51                             | 50       | 55        |  |  |
| fistory                       | ••        | <b>-</b> •    | •               | •-            | 55        | 59             | 62        | 57        | 27        | 32                             | 31       | 40        |  |  |
| Geography/Local Directions    | 67        | 68            | 71              | 68            | 41        | 48             | 61        | 70        | 19        | 23                             | 27       | 134       |  |  |
| Civics/Government             | ••        |               | ••              | •-            | 22        | 29             | 34        | 44        | 22        | 25                             | 30       | 33        |  |  |
| Animole/Nature Study          | 87        | 90            | 95              | 97            | 87        | 84             | 89        | 87        | 33        | 40                             | 41       | 44        |  |  |
| Nath                          | 88        | 91            | 94              | 93            | 71        | 74             | 73        | 71        | 23        | 18                             | 26       | 28        |  |  |
| Pactry/Nursery Khypes         | 80        | 88            | 91              | 91            | 60        | 51             | 46        | 49        | 15        | 13                             | 10       | 13        |  |  |
| Religion                      | 73        | 83            | 86              | 84            | 87        | 83             | 83        | 80        | 56        | 43                             | 45       | 46        |  |  |
|                               |           |               |                 |               |           |                |           |           |           |                                |          |           |  |  |

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# Percentage of Persons Reporting Various Types of Learning By Age of Learner and Family Income Level

| iearning Activity       | م الجاني البروسة م    |                     | Youths<br>(Age 6-11) |                       |                       |                    |   | Ac<br>(18 years       | Adwits   (18 years and older)   \$10,000- \$20,000- Nore Than   20,000 40,000 \$40,000   32 42 50   33 35 40        23 38 49   • 1 1 |                                   |                    |                        |
|-------------------------|-----------------------|---------------------|----------------------|-----------------------|-----------------------|--------------------|---|-----------------------|--|-----------------------------------|--------------------|------------------------|
|                         | lens Thau<br>\$10,000 | \$10,000-<br>20,000 | \$20,000<br>40,000   | Nore Than<br>\$40,000 | Leus Than<br>\$10,000 | \$10,000<br>20,000 | \$20,000<br>40,000                              | Nore Than<br>\$40,000 | Less Than<br>\$10,000  | \$10,000-<br>20,000               | \$20,000<br>40,000 | Nore Than<br>\$40,000  |
| Carners (Proparation,   |                       |                     |                      |                       |                       | منابع (باردان      | <b>- 14 - 64</b> (** <b>- 67 - 68 - 69 - 69</b> | ay 20 89 ( 0   0      |  | مينى ويردانيات <sup>العلي</sup> ب |                    | والمنهد والمتاركين ومد |
| Exploration, Awareness) | 63                    | 69                  | 75                   | 68                    | 44                    | 45                 | 44  | 39                    | 24   | 12                                | 43                 | 60                     |
| Family Development/     |                       |                     |                      |                       | ••                    |                    | **  |                       |  | JE                                | 46                 | ~~                     |
| Relationships           | 93                    | 94                  | 96                   | 92                    | 66                    | 67                 | 68  | <b>A</b> 1            | LL.  | <b>77</b>                         | 46                 | 40                     |
| Sex Education           | 43                    | 49                  | 55                   | 62                    | 50                    | 52                 | 58  | An                    | ••   |                                   | 33                 |                        |
| Computers               | 16                    | 23                  | 28                   | 41                    | 35                    | 50                 | 58  | 70                    | 1.4  | 21                                | 18                 | 48                     |
| Other Intellectual      | 2                     | 4                   | 3                    | 5                     | ••                    | 3                  | 3   | 5                     | ••   | •                                 | 1                  | 1                      |
| Number of Sample Cases  | 243                   | 542                 | 983                  | 374                   | 100                   | 241                | 490   | 229                   | 197  | 352                               | 597                | 346                    |

Analyses based on all snaple sembers.

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-- Indicates option was not prompted for specified respondent group.

Note: Sample sizes for family income categories for 12-17 year olds were considered insufficient for stable estimation and, therefore, estimates for this age group are not presented.



year olds. With regard to computers, the relationship between family income and learning was particularly strong and is quite probably explained by the greater availability of personal/home computers in higher income households.

Other relationships between learning and family income level were observed, but only within age group. For example, 2-5 year olds in the highest income families were substantially more likely than those in the lowest category of family income to have learned science and poetry/nursery rhymes. Similarly, among 6-11 year olds, children from upper income families were proportionately more likely than lower income counterparts to have learned something about music, camping/outdoor survival, or civics/government; in contrast, however, 6-11 year olds in the lowest income families were substantially more likely to have learned writing and poetry/nursery rhymes. Relationships between types of learning and family income were most numerous and pronounced among adults, which is not surprising since as we have seen there was a clear relationship between amount of informal learning and income level for this age group. Higher income adults were substantially more likely than low income adults to have engaged in a variety of both practical/recreational and intellectual learning, including sports, games, art, camping/outdoor survival, business/jobs/personal finance, tax preparation, science, foreign language, social relationships, career preparation, and computers.

While the average number of non-school learning activities for children in single-parent and two-parent households did not differ significantly, some differences in the kinds of activities learned by children in these household types were observed (Table 10). Among preschool and pre-teenage children, these differences were consistently in the same direction, with proportionately more children from two-parent households having been involved in learning such activities than were those in single-parent homes. For 2-5 year olds, these activities included sports/motor skills, art, science, social relationships, and career awareness; for 6-11 year olds, they involved crafts, music, science, and computers.

Interestingly, for teenage children, the direction of the relationship between learning and number of parents in the household was different for different types of activities. For example, teenagers in two-parent households were more likely than those in single-parent homes to have learned games, crafts, camping/outdoor survival, driving a car, first aid/lifesaving,

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| Percentage o | of Persons | Reporting | Various   | Types   | of Learnin             | ng |  |  |  |  |  |  |  |
|--------------|------------|-----------|-----------|---------|------------------------|----|--|--|--|--|--|--|--|
| By Age of    | Learner a  | nd Number | of Parent | ts in l | Household <sup>a</sup> | -  |  |  |  |  |  |  |  |

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|                          | Presc    | hoolers        | Y        | ouths          | Teens      |          |  |  |
|--------------------------|----------|----------------|----------|----------------|------------|----------|--|--|
|                          | (Ag      | <u>(e 2-5)</u> | (Ag      | <u>e 6-11)</u> | (Age       | 12-17)   |  |  |
|                          | One      | Т₩о            | One      | Two            | One        | Two      |  |  |
| Learning Activity        | Parent   | Parents        | Parent   | Parents        | Parent     | Parents  |  |  |
| Practical/Recreational:  |          |                |          |                |            |          |  |  |
| Sports/Motor Skills      | 80%      | 9 <b>0%</b>    | 88%      | 90%            | 76%        | 77%      |  |  |
| Games                    | 82       | 88             | 85       | 81             | 46         | 65       |  |  |
| Social Skills            | 96       | 96             |          |                |            |          |  |  |
| Crafts                   |          |                | 58       | 64             | 43         | 54       |  |  |
| Art                      | 84       | 92             | 73       | 75             | 48         | 45       |  |  |
| Music                    | 67       | 70             | 54       | 60             | 51         | 48       |  |  |
| Dance/Theatre            | 50       | 46             | 43       | 41             | 37         | 29       |  |  |
| Household Chores/Main-   | • -      |                | 10       |                | 07         | 20       |  |  |
| tenance                  | 89       | 92             | 84       | 85             | 77         | 78       |  |  |
| Camping/Outdoor Survival | 32       | 37             | 47       | 51             | 34         | 50       |  |  |
| Business/Jobs/Personal   |          | 0.             |          | 01             | 04         | 00       |  |  |
| Finance                  |          |                | 15       | 16             | 477        | 53       |  |  |
| Child Care               |          |                | 10       | 10             | 47         | 51       |  |  |
| Driving a Car            |          |                |          |                | 49         | 10       |  |  |
| Rivet Aid/Lifeeouing     |          |                |          |                | 39         | 40       |  |  |
| Tay Prenaration          |          | . · ·          |          |                | 32         | 42       |  |  |
| Other Practical/         |          |                |          |                |            |          |  |  |
| Recreational             | 2        | 4              | •        |                | •          | 0        |  |  |
| Recreational             | 3        | 4              | 2        | 4              | 2          | 2        |  |  |
| Intellectual:            |          |                |          |                |            |          |  |  |
| Science                  | 48       | 56             | 60       | 66             | 57         | 50       |  |  |
| Reading                  | 85       | 88             | 91       | 86             | 73         | 67       |  |  |
| Writing                  | 82       | 83             | 75       | 72             | 55         | 45       |  |  |
| Foreign Language         | 22       | 27             | 26       | 28             | 31         | 30       |  |  |
| Social Relationships     | 79       | 87             | 77       | 76             | 68         | 64       |  |  |
| Speech                   | 84       | 88             |          |                |            |          |  |  |
| Health/Hygiene/Safety    | 95       | 94             | 83       | 83             | 81         | 74       |  |  |
| History                  |          |                | 57       | 00             | 48         | 46       |  |  |
| Geography/Local          |          |                | 07       |                | 40         | 40       |  |  |
| Directions               | 75       | 69             | 46       | 61             | 44         | 13       |  |  |
| Civics/Government        |          |                | 21       | 24             | 44         | 40       |  |  |
| Animals/Nature Study     | 90       | 94             | 93       | 00             | 39         | 46       |  |  |
| Math                     | 80       | 34             | 83<br>70 | 00<br>70       | 69         | 60<br>50 |  |  |
| Poetry /Nursery Phymos   | 03<br>QA | 90             | 10       | 13             | 60         | 52       |  |  |
| Poligion                 | 04<br>70 | 09             | -40      | 50             | 27         | 20       |  |  |
| Capopp (Propagation      | 19       | 04             | 81       | 83             | 60         | 65       |  |  |
| Explore tion             |          | 50             |          |                |            |          |  |  |
| Exploration, Awareness   | i) 04    | 72             | 41       | 44             | 55         | 63       |  |  |
| Palationation            | 0.4      | 0.7            | ~~       |                | <b>-</b> . |          |  |  |
| Relationships            | 94       | 95             | 68       | 66             | 54         | 53       |  |  |
| Sex Laucation            | 50       | 54             | 57       | 56             | 64         | 62       |  |  |
| computers                | 23       | 28             | 44       | 58             | 56         | 61       |  |  |
| Other Intellectual       | 2        | 3              | 2        | 3              | 2          | *        |  |  |
| Number of Sample Cases   | 333      | 1872           | 194      | 905            | 134        | 405      |  |  |

Analyses based on all sample members.

-- Indicates option was not prompted for specified respondent group.



career preparation or exploration, and computers; on the other hand, proportionately higher numbers of teenagers in single-parent homes were involved in learning about dance/theatre, science, foreign language, health/hygiene/ safety, and mathematics.

## B. Most Important Learning Activities

Thus far we have examined the kinds and amount of informal learning that occurred among children and adults without regard to the relevance or significance of that learning or to the processes involved. From among those learning activities that they indicated having engaged in, respondents were also asked to choose their "most important" learning activity. This activity was defined as the activity on which the learner had spent the most time or the one that the learner (or proxy respondent) thought had produced the biggest change in the learner's life. This section will examine the question, "What do people consider important learning and how does this differ for different groups of people?" The following section will examine the decisions and processes involved in such learning and how they differ for different types of learning.

Table 11 shows that, regardless of age group, more learners considered an intellectual type of learning activity as their most important than a practical/recreational activity. This finding holds for both males and females within each age group, with one exception: While teenage females were more likely to have selected an intellectual activity as their most important learning (63 percent), teenage males were more likely to have selected a practical/recreational activity (56 percent).

For the most part, the learning activities selected as most important by (or for) persons in each age group appeared to involve something more than incidental learning. Table 12 shows that about four-fifths or more of the learners in each age group had devoted at least one month to learning the activity described as most important.

The distribution of actual activities mentioned by those selecting a practical/recreational activity as the most important learning is shown in Table 13. As can be seen, the most frequently named practical/recreational activity for 2-5 year olds was "social skills" (e.g., manners, getting along with others), followed by sports/motor skills. These two activities accounted for almost three-fourths of the learners selecting practical/recreational

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## Percentage Distribution of Type of Most Important Learning By Age and Sex of Learner<sup>a</sup>

| portant         | P.    | reschoo<br>(Age 2- | lers<br>5) | Youths Teens<br>(Age 6-11) (Age 12-17) |       |         | 17)   | Adults<br>(18 Years and Older) |         |       |       |         |
|-----------------|-------|--------------------|------------|--|-------|---------|-------|--------------------------------|---------|-------|-------|---------|
| g Activity      | Total | Males              | Females    | Total                                  | Males | Females | Total | Males                          | Females | Total | Males | Females |
| al/Recreational | 29%   | 33%                | 25%        | 37%                                    | 39%   | 35%     | 47%   | 56%                            | 37%     | 40%   | 42%   | 38%     |
| ctual           | 71    | 67                 | 75         | 63                                     | 61    | 65      | 53    | 44                             | 63      | 60    | 58    | 62      |
| of Sample Cases | 2264  | 1216               | 1048       | 1126                                   | 553   | 573     | 556   | 300                            | 256     | 1558  | 684   | 874     |

uses based on sample members reporting some learning during the past year.

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| Percentage Distribution | of | Time Spent  | on Most   | Important               | Learning | Activity |
|-------------------------|----|-------------|-----------|-------------------------|----------|----------|
| By Age                  | of | Learner and | d Type of | f Learning <sup>6</sup> | 1        |          |

| Preschoolers<br>(Age 2-5)                      |       |                             |                   |       | You<br>(Age (               | ths<br>6-11)      |       | Teens<br>(Age 1)            | s<br>2-17)        | (18)           | Adults<br>(18 Years and Older) |                   |  |  |
|--|-------|-----------------------------|-------------------|-------|-----------------------------|-------------------|-------|-----------------------------|-------------------|----------------|--------------------------------|-------------------|--|--|
| Time<br>t Learning                             | Total | Prac./<br>Recrea-<br>tional | Intellec-<br>tual | Total | Prac./<br>Recrea-<br>tional | Intellec-<br>tual | Total | Prac./<br>Recrea-<br>tional | Intellec-<br>tual | Total          | Prac./<br>Recrea-<br>tional    | Intellec-<br>tual |  |  |
| than 1 day<br>than 1 day but                   | 1%    | 1%                          | 1%                | 2%    | 3%                          | 1%                | 1%    | *                           | 1%                | 3%             | 2%                             | 3%                |  |  |
| ess than 1 week<br>than 1 week<br>it less than | 7     | 7                           | 7                 | 3     | 4                           | 3                 | 4     | 3                           | 5                 | 5 <sup>.</sup> | 6                              | 3                 |  |  |
| month  | 14    | 14                          | 54                | 11    | 14                          | 9                 | 10    | 9                           | 11                | 9              | 10                             | 9                 |  |  |
| e than 1 month                                 | 78    | 78                          | 78                | 84    | 79                          | 87                | 85    | 88                          | 83                | 83             | 82                             | 85                |  |  |
| per of Sample<br>ases                          | 2241  | 635                         | 1606              | 1111  | 412                         | 699               | 545   | 253                         | 292               | 1534           | 602                            | 932               |  |  |

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Analyses based on all sample members reporting some learning during the past year.

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Represents a positive percentage less than 0.5.

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## Percentage Distribution of Most Important Learning Activities (Practical/Recreational) By Age and Sex of Learner<sup>a</sup>

| Most Important                                   | P:    | reschou<br>(Age 2- | lers<br>5) |       | Youth<br>(Age 6- | s<br>11) | (A    | Teens<br>ge 12-: |         | Adults<br>(18 Years and Older) |        |            |
|--|-------|--------------------|------------|-------|------------------|----------|-------|------------------|---------|--------------------------------|--------|------------|
| earning Activity                                 | Total | Males              | Females    | Total | Males            | Females  | Total | Males            | Females | Total                          | Males  | Females    |
| ports/Motor Skills                               | 21%   | 25%                | 16%        | 50%   | 57%              | 42%      | 40%   | 48%              | 25%     | 20%                            | 228    | 10*        |
| anes   | 4     | 5                  | 4          | 4     | 6                | 2        | *     | 1                | *       | 3                              | 1      | 15-0       |
| ocial Skills                                     | 50    | 46                 | 55         |       |                  |          |       |                  |         |                                |        |            |
| rafts  |       |                    |            | 4     | 4                | 3        | 3     | 2                | 3       | 12                             | 0      | 15         |
| rt   | 8     | 7                  | 9          | 13    | 10               | 15       | 4     | 1                | 9       | 3                              | 0<br>A | 10         |
| usic   | 5     | 4                  | 6          | 10    | 6                | 15       | 14    | 9                | 23      | 4                              | -<br>- | 6          |
| ance/Theatre                                     | 2     | 2                  | 2          | 4     | 1                | 8        | 5     | 4                | 8       | 1                              | 1      | 1          |
| ousehold Chores/Maintenan                        | ice 6 | 6                  | 5          | 7     | 6                | 9        | 8     | 7                | 9       | 16                             | 15     | 16         |
| amping/Outdoor Survival<br>usiness/Jobs/Personal | 3     | 3                  | 3          | E     | 6                | 5        | 7     | 8                | 5       | 5                              | 6      | 4          |
| Finance  |       |                    |            | 1     | 1                | *        | 7     | 8                | 6       | 13                             | 17     | . <b>Q</b> |
| hild Care  |       |                    |            |       |                  |          | 3     | 1                | 6       | 11                             | 8      | 14         |
| riving a Car                                     |       |                    |            |       |                  |          | 6     | - 7              | 3       | 2                              | 3      | 1          |
| irst Aid/Lifesaving                              |       |                    |            |       |                  |          | 2     | 3                | *       | 2                              | 2      | 2          |
| ax Preparation                                   |       |                    |            |       |                  |          |       |                  |         | 2                              | 4      | *          |
| ther   | 1     | 2                  | *          | 2     | 2                | 1        | 2     | 1                | 3       | 6                              | 6      | 6          |
| umber of Sample Cases <sup>a</sup>               | 648   | 389                | 259        | 412   | 215              | 197      | 261   | 166              | 95      | 607                            | 280    | 327        |

Analyses restricted to sample members choosing a practical/recreational learning activity as most important.

Represents a positive percentage less than 0.5.

- Note: Indicates option was not prompted for specified respondent group.



activities as most important. Interestingly, among 2-5 year olds, social skills were substantially more likely to be selected as most important for females (55 percent) than for males (46 percent), whereas sports/motor skills were more likely to be the choice for males (25 percent) than for females (16 percent).

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Sports/motor skills was the most frequently named most important practical/recreational learning type for both pre-teen (50 percent) and teenage children (40 percent). This was true regardless of the learner's sex, although for both age groups sports was substantially more likely to have been chosen as most important for males than for females. On the other hand, for both 6-11 and 12-17 year olds, learning in the area of the fine or performing arts (i.e., art, music, dance/theatre) was substantially more likely to have been the choice for females than for males.

Table 13 also shows that adult learners exhibited more diversity in the practical/recreational activities they selected as most important. Although sports was the most frequently named type of activity (20 percent), substantial numbers of adult learners selected other practical/recreational activities, including household chores/maintenance (16 percent), business/job/ personal finance (13 percent), crafts (12 percent), and child care (11 percent). In contrast to the other age groups, the percentages of adult males and females naming sports as their most important learning activity did not differ significantly. Other sex differences were observed, however; proportionately more males than females selected business/job/personal finance as most important, whereas females were proportionately more likely than males to have named crafts and child care as the most important learning activity during the year.

Table 14 provides a similar distribution of activities for those who named an intellectual learning experience as their most important. Reading was by far the most frequently selected intellectual activity for young children, named as most important by about one-third of the parents/guardians of 2-5 year old and 6-11 year old learners. Most of the remaining two-thirds of these groups were distributed rather evenly over five or six other intellectual subject areas.

Among teenagers, computers was the intellectual learning area most frequently named as most important, despite the fact that only about onefourth of all teenagers are estimated to have access to a personal computer in

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# Percentage Distribution of Most Important Learning Activities (Intellectual) By Age and Sex of Learner<sup>a</sup>

| Next Innontant             | P         | reschoo! | lers     |         | Youth   | 8       |       | Teens   |            |               | Adults |                 |
|----------------------------|-----------|----------|----------|---------|---------|---------|-------|---------|------------|---------------|--------|-----------------|
| most Important             | [Age 2-0] |          | <u>)</u> | <u></u> | (Age 6- | 11)     |       | Age 12- | <u>17)</u> | (18 Years and |        | <u>d Older)</u> |
| Learning Activity          | Total     | Males    | Females  | Total   | Males   | Females | Total | Males   | Females    | Total         | Males  | Female          |
| Science                    | 1%        | 1%       | *        | 6\$     | 10%     | 3\$     | 6%    | 8%      | 5%         | 4%            | 7%     | 3%              |
| Reading                    | 35        | 32       | 38       | 33      | 25      | 41      | 11    | 12      | 10         | 11            | 8      | 14              |
| Writing                    | 12        | 11       | 13       | 4       | 2       | 5       | 2     | 1       | 4          | 2             | 1      | 2               |
| Foreign Language           | 1         | 1        | 1        | *       | *       | 1       | 1     | 1       | 1          | 1             | 2      | 1               |
| Social Relationships       | 12        | 13       | 11       | 13      | 12      | 14      | 13    | 8       | 18         | - 6           | 6      | 6               |
| Speech                     | 8         | 10       | 7        |         |         |         |       |         |            |               |        |                 |
| Health/Hygiene/Safety      | 3         | 4        | 2        | 2       | 2       | 2       | 1     | 1       | 1          | 10            | 6      | 14              |
| History                    |           |          |          | 2       | 3       | 1       | 3     | 5       | 1          | 3             | 3      | 2               |
| Geography/Local Directions | 3 1       | 1        | 1        | 1       | 2       | *       | 1     | 1       | 1          | *             | 1      | *               |
| Civics/Government          |           |          | =-       | 1       | 1       | *       | 1     | 3       | *          | 3             | . 3    | 3               |
| Animals/Nature Study       | 4         | 4        | 3        | 6       | 7       | 5       | 3     | *       | 6          | 4             | ê<br>8 | ŷ               |
| Math                       | 1         | 7        | 7        | 5       | 6       | 4       | 7     | 6       | 7          | 3             | Å      | 1               |
| Poetry/Nursery Rhymes      | 1         | 1        | 2        | 1       | 1       | *       | 1     | *       | 2          | *             | *      | *               |
| Religion                   | 7         | 7        | 8        | 13      | 12      | 14      | 10    | 7       | 13         | 18            | 14     | 21              |
| Careers (Preparation,      |           |          |          |         |         |         |       |         |            |               | ••     |                 |
| Exploration, Awareness)    | +         | *        | *        | 1       | 1       | *       | 7     | 6       | 7          | Q             | ٥      | ٥               |
| Family Development/        |           |          |          |         | -       |         | •     | •       | •          | v             | v      | v               |
| Relationships              | 4         | 5        | 3        | 3       | 2       | 4       | 5     | 5       | 5          | 7             | 6      | R               |
| Sex Education              | *         | *        | 1        | 1       | *       | 2       | . ²   | 1       | 3          | ,<br>         |        |                 |
| Computers                  | 1         | 1        | 1        | 7       | 10      | 4       | 20    | 29      | 12         | 13            | 15     | 10              |
| Other                      | 3         | 2        | 3        | 3       | 4       | 2       | 4     | 6       | 3          | 5             | 8      | 4               |
| Number of Sample Cases     | 1616      | 827      | 789      | 706     | 332     | 374     | 293   | 133     | 160        | 948           | 403    | 545             |

<sup>a</sup> Analyses restricted to sample members choosing an intellectual learning activity as most important.

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\* Represents a positive percentage less than 0.5.

-- Note: Indicates option was not prompted for specified respondent group.

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their household. Somewhat surprisingly, religion was the most popular choice among adults (18 percent) naming an intellectual learning activity as most important, although for both teenagers and adults, the distribution of intellectual activities selected demonstrates considerable diversity.

Sex differences with regard to the selection of intellectual learning activities are fewer and somewhat less pronounced than were those for practical/recreational learning. Among 2-5 year olds for whom intellectual activities were named as most important, no significant differences between males and females were observed. Among 6-11 year olds, reading was substantially more likely to have been named for females (41 percent) than for males (25 percent), while science and computers were somewhat more likely to be considered most important for males than for females. Teenage and adult males indicating intellectual learning as most important were also proportionately more likely than were females to have named computers; females, however, were more likely than males to have named religion. It is also interesting to note that among teenagers, parents/guardians were more than twice as likely to have selected social relationships as most important for females than for males

## C. Factors Related to Choice of Most Important Non-School Learning

Respondents were asked how they (or their children) first became aware of or interested in the activity that they identified as the most important nonschool learning experience during the past year. Table 15 shows that "family involvement" emerged as by far the most frequently given reason for both 6-11 year olds (61 percent) and 12-17 year olds (47 percent), regardless of type of learning considered.<sup>5</sup> School or course work/activities were mentioned for 16 percent of 6-11 year olds and 20 percent of 12-17 year olds, and for both groups this was proportionately more likely to have been cited in regard to intellectual than practical/recreational types of learning. On the other hand, for both pre-teens and teenagers, "friends involvement" was substantially more likely to have been cited as the impetus for practical/recreational than for intellectual types of learning. Family involvement was also

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Unfortunately, the desire to examine the factors influencing choices of learning within more homogeneous types of learning than is provided by the practical/recreational and intellectual dichotomy was precluded by the diversity of learning activities selected as "most important" and by initial constraints on sample size.

# Impetus for Most Important Learning By Age of Learner and Type of Learning

|                          |       | Youths       |              |       | Teens        |              |            | Adults        |              |
|--------------------------|-------|--------------|--------------|-------|--------------|--------------|------------|---------------|--------------|
| Keason Became            |       | (Age 6-11)   |              |       | (Age 12-17   | <u> </u>     | . <b></b>  | (18 years and | older)       |
| Aware of/Interested      |       | Practical/   |              |       | Practica]/   |              | Practical/ |               |              |
| in Learning Activity     | Total | Recreational | Intellectual | Total | Recreational | Intellectual | Total      | Recreational  | Intellectual |
| Family involvement       | 61%   | 60%          | 62%          | 47%   | 50%          | 44%          | 31%        | 35%           | 28%          |
| Friends involvement      | 10    | 19           | 4            | 14    | 16           | 11           | 10         | 15            | 7            |
| Reading about it         | 2     | 1            | 3            | 3     | 2            | 4            | 7          | 5             | 9            |
| Other media (radio, TV,  |       | ı            |              |       |              |              | ·          | ·             | v            |
| movies)                  | 4     | 6            | 4            | 4     | 6            | 3            | 2          | 3             | 2            |
| Watching a live performa | nce/  |              |              |       |              |              | -          | Ŭ             | •            |
| demonstration            | 1     | 1            | *            | 1     | 1            | *            | 2          | 2             | 1            |
| School or course work/   |       |              |              |       |              |              | -          | -             | •            |
| activities               | 16    | 9            | 20           | 20    | 13           | 27           | 10         | 6             | 12           |
| Job or business related  |       |              |              |       |              |              |            | •             |              |
| activities               |       |              |              |       |              |              | 14         | 11            | 17           |
| Result of a purchase     | 2     | 1            | 2            | 2     | 1            | 2            | 1          | 1             | *            |
| Other "personal"         |       |              |              |       |              |              | -          | •             |              |
| experience               | 4     | 3            | 5            | 9     | 10           | 9            | 23         | 23            | 23           |
| Number of Sample Cases   | .1115 | 411          | 704          | 548   | 259          | 289          | 1549       | 606           | 943          |

<sup>a</sup> Analyses based on all sample members reporting some learning during the past year.

\* Represents a positive percentage less than 0.5.

NOTE: Question was not included in the interview for 2-5 year olds.

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the most frequently cited reason by adults (31 percent) for becoming aware of or interested in their most important learning activity, regardless of whether the activity was practical/recreational or intellectual in nature. As was the case with children, adults were more likely to have named "friends involvement" as the impetus for their practical/recreational than for their intellectual learning and "school or course work" for intellectual rather than practical/recreational activities. Two additional factors emerged as more prominent for adults, however. Regardless of type of learning, about 23 percent of all adult learners indicated that they first became aware of or interested in their most important learning as a result of some "personal" experience. Another 14 percent of adults indicated that job or business related activities served as the impetus for such learning, and this was particularly likely for intellectual types of learning.

In addition to the factor or factors contributing to initial awareness of or interest in important non-school learning efforts, this study also examined the relative importance of a number of other factors which are thought to contribute to the individual's decision to learn. Parents of 2-5 year olds were asked to rate the importance of several factors in their decision to help their child learn the activity that they identified as most important. Their responses to this inquiry are reported in Table 16. Two reasons were rated "very important" by more than half of the parents/guardians of 2-5 year olds: 60 percent indicated that the child asking for help was very important in this decision and 51 percent indicated that a recent experience suggesting the child's need to learn was very important in the decision to help him/her. Each of these reasons were rated as at least "somewhat" important by about 70 percent of the parents/guardians of 2-5 year olds. As shown in Table 16, a number of other reasons were attributed some importance by substantial percentages of these parents/guardians. Interestingly, however, importance ratings for each of the factors listed were not related to the type of learning under consideration, with one exception: parents of children who learned intellectual activities as opposed to practical/recreational activities were proportionately more likely to have indicated that having "read it was time for the child to learn" was very important in their decision to help with that learning.

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|                 | Table 16                                       |              |
|-----------------|--|--------------|
| Importance of V | arious Factors in Paren                        | ts' Decision |
| to Help         | 2–5 Year Olds Learn Act<br>By Type of Learning | ivity        |

|                                    |            | Type of Learning |                  |  |  |  |  |
|------------------------------------|------------|------------------|------------------|--|--|--|--|
| Reason                             | Total      | Practical        | Intellectual     |  |  |  |  |
| Parent read that it was time for   |            |                  |                  |  |  |  |  |
| child to learn activity:           |            |                  |                  |  |  |  |  |
| Very Important                     | 36%        | 27%              | 30%              |  |  |  |  |
| Somewhat Important                 | 18         | 22               | 17               |  |  |  |  |
| Not Important                      | 46         | 51               | 44               |  |  |  |  |
| Parent heard on TV/radio that it   |            |                  |                  |  |  |  |  |
| was time child learned activity:   |            |                  |                  |  |  |  |  |
| Very Important                     | 12         | 9                | 13               |  |  |  |  |
| Somewhat Important                 | 18         | 21               | 17               |  |  |  |  |
| Not Important                      | 70         | 70               | 70               |  |  |  |  |
| Suggested by other family member   | s/         |                  |                  |  |  |  |  |
| relatives:                         |            |                  |                  |  |  |  |  |
| Very Important                     | 17         | 17               | 17               |  |  |  |  |
| Somewhat Important                 | 21         | 23               | 20               |  |  |  |  |
| Not Important                      | 62         | 60               | 63               |  |  |  |  |
| Suggested by parent's friends:     |            |                  | 00               |  |  |  |  |
| Verv Important                     | 9          | 8                | 10               |  |  |  |  |
| Somewhat Important                 | 20         | 23               | 18               |  |  |  |  |
| Not Important                      | 71         | 69               | 72               |  |  |  |  |
| Child asked for help in learning   | · -        | 00               | 12               |  |  |  |  |
| Verv Important                     | 60         | 56               | 62               |  |  |  |  |
| Somewhat Important                 | 11         | 8                | 11               |  |  |  |  |
| Not Important                      | 29         | 36               | 27               |  |  |  |  |
| Recent experience suggested the    |            |                  | 21               |  |  |  |  |
| need for child to learn activity   | , ·        |                  |                  |  |  |  |  |
| Very Important                     | 51         | 53               | 50               |  |  |  |  |
| Somewhat Important                 | 20         | 55<br>22         | 10               |  |  |  |  |
| Not Important                      | 29         | 22<br>25         | 13               |  |  |  |  |
| Recommended by day care/preschor   | 23         | 20               | 31               |  |  |  |  |
| etaff.                             | * <b>=</b> |                  |                  |  |  |  |  |
| Very Important                     | 22         | 22               | 20               |  |  |  |  |
| Somewhat Important                 | 15         | 20<br>16         | <i>66</i><br>1 F |  |  |  |  |
| Not Important                      | 63         | 10<br>61         | 60<br>10         |  |  |  |  |
| Parent noticed that other children | en         | 01               | 03               |  |  |  |  |
| the same age had learned or work   |            |                  |                  |  |  |  |  |
| learning activity.                 | ;          |                  |                  |  |  |  |  |
| Very Important                     | 28         | 20               | 20               |  |  |  |  |
| Somewhat Important                 | 20<br>20   | 60<br>25         | 20               |  |  |  |  |
| Not Important                      | 32         | 30               | 31               |  |  |  |  |
| Not important                      | 40         | 31               | 41               |  |  |  |  |
|                                    |            |                  |                  |  |  |  |  |

a Analyses based on all sample members reporting some learning during the past year.



Other factors contributing to the decision to learn by older children and adults were also investigated with respect to the most important non-school learning experience. Table 17 shows that two reasons--"desire for self-accomplishment" and "just interested in it"--were rated as very important by (or for) more than 7 out of 10 learners (and at least "somewhat" important by more than 9 out of 10 learners), regardless of age group or type of learning under consideration. "Family influence/support" was attributed similar importance in the decision to learn among pre-teen and teenage children, and more than half (57 percent) of adult learners cited this factor as very important in their decision to learn. Other reasons were also assigned some importance by substantial numbers of learners in each age group, but no significant relationship between perceived importance and type of learning was observed for any of these reasons.

#### D. Use of Resources in Non-School Learning

After deciding to learn something, do people normally begin by asking another person for help or do they begin by seeking information from something other than people (e.g., from books/magazines or course offerings)? And, does choice of initial learning resource differ for different age groups or for different types of learning? Table 18 shows that about 7 ou: of 10 pre-teen age children began their most important non-school learning by asking for help from another person, presumably a parent or other relative. Teenagers were also more likely to have sought help initially from another person, if the learning activity was practical/recreational in nature; for intellectual learning, teenagers were just as likely to have begun by seeking information from something other than people. Similarly, adults most frequently sought information from something others for help when the learning was practical/recreational in nature.

Regardless of their initial choice of learning resource, respondents were classified by type of most important learning activity and compared with respect to their use of other resources, both human and non-human.

#### 1. Involvement of Other People

Table 19 shows the percentage of persons who involved others in their most important learning activity for all four age groups and, within age group, separately for each type of learning. Unfortunately, the findings are somewhat obscured by the broad classification of learning type permitted by limitations in respondent sample size.

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#### Importance of Various Factors in Decision to Learn By Age of Learner and Type of Learning

|                           |       | Youths    |              |       | Teens     |              | Adults |             |           |            |  |
|---------------------------|-------|-----------|--------------|-------|-----------|--------------|--------|-------------|-----------|------------|--|
|                           |       | (Age 6-1  | 1)           |       | (Age 12-1 | 7)           | (      | 18 years an | d older)  |            |  |
| rtance                    | Total | Practical | Intellectual | Total | Practical | Intellectual | Total  | Practical   | Intellect | ual        |  |
| ly Influence/Support      |       | <u> </u>  |              |       |           |              |        |             |           |            |  |
| ry Important              | 79%   | 73%       | 83%          | 72%   | 68%       | 76%          | 57%    | 59%         | 55%       |            |  |
| mewhat Important          | 16    | 19        | 14           | 19    | 22        | 16           | 21     | 23          | 20        |            |  |
| t Important               | 5     | 8         | 3            | 9     | 10        | 8            | 22     | 18          | 25        |            |  |
| nds Influence/Involvement |       |           |              |       |           | -            |        | 10          | 20        |            |  |
| ry Important              | 37    | 43        | 33           | 38    | 41        | 36           | 32     | 33          | 31        |            |  |
| mewhat Important          | 37    | 35        | 39           | 36    | 37        | 34           | 32     | 34          | 31        |            |  |
| t Important               | 26    | 22        | 28           | 26    | 22        | 30           | 36     | 33          | 38        |            |  |
| Model in the Media        |       |           |              |       |           | •••          | 00     |             | 50        |            |  |
| ry Important              | 17 ·  | 19        | 17           | 20    | 25        | 15           |        |             |           |            |  |
| mewhat Important          | 23    | 22        | 23           | 26    | 29        | 24           |        |             |           |            |  |
| t Important               | 60    | 59        | 50           | 54    | 46        | 61           |        |             |           |            |  |
| oyer/Supervisor Influence |       |           |              |       |           | •-           |        |             |           |            |  |
| ry Important              |       |           |              |       |           |              | 22     | 18          | 25        |            |  |
| mewhat Important          |       |           |              |       |           |              | 15     | 10          | 18        |            |  |
| t Important               |       | ÷-        |              |       |           |              | 63     | 72          | 57        |            |  |
| re to Teach it to Others  |       |           |              |       |           |              |        |             | 07        |            |  |
| ry Important              | 34    | 26        | 37           | 33    | 30        | 37           | 44     | 39          | 48        |            |  |
| mewhat Important          | 30    | 27        | 32           | 31    | 32        | 30           | 27     | 28          | 26        |            |  |
| t Important               | 36    | 45        | 31           | 36    | 38        | 33           | 29     | 33          | 26        |            |  |
| her/Instructor/Counselor  |       |           |              |       |           |              | 20     | 00          | 20        |            |  |
| uence                     |       |           |              |       |           |              |        |             |           |            |  |
| ry Important              | 50    | 40        | 56           | 45    | 42        | 47           | 32     | 25          | 36        |            |  |
| mewhat Important          | 28    | 28        | 27           | 28    | 27        | 30           | 21     | 20          | 22        |            |  |
| t Important               | 22    | 32        | 17           | 27    | 31        | 23           | 47     | 55          | 42        |            |  |
| cope with Personal/Family |       |           |              |       |           |              |        |             | 76        |            |  |
| ry Important              | 27    | 21        | 31           | 33    | 31        | 34           | 40     | 34          | 44        | <b>E</b> ( |  |
| mewhat Important          | 22    | 21        | 22           | 21    | 21        | 22           | 17     | 17          | 17        | 50         |  |
| t Important               | 51    | 58        | 47           | 46    | 48        | 44           | 43     | 49          | 39        |            |  |
|                           |       |           |              |       |           |              |        |             |           |            |  |



## Table 17 (continued)

# Importance of Various Factors in Decision to Learn By Age of Learner and Type of Learning<sup>a</sup>

|                             |       | Youths<br>(Age 6-1 | 5<br>[1]     |       | Teens<br>(Age 12-1                    | 7)           | Adults<br>(18 years and older) |           |              |  |
|-----------------------------|-------|--------------------|--------------|-------|---------------------------------------|--------------|--------------------------------|-----------|--------------|--|
| Immurtance                  | Total | Practical          | Intellectual | Total | Practical                             | Intellectual | Total                          | Practical | Intellectual |  |
| Desire for Self-Accomplishm | ent   |                    |              |       | · · · · · · · · · · · · · · · · · · · |              |                                | <b>7</b>  |              |  |
| Very Important              | 74    | 73                 | 76           | 80    | 78                                    | 82           | 75                             | 73        | 77           |  |
| Somewhat Inportant          | 20    | 20                 | 20           | 15    | 17                                    | 13           | 16                             | 18        | 14           |  |
| Not Important               | 6     | 7                  | 4            | 5     | 5                                     | 5            | 9                              | 9         | 9            |  |
| Just Interested in it       |       |                    |              |       |                                       |              |                                |           |              |  |
| Very Important              | 70    | 69                 | 71           | 71    | 71                                    | 70           | 74                             | 76        | 73           |  |
| Somewhat Important          | 24    | 25                 | 24           | 22    | 22                                    | 22           | 20                             | 18        | 21           |  |
| Not Important               | 6     | 6                  | 5            | 7     | 7                                     | 8            | 6                              | 6         | 6            |  |
| Number of Sample Cases      | 1116  | 412                | 704          | 550   | 258                                   | 292          | 1542                           | 603       | 939          |  |

<sup>a</sup> Analyses based on all sample members reporting some learning during the past year.

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# Percentage of Persons Choosing People Versus Things as Initial Learning Resource By Age of Learner and Type of Learning<sup>a</sup>

| Choice of Initial<br>Learning Resource                                |       | Youths<br>(Age 6-11)       |              |       | Teens<br>(Age 12-17)       |              | Adults<br>(18 years and older) |                            |            |  |
|---|-------|----------------------------|--------------|-------|----------------------------|--------------|--------------------------------|----------------------------|------------|--|
|   | Total | Practical/<br>Recreational | Intellectual | Total | Practical/<br>Recreational | Intellectual | Total                          | Practical/<br>Recreational | Intellectu |  |
| Asked for help from<br>another person<br>Sought information from some | 70%   | 74%                        | 69%          | 61%   | 74%                        | 50%          | 47%                            | 56%                        | 41%        |  |
| thing other than people   | 30    | 26                         | 31           | 39    | 26                         | 50           | 53                             | 44                         | 59         |  |
| Number of Sample Cases  | 1070  | 397                        | 673          | 532   | 249                        | 283          | 1494                           | 587                        | 907        |  |

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Analyses based on all sample members reporting some learning during the past year.

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## Percentage of Persons Involving Others in Most Important Learning Activity By Age of Learner and Type of Learning<sup>a</sup>

|  |       | Presch<br>(Age | oolers<br>2-5)    |       | Yo<br>(Age     | ouths<br>6-11)    |       | Tee<br>(Age    | ns<br>12-17)      | (18      | Years          | Adults<br>and_Older) |
|--|-------|----------------|-------------------|-------|----------------|-------------------|-------|----------------|-------------------|----------|----------------|----------------------|
| Involvement<br>of Others   | Total | Prac-<br>tical | Intellec-<br>tual | Total | Prac-<br>tical | Intellec-<br>tual | Total | Prac-<br>tical | Intellec-<br>tual | Ťotal    | Prac-<br>tical | Intellec-<br>tual    |
| Received help from<br>others in house-<br>hold<br>Received help from | 90%   | 90%            | 90%               | 83%   | 77%            | 87%               | 71%   | 67%            | 74%               | 40%      | 40%            | 40%                  |
| others outside<br>household<br>Household member(s)                   | 62    | 61             | 63                | 75    | 73             | 76                | 71    | 75             | 66                | 57       | 56             | 58                   |
| learned along  | 58    | 68             | 54                | 69    | 73             | 66                | 65    | 70             | 61                | 51       | 56             | 47                   |
| or bookmobile<br>Participated in a                                   | 47    | 42             | 49                | 62    | 42             | 74                | 55    | 47             | 62                | 43       | 36             | 47                   |
| organized group<br>- without a                                       | 20    | 24             | 18                | 42    | 59             | 32                | 46    | 55             | 37                | <b>-</b> |                |                      |
| leader<br>- with a leader<br>Participated in<br>formal classes       |       |                |                   |       |                |                   |       |                |                   | 24<br>39 | 21<br>35       | 26<br>43             |
| with a teacher<br>and others<br>Participated in<br>individual        | 30    | 27             | 30                | 52    | 42             | 58                | 54    | 49             | 58                | 45       | 37             | 49                   |
| lessons with an instructor only                                      | 10    | 9              | 11                | 22    | 24             | 20                | 26    | 26             | 25                | 21       | 22             | 21                   |
| Number of Cases  | 2248  | 638            | 1610              | 1112  | 412            | 700               | 549   | 256            | 293               | 1541     | 603            | 938                  |

<sup>a</sup> Analyses based on all sample members reporting some learning during the past year.

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As might be expected, 2-5 year olds and 6-11 year olds were more likely to have received help from other household members than from people outside the household, regardless of the type of learning involved. Teenage children were most likely to have received help from other household members for intellectual learning and from persons outside the household for practical/recreational learning, although substantial numbers of teenagers (i.e., more than two-thirds) indicated receiving help from each of these sources, regardless of the type of learning. Adults (who are probably the primary within-household resource for children) were substantially more likely to have received help from others outside the household (57 percent) than from other household members (40 percent) for both practical/recreational and intellectual learning activities.

Among pre-teen and teenage children, practical/recreational learning was substantially more likely than intellectual learning to have involved participation in a club, team, or organized group; on the other hand, for both groups of children (as well as for adults), intellectual learning was far more likely than practical/recreational learning to have involved participation in formal classes with other learners and a teacher. Intellectual learning was also substantially more likely than practical/recreational learning to have involved visiting a library or bookmobile, regardless of the age of the learner.

#### 2. <u>Use of Non-Human Resources</u>

Respondents in each age group were asked to indicate the household resources, other than people, that they used to help them in their "most important (non-school) learning activity" of the past year. Estimates of percentages of persons using each of the various resources, given their availability, are presented in Table 20.

Although the types of learning activities selected as most important varied widely both within and across age groups, printed material (i.e., books and/or magazines) was the most frequently noted instructions) resource for all age groups, with about four out of five learners in each age group having used such material. Television programs were substantially more likely to be used by 2-5 year olds (76 percent) and 6-11 year olds (66 percent) than by 12-17 year olds (54 percent) or adults (41 percent), which is not surprising considering the nature of most educational programming aired over television. Videocassettes, the other primary video resource, were also more likely to be

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### Percentage of Persons Employing Various Educational Technologies/Resources in Their Most Important Learning Activity By Age of Learner and Type of Learning<sup>a</sup>

| <u></u>                              |             | Prescho<br>(Age 2 | olers<br>-5)      |        | You<br>(Age    | ths<br>6-11)      |             | Tee<br>(Age 1  | 2-17)             | (18         | Years          | Adults<br>and Older) |
|--------------------------------------|-------------|-------------------|-------------------|--------|----------------|-------------------|-------------|----------------|-------------------|-------------|----------------|----------------------|
| Type of Technology/<br>Resource Used | Total       | Prac-<br>tical    | Intellec-<br>tual | Total  | Prac-<br>tical | Intellec-<br>tual | Total       | Prac-<br>tical | Intellec-<br>tual | Total       | Prac-<br>tical | Intellec-<br>tual    |
| Books/Magazines                      | 83 <b>%</b> | 70 <b>%</b>       | 89%               | 77%    | 55%            | 90 <b>%</b>       | 77 <b>%</b> | 67 <b>%</b>    | 85 <b>%</b>       | 81 <b>%</b> | 74 <b>%</b>    | 86 <b>%</b>          |
|                                      | (2226)      | (631)             | (1595)            | (1070) | (398)          | (672)             | (548)       | (256)          | (292)             | (1519)      | (592)          | (927)                |
| TV Programs                          | 76          | 72                | 77                | 66     | 61             | 69                | 55          | 55             | 55                | 41          | 33             | <b>46</b>            |
|                                      | (2226)      | (631)             | (1595)            | (1070) | (398)          | (672)             | (548)       | (256)          | (292)             | (1519)      | (592)          | (927)                |
| Videocassettes                       | 28          | 37                | 25                | 24     | 20             | 26                | 24          | 26             | 22                | 17          | 10             | 21                   |
|                                      | (730)       | (197)             | (533)             | (372)  | (138)          | (234)             | (198)       | (80)           | (118)             | (448)       | (169)          | (279)                |
| Records                              | 48          | 43                | 50                | 34     | 20             | 42                | 18          | 15             | 20                | 12          | 10             | ी4                   |
|                                      | (1992)      | (566)             | (1426)            | (975)  | (370)          | (605)             | (510)       | (243)          | (267)             | (1321)      | (527)          | (794)                |
| Radio Programs                       | 10          | 10                | 9                 | 14     | 14             | 14                | 18          | 17             | 20                | 20          | 12             | 26                   |
|                                      | (2226)      | (631)             | (1595)            | (1070) | (398)          | (672)             | (548)       | (256)          | (292)             | (1519)      | (592)          | (927)                |
| Audiocassettes                       | 26          | 21                | 27                | 19     | 12             | 23                | 13          | 10             | 16                | 15          | 10             | 19                   |
|                                      | (1910)      | (547)             | (1363)            | (965)  | (361)          | (604)             | (514)       | (241)          | (273)             | (1263)      | (505)          | (758)                |
| Computers                            | 40          | 42                | 40                | 37     | 18             | 48                | 37          | 15             | 52                | 26          | 12             | 32                   |
|                                      | (380)       | (107)             | (273)             | (241)  | (87)           | (154)             | (142)       | (55)           | (87)              | (205)       | (60)           | (145)                |

<sup>a</sup> Analyses restricted to sample members in households with appropriate technology available and reporting some learning during the past year.

NOTE: Numbers in parentheses represent number of sample cases.

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used by children (about one out of four) than by adults (about 17 percent) in their learning. The use of phonograph records for instruction was largely restricted to children, with almost half (48 percent) of the 2-5 year olds using records compared to about 12 percent of the adults. Audiocassettes were also more likely to be used for learning by young children (26 percent of 2-5 year olds, 19 percent of 6-11 year olds) than by teenage children (13 percent) or adults (15 percent). On the other hand, radio programs were more frequently cited by adults (20 percent) and teenagers (18 percent) than by 6-11 year olds (14 percent) or 2-5 year old children (10 percent). With regard to computers, when available, they were more likely to be used in the learning activities of children (about 40 percent of each age group) than in those of adults (26 percent).

This discussion should not blur the fact that substantial numbers of learners within each age group made no use of any technology in their most important learning. Use of technology was inversely related to age, with the percentage of persons indicating no use of technology in their learning being 15 percent of 2-5 year olds, 22 percent of 6-11 year olds, 32 percent of 12-17 year olds, and 43 percent of adults. When a particular technology was used it was most often used in conjunction with other technologies and/or printed material. This was especially true for young children, with almost half of the 2-5 year olds and nearly one-third of the 6-11 year olds using video and audio technologies as well as printed matter in their learning activities. However, about one in five teenagers and adults also employed this combination of resources in their learning activities.

Thus far the discussion has focused on use of household technologies/ resources regardless of the nature of the most important learning activity involved. Since each of the technologies or learning resources under investigation cannot be considered equally useful for all of the learning activities reported by the respondents, a more informative picture of technology/resource usage may be obtained by restricting the examination to more similar types of learning activity within age grouping. Therefore, the learning activity selected by each respondent was again categorized as either practical/recreational or intellectual, and estimates of use of each of the technologies/ resources were computed separately for each type of learning.<sup>6</sup> These estimates are also presented separately for each age group in Table 20.

<sup>•</sup> Unfortunately, while it is desirable to examine technology/resource usage within even more homogeneous categories of learning, further categorization was prohibited by limitations in the sample size.

While books/magazines are used by the majority of learners, regardless of type of learning or age of learner, they are an especially popular resource for intellectual types of learning. Roughly 9 out of 10 persons in each age group who engaged in intellectual learning activities used books and/or magazines to assist them in such learning. The findings are similar with regard to records and audiocassettes. Although both of these audio technologies were used by considerably smaller percentages of learners in all age groups, each group found substantially higher usage for intellectual than for practical/ recreational learning activities. Radio program usage did not differ by type of learning activity for any of the three children's age groups; however, the percentage of adults using radio programs in intellectual learning activities was more than twice the percentage using such programs for practical/recreational learning. TV programs also were used rather consistently in both types of learning by all children, with slightly higher usage for intellectual learning; but the percentage of adults using TV programs was significantly higher for intellectual learning than for practical/recreational learning. Videocassette usage for each type of learning was inconsistent across age groups, with greater proportional use for practical/recreational learning among 2-5 year olds but for intellectual learning among adults. Finally, with the exception of 2-5 year olds (where no differences by learning type were observed), computers were almost three times as likely to have been used for intellectual learning activities as for practical/recreational learning.

The decision of whether or not to use a particular resource/technology in learning is, of course, constrained by the availability of that resource; but it also will depend on the learner's awareness of program material perceived to be helpful in his or her learning. Table 21 shows that more than four out of five adults and parents of preschool age children, and about 9 out of 10 pre-teens and teenage children, were aware of books and/or magazines that could have

been helpful in their most important learning activities. Awareness of helpful video program material was directly related to the age of the learner, with 86 percent of the parents of preschoolers indicating such awareness compared to 57 percent of adult learners. Awareness of helpful audio materials was substantially lower, although such awareness was indicated for about half of the pre-teens and two-thirds of the preschool age children. Reported awareness of helpful computer games/programs (among persons in computer-owning bouscholds) was also lowest for adults (36 percent) and highest for preschool-age children (58 percent).



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# Table 21Percentage of Persons Who Were Awareof Specific Materials That Were orCould Have Been Helpful in Learning ActivityBy Age Group

| Type of Learning<br>Material/Resource | Pre-<br>Schoolers<br>(Age<br>2-5) | Youths<br>(Age<br><u>6-11)</u> | Teens<br>(Age<br>12-17) | Adults<br>(18 Yrs.<br>and<br>Older) |
|---------------------------------------|-----------------------------------|--------------------------------|-------------------------|-------------------------------------|
| Books/Magazines                       | 88 <b>%</b>                       | 82 <b>%</b>                    | 83 <b>%</b>             | 87 <b>%</b>                         |
|                                       | (2226)                            | (1125)                         | (548)                   | (1519)                              |
| TV Programs or VCR Tapes              | 86                                | 74                             | 66                      | 57                                  |
|                                       | (2226)                            | (1125)                         | (548)                   | (1519)                              |
| Radio Programs, Records, or           | 65                                | 51                             | <b>36</b>               | 43                                  |
| Audiocassettes                        | (2226)                            | (1125)                         | (548)                   | (1519)                              |
| Computer Programs                     | 58                                | 48                             | 47                      | 36                                  |
|                                       | (380)                             | (252)                          | (141)                   | (205)                               |

<sup>a</sup> Analyses based on all sample members with appropriate technology/resources available who reported some learning during the past year.

NOTE: Numbers in parentheses represent numbers of sample cases.



It is, perhaps, more interesting and informative to look at awareness in relation to use. Table 22 shows that the great majority (three-fourth or more) of persons in each age group who were aware of print, video, audio, or computer material that could have been helpful in their most important learning activity actually used such material in that learning.

#### E. Learner Attitudes and Perceptions

Since attitudes and perceptions, whether or not they are based in fact, can certainly influence the learner's decision to use or not to use available resource materials, learner attitudes and opinions regarding the actual or potential usefulness of various types of instructional resources and techniques were assessed and are presented in this section.

#### 1. General Satisfaction with Learning

Over 95 percent of the learners within each age group indicated that they were very or somewhat satisfied with the amount that they had learned, regardless of the types of learning involved (Table 23). Indeed, most people in each age group indicated that they were "very satisfied" with their learning. Interestingly, teenagers and adults who learned practical/ recreational activities were proportionately more likely than those who learned intellectual activities to have been very satisfied with their learning. However, such differences in satisfaction were not found for younger children or preschoolers.

Although these findings indicate general satisfaction on the part of almost all learners, they should not suggest that these learners feel that they followed the ideal learning strategy and would do nothing differently if they were to learn it over again. Indeed, most people indicated that they would do some things differently (Table 24). Thus, for example, more than 60 percent of the learners in each age group indicated that they would "try to get better feedback about progress along the way" and a similar proportion (about two-thirds) of parents/guardians of learners over six years old indicated that "more practice" would have been desirable. One-third or more of each age group indicated that they would "try to get more information before starting" and "try not to learn too much too fast," with proportionately more older children and adults having felt this way.

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#### Percentage of Learners who were Aware of Potentially Helpful Program Materials/Resources that Used Them in Their Most Important Learning by Age Group<sup>a</sup>

|                                |                                   | Age Gr                  | oup                     |                                     |
|--------------------------------|-----------------------------------|-------------------------|-------------------------|-------------------------------------|
| Type of Learning Resource Used | Pre-<br>Schoolers<br>(Age<br>2-5) | Youths<br>(Age<br>6-11) | Teens<br>(Age<br>12-17) | Adults<br>(18 Yrs.<br>and<br>Clder) |
| Books/Magazines                | 94%                               | 94%                     | 93%                     | 94%                                 |
|                                | (1967)                            | (902)                   | (452)                   | (1307)                              |
| TV Programs or VCR Tapes       | 91%                               | 91%                     | 85%                     | 80%                                 |
|                                | (1898)                            | (805)                   | (360)                   | (842)                               |
| Radio Programs, Records,       | 83%                               | 84%                     | 81%                     | 75%                                 |
| or Audiocassettes              | (1429)                            | (550)                   | (197)                   | (630)                               |
| Computer Programs              | 70%                               | 76%                     | 81%                     | 73%                                 |
|                                | (221)                             | (118)                   | (64)                    | (67)                                |

<sup>a</sup> Analyses restricted to sample members who indicated awareness of specified technology/resource that could have been helpful in learning activity.

NOTE: Numbers in parentheses represent number of sample cases.



# Satisfaction with Learning By Age of Learner and Type of Learning<sup>a</sup>

|   | Preschoolers<br>(Age 2-5) |                             |                   |                   | Youths<br>(Age 6-11)        |                   |                   | Teen<br>(Age 1)             | 6<br>2-1 <u>7)</u> | Adults<br>(18 Years and Older) |                             |                   |  |
|---|---------------------------|-----------------------------|-------------------|-------------------|-----------------------------|-------------------|-------------------|-----------------------------|--------------------|--------------------------------|-----------------------------|-------------------|--|
| Level of<br>Satisfaction                      | Total                     | Prac./<br>Recrea-<br>tional | Intellec-<br>tual | Total             | Prac./<br>Recrea-<br>tional | Intellec-<br>tual | Total             | Prac./<br>Recrea-<br>tional | Intellec-<br>tual  | Total                          | Prac./<br>Recrea-<br>tional | Intellec-<br>tual |  |
| Very satisfied                                | 71%                       | 68 <b>%</b><br>29           | 73%<br>26         | 59 <b>%</b><br>37 | 60 <b>%</b><br>37           | 59 <b>%</b><br>38 | 52 <b>%</b><br>44 | 59 <b>%</b><br>38           | 47%<br>49          | 51%<br>45                      | 59%<br>38                   | 45 <b>%</b><br>49 |  |
| Somewhat<br>dissatisfied<br>Very dissatisfied | 2 *                       | 3                           | 1<br>*            | 3                 | 2                           | 3                 | 3<br>1            | 3<br>*                      | 2<br>2             | 4<br>*                         | 2<br>*                      | 5<br>1            |  |
| Number of Sample<br>Cases                     | 2232                      | 632                         | 1600              | 1108              | 412                         | 696               | 546               | 255                         | 291                | 1515                           | 596                         | 919               |  |

<sup>a</sup> Analyses based on all sample members reporting some learning during the past year.

\* Represents a positive percentage less than 0.5.

# Percentage of Persons Reporting Things They Would Change if They Were to Repeat Learning By Age of Learner and Type of Learning<sup>a</sup>

|  |           | Prescl<br>(Age | 100lers<br>2-5)   |                   | Yo<br>(Age     | ouths<br>6-11)    | <del>~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~</del> | Tee            | ens<br>12-17)     |           | 0. V                   | Adults                                 |
|--|-----------|----------------|-------------------|-------------------|----------------|-------------------|--|----------------|-------------------|-----------|------------------------|--|
| Do Differently   | Total     | Prac-<br>tical | Intellec-<br>tual | Total             | Prac-<br>tical | Intellec-<br>tual | Total  | Prac-<br>tical | Intellec-<br>tual | Total     | <u>Prac</u> -<br>tical | <u>and Older)</u><br>Intellec-<br>tual |
| Try to get more<br>expert information<br>Practice more<br>Get more information | 25%<br>44 | 24%<br>46      | 25%<br>44         | 43 <b>%</b><br>66 | 43%<br>73      | <b>43%</b><br>61  | 55 <b>%</b><br>68                                | 53%<br>70      | 57%<br>65         | 55%<br>66 | 50 <b>%</b><br>66      | 58 <b>%</b><br>66                      |
| before starting<br>Better feedback<br>about progress                           | 39        | 38             | 39                | 46                | 45             | 46                | 55   | 54             | 55                | 55        | 53                     | 56                                     |
| along the way<br>Try not to learn too  | 61        | 64             | 60                | 62                | 64             | 60                | 70   | 68             | 71                | 63        | 59                     | 65                                     |
| much too fast  | 33        | 33             | 33                | 42                | 45             | 40                | 49   | 49             | 49                | 46        | 45                     | 47                                     |
| Number of Sample<br>Cases  | 2224      | 631            | 1593              | 1094              | 404            | 690               | 541  | 252            | 289               | 1517      | 592                    | 925                                    |

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Analyses based on all sample members reporting some learning during the past year.

#### 2. <u>Attitudes Toward Learning Resources</u>

Respondents, regardless of what resources they used or did not use in their most important learning activities, were asked to rate each of various non-human resources with regard to its actual (if used) or perceived (if not used) helpfulness in learning such skills or knowledges. The results indicate that while almost everyone was satisfied with the amount of learning that they had accomplished, their attitudes regarding the utility or potential utility of available resource materials are not nearly so positive. However, the reader should keep in mind that, in the case of children, it is the attitudes of parents regarding the utility of these resources for their children's learning that was assessed.

Table 25 shows the attitudes toward each learning resource, overall and with respect to practical/recreational and intellectual types of learning, for all four age groups. As can be seen, books/magazines (which were the most frequently used type of resource) were the most favorably rated learning resource by each age group. While such material was proportionately more likely to be perceived as "very helpful" for intellectual learning, regardless of age group, it was also rated as potentially being at least "somewhat helpful" by 80 percent or more of those engaged in practical/recreational learning. Television programs also received generally positive ratings with respect to their actual or potential utility for both types of learning, although attitudes toward television were most favorable for learning among 2-5 year olds and least favorable for adult learning. Within each age group, television was seen as equally helpful for both practical/recreational and intellectual kinds of learning.

Videocassettes, records, radio programs, audiocassettes, and computer games or programs were perceived as "not helpful" for more than half of all learners, regardless of age (except for records in the case of 2-5 year olds, where about one-third of the parents perceived such material as not helpful). Radio programs were considered the least potentially helpful of these resources, especially for learning by pre-teen and preschool-age children. Radio programs were most likely to have perceived utility for adult intellectual learning, although more than half of the adults who engaged in such learning rated such programs as not helpful. Records had somewhat more perceived utility for intellectual learning for 6-11 year olds, as did videocassettes for practical/recreational learning for 12-17 year olds. For all

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# Attitude Toward Learning Resources By Age of Learner and Type of Learning<sup>a</sup>

| Perceived                            |          | Presch<br>(Age | ioolers<br>2-5)   |          | Youths<br>(Age 6-11) |                   |                   | Teens<br>(Age 12-17) |                   |       | Adults         |                   |  |
|--------------------------------------|----------|----------------|-------------------|----------|----------------------|-------------------|-------------------|----------------------|-------------------|-------|----------------|-------------------|--|
| Helpfulness of<br>Learning Resources | Total    | Prac-<br>tical | Intellec-<br>tual | Total    | Prac-<br>tical       | Intellec-<br>tual | Total             | Prac-<br>tical       | Intellec-<br>tual | Total | Prac-<br>tical | intellec-<br>tual |  |
| Books/Magazines                      |          |                |                   |          |                      |                   |                   | ···                  |                   |       |                |                   |  |
| Very Helpful                         | 68%      | 53%            | 75%               | 56%      | 214                  | 710               | 546               | 4444                 | 0.14              |       |                |                   |  |
| Somewhat Helpful                     | 26       | 37             | 22                | 32       | 45                   | 114<br>24         | 0 <b>23</b><br>07 | 41%                  | 61%               | 62%   | 54%            | 68%               |  |
| Not Helpful                          | 6        | 10             | 3                 | 12       | 24                   | 64<br>E           | 31                | 44                   | 31                | 28    | 33             | 24                |  |
| TV Programs on a                     | F        |                | v .               | 14       | 69                   | ð                 | 11                | 15                   | 8                 | 10    | 13             | 8                 |  |
| Regular Channel                      |          |                |                   |          |                      |                   |                   |                      |                   |       |                |                   |  |
| Very Helpful                         | 40       | 36             | 41                | 20       | 26                   | 20                | 0.5               | ••                   | 4.5               |       |                |                   |  |
| Somewhat Helpful                     | 35       | 33             | 36                | 23<br>10 | 20<br>13             | 02<br>00          | 27                | 28                   | 25                | 23    | 20             | 25                |  |
| Not Helpful                          | 25       | 31             | 22                | 10<br>21 | 11.0<br>01           | 30<br>00          | 39                | 43                   | 36                | 33    | 32             | 34                |  |
| TV Programs on a                     |          | V.             | 20                | 51       | 21                   | 30                | 34                | 29                   | 39                | 44    | 48             | 41                |  |
| Cable Channel                        |          |                |                   |          |                      |                   |                   |                      |                   |       |                |                   |  |
| Very Helpful                         | 30       | 27             | 31                | 25       | 91                   | 00                | ^^                | <b>AF</b>            | 4-                |       |                |                   |  |
| Somewhat Helpful                     | 33       | 37             | 30                | 20       | 21<br>22             | 41                | 26                | 25                   | 27                | 20    | 17             | 22                |  |
| Not Helpful                          | 37       | 36             | 37                | 30<br>45 | 33<br>46             | 29                | 28                | 33                   | 23                | 25    | 26             | 25                |  |
| Videocassettes                       | 01       | 00             | 51                | 40       | 40                   | 44                | 46                | 42                   | 50                | 55    | 57             | 53                |  |
| Verv Helnful                         | 17       | 16             | 10                | 10       | 10                   | 10                |                   |                      |                   |       |                |                   |  |
| Somewhat Heloful                     | 20       | - 30           | 10                | 19       | 01                   | 19                | 20                | 22                   | 18                | 15    | 15             | 15                |  |
| Not Helpful                          | 51       | 50<br>51       | 60<br>54          | 20       | 23<br>50             | 27                | 24                | 27                   | 21                | 22    | 19             | 24                |  |
| Records                              | 7        | 04             | 54                | 30       | 29                   | 54                | 56                | 51                   | 61                | 63    | 66             | 61                |  |
| Verv Helpful                         | 28       | 22             | 20                | 20       | 10                   | 00                |                   |                      |                   |       |                |                   |  |
| Somewhat Helpful                     | 20       | 41             | 20                | 20       | 13                   | 23                | 14                | 13                   | 14                | 11    | 10             | 12                |  |
| Not Helnful                          | 22       | 71<br>97       | 00<br>00          | 31       | 20                   | 34                | 23                | 23                   | 23                | 20    | 17             | 23                |  |
| Radio Programs                       | 00       | וט             | 52                | 49       | 02                   | 43                | 63                | 64                   | 63                | 69    | 73             | 65                |  |
| Verv Helnful                         | A        | Ę              | ŕ                 | ٨        | 0                    | ~                 |                   |                      |                   |       |                |                   |  |
| Somewhat Helnful                     | 0<br>94  | U<br>24        | 0                 | ۲<br>۵۵  | 0                    | 9                 | 12                | 12                   | 13                | 12    | 8              | 14                |  |
| Not Helpful                          | 44<br>70 | 44<br>71       | 24                | 23       | 18                   | 26                | 25                | 26                   | 25                | 23    | 18             | 27                |  |
| nor nerhint                          | 10       | 11             | 70                | 69       | 76                   | 65                | 63                | 62                   | 62                | 65    | 74             | 59                |  |

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# Table 25 (continued)

# Attitude Toward Learning Resources By Age of Learner and Type of Learning<sup>a</sup>

| Perceived                            | Preschoolers<br>(Age 2-5) |                |                   | Youths<br>(Age 6-11) |                |                   | Teens<br>(Age 12-17) |                |                   | Adults<br>(18 Years and Older) |                |                   |
|--------------------------------------|---------------------------|----------------|-------------------|----------------------|----------------|-------------------|----------------------|----------------|-------------------|--------------------------------|----------------|-------------------|
| Helpfulness of<br>Learning Resources | Total                     | Prac-<br>tical | Intellec-<br>tual | Total                | Prac-<br>tical | Intellec-<br>tual | Total                | Prac-<br>tical | Intellec-<br>tual | Total                          | Prac-<br>tical | Intellec-<br>tual |
| Audiocassettes                       |                           |                |                   |                      |                |                   |                      |                |                   |                                |                |                   |
| Very Helpful                         | 20                        | 16             | 22                | 14                   | 10             | 17                | 15                   | 12             | 18                | 14                             | 11             | 16                |
| Somewhat Helpful                     | 28                        | 28             | 29                | 27                   | 22             | 30                | 24                   | 28             | 20                | 21                             | 17             | 24                |
| Not Helpful                          | 52                        | 56             | 49                | 59                   | 68             | 53                | 61                   | 60             | 62                | 65                             | 72             | 60                |
| Computers                            |                           |                |                   |                      |                |                   |                      |                |                   |                                |                |                   |
| Very Helpful                         | 24                        | 17             | 27                | 22                   | 14             | 27                | 23                   | 13             | 31                | 13                             | 10             | 15                |
| Somewhat Helpful                     | 25                        | 27             | 25                | 25                   | 26             | 25                | 24                   | 27             | 21                | 15                             | 12             | 17                |
| Not Helpful                          | 51                        | 56             | 48                | 53                   | 60             | 48                | 53                   | 60             | 48                | 72                             | 78             | 68                |
| Number of Sample<br>Cases            | 2225                      | 631            | 1594              | 1098                 | 406            | 692               | 547                  | 255            | 292               | 1498                           | 588            | 910               |

<sup>a</sup> Analyses based on all sample members.

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age groups, computers were proportionately more likely to be seen as helpful for intellectual learning than for practical/recreational learning.

Respondents were also asked to rate each of several different ways of obtaining information, or modes of instruction, with regard to its usefulness generally for practical/recreational and intellectual types of learning. The results of this inquiry are presented in Table 26. Again, the reader is cautioned to keep in mind that in the case of children it was the perceptions of parents/guardians regarding the utility of these instructional techniques for their children's learning that were assessed. Although each of the instructional modes listed in Table 26 were rated at least "somewhat useful" by (or for) three-fourths of all learners, regardless of age or type of learning being considered, some insight into the perceived relative effectiveness of these different techniques may be obtained by restricting our examination to the "very useful" and "not useful" ratings. For example, "talking with someone knowledgeable" was endorsed as very useful by (or for) more than seven of ten learners, regardless of age group or type of learning. "Watching a live demonstration" and "Trial and Error" received similarly positive endorsements for their utility in learning, although within each age group each of these techniques was especially likely to be considered very useful for practical/recreational types of learning. Only for "lectures" and "reading words," and only for 2-5 year old children, were substantial percentages (i.e., 20 percent or more) of "not useful" ratings obtained, although "looking at (still) pictures" and "watching motion pictures" was less likely to have been perceived as useful by adults that for young children.

The perceived importance of various "contextual" factors in learning, regardless of types, was also assessed. Table 27 shows that the perceived importance of "getting feedback" and "getting encouragement" along the way was directly related to the learner's age, with both factors having received ratings of "very important" for about nine out of ten 2-5 year olds as compared to such ratings for about two-thirds of adults. Interestingly, adult females were proportionately more likely to have indicated that "getting encouragement" was very important than were adult males (70 percent versus 58 percent, respectively). The perceived importance of "having another person involved in the learning" was less clearcut, with roughly one-third of each age group feeling that it is "very important" and about one-quarter feeling that it is "not important."



|                    | Presch         | oolers       | Y            | ouths          |              | Teens           | Adults          |                    |  |
|--------------------|----------------|--------------|--------------|----------------|--------------|-----------------|-----------------|--------------------|--|
|                    | (Age           | 2-5)         | <u>(Ag</u>   | <u>e 6-11)</u> | (Ag          | <u>e 12-17)</u> | <u>(18 year</u> | <u>s and older</u> |  |
| Usefulness         | Practical/     |              | Practical/   |                | Practical/   |                 | Practical/      |                    |  |
| Rating             | Recreational   | Intellectual | Recreational | Intellectual   | Recreational | Intellectual    | Recreational    | Intellectu         |  |
| Talking with Someo | me Knowledgea  | ble          |              |                |              |                 |                 |                    |  |
| Very Useful        | 83%            | 84%          | 79%          | 78%            | 78%          | 76%             | 74%             | 728                |  |
| Somewhat Useful    | 15             | 14           | 19           | 20             | 21           | 22              | 22              | 24                 |  |
| Not Useful         | 2              | 2            | 2            | 2              | 1            | 2               | 4               | 4                  |  |
| Listening to Someo | one (Lectures) |              |              |                |              |                 |                 |                    |  |
| Very Useful        | 41             | 47           | 45           | 52             | 48           | 55              | 48              | 59                 |  |
| Somewhat Useful    | 38             | 38           | 43           | 41             | 44           | 39              | 43              | 35                 |  |
| Not Useful         | 21             | 15           | 12           | 7              | 8            | 6               | 9               | 6                  |  |
| Looking at Picture | es (Still)     |              |              |                |              |                 |                 |                    |  |
| Very Useful        | 67             | 73           | 60           | 63             | 51           | 48              | 48              | 45                 |  |
| Somewhat Useful    | 29             | 24           | 34           | 33             | 40           | 45              | 40              | 44                 |  |
| Not Useful         | 3              | 3            | 6            | 4              | 9            | 7               | 12              | 11                 |  |
| Reading Words      |                |              |              |                |              |                 |                 |                    |  |
| 2 Very Useful      | 47             | 56           | 58           | 68             | 55           | 64              | 55              | 71                 |  |
| Somewhat Useful    | 26             | 19           | 35           | 27             | 36           | 31              | 39              | 26                 |  |
| Not Useful         | 27             | 25           | 7            | 5              | 9            | 5               | 6               | 3                  |  |
| Watching Motion P  | ictures        |              |              |                |              |                 |                 |                    |  |
| Very Useful        | 45             | 45           | 47           | 43             | 43           | 41              | 37              | 35                 |  |
| Somewhat Useful    | 45             | 44           | 41           | 45             | 43           | 46              | 45              | 46                 |  |
| Not Useful         | 10             | 11           | 12           | 12             | 14           | 13              | 18              | 19                 |  |
| Watching a Live De | emonstration   |              |              |                |              |                 |                 |                    |  |
| Very Useful        | 77             | 73           | 83           | 78             | 81           | 74              | 77              | 67                 |  |
| Somewhat Useful    | 19             | 23           | 14           | 19             | 17           | 24              | 19              | 28                 |  |
| Not Useful         | 4              | 4            | 2            | 3              | 2            | 2               | 4               | 5                  |  |
| Trial and Error (  | Actual Practic | e)           |              |                |              |                 |                 |                    |  |
| Very Useful        | 81             | 75           | 82           | 75             | 83           | 74              | 76              | 67                 |  |
| Somewhat Useful    | 17             | 22           | 16           | 22             | 14           | 22              | 20              | 26                 |  |
| Not Useful         | 2              | 3            | 2            | 3              | 3            | 4               | 4               | 7                  |  |
| Number of Sample   |                | - <u></u>    |              |                | <u> </u>     |                 |                 |                    |  |
| Cases              | 2209           | 2206         | 1099         | 1097           | 542          | 540             | 1618            | 1609               |  |

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Table 26 Perceived Usefulness of Various Modes of Instruction By Age of Learner and Type of Learning<sup>a</sup>

a Analyses based on all sample members.

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| Perceived | Importance | of  | Various   | Contex | tual  | Factors | in | Learning |
|-----------|------------|-----|-----------|--------|-------|---------|----|----------|
|           | Ву         | Age | e and Sex | of Le  | arnei | a       |    | -        |

|                        | Preschoolers |         |         | Youths     |       |         | Teens |         |         | Adults               |       |         |
|------------------------|--------------|---------|---------|------------|-------|---------|-------|---------|---------|----------------------|-------|---------|
|                        |              | (Age 2- | 5)      | (Age 6-11) |       |         | (/    | Age 12- | 17)     | (18 Years_and_Older) |       |         |
| Importance Rating      | Total        | Males   | Females | Total      | Males | Females | Total | Males   | Females | Total                | Males | Females |
| Having Another Person  |              |         |         |            |       |         |       |         |         |                      |       |         |
| INVa                   |              |         |         |            |       |         |       |         |         |                      |       |         |
| Very Important         | 37%          | 38%     | 37%     | 39%        | 40%   | 37%     | 42%   | 42%     | 42%     | 37%                  | 38%   | 36%     |
| Somewhat Important     | 38           | 37      | 39      | 39         | 38    | 0       | 35    | 37      | 34      | 33                   | 32    | 33      |
| Not Important          | 25           | 25      | 25      | 22         | 22    |         | 23    | 21      | 24      | 30                   | 30    | 31      |
| Getting Feedback       |              |         |         |            |       |         |       |         |         |                      |       | ••      |
| Very Important         | 88           | 89      | 86      | 85         | 82    | 87      | 78    | 79      | 75      | 69                   | 70    | 68      |
| Somewhat Important     | 10           | 10      | 12      | 14         | 16    | 12      | 20    | 20      | 20      | 26                   | 25    | 26      |
| Not Important          | 2            | 2       | 2       | 1          | 2     | 1       | 2     | 1       | 3       | 5                    | 5     | 6       |
| Getting Encouragement  |              |         |         |            |       |         |       |         | _       | -                    |       | ·       |
| Very Important         | 94           | 93      | 94      | 93         | 90    | 94      | 87    | 87      | 87      | 65                   | 58    | 70      |
| Somewhat Important     | 5            | 5       | 5       | 6          | 8     | 5       | 12    | 12      | 11      | 27                   | 32    | 23      |
| Not Important          | 1            | 2       | 1       | 1          | 2     | 1       | 1     | 1       | 2       | 8                    | 10    | 7       |
| Number of Sample Cases | 2202         | 1188    | 1014    | 1099       | 543   | 556     | 542   | 289     | 253     | 1614                 | 713   | 901     |

8 Amalyses based on all sample members.

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#### III. SUMMARY

Most people, regardless of age, engaged in a wide variety of informal, or non-school, learning activities during the one-year period preceding this survey. According to parents/guardians, virtually all children (over two years of age) engaged in practical/recreational and intellectual learning apart from school work or assignments, whereas about one in ten adults were unable to recall or had not engaged in any such learning during the year. The likelihood of informal learning among adults was related to both family income and age. Almost all adults 18-25 years of age cited some informal learning during the year as did 97 percent of adults in the highest family income category (over \$40,000 per year); on the other hand, 14 percent of those over 44 years old and a similar percentage (12 percent) of low income adults (family income under \$10,000) reported no such learning experience.

Adults also reported fewer different types of learning than were reported for children. According to parents/guardians, children of all ages engaged in an average of more than 15 different types of non-school learning experiences during the year, with preschool age children averaging even more (about 18) such experiences; in contrast, adults reported substantially fewer learning experiences, averaging about eight different activities. Again, for adults, the average number of learning experiences reported was directly related to family income level, with the highest income adults reporting about 11 different experiences on the average.

While relatively few sex differences were observed in the types of learning activities among 2-5 year olds, evidence of sex role socialization became increasingly clearcut with 6-11 year olds, 12-17 year olds, and adults. Thus, girls 6-11 years old were more likely than boys the same age to have learned music, dance/theatre, writing, foreign language, and poetry, while 6-11 year old boys were more likely to have learned about camping/outdoor survival, science, and computers. Among teenagers, females were substantially more likely than males to have been learning crafts, child care, poetry, family development, and the like; teenage males were more likely than females to have learned sports, camping/outdoor survival, driving a car, and computers. Games and crafts were the only two areas for which adult females were more likely than adult males to have been involved; adult males, on the



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other hand, were much more likely to have learned about household maintenance, camping/outdoor survival, business/jobs/personal finance, science, math, and computers.

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Regardless of age group or sex, more learners considered an intellectual type of learning activity as their most important than a practical/recreational activity, with one exception: While teenage females were more likely to have selected an intellectual activity as the most important learning (63 percent), teenage males were more likely to have selected a practical/ recreational activity (56 percent). Among those for whom intellectual learning was the most important, "reading" was by far the most frequently mentioned activity for 2-5 and 6-11 year olds, while the distribution of intellectual activities selected as most important for teenagers and adults demonstrated considerable diversity. "Social skills" (e.g., manners, getting along with others) and "sports/motor skills" accounted for almost threefourths of the 2-5 year old learners for whom practical/recreational learning activities were chosen as most important. Sports/motor skills was also the most frequently named most important practical/recreational learning type for 6-11 year olds, 12-17 year olds, and adults (although, again, adults exhibited substantial diversity in the practical/recreational activities selected as most important).

"Family involvement" emerged as the most frequently cited reason for both children and adults becoming aware of or interested in their most important learning activity, regardless of whether the activity was practical/recreational or intellectual in nature. "Friends involvement" was substantially more likely to have been cited as the impetus for practical/recreational than for intellectual learning, whereas just the reverse was found with regard to "school or course work/activities." Substantial numbers of adults reported having first become aware of/interested in the activity as a result of some "personal" experience. The desire for self-accomplishment, interest in the activity, and family influence/support all emerged as important factors contributing to the decision to learn among children and adults.

After deciding to learn, the majority (about 70 percent) of pre-teen age children began their most important non-school learning by asking for help from another person, presumably a parent or other relative. Teenagers and adults were also more likely to have sought help initially from another person, if the learning activity was practical/recreational in nature; for

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intellectual learning, however, teenagers were equally likely, and adults more likely, to have begun by seeking information from something other than people (e.g., books, course offerings).

Regardless of how they began or the type of learning involved, 2-5 year olds and 6-11 year olds were more likely to have received help from other household members than from people outside the household. Other household members were also quite likely to have provided assistance in the learning of teenagers. Not surprisingly, adults (who are the primary within-household learning resources for children) were more likely to have received help from persons outside the household (57 percent) than from other household members (40 percent).

Books/magazines were the most frequently used non-human learning resource by all age groups, with almost four out of five learners having used such material. Use of technology (i.e., audio, video, or computers) in learning was inversely related to age, with the percentage of persons indicating no use of any technology in their most important learning being 15 percent of 2-5 year olds, 22 percent of 6-11 year olds, 32 percent of 12-17 year olds, and 43 percent of adults. Television programs, videocassettes, audiocassettes, phonograph records, and computer games or programs were all more likely to be used for learning by young children than by older children who, in turn, were more likely to use such materials than were adults. The reverse was true of radio programs, however, which were more frequently used for learning by adults and teenage children than by children under 12 years of age.

Not surprisingly, the type of learning involved was found to be related to the likelihood of using a particular resource. Books/magazines, records, audiocassettes, and computers were substantially more likely to be used for intellectual learning than for practical/recreational learning by children and adults. Radio and television program usage by children was rather consistent for both types of learning, but the percentages of adults using radio and/or TV programs were significantly higher for intellectual learning than for practical/recreational learning. Videocassette usage for each type of learning was not consistent across age groups, with greater proportional use for practical/recreational learning among 2-5 year olds and for intellectual learning among adults.



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Use of a particular resource is frequently based on conscious decisionmaking rather than happenstance; and, therefore, it is contingent on awareness as well as availability. Regardless of the age of the learner, more than four out of five persons indicated awareness of specific books and/or magazines that could have been helpful in their learning. Awareness of helpful video program material was related to the age of the learner, with almost nine out of ten parents of preschool-age children indicating such awareness. Although substantially lower for all groups, awareness of helpful audio material and computer games or programs was similarly related to learner's age. Most persons (three-fourths or more) in each age group who (or who's parents) were aware of print, video, audio, or computer program material that could have been helpful in their learning actually used such material.

Finally, this study found that the great majority (over 95 percent) of learners within each age group were satisfied with the amount that they had learned, regardless of type of learning involved. Nonetheless, most people indicated that they would do some things differently if they were to begin learning all over again. Specifically, more than 60 percent of the learners in each age group indicated that they would "try to get better feedback about progress along the way" and one-third or more indicated that they would "try to get more information before starting" and "try not to learn too much too fast."

While almost everyone was satisifed with the amount of learning they had accomplished, attitudes regarding the utility or potential utility of available resources were not nearly so positive. Books/magazines and television programs received generally favorable ratings with respect to their actual or potential utility, regardless of learner age. In contrast, videocassettes, records, radio programs, audiocassettes, and computer games or programs were perceived as "not helpful" for more than half of all learners, regardless of age, with one exception: Phonograph records were perceived as "somewhat" or "very helpful" by about two-thirds of the parents of 2-5 year olds.



#### Appendix A

HITS Interview Items (All Age Groups)

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#### Appendix A

HITS Interview Items (All Age Groups)

This appendix provides the contents of the four HITS survey interviews (one for each age group). Most questions are essentially the same for each age group and are asked in the same order. Some variation existed because not all questions were appropriate for all age groups and because children were not interviewed directly.

- Survey (A) solicits information about sampled 2-5 year olds from the parent or guardian. Since learning by 2-5 year olds is primarily other-directed, items in this interview were addressed to the parent/guardian as teacher.
- Survey (B) & (C) solicit information about 6-11 year olds and 12-17 year olds, respectively. In these interviews, the parent/guardian was asked to serve as a "proxy" respondent for the sampled child.
- Survey (D) solicits information about adults (18 year olds and older). All questions were posed directly to the sampled adult.

For clarity and ease of review the four surveys have been collapsed into the following composite. Questions are arranged in the order in which they were asked, the survey(s) in which the question appears is indicated, and changes in wording are indicated where necessary.



Survey - A B C D Age Group -  $\frac{A}{2-5}$   $\frac{B}{6-11}$   $\frac{C}{12-17}$   $\frac{D}{18+}$ Survey -We are interested in the learning resources people use to help themselves, such as books, magazines, TV, home computers, etc. 1. Do you have a television in your household? X X Х X 1=Yea 2=No (skip to Q.4) 2. Do you have cable TV? X X Х X 1=Yes 2=No 3. About how many hours of television does \_\_\_\_ [(D) (do you)] watch: a. on a typical weekday, including the X Х X Х evening? [Enter number of hours--Range: 00-24] b. on a typical weekend day (Saturday X X Х X or Sunday), including evenings? [Enter number of hours--Range: 00-24] 4. Is there a video cassette player or VCR Х X Х X in your home? 1=Yes 2=No Not counting electronic games, does 5. Х Х X Х anyone in your household own a personal or home computer? 1=Yea 2=No (skip to Q.13) 6. What kind of personal computer do you X X X Х have? [Record make/model--Limit of 20 characters] 7. Does the computer have a: a. Printer? X X Х Х 1=Yes 2≠No •

ERIC PUILTERX Provided by ERIC A.1

|             |             |  | <u> </u> | <u> </u> | <u> </u> | _ <u>D</u> |
|-------------|-------------|--|----------|----------|----------|------------|
|             | ь.          | Disk drive(s)?   | X        | х        | x        | X          |
|             |             | 1=Yes<br>2=No  |          |          |          |            |
|             | c.          | Monitor or screen (other than TV set)?                             | х        | X        | x        | x          |
|             |             | 1=Yes<br>2=No  |          |          |          |            |
|             | d.          | Modem that allows you to dial up<br>other computers?               | X        | X        | X        | x          |
|             |             | 1=Yes<br>2=No  |          |          |          |            |
| <b>*</b> 8. | At 1<br>_ u | home, is the computer used (does<br>se the computer) for:          |          |          |          |            |
|             | a.          | Entertainment, such as video games?                                | x        | x        | x        | х          |
|             |             | 1= <b>Yes</b><br>2=No  |          |          |          |            |
|             | b.          | <pre>Specific class assignments? [(A) (for students?)]</pre>       | x        | x        | х        | x          |
|             |             | 1=Yes<br>2=No  |          |          |          |            |
|             | c.          | Word processing or text editing?                                   | x        | x        | х        | x          |
|             |             | 1 =Yes<br>2=No   |          |          |          |            |
|             | d.          | Learning about computers?  | X        | X        | X        | x          |
|             |             | 1=Yes<br>2=No  |          |          |          |            |
|             | e.          | Doing original [(B)(C) (_'s own)]<br>[(D) (your own)] programming? | х        | X        | X        | X          |
|             |             | 1=Yes<br>2=No  |          |          |          |            |
|             | f.          | Job or business-related tasks?                                     | x        |          |          | x          |
|             |             | 1=Yes<br>2=No  |          |          |          |            |

\* Values reordered

A.2



<u>A</u><u>B</u><u>C</u><u>D</u> g. Household record-keeping, taxes, etc.? X Х 1=Yes 2=No h. Any other uses? Х Х X Х 1=Yes 2=No 9. About how many hours per week is X X Х Х the computer used with \_ (does \_ use the computer at home, do you use the computer at home)? 1=None 2=Less than 1 hour 3=1-5 hours 4=6-10 hours 5=11-15 hours 6=16-20 hours 7=More than 20 hours What kinds of educational software 10. do you have for the home computer? That is, programs designed for helping people learn? Do you have . . . a. spelling? Х Х Х Х 1=Yes 2=No b. math? Х Х Х Х 1=Yes 2=No c. educational games (such as chess)? Х Х Х Х 1=Yes 2=No d. reading? Х Х X X 1=Yes 2=No e. computer basics (such as how X X X Х to use computers)? 1=Yes 2=No

A.3

.



|      |                         |  | <u> </u> | <u> </u> | <u> </u> | <u>D</u> |
|------|-------------------------|--|----------|----------|----------|----------|
|      | f.                      | graphics?  | х        | x        | X        | x        |
|      |                         | 1=Yes<br>2=No  |          |          |          |          |
|      | g.                      | any others?  | х        | x        | х        | X        |
|      |                         | 1=Yes<br>2=No  |          |          |          |          |
| 11.  | Wha<br>do               | t other kind of educational software<br>you have for your home computer?   | х        | х        | x        | X        |
|      | [En                     | ter response belowlimit of 20 characters]  |          |          |          |          |
| *12. | Do<br>mor<br>tho<br>it? | you or your family use the computer<br>e, less, or about the same as you<br>ught you would at the time you bought<br>Do you use it |          |          |          |          |
|      | a.                      | overall (for all uses)?  | x        | X        | X        | x        |
|      |                         | 1=More<br>2=About the same<br>3=Less   |          |          |          |          |
|      | b.                      | for educational uses?  | х        | х        | x        | х        |
|      |                         | 1 <b>=More</b><br>2=About the same<br>3=Less   |          |          |          |          |
|      | c.                      | for personal/family finances?  | х        | x        | x        | х        |
|      |                         | 1= <b>More</b><br>2≖About the same<br>3=Less   |          |          |          |          |
|      | d.                      | for word processing?   | X        | Х        | х        | х        |
|      |                         | 1≖More<br>2=About the same<br>3=Less   |          |          |          |          |
|      | e,                      | for games for entertainment?   | x        | х        | х        | х        |
|      |                         | 1=More<br>2=About the sape<br>3=Less   |          |          |          |          |

\*Values reordered

A.4



|     |                 |  | <u> </u> | <u> </u> | <u> </u> | D |
|-----|-----------------|--|----------|----------|----------|---|
|     | f.              | for business uses at home?   |          |          | х        | x |
|     |                 | 1=More<br>2=About the same<br>3=Less   |          |          |          |   |
| 13. | Doe<br>rec      | s anyone in your household have a<br>ord player or stereo that plays records?                | X        | x        | х        | X |
|     |                 | 1=Yes<br>2=No  |          |          |          |   |
| 14. | Is<br>hom       | th <b>ere a casse</b> tte t <b>ape player in your</b><br>e or car?                           | x        | х        | x        | X |
|     |                 | 1=Yes<br>2=No  |          |          |          |   |
| 15. | Is<br>aut<br>of | it <b>a portable tape player, an</b><br>omobile tape player, or part<br>a home sound system? | х        | х        | x        | x |
|     | [Re             | cord all that apply]   |          |          |          |   |
|     |                 | 1=Portable<br>2=Auto<br>3=Home system  |          |          |          |   |
| 16. | Doe             | s anyone in your household:  |          |          |          |   |
|     | а.              | get a daily newspaper?   | x        | x        | x        | х |
|     |                 | 1=Yes<br>2=No  |          |          |          |   |
|     | b.              | subscribe to a book club?  | x        | x        | x        | х |
|     |                 | 1=Yes<br>2=No  |          |          |          |   |
|     | C.              | subscribe to a magazine?   | X        | x        | x        | х |
|     |                 | 1=Yes<br>2=No  |          |          |          |   |
|     | d.              | h <b>ave an encyclopedia</b> or other<br>reference books?                                    | X        | X        | x        | х |
|     |                 | 1=Yes<br>2=No  |          |          |          |   |



A**.5** 

<u>A B C D</u> 17. During the past year, have you Х participated in any training or educational programs, whether voluntary or as work-related requirements, that were provided by: a. Your employer/company Х 1=Yes 2=Yes, required 3=No b. Other business organization/company X 1=Yes 2=Yes, required 3=No c. The mass media (a TV course, for Х example) 1=Yes 2=Yes, required 3=No d. Community service organizations Х (church, charity groups, etc.) 1=Yes 2=Yes, required 3=No e. Other organizations/agencies (such Х as labor unions, professional associations) 1=Yes 2=Yes, required 3=No 18. You said that you had participated in a Х training or educational program provided by your employer/company. Approximately how many total days during the past year were you in training or educational programs offered by your employer or company? (Enter total number of days [range:001-366].)



A.6

Х

Х

X

X

- 19. For the most recent of these programs (provided by your employer or company) did you personally have to pay any training fees?
  - 1=Yes 2=No
- 20. You said that you had participated in a training or educational program provided by a business organization/ company other than your employer.

Approximately how many total days during the past year were you in training or educational programs offered by a business organization/company other than your employer?

(Enter total number of days [range:001-366].)

- 21. For the most recent of these programs (provided by a business organization/company other than your employer), did you personally have to pay any training fees?
  - 1=Yes 2=No
- 22. You said that you have participated in a training or educational program provided by the mass media.

Approximately how many total days during the past year were you in training or educational programs offered by the mass media?

(Enter total number of days [range:001-366].)

23. For the most recent of these programs (provided by the mass media), did you personally have to pay any training fees?

24. You said that you have participated in a training or educational program provided by community service organizations.

X

Х



A.7

<sup>1=</sup>Yes 2=No

Approximately how many total days during the past year were you in training or educational programs offered by community service organizations? (Enter total number of days [range:001-366].) 25. For the most recent of these programs Х (provided by community service organizations), did you personally have to pay any training fees? 1=Yes 2=NoYou said that you have participated in a Х 28. training or educational program provided by other organizations/agencies. Approximately how many total days during the past year were you in training or educational programs offered by other organizations/agencies? (Enter total number of days [range:001-366].) 27. For the most recent of these programs (provided Х by other organizations/agencies), did you personally have to pay any training fees? 1=Yes 2≖No \*28. As I said earlier, we are interested in the Х Х Х Х kinds of things \_ learns informally outside school. [(C) (people choose to learn)]. These may be both recreational or practical learning (that is, learning how to do something and applying it) and intellectual learning (that is, acquiring skills and knowledge for their own sake). (A)(B)(C) During the past year, have you or Х Х Х anyone else in your household decided to help \_ learn more about any recreational activities or practical skills? That is, in the past year, has \_ learned any: (D) During the past year, have you tried to Х learn more about any recreational activities. hobbies, or practical skills in addition to any school or work requirements? That is, in the past year, have you learned any:

\* Values reordered

A.8
| " . '¥ |                                      |            | n        | 0        |          |
|--------|--------------------------------------|------------|----------|----------|----------|
|        |                                      | _ <u>A</u> | <u> </u> | <u> </u> | <u> </u> |
| a.     | Sports/motor skills                  | Х          | X        | X        | Х        |
|        | [# of activities]                    |            |          |          |          |
| b.     | Games                                | X          | X        | X        | Х        |
|        | [* of activities]                    |            |          |          |          |
| c.     | Art                                  | X          | х        | х        | X        |
|        | [# of activities]                    |            |          |          |          |
| d.     | Music                                | х          | x        | X        | X        |
|        | [# of activities]                    |            |          |          |          |
| e.     | Dance/theatre                        | х          | х        | x        | x        |
|        | [# of activities]                    |            |          |          |          |
| f.     | Household chores [(D) (Maintenance)] | х          | x        | x        | x        |
|        | [# of activities]                    |            |          |          |          |
| g.     | Camping/hiking/outdoor survival      | х          | x        | x        | х        |
|        | [# of act/vities]                    |            |          |          |          |
| h.     | Crafts                               |            | x        | X        | x        |
|        | <pre>[# of activities]</pre>         |            |          |          |          |
| ·i.    | Business/jobs[(B) (paper route)]     |            | х        | х        | X        |
|        | [# of activities]                    |            |          |          |          |
| j.     | Child care                           |            |          | x        | х        |
|        | [* of activities]                    |            |          |          |          |
| k.     | Driving a car                        |            |          | X        | x        |
|        | [# of activities]                    |            |          |          |          |
| 1.     | First aid/lifesaving                 |            |          | x        | х        |
|        | [# of activities]                    |            |          |          |          |
| m.     | Social skills                        | х          |          |          |          |
|        | [# of activities]                    |            |          |          |          |



|              |   | <u>A</u> | <u> </u> | <u> </u> | D |
|--------------|---|----------|----------|----------|---|
|              | n. Tax preparation  |          |          |          | х |
|              | <pre>[# of activities]</pre>  |          |          |          |   |
| 29.          | Were there recreational or practical activities other than those we have already discussed?                     | x        | x        | x        | х |
|              | 1=Yes<br>2=No (skip to Q.31)  |          |          |          |   |
| 30.          | Please specify any other recreational/<br>practical activities  | x        | х        | х        | х |
|              | [Limit of 64 characters]  |          |          |          |   |
| <b>*</b> 31. | Now, let us turn to the other learning areathat is, intellectual learning.                                      | x        | x        | x        | х |
|              | (A) During the past year, have you or anyone in your household tried to help _ learn more about                 | x        |          |          |   |
|              | (B)(C)(D) In addition to any school work or assignments, during the past year, has _ tried to learn more about: |          | х        | Х        | х |
|              | a. Science?   | x        | х        | х        | х |
|              | 1=Yes<br>2=No   |          |          |          |   |
|              | b. Reading?   | х        | х        | х        | х |
|              | 1=Yes<br>2=No   |          |          |          |   |
|              | c. Writing?   | X        | х        | Х        | X |
|              | 1=Yes<br>2=No   |          |          |          |   |
|              | d. Foreign language?  | х        | х        | х        | X |
|              | 1=Y6:s<br>2=N()   |          |          |          |   |
|              | e. Social relationships?  | x        | x        | X        | х |
|              | 1=Yes<br>2=No   |          |          |          |   |

\* Values reordered

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A. 10



|    |   | <u> </u> | <u> </u> | <u> </u> | _D_ |
|----|---|----------|----------|----------|-----|
| f. | Health/hygiene/safety?  | x        | х        | x        | x   |
|    | 1=Yes<br>2=No   |          |          |          |     |
| g. | Animals/nature?   | X        | X        | x        | X   |
|    | 1=Yes<br>2=No   |          |          |          |     |
| h. | <pre>Math [(A) (numbers/counting/arithmetic)]?</pre>  | Х        | X        | X        | x   |
|    | 1=Yes<br>2=No   |          |          |          |     |
| i. | Religion?   | X        | X        | x        | X   |
|    | 1=Yes<br>2=No   |          |          |          |     |
| j. | Career exploration? [(A) (awareness) (that<br>is, different things people do for a<br>living)]? | X        | X        | x        | х   |
|    | 1=Yes<br>2=No   |          |          |          |     |
| k. | Family development? [(A)(relationships)]?   | х        | X        | X        | x   |
|    | 1=Yes<br>2=No   |          |          |          |     |
| 1. | Computers?  | X        | X        | x        | X   |
|    | 1 =Yes<br>2=No  |          |          |          |     |
| m. | Sex education [(A) (awareness)]?  | X        | X        | X        |     |
|    | 1=Yes<br>2=No   |          |          |          |     |
| n. | Civics/government?  |          | X        | X        | X   |
|    | 1=Yes<br>2=No   |          |          |          |     |
| 0  | History?  |          | х        | х        | x   |
| 5. | 1=Yes<br>2=No   |          |          |          |     |

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|      |   |  | <u>A</u> | B      | <u> </u> | <u>D</u> |
|------|---|--|----------|--------|----------|----------|
|      | p.  | Geography?   |          | X      | x        | x        |
|      |   | 1=Yes<br>2=No  |          |        |          |          |
|      | q.  | Nursery rhymes/fairy tales?  | X        | х      | •        |          |
|      |   | 1=Yes<br>2=No  |          |        |          |          |
|      | r.  | Poetry?  |          |        | X        | x        |
|      |   | 1=Yes<br>2=No  |          |        |          |          |
|      | 8.  | Speech?  | X        |        |          |          |
|      |   | 1=Yes<br>2=No  |          |        |          |          |
|      | t.  | Local directions [(A) (how to find way around neighborhood)]?  | х        |        |          |          |
|      |   | 1=Yes<br>2=No  |          |        |          |          |
| 32.  | Were<br>than  | e there intellectual activities other<br>n those that we have already discussed?   | Х        | х      | Х        | Х        |
|      |   | 1=Yes<br>2=No (skip to Q.34)   |          |        |          |          |
| 33.  | Plea<br>acti  | ase specify any other intellectual<br>ivities  | x        | х      | х        | x        |
|      | (Lin  | nit of 64 characters]  |          |        |          |          |
| *34. | Cons<br>prac<br>you<br>act:<br>that<br>(<br>the<br>'s<br>act:<br>in l | sidering both the recreational or<br>ctical and the intellectual activities<br>have mentioned, which of these learning<br>ivities would you say was most important<br>t is, the activity [(A) (learning)] on which<br>(D) (you)] spent the most time, or perhaps<br>one you think produced the biggest change in<br>[(D) (your)] life. [(A) (Please choose an<br>ivity in which you personally were involved<br>helping learn.)] | x        | X      | x        | x        |
|      | 01=9<br>02=0  | Sports<br>Games  | X<br>X   | X<br>X | X<br>X   | X<br>X   |

\* Values reordered

A•12



|     |   | <u>A</u> | <u> </u> | <u> </u> | D      |
|-----|---|----------|----------|----------|--------|
|     |   | v        | v        | v        | v      |
|     | U3=Art                                    | A<br>V   | A<br>V   | A<br>V   | A<br>V |
|     |   | A<br>V   | A<br>V   | A<br>V   | A<br>V |
|     | US=Dance/theatre                          | A<br>V   | A<br>V   | A<br>V   | A<br>V |
|     | Our Doing things around the nome          | л<br>У   | A<br>V   | A<br>V   | A<br>V |
|     | 07=Camping/hiking/outdoor survival        | X        | A<br>V   | X        | A<br>V |
|     | 08=Other recreational activity            | X        | X        | X        | X      |
|     | 09=Science                                | X        | X        | X        | X<br>V |
|     | 1C=Reading                                | X        | X<br>V   | X        | X      |
|     | 11=Writing                                | X        | A<br>V   | X        | X      |
|     | 12=Foreign language                       | X        | A<br>V   | A<br>V   | X<br>V |
|     | 13=Social relationships                   | X        | X        | X        | X      |
|     | 14=Animals/nature study                   | X        | X        | X        | X      |
|     | 15=Math                                   | X        | X        | X        | X      |
|     | 16=Religion                               | X        | X        | X        | X      |
|     | 17=Health/hygiene/safety                  | X        | X        | X        | X      |
|     | 18=Computers                              | X        | X        | Х        | X      |
|     | 19=Other intellectual activity            | X        | X        | X        | X      |
|     | 20=None mentioned                         | X        | X        | Х        | X      |
|     | 21=Sex education                          | Х        | Х        | Х        |        |
|     | 22=Crafts                                 |          | Х        | Х        | Х      |
|     | 23=Business/jobs                          |          | X        | Х        | X      |
|     | 24=Civics/government                      |          | X        | Х        | Х      |
|     | 25≠History                                |          | Х        | Х        | Х      |
|     | 26=Geography                              |          | Х        | Х        | Х      |
|     | 27=Career exploration                     |          | Х        | Х        | X      |
|     | 28=Family development                     |          | Х        | Х        | X      |
|     | 29=Nursery rhymes/fairy tales             | X        | Х        |          |        |
|     | 30=Child care                             |          |          | Х        | X      |
|     | 31=Driving a car                          |          |          | х        | Х      |
|     | 32=First aid/lifesaving                   |          |          | Х        | X      |
|     | 33=Poetrv                                 |          |          | Х        | Х      |
|     | 34=Social Skills                          | Х        |          |          |        |
|     | 35=Career awareness                       | Х        |          |          |        |
|     | 36=Family relationships                   | х        |          |          |        |
|     | 37=Sneech                                 | X        |          |          |        |
|     | 38=Tocal directions                       | X        |          |          |        |
|     | 30=Tay Prenaration                        |          |          |          | х      |
|     | 05-Iux ileputución                        |          |          |          |        |
| 35  | Do you think would agree that was         |          | х        | х        |        |
| 55. | the most important for or would VOU       |          |          |          |        |
|     | eav would have chosen another activity?   |          |          |          |        |
|     | say _ would have chosen another activity. |          |          |          |        |
|     | $1 = Y_{ee}$ would agree (skin to 0.37)   |          |          |          |        |
|     | 2=No would not agree                      |          |          |          |        |
|     | e-No, would not agree                     |          |          |          |        |
| 36. | Which activity would _ have chosen?       |          | х        | х        |        |
|     | 01-0                                      |          | v        | v        |        |
|     | 01=2b0L28                                 |          | A<br>V   | A<br>V   |        |
|     | UZ=Games                                  |          | A<br>V   | Λ<br>V   |        |
|     | U3=Urafts                                 |          | A<br>V   | A<br>V   |        |
|     | U4=Art                                    |          | Х        | л        |        |
|     |   |          |          |          |        |

\* Values reordered

A.13



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A B C D Х Х 05=Music 08=Dance/theatre Х Х X Х 07=Doing things at home Х Х 08=Camping/hiking **O9=Business/jobs** Х Х Х Х 10=Other recreational activity Х 11=Science Х Х 12=Reading Х Х 13=Writing Х 14=Foreign language Х Х 15=Social relationships X Х Х 16=Civics/government X 17=History Х Х X 18=Geography Х Х Х 19=Animals/nature study 20=Math Х Х Х 21=Religion Х 22=Career exploration Х Х Х 23=Family development Х 24=Sex education Х Х 25=Health/hygiene/safety Х Х 26=Computers Х Х 27=Other intellectual activity Х Х Х 28=Nursery rhymes Х 29=Child care 30=Driving a car Х 31=First aid/lifesaving Х 32=Poetry Х When you decided to help \_ learn about \_, would you tell me whether each of the 37. Х following reasons was "very important," "somewhat important," or "not important." You read that it was time for \_ to learn it. Х 1=Very important 2=Somewhat important 3=Not important You heard on TV/radio that it was time for \_\_\_\_ Х to learn it. 1=Very important 2=Somewhat important 3=Not important Х Other family members/relatives suggested to you that \_ learn it. 1=Very important 2=Somewhat important 3=Not important A. 14



<u>A B C D</u> Friends suggested to you that \_ learn it. X 1=Very important 2=Somewhat important 3=Not important X \_ asked you to help \_ learn it. 1=Very important 2=Somewhat important 3=Not important X A recent experience \_ had suggested to you that there was a need. 1=Very important 2=Somewhat important 3=Not important Day care/pre-school staff recommended that Х you help \_ learn it. 1=Very important 2=Somewhat important 3=Not important You noticed that other children \_'s age had X learned or begun learning it. 1=Very important 2=Somewhat important 3=Not important (B)(C) How do you think \_ first became aware X Х Х 38. of and interested in \_? Do you think it was: (D) How did you first become aware of and interested in \_? Do you think it was: 1=through family involvement or observation X X Х of family members. X X X 2=through friends' involvement, X X X 3=by reading about it in a book, magazine, or newspaper, Х X Х 4=through other media (radio, TV, or movies), Х X X 5=by watching a live performance/demonstration, X Х X 6=through school or course work/activities, Х 7=through job or business-related activities, X X X 8=the result of a family purchase, or, X X X 9=some other "personal" experience?

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| <b>p</b> 1.       | assa indiaata whathan way thisk such st   |   |   |  |
|-------------------|---|---|---|--|
| r10<br>th:<br>"80 | <pre>sase indicate whether you think each of s following factors was "very important," Dmewhat important," or "not important" in s [(D) (your)] decision to try to learn _:</pre> | x | X |  |
| a.                | Family influence/support  | X | x |  |
|                   | 1=Very important<br>2=Somewhat important<br>3=Not important   |   |   |  |
| b.                | Friends influence/involvement   | x | x |  |
|                   | 1=Very important<br>2=Somewhat important<br>3=Not important   |   |   |  |
| c.                | Role model in the media (sports hero,<br>famous entertainer)  | x | x |  |
|                   | 1=Very important  |   |   |  |
|                   | 2≖Somewhat important<br>3=Not important   |   |   |  |
| d.                | Employer/supervisor influence   |   |   |  |
|                   | 1=Very important  |   |   |  |
|                   | 2=Somewhat important<br>3≖Not important   |   |   |  |
| е.                | Wanting to be able to teach someone else  | x | x |  |
|                   | 1=Very important  |   |   |  |
|                   | 2=Somewhat important  |   |   |  |
|                   | 3=Not important   |   |   |  |
| f.                | Teacher/instructor's influence  | X | Х |  |
|                   | 1=Very important  |   |   |  |
|                   | Z=Somewnat important<br>3=Not important   |   |   |  |
|                   |   |   |   |  |
| g.                | Cope with a personal or family crisis or problem  | X | х |  |
|                   | 1=Very important<br>2=Somewhat important  |   |   |  |
|                   | 3=Not important   |   |   |  |

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|     |                                     |  | <u> </u> | <u> </u> | <u> </u> | <u>D</u> |
|-----|-------------------------------------|--|----------|----------|----------|----------|
|     | <b>h.</b>                           | Desire for self-accomplishment   |          | x        | x        | X        |
|     |                                     | 1=Very important<br>2=Somewhat important<br>3=Not important  |          |          |          |          |
|     | i.                                  | Just interested in it  |          | X        | X        | х        |
|     |                                     | 1=Very important<br>2=Somewhat important<br>3=Not important  |          |          |          |          |
| 40. | So f<br>you)<br>say.                | <pre>ar, how much time altogether [(D) (have ] hasspent learning _? Would you</pre>  | Х        | X        | X        | X        |
|     | 1=1e<br>2=mo<br>3=mo<br>4=mo        | ess than 1 day?<br>Fore than 1 day but less than 1 week?<br>Fore than 1 week but less than a month?<br>Fore than a month?  |          |          |          |          |
| 41. | (A)<br>[(D)<br>way?<br>reso<br>clas | Did anyone else in your household help<br>(you)] _ with this learning in any<br>? [(B)(C)(D) (including suggesting<br>burces (books/magazines, TV programs,<br>sses/courses, instructors) you could use)]? | X        | Х        | X        | Х        |
|     | 1 =Y<br>2=N                         | esi<br>D   |          |          |          |          |
| 42. | Who<br>who                          | were the persons in your household<br>assisted?  | x        | X        | X        | X        |
|     | a.                                  | Spouse?  |          |          |          | X        |
|     |                                     | 1=Yes<br>2=No  |          |          |          |          |
|     | b.                                  | Son/daughter?  |          |          |          | х        |
|     |                                     | 1=Yes<br>2=No  |          |          |          |          |
|     | c.                                  | Parent/guardian?   | Х        | Х        | X        |          |
|     |                                     | 1=Yes<br>2=No  |          |          |          |          |
|     | d .                                 | Brother/sister?  | x        | x        | x        |          |
|     |                                     | 1=Yes<br>2=No  |          |          | .:       |          |



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<u>A B C D</u> e. Other relatives? X X X X 1=Yes 2=No f. Other? X X X X 1=Yes 2=No 43. How did you help \_\_ in the learning activity? X X X Х Did you . . (D) How did these people help you in the learning activity? Did they . . . a. recommend people who could help or Х Х Х sources of information? 1=Yea 2=No b. give instruction/work together? x x x Х 1=Yes 2=No c. encourage/give moral support? X X X X . 1=Yes 2=Nod. pay for classes, books, or other materials? X X Х Х 1=Yes 2=Noe. provide transportation? X X X Х 1=Yes 2=Nof. provide other assistance? X X Х Х 1=Yes 2=No44. Did anyone outside your household X X X Х help with this learning, such as by coaching, giving guidance, or helping to locate resources? 1=Yes 2=No (skip to Q.46)

A.18



| 45. | Was            | it a:  |   |   |   |   |
|-----|----------------|--|---|---|---|---|
|     | <b>a</b> .     | <pre>(B)(C)(D) teacher/instructor/counselor? [(A) (day care or preschool staff?)]</pre>                      | x | x | X | х |
|     |                | 1=Yes<br>2=No  |   |   |   |   |
|     | b.             | <pre>(A) neighbor/babysitter? [(B)(C)(D) (family friend?)]</pre>   | х | Х | х | X |
|     |                | 1=Yes<br>2=No  |   |   |   |   |
|     | C.             | group leader (church or scout leader, coach?)?   | X | X | X | Х |
|     |                | 1=Yes<br>2=No  |   |   |   |   |
|     | d.             | grandparent(s)?  | Х | х | х |   |
|     |                | 1=Yes<br>2=No  |   |   |   |   |
|     | е.             | son or daughter?   |   |   |   | X |
|     |                | 1=Yes <sup>*</sup><br>2=No   |   |   |   |   |
|     | f.             | other relative(s)?   | х | х | х | X |
|     |                | 1=Yes<br>2=No  |   |   |   |   |
|     | g.             | colleagues/business associates?  |   |   |   | X |
|     |                | 1=Yes<br>2≖No  |   |   |   |   |
|     | h.             | <pre>(A) (B) _'s friends? [(C) (Peers)?]</pre>   | х | х | х |   |
|     |                | 1=Yes<br>2=No  |   |   |   |   |
| 46. | Di<br>of<br>al | d anyone else in your household or any<br>_'s [(D) (your)] friends, try to learn<br>ong with _? [(D) (you)?] | x | х | х | х |
|     | 1=<br>2=       | Yes<br>No  |   |   |   |   |

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<u>A B C D</u> 47. (A) When you decided to help \_\_learn \_ how Х Х Х Х did you begin? (B)(C) When \_\_decided to learn did \_\_first . . . (D) When you decided to learn \_\_did you first . . . a. ask for help from another person? Х Х X X 1=Yes 2=No b. seek information from something other Х Х Х Х than people (such as books/magazines, course offerings, etc.)? 1=Yes 2=No c. just start out to see what you could Х do without further help or information? 1=Yes 2=No48. Did [(A) (\_'s)] learning this activity also involve \_\_\_\_participation in: a. a [(D) (study group)] club, team, or X Х Х Х organized group of some kind? 1=Yes 2≖No b. an organized group or team with a Х designated leader (coach)? 1=Yes 2 = Noc. formal classes or courses with a teacher X X X Х and other learners? 1=Yes 2 = Nod. individual lessons with a teacher or X Х X Х instructor only? 1=Yes 2=No

A.20



A B C D Х Х Х 49. (A) How satisfied are you that \_\_ is learning Х or has learned as much as you wanted \_ to learn? Would you say . . . (B)(C) How satisfied would you say \_ is that \_\_\_\_is learning or has learned as much as \_\_\_\_ wanted to learn? Would you say . . . (D) How satisfied are you that you are learning or have learned as much as you wanted to learn? Would you say . . . 1=very satisfied, 2=somewhat satisfied, 3=somewhat dissatisfied. or 4=very dissatisfied? 50. We would also like to know whether \_\_ [(D) X X Х Х (you)] might do anything differently in [(A) (helping \_ in)] the future. For each of the following statements, would you tell me whether you agree or disagree? If [(A) (we)] [(D) (I)] had it to do over again, [(A) (I)] \_ would probably: . . . a. try to get more expert instruction for \_. Х Х Х Х 1=Yes 2 = Nob. [(A) (make \_)] practice more (more doing Х Х Х Х rather than watching or listening). 1=Yes 2 = Noc. get more information before starting. Х Х Х Х [(A) (to teach \_.)] 1=Yes 2=No X. X X Х d. try to get better feedback [(D) (about my)] to \_\_about \_'s progress along the way. 1=Yes 2=No

A. 21



|     |                      |  | <u> </u> | <u> </u> | <u> </u> | <u>D</u> |
|-----|----------------------|--|----------|----------|----------|----------|
|     | <b>e</b> .           | try not to learn [(A) (teach _)] so much so fast.  | x        | x        | x        | x        |
|     |                      | 1=Yes<br>2=Nc  |          |          |          |          |
| 51. | What<br>were<br>act: | t household resources other than people<br>e used to help _ [(D) (you)] learn this<br>ivity? Did _ [(D) (you)] use | X        | x        | x        | x        |
|     | <b>a</b> .           | [(A) (children's)] books/magazines? [(B)<br>(心)(D) (or newspaper articles?)]                                       | x        | x        | x        | x        |
|     |                      | 1=Yes<br>2=No  |          |          |          |          |
|     | ъ.                   | Television programs?   | x        | x        | x        | х        |
|     |                      | 1=Yes<br>2=No  |          |          |          |          |
|     | c.                   | Videocassettes?  | x        | x        | x        | х        |
|     |                      | 1=Yes<br>2=No  |          |          |          |          |
|     | d.                   | Records?   | x        | x        | x        | х        |
|     |                      | 1=Yes  |          |          |          |          |
|     |                      | 2=No   |          |          |          |          |
|     | <b>e</b> .           | Radio programs?  | X        | x        | x        | X        |
|     |                      | 1=Yes  |          |          |          |          |
|     |                      | 2=No   |          |          |          |          |
|     | f.                   | Audiocassett <b>es</b> ?   | х        | X        | X        | X        |
|     |                      | 1=Yes  |          |          |          |          |
|     |                      | 2=No   |          |          |          |          |
|     | g.                   | Picture puzzles?   | X        |          |          |          |
|     |                      | 1≠Yes  |          |          |          |          |
|     |                      | 2=No   |          |          |          |          |
|     | h.                   | Toys?  | x        |          |          |          |
|     |                      | 1=Yes  |          |          |          |          |
|     |                      | 2=No   |          |          |          |          |

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|     |  |  | <u>A</u> | <u> </u> | <u> </u> | <u> </u> |
|-----|--|--|----------|----------|----------|----------|
|     | i.   | Computer games or programs?  | x        | X        | x        | X        |
|     |  | 1=Yes<br>2=No  |          |          |          |          |
| 52. | Did<br>in h                                  | you or anyone in your household read to<br>melping _ learn _?  | х        |          |          |          |
|     | 1=Ye<br>2=No                                 | <b>18</b><br>)   |          |          |          |          |
| 53. | (A)(<br>with<br>comp<br>help                 | (B) Did you visit a library or bookmobile<br>or borrow books, records, tapes, or<br>outer games or programs from a library to<br>to learn _?   | Х        | x        | x        | x        |
|     | (C)(<br>book<br>or c<br>to f                 | D) Did _ [(D) (you)] visit a library or<br>mobile, or borrow books, records, tapes,<br>computer games or programs from a library<br>help _ [(D) (you)] learn _?  |          |          |          |          |
|     | 1=Ye<br>2=No                                 | <b>18</b><br>)   |          |          |          |          |
| 54. | Woul<br>foll<br>help<br>woul<br>beer<br>"not | Id you tell me how helpful each of the<br>lowing resources was or could have been in<br>bing _ to learn this activity? For each,<br>Id you tell me whether it was or could have<br>a "very helpful," "somewhat helpful," or<br>t helpful." | X        | x        | Х        | х        |
|     | a.   | [(A) (Children's)] books/magazines? [(B)<br>(C)(D) (or newspaper articles?)]   | X        | х        | X        | x        |
|     |  | 1≖Very helpful<br>2=Somewhat helpful<br>3≖Not helpful  |          |          |          |          |
|     | b.   | Television programs on a regular channel   | x        | х        | x        | x        |
|     |  | 1=Very helpful<br>2=Somewhat helpful<br>3=Not helpful  |          |          |          |          |
|     | c.   | Television programs on a cable channel   | х        | X        | х        | x        |
|     |  | 1=Very helpful<br>2=Somewhat helpful<br>3=Not helpful  |          |          |          |          |

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|     |                                 |   | <u> </u> | <u> </u> | <u> </u> | _ <u>D_</u> |
|-----|---------------------------------|---|----------|----------|----------|-------------|
|     | d.                              | Videocassettes  | х        | X        | x        | x           |
|     |                                 | 1=Very helpful<br>2=Somewhat helpful<br>3=Not helpful   | ·        |          |          |             |
|     | е.                              | Records   | X        | X        | x        | Х           |
|     |                                 | 1=Very helpful<br>2=Somewhat helpful<br>3=Not helpful   |          |          |          |             |
|     | f.                              | Radio programs  | X        | х        | Х        | X           |
|     |                                 | 1=Very helpful<br>2=Somewhat helpful<br>3=Not helpful   |          |          |          |             |
|     | g.                              | Audiocassettes  | X        | X        | х        | X           |
|     |                                 | 1=Very helpful<br>2=Somewhat helpful<br>3=Not helpful   |          |          |          |             |
|     | h.                              | Picture puzzles   | X        |          |          |             |
|     |                                 | 1=Very helpful<br>2=Somewhat helpful<br>3=Not helpful   |          |          |          |             |
|     | i.                              | Toys  | Х        |          |          |             |
|     |                                 | 1=Very helpful<br>2=Somewhat helpful<br>3=Not helpful   |          |          |          |             |
|     | j.                              | Computer games or programs  | X        | x        | X        | X           |
|     |                                 | 1=Very helpful<br>2=Somewhat helpful<br>3=Not helpful   |          |          |          |             |
| 55. | Are<br>mai<br>use<br>hel<br>awa | e you aware of any specific instructional<br>terials or programs which could have been<br>ed [(B)(C)(D) (with these resources)] to<br>lp _ [(D) (you)] learn _? That is, are you<br>are of any good | x        | X        | x        | X           |
|     | a.                              | books/magazines that could have helped  | х        | X        | х        | X           |
|     |                                 | 1=Yes<br>2=No   |          |          |          |             |

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|     |                          |  | <u> </u> | <u>_B</u> | <u> </u> | _ <u>D</u> |
|-----|--------------------------|--|----------|-----------|----------|------------|
|     | b.                       | TV programs that could have helped   | x        | x         | x        | x          |
|     |                          | 1=Yes<br>2=No  |          |           |          |            |
|     | c.                       | VCR tapes that could have helped   | x        | X         | X        | х          |
|     |                          | 1=Yes<br>2=No  |          |           |          | •          |
|     | d.                       | records that could have helped   | X        | X         | X        | x          |
|     |                          | 1=Yes<br>2=No  |          |           |          |            |
|     | е.                       | radic programs that could have helped  | x        | X         | x        | x          |
|     |                          | 1=Yes<br>2=No  |          |           |          |            |
|     | f.                       | audiocassettes/tapes that could have helped  | x        | x         | x        | х          |
|     |                          | 1=Yes<br>2=No  |          |           |          |            |
|     | g.                       | picture puzzles that could have helped   | x        |           |          |            |
|     |                          | 1=Yes<br>2=No  |          |           |          |            |
|     | h.                       | toys that could have helped  | x        |           |          |            |
|     |                          | 1=Yes<br>2=No  |          |           |          |            |
|     | i.                       | computer programs that could have helped   | x        | x         | x        | x          |
|     |                          | 1=Yes<br>2=No  |          |           |          |            |
| 56. | Now<br>sta<br>For<br>dis | I would like to read you a list of<br>tements about different styles of learning.<br>each one, please tell me if you agree or<br>agree with the statement. | x        | x         | x        | X          |
|     | a.                       | (A) I would rather have _ learn on _'s .<br>own than as part of a group with others.   | х        | x         | x        | x          |

A-25

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(B)(C)(D) = [(D) (I)] would rather learn on \_'s [(D) (my)] own than as part of a group with others. 1=Agree 2=Disagree b. \_[(D) (I)] learn(s) better in a classroom X X Х structure than by studying on \_ [(D) (my)] own. 1=Agree 2=Disagree c. If [(D) (I)] really want(s) to learn Х X Х something \_ [(D) (I)] has (have) to enroll in a course. 1=Agree 2=Disagree d. (A) I prefer to have \_ get information Х Х X Х from people instead of books.  $(B)(C)(D) \_ [(D) (I)]$  prefer(s) to get information from people instead of books. 1=Agree 2=Disagree (A) I prefer to set \_'s pace of learning Х е. Х Х Х than having the pace set for \_. (B)(C) \_ prefers setting pace of learning to having the pace set for \_. (D) I prefer setting my own pace of learning to having the pace set for me. 1=Agree 2=Disagree 57. We were talking earlier about two major kinds Х Х Х Х of learning, the practical and the intellectual. We would like to know how useful you consider each of several ways of providing information to \_ for both of these kinds of learning. I will read off each way of providing information and then ask you first about recreational/practical learning, and then about intellectual learning.

A 26



Please tell me whether you think the way of providing information that I mentioned is "very useful," "somewhat useful," or "not useful at all." Talking with someone knowledgeable about X X X X **a**. it. [(A) (Having \_ talk with you about it.)] Recreational/practical **Intellectual** 1=Very useful 4=Verv useful 2=Somewhat useful 5=Somewhat useful 3=Not useful 6=Not useful b. Listening [(A) (Having \_\_listen)] to X X X X someone talk about it (lectures). <u>Recreational/practical</u> <u>Intellectual</u> 1=Very useful 4=Very useful 2=Somewhat useful 5=Somewhat useful 3=Not useful 6=Not useful c. Looking [(A) (Having \_ look)] at pictures X X X X (still photographs, slides, illustrations). Recreational/practical Intellectual 1=Verv useful 4=Very useful 2≖Somewhat useful 5=Somewhat useful 3≠Not useful 6=Not useful d. Reading [(A) (Having \_ read)] words about X X X X it. <u>Recreational/practical</u> Intellectual 1=Very useful 4=Very useful 2=Somewhat useful 5=Somewhat useful 3=Not useful 6=Not useful e. Watching [(A) (Having \_ watch)] motion X X X X pictures, TV, or animated cartoons. Recreational/practical <u>Intellectual</u> 4=Very useful 1=Very useful 2=Somewhat useful 5=Somewhat useful 3=Not useful 6=Not useful

A. 27



|     |                          |  |  | <u>A</u>  | <u> </u> | <u> </u> | _ <u>D</u> |
|-----|--------------------------|--|--|-----------|----------|----------|------------|
|     | f.                       | Watching [(A) (Having _ Watching _ Watching ]  | tch)] a live   | x         | x        | x        | x          |
|     |                          | Recreational/practical   | <u>Intellectual</u>  |           |          |          |            |
|     |                          | 1=Very useful<br>2=Somewhat useful<br>3=Not useful   | 4=Very useful<br>5=Somewhat usefu<br>6=Not useful                  | 11        |          |          |            |
|     | g.                       | (B)(C)(D) Trial and error<br>[(A) (havingpractice a<br>mistakes)].   | actual practice.<br>nd learn by                                    | х         | x        | х        | x          |
|     |                          | Recreational/practical   | <u>Intellectual</u>  |           |          |          |            |
|     |                          | 1=Very useful<br>2=Somewhat useful<br>3=Not useful   | 4=Very u <b>sef</b> ul<br>5=So <b>mew</b> hat usef<br>6=Not useful | <b>11</b> |          |          |            |
| 58. | Whe<br>Som<br>(st<br>Som | en _ [(D) (you are)] is tryi<br>mething, how important is it<br>atement). Would you say ve<br>mewhat important, or not imp | ng to learn<br>for _ [(D) (you)<br>ry important,<br>ortant at all? | ]         |          |          |            |
|     | a.                       | to have a friend or anothe<br>is involved in the same le   | er person who<br>earning activity.                                 | x         | x        | x        | x          |
|     |                          | 1=Very important<br>2=Somewhat important<br>3=Not important at all   |  |           |          |          |            |
|     | b.                       | to get feedback; that is,<br>knowing how well _ is doir  | some way of<br>lg.   | x         | X        | x        | x          |
|     |                          | 1=Very important<br>2=Somewhat important<br>3=Not important at all   |  |           |          |          |            |
|     | c.                       | to get encouragement from  | someone.   | х         | х        | Х        | х          |
|     |                          | 1=Very important<br>2=Somewhat important<br>3=Not important at all   |  |           |          |          |            |
| 59. | Ι                        | have just a few more questi  | ons.   |           |          |          |            |
|     | Ap<br>Th                 | proximately how many weekda<br>typically spend some time a<br>e following places?  | ys does<br>t any of  | x         |          |          |            |
|     | a.                       | Day care center/program?   |  | х         |          |          |            |
|     |                          | [Enter number of days]   | A.28   |           |          |          |            |

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<u>A</u><u>B</u><u>C</u><u>D</u> b. Nursery school? Х [Enter number of days] c. Kindergarten? Х [Enter number of days] d. Some other household? X [Enter number of devol 60. Is the day care program conducted or X sponsored by a: 1=public school, 2=other public or government agency, 3=private--church-related organization, or 4=private--non-church-related organization? 61. Is the nursery school conducted or sponsored X by a: 1=public school 2=other public or government agency 3mprivate--church-related organization, or 4=private--non-church-related organization? 62. Is the kindergarten conducted or sponsored Х by a: 1=public school 2=other public or government agency 3=private--church-related organization. or 4=private--non-church-related organization 63. I have just a few more questions. Does \_ Х X attend a public or private school? 1=Public 2=Private 3=Does not attend 64. Is there an adult at home when \_ gets home Х X from school?

1=Yes

2=No

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| <b>85</b> . | Bef<br>att           | <pre>core starting elementary school did ever<br/>cend:</pre>  |   |   |   |   |
|-------------|----------------------|--|---|---|---|---|
|             | a.                   | Day Care Program?  |   | x | x |   |
|             |                      | 1=Yes<br>2=No  |   |   |   |   |
|             | b.                   | Nursery School?  |   | x | x |   |
|             |                      | 1=Yes<br>2=No  |   |   |   |   |
|             | c.                   | Kindergarten?  |   | x | x |   |
|             |                      | 1=Yes<br>2=No  |   |   |   |   |
| 66.         | In<br>spe<br>w<br>or | a typical week, how many hours do you<br>end playing games with _, [(B)(C) (helping<br>withschool work)] reading to _ ,<br>in similar activities with _? | X | x | x |   |
|             | [En                  | ter number of hoursRange: 00-80]   |   |   |   |   |
| 67.         | Doe                  | es _ have:   |   |   |   |   |
|             | a.                   | own room in your house   | x | x | x |   |
|             |                      | 1=Yes<br>2=No  |   |   |   |   |
|             | b.                   | a regular bedtime  | х | x | х |   |
|             |                      | 1=Yes<br>2=No  |   |   |   |   |
|             | c.                   | a regular time to do homework  |   | X | х |   |
|             |                      | 1=Yes<br>2=No  |   |   |   |   |
| 68.         | Whi<br>you<br>fro    | ich of the following statements describe<br>ar involvement in the children's homework<br>om school?  |   | x | x | х |
|             | a.                   | I review the work and check accuracy   |   | x | x | x |
|             | b.                   | I help the children do the work  |   | х | х | х |



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|     |   | <u> </u> | <u> </u> | <u> </u> | <u>D</u> |
|-----|---|----------|----------|----------|----------|
| 69. | Would you classify yourself as:   | x        | х        | x        | x        |
|     | 1=white<br>2=black  |          |          |          |          |
|     | 3=hispanic  |          |          |          |          |
|     | 4=asian american  |          |          |          |          |
|     | 5=american indian, or<br>6=other?   |          |          |          |          |
| 70. | Does _ live with one parent or guardian or with two parents or guardians? | x        | X        | x        |          |
|     | 1=One   |          |          |          |          |
|     | 2=Two   |          |          |          |          |
| 71. | Which of the following describes your                                     | X        | х        | х        |          |
|     | relationship to _? Are you the:   |          |          |          |          |
|     | 1=natural parent  |          |          |          |          |
|     | 2=adoptive parent   |          |          |          |          |
|     | J=IUSLEr parent<br>Azetennarent   |          |          |          |          |
|     | 5=other relative, or  |          |          |          |          |
|     | 6=not related?  |          |          |          |          |
| 72. | About how often do you watch the news on television? Would you say        |          |          |          | х        |
|     | 1=Every day   |          |          |          |          |
|     | 2=A few times a week  |          |          |          |          |
|     | 3=Once a week   |          |          |          |          |
|     | 4=Less than once a week<br>5=Never  |          |          |          |          |
| 73. | About how often do you read the newspaper?                                |          |          |          | x        |
|     | Would you say   |          |          |          |          |
|     | 1=Every day   |          |          |          |          |
|     | 2=A few times a week  |          |          |          |          |
|     | 3=Once a week   |          |          |          |          |
|     | 4=Less than once a week<br>5=Never  |          |          |          |          |
| 74. | In the past year, have you or your spouse ever                            |          |          |          | x        |
|     | a. Written to an elected official or your newspaper                       |          |          |          |          |
|     | b. Attended a public meeting on town or school affairs                    |          |          |          | x        |

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|     |  | <u>A</u>                     | <u>_B_</u>       | _ <u>C</u> _ | <u>D</u> |
|-----|--|------------------------------|------------------|--------------|----------|
|     | c. Served as an officer or on a committee for<br>some civic, church, or political organization   | on                           |                  |              | х        |
|     | d. Signed a petition   |                              |                  |              | x        |
|     | e. Made a public speech  |                              |                  |              | X        |
| 75. | Are you currently employed, either full time or part time, outside the home?   | x                            | X                | x            | X        |
|     | 1=Yes, full time.<br>2=Yes, part time.<br>3=No (skip to Q.77).   |                              |                  |              |          |
| 76. | What is your occupation?   | X                            | X                | X            | x        |
|     | [Enter verbatim response. Limit of 40 characte   | <b>rs</b> .]                 |                  |              |          |
| 77. | Is your spouse currently employed, either full<br>time or part time, outside the home?   | x                            | X                | X            | х        |
|     | 1=Yes, full time.<br>2=Yes, part time.<br>3=No<br>4=Not applicable (no spouse) [Skip to Q.79]  |                              |                  |              |          |
| 78. | What is your spouse's occupation?  | x                            | X                | X            | x        |
|     | [Enter verbatim response. Limit of 40 characte   | ers.]                        |                  |              |          |
| 79. | Are you currently enrolled in school,<br>college, or other formal classes for<br>credit, either full time or part time?  |                              |                  |              | х        |
|     | 1=Yes, full time<br>2=Yes, part time<br>3=No   |                              | ·                |              |          |
| 80. | What type of certificate, diploma, or<br>degree are these classes or courses<br>leading toward?  |                              |                  |              | X        |
|     | 1=8th grade certificate<br>2=High school diploma or equivalency certificat<br>3=Certificate or post-high school diploma in a<br>4=2-year degree from a college or technical int<br>5=4-year degree from a college or university<br>6=Graduate or professional degree<br>7=Other<br>8=Not leading to any certificate, diploma, or 6 | te<br>voca<br>stitu<br>degre | tiona<br>te<br>e | l pro        | gram     |
|     |  |                              |                  |              |          |

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|     |   | <u> </u> | <u> </u> | <u> </u> | <u>D</u> |
|-----|---|----------|----------|----------|----------|
| 81. | What is the last grade of regular school that<br>you [(D) (and your spouse)] have completed,<br>not counting specialized schools like<br>secretarial, art or trade schools. First,<br>your education? | x        | x        | X        | x        |
|     | 0=No school   |          |          |          |          |
|     | 1=Grade school (1-8)  |          |          |          |          |
|     | 2=Some high school (9-11)   |          |          |          |          |
|     | 3=High school graduate (12)   |          |          |          |          |
|     | 4=Some college (13-15)  |          |          |          |          |
|     | 5=College graduate (16)   |          |          |          |          |
|     | 6=Post graduate (17+)   |          |          |          |          |
|     | [(D) (7= No spouse N/A)]  |          |          |          |          |
| 82. | And now, the other parent/guardian's [(D)   | х        | х        | х        | х        |
|     | (your spouse's)] education?   |          |          |          |          |
| 83. | Finally, including everyone in your family  | x        | x        | x        | х        |
|     | who works, which category best describes  |          |          |          |          |
|     | your family's total income before taxes   |          |          |          |          |
|     | last year? Was it:  |          |          |          |          |
|     | 1=Less than \$10,000,   |          |          |          |          |
|     | 2=Between \$10,000 and \$20,000,  |          |          |          |          |
|     | 3=Between \$20,000 and \$40,000, or   |          |          |          |          |

4=More than \$40,000?

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## Appendix B

# Summary of HITS Study Design and Survey Methodology





#### Appendix B

### Summary of HITS Study Design

#### and Survey Methodology

#### Roles of CPB and RT1 in the HITS Survey

RTI was survey subcontractor. At the Corporation for Public Broadcasting (CPB), considerable guidance and assistance in the data acquisition and processing activities were provided by Dr. John A. Riccobono, the CPB Principal Investigator, who was on site at RTI during most of the operational period. Direct assistance with aspects of data acquisition and processing were also provided by the central CPB study staff, Mr. Richard Grefe', Mr. Edward Coltman, and Ms. Joan Katz. CPB staff also reviewed previous drafts of this document and provided helpful suggestions and insights for improving the report.

At RTI statistical assistance in sampling, weighting, and tabulations was provided by Dr. Roy Whitmore and Dr. Robert Mason. Ms. Jan Whelan provided major contributions in all areas of computer support, including programming of the CATI instrument, development and execution of the computer-based control system, and preparation of the final data base. Ms. Judy Lynch, with assistance from Mr. Dale DeWitt, developed interviewer training material and conducted all interviewer training. The interviewers were hired and monitored by RTI.

HITS Study Design and Survey Methodology

#### A. <u>The Sample</u>

The HITS-85 sample included four specific age groups: 2 to 5 year olds; 6 to 11 year olds; 12 to 17 year olds; and adults (18 years old and over). The target population was defined to be individuals who were:

- (1) at least two years of age as of the interview date;
- (2) residing in the coterminous United States in a household or in a

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noninstitutional dwelling unit (e.g., apartment, dormitory, or boarding house room) containing no more than nine unrelated individuals and served by a private telephone; and

(3) residing in a household or noninstitutional dwelling unit with at least one English-speaking adult family member also in residence.

It should be clearly recognized, however, that condition (2) restricts the population of interest to individuals in residences served by a telephone (although allowances were made to generalize results to cases for which multiple residences were served by a single telephone). Less than one-eighth of one percent of contacted telephone numbers were excluded because no English-speaking adult lived in the household.

Generally, the sample design called for a two-stage sample of individuals (selection of households and subsequent selection of individuals within households). Household sampling relied on a cost-effective random digit dialing (RDD) procedure, which in itself is a multi-stage sampling approach to producing an approximately equal probability sample of households. Given selection of households, individuals were selected from the households at rates established to meet study response targets within the four age groups of interest. Target sample sizes for each age group were: 2,203 2-5 year olds; 1,102 6-11 year olds; 552 12-17 year olds; and 1,650 adults. The individual sampling procedure allowed for selection of no more than one individual per age group existing in each household. Thus, the per-household yield for sample members was expected to range from none to four, depending on the age-group composition of the household.

To avoid erosion of precision due to unequal weighting, the sample was generally designed to produce an approximately self-weighting sample of individuals within each age group. For the three older age groups, a household was to be selected to provide a member of some age group with probability approximately proportional to



the size of that age-group membership within the household; and then, if the household were selected to represent that age group, a single member of the age group was to be chosen at random. Because of the disproportionately large number of 2-to-5-year-old sample members required by the study (i.e., this age group is the rarest in the population but required the largest sample), the self-weighting nature of the sample design was somewhat constrained regarding this youngest age group. Cost-efficient design called for selection of a household to represent this age group, whenever the age group was present in the household, and the subsequent random selection of a specific individual within the age group.

Since the household sampling approach called for sampling of households with replacement, repeated sampling of the same household was expected at the second stage. However, despite the legitimacy of with-replacement replication, specified minimal numbers of unique respondents were developed and obtained.

A short screening interview was administered to all identified households that -would participate, and a roster of household members was constructed for those families who responded. Any adult (at least 18 years old) household member was allowed to provide the roster information. Name, age, and sex of each individual who currently resided permanently within the household (excluding visitors and household members away at school or in military service, institutionalized, or otherwise not available) were entered on this household roster. Subsequently, an equal probability subsample of the members of each sample design age group (2-5, 6-11, 12-17, and 18+) was then selected from the members of the age group in households successfully screened.

In order to reduce the unequal weighting effect due to random selection of a sample subject within the three older age groups, the j-th household was selected to provide a member for the i-th age group sample with probability P(i,j), given by

 $P(i,j) = \min(1, S(i,j)R(i)),$  (1)

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where S(i,j) is the number of members of the i-th age group in the j-th household, and R(i) is the age-group-specific selection rate which is constant over households. The selection rate R(i) is defined as

$$R(i) = n / S(i,+),$$

where n is the desired sample size (including potential refusals) and S(i,+) is the i expected number of members of the i-th age group that will be found in households

successfully screened. The value of S(i,+) was based on 1980 Census data.

Since the rarest age group in the population was the youngest (i.e., 2 to 5 year olds, which occurs in the population in about 12 percent of households), and since this age group also required the largest number of sample members, the overall sample was designed to produce no more than the number of households necessary to satisfy the sample requirements in this age group. This number of households would then necessarily satisfy requirements for the less rare age groups from which fewer sample

members were needed. Consequently, the value of S(i,+) for the 2-to-5-year-old age group exceeded n by only a relatively small amount (since more than one person in i this age group could be expected in some households), and the value of R(i) for the 2-to-5-year-old age group was set to unity.

Within the CATI environment, the selection probabilities given by (1) for each age group were evaluated independently for each sample household as soon as the household roster had been completed. A household was then selected to provide a member for the i-th age group sample with the probability P(i,j), comparing the computed value of (1) with a computer-generated random variate. (It was obviously possible for a household to be selected to provide a member for more than one age group sample if more than one age group was present in the household.) When a household was selected to

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provide a member for the i-th age group sample, one member of the age group was selected at random from members of that age group in the household, that is, with probability 1/S(i,j). No more than one sample member per age group was selected from a household, and an individual household rarely contained more than two sample members.

A disadvantage of this procedure is that the number of households selected to provide a member for the i-th age group sample is a random variable. Nonetheless, the sample yield was carefully monitored and the selection rate given by (1) was adjusted during the survey to fine tune the obtained sample size for each age group. (See Methodology Report.) These associated variations in the age group selection rates were reflected by corresponding variations in the sample weights (Methodology Report); otherwise, selection probabilities were roughly equal for all sample members within the three older age groups.

The design did experience a small degree of differential weighting within the three older age groups in those cases where the value of S(i,j)R(i) given in (1) exceeded unity; however, this deviation from a strictly self-weighting sample was quite minor compared to departures introduced through weight adjustments for multiple households per telephone and multiple telephones per household (Methodology Report). The specific values of R(i) that were used to determine P(i,j) for the three older age groups were:

| 6 to 11 year olds  | .2312 |
|--------------------|-------|
| 12 to 17 year olds | .1182 |
| Adults             | .0446 |

It should be noted that the effects of unequal weighting in the older age groups would occur only rarely using these parameters. In the 6-to-11-year-old group the number of household members in this age group (S(i,j)) would have to exceed 4; in the two successively older age groups, S(i,j) would have to exceed 8 and 22, respectively.

Since the design provided the minimum number of households required so that one selection per age-eligible household was expected to yield the desired number of

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2-to-5-year-old sample subjects, the unequal weighting design effect was greater for the 2-to-5 age group. When one or more members of that age group were present, the household was selected to provide a 2 to 5 year old with certainty; and then one of the household members in that age group was selected randomly. Thus, the probability of selecting a specific 2 to 5 year old in the population was inversely proportional to the number of members in that age group within the household containing the specific individual. (These probabilities were typically 1/2 or 1, but in some cases 1/3, resulting in a 3-to-1 weight differential in the latter case--see the Methodology Report.)

Specifications for unique respondents within each age group were:

| 1,800 | 2 to 5 year olds;       |
|-------|-------------------------|
| 900   | 6 to 11 year olds;      |
| 450   | 12 to 17 year olds; and |
| 1,350 | adults.                 |

Accounting for both replication and anticipated within-age-group response rates, the required sample sizes for each age group were estimated to be:

| 2,382 | 2 to 5 year olds;       |
|-------|-------------------------|
| 1,198 | 6 to ll year olds;      |
| 627   | 12 to 17 year olds; and |
| 2,196 | adults.                 |

The final sample design (see below) reflected this requirement.

The exact sample design underwent several revisions during the course of the study. Specifically, changes in overall sample size and proportional allocation of sample members among the four age groups were introduced by CPB and CS after initial plans had been implemented. Consequently, the final sampling plan was submitted some two weeks after the telephone survey had begun. Because of the automation built into

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the sampling process, these changes did not adversely affect either sample integrity or survey operations.

Other refinements to the sample design were initiated during the course of the survey, as it became evident that certain parameter estimates used in the sample design (e.g., age-group existence rates, household identification and rostering rates, replicate sampling rates, and within-age-group response rates) were not being realized. These refinements were initiated to accomplish a closer approximation to targeted numbers of unique respondents; they were easily implemented within the automated sampling environment. (See the Methodology Report for a detailed treatment of sample design revisions and refinements.)

The final refined sample design for the HITS-85 survey is shown in Table B1. The design called for 997 Mitofsky/Waksberg Primary [first stage sampling unit (FSU)] Households, which with an optimum cluster size of 21 (see Methodology Report) provided a total of 20,937 total sample households (including replications).

Table B1 dramatically portrays the probabilistic nature of Mitofsky/Waksberg RDD design. Only the number of households to be identified (sections B, D, and F of the table) can be precisely specified. The number of telephone numbers to be worked to realize these fixed requirements (i.e., sections A, C, and E of the table) are expectations based on the identification rates projected in sections B and D of the table. Responding households (i.e., households providing at least rosters of household membership) and the number of age-group sample candidates are also expectations, based on the response and existence rates specified in section G of the table. Likewise, the actual number of sample members selected in most age groups are expectations based on the average sampling rates shown in section H of the table. Finally, both overall numbers of respondents and unique numbers of respondents are expectations based on the response rates and replication rates indicated, respectively, in sections I and J of the table.

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## Table B1

# Final Refined Sample Design for the HITS-85 Sample

| Α. | Primary Telephone Numbers Expected   |                                   | 5,332               |
|----|--|-----------------------------------|---------------------|
| в. | Sample FSUs Identified (18.5% of A) <sup>a</sup>   |                                   | 997 <sup>b</sup>    |
| c. | Secondary Telephone Numbers Expected   |                                   | 35,607              |
| D. | Additional Sample Households Identified (56% of C) <sup>a</sup>  |                                   | 19,940 <sup>b</sup> |
| Ε. | Total Telephone Numbers Expected (A + C)   |                                   | 40,939              |
| F. | Total Sample Households (B + D)  |                                   | 20,937 <sup>b</sup> |
| G. | Responding Households Expected (87.5% of F) <sup>a</sup>   |                                   | 18,320              |
|    | <ol> <li>With 2-to-5-year-olds (13% of G)<sup>a</sup></li> <li>With 6-to-11-year-olds (16.9% of G)<sup>a</sup></li> <li>With 12-to-17-year-olds (18.7% of G)<sup>a</sup></li> <li>With 18+-year-olds (99.9% of G)<sup>a</sup></li> </ol> | 2,382<br>3,096<br>3,426<br>18,302 |                     |
| н. | Sample Members Expected  |                                   | 6,403               |
|    | <ol> <li>2-to-5-year-olds (100% of G.1)<sup>C</sup></li> <li>6-to-11-year-olds (38.7% of G.2)<sup>C</sup></li> <li>12-to-17-year-olds (18.3% of G.3)<sup>C</sup></li> <li>18+-year-olds (-12% of G.4)<sup>C</sup></li> </ol>             | 2,382<br>1,198<br>627<br>2,196    |                     |
| 1. | Expected Number of Respondents   |                                   | 5,507               |
|    | 1. 2-to-5-year-olds (92.5% of H.1) <sup>a</sup><br>2. 6-to-11-year-olds (92% of H.2) <sup>a</sup><br>3. 12-to-17-year-olds (88% of H.3) <sup>a</sup><br>4. 18+-year-olds (75% of H.4) <sup>a</sup>                                       | 2,203<br>1,102<br>552<br>1,650    |                     |
| J. | Expected Number of Unique Respondents (81.7% of I) <sup>a</sup>  |                                   | 4,500               |
|    | <ol> <li>2-to-5-year-olds</li> <li>6-to-11-year-olds</li> <li>12-to-17-year-olds</li> <li>18+-year-olds</li> </ol>   | 1,800<br>900<br>450<br>1,350      |                     |

<sup>a</sup> Based on study results through May 24, 1985.

<sup>b</sup> These figures are fixed sample sizes for the revised design, but all other figures shown are the expected values of random variables.

<sup>C</sup> These rates were established to approximate the targeted number of respondents, given other rates that were being experienced in the survey.

Given the basic design of the study, it can be seen from Table B1 that the major revisable free parameters available for control of realized respondent sizes are the number of primary FSU households (section B) and within-age-group sample rates (section H). Because the final sample design was refined by adjusting these parameters to accommodate other rates that were being experienced, relatively tight control of targeted respondent samples was achieved. The several realized rates, as compared to those projected in the revised design, are shown in Table B2.

The implementation of Mitofsky/Waksberg sampling is an interactive process; and, as indicated previously, sampling of individuals was acomplished in real time during the actual telephone interview. The general flow of implementing these sampling procedures is shown in Figure 1. The first three steps of the sampling process represent the stages of the Mitofsky/Waksberg household sampling process, while the fourth step is the within-household selection of individuals. Step 1 shows the procedures for generating primary random telephone numbers, while step 2 shows the interactive determination of the 997 primary FSU households. Step 3 shows the sampling of telephone numbers within established FSU telephone clusters as well as the interactive determination of secondary households. Step 4, individual sampling within households, is applicable to both primary FSU households and secondary households.

#### B. Data Collection

Following a major field test, preliminary instruments (one for each age group) and a household screening form to be used in the study were revised and reformatted for computer-assisted telephone interviewing (CATI). The revised instrumentation was subjected to a clinical field test and, as a result, further revised and reformatted to be more compatible with telephone administration. The final instruments, together with other necessary household screening, sampling, recordkeeping, and control elements were integrated into a CATI administration system for use during the survey. Individual interview questions were directed to those respondents who would best be

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## Table B2

# Projected Rates Compared to Obtained Rates

| Estimate   | Projected Rate <sup>a</sup>       | Obtained Rate                     |
|--|-----------------------------------|-----------------------------------|
| Primary household identification rate  | 18.5%                             | 18.7%                             |
| Secondary household identification rate  | 56.0%                             | 48.0%                             |
| Household rostering rate   | 87.5%                             | 89.3%                             |
| Rostered households with:<br>2-to-3-year-olds<br>6-to-11-year-olds<br>12-to-17-year-olds<br>Adults   | 13.0%<br>16.9%<br>18.7%<br>99.9%  | 12.9%<br>16.9%<br>19.2%<br>99.9%  |
| Sampling rates<br>2-to-5-year-olds<br>6-to-11-year-olds<br>12-to-17-year-olds<br>Adults              | 100.0%<br>38.7%<br>18.3%<br>12.0% | 100.0%<br>39.6%<br>17.3%<br>12.4% |
| Response rates <sup>b</sup><br>2-to-5-year-olds<br>6-to-11-year-olds<br>12-to-17-year-olds<br>Adults | 92.5%<br>92.0%<br>88.0%<br>75.0%  | 95.9%<br>91.3%<br>90.6%<br>75.6%  |

<sup>a</sup> Based on refined sample design.

b Including interviews with some item nonresponse.



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Figure 1. Flow of HITS Sample Implementation.





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able to provide the requested information reliably. Thus, adult sample members were interviewed directly, but proxy interviews with an adult family member (i.e., the parent or guardian most involved in the child's education) were conducted for all sample members under 18 years of age. It was felt that any limitations of the ability of proxies to report for their children were outweighed by the potential data quality and telephone interviewing problems associated with interviewing children directly.

All telephone interviewers received extensive training over a two-day period both in general CATI operations and in the s splific adr hist. The of mark HITS interview question. Actual data collection took place over a period of approximately four and one-half months, from 11 February to 22 June 1985. Telephone interviewing was conducted as a 7-day-a-week operation, with two interviewer shifts. Up to 18 interviewers were employed per shift; and two supervisors were on hand to provide assistance and quality control, including "listen-in" monitoring of actual interviews performed by each interviewer.

With the exception of the production shortfalls resulting from interviewer turnover and the associated need to extend the survey schedule, few problems were experienced with survey operations. Daily monitoring of results allowed most problems to be quickly resolved before they could generate related downstream problems. Also, daily monitoring allowed sampling refinements to guard against shortfalls of respondent targets.

In conducting the HITS-85 survey, a total of 38,566 unique telephone numbers were called, and 16,951 (44 percent) of them were identified as households. Among identified households, almost 90 percent were rostered; and of those rostered, individuals were sampled from approximately 30 percent. Response rates for the sampled individuals were approximately 96 percent, 91 percent, 91 percent, and 76 percent for the four age groups, from youngest to oldest.

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#### Sampling Replication and Within-Household Selection

Replication statistics for the 16,951 unique households selected are provided in Table B3. The distribution approximates our projections reasonably well. Although greater numbers of multiple replications were obtained in the categories greater than 3 than we had projected, this was caused by the use of an average household identification rate within cluster for the projection modeling. That model quickly breaks down in clusters with sparse total available numbers (principally clusters in rural areas) or households (principally in urban areas).

Projected and realized selections within unique households are shown in Table B4. Obtained results quite closely approximate those projected from the final refined sample design.

#### Household-Level Results

The final household-level result status of all identified households (both total and unique) is shown in Table B5. It is important to note that the percentage distributions of households across the final result status classifications are markedly similar. (The largest percentage difference between unique and total cases in any result category is no more than seven-tenths of a percentage point.) This provides empirical indication that sample replications were not differentially represented in certain household-status categories (which, theoretically, they would not be expected to be).

Table B5 clearly indicates the limited return of RDD samples for specific respondent group targets. In well over 60 percent of all identified households, no respondent was selected. When this is corrected for households that were not rostered (a requirement for sampling), the "null" household rate approaches 70 percent. Table B5 shows that the rostering of identified households approached the quite respectable rate of 90 percent.

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Table B 3Distribution of Household Sample Replications

|                   | Numbe            | er Times      | Househ       | old was      | Sample       | ed       |          |             |                  |
|-------------------|------------------|---------------|--------------|--------------|--------------|----------|----------|-------------|------------------|
| 1                 | 2                | 3             | -4           | 5            | 6            | 7        | 8        | 9<br>r more | Total            |
| 13,690<br>(80.8%) | 2,766<br>(16.3%) | 374<br>(2.2%) | 73<br>(0.4%) | 27<br>(0.2%) | <br>7<br>(*) | 6<br>(*) | 2<br>(*) | 6<br>(*)    | 16,951<br>(100%) |

NOTE: Based on unique households; percentage of row total is provided in parentheses. Projected total of replicated household was 18.3 percent. \* Less than 0.05 percent.

Table B 4 Projected and Realized Distribution of Selections Within Households

| Number of<br>Within-Household<br>Selections | Projected <sup>a</sup> | Realized           |
|---|------------------------|--------------------|
| 0   | 10,689<br>(70.69%)     | 10,530<br>(69.64%) |
| 1   | 3,689<br>(24.40%)      | 3,810<br>(25.20%)  |
| 2   | 679<br>(4.50%)         | 709<br>(4.69%)     |
| 3   | 62<br>(0.41%)          | 69<br>(0.46%)      |
| 4   | 2<br>(0.01%)           | 3<br>(0.02%)       |
| Total                                       | 15,121<br>(100%)       | 15,121<br>(100%)   |

NOTE: Based on unique identified and rostered households. Projected and realized rates are given in parentheses.

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<sup>&</sup>lt;sup>a</sup> Projected rates were obtained from final refined age-group sampling rates applied to the probability distribution of national household age-group compositions. Computed rates were then applied to actual number of rostered unique households.

### Table B 5

### Final Result Status of Identified Households

|        | Household<br>Roster<br>Refusal or<br>Impossible | Roster<br>Completed<br>None<br>Sampled | Interview<br>Refusal or<br>Impossible | Final<br>Partial<br>Completion | Final All<br>Interviews<br>Completed | Total  |
|--------|---|--|---------------------------------------|--------------------------------|--------------------------------------|--------|
| Total  | 2,251   | 13,100                                 | 582                                   | 437                            | 4,567                                | 20,937 |
|        | (10.8%)   | (62.6%)                                | (2.8%)                                | (2.1%)                         | (21.8%)                              | (100%) |
| Unique | 1,830   | 10,530                                 | 486                                   | 356                            | 3,749                                | 16,951 |
|        | (10.8%)   | (62.1%)                                | (2.8%)                                | (2.1%)                         | (22.1%)                              | (100%) |

NOTE: Percentages of total are provided in parentheses.

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#### Individual-Level Results

Results specific to individuals in the four age groups within rostered households are provided in Table B6 (for both unique and total--with replication--cases). The very close agreement between total and unique results is again demonstrated in this table, even in relatively low-frequency cells. The first principal row of Table B6 ("Age Group Present") addresses existence rates of the age groups in rostered households. Existence rates differ by no more than six-tenths of a percentage point from those projected by the final refined sample design.

Obtained selection rates within households containing age group members are shown in Row 2 of Table B6. While these obtained rates fluctuate somewhat more from expected rates, they are not systematically higher or lower than expectations; and departures seem greatest in the groups from which fewer cases were to be selected. Thus, departures appear to represent no more than simple fluctuations in the random process used in selection.

Rows 3 through 6 of the table provide the final status of individuals selected into the sample within each age group. Generally, results for the 6-to-11-year-old group and the 12-to-17-year-old group are quite similar. Cooperation rates are slightly higher for the 2-to-5-year-old group and markedly lower for the adult group. All results are generally higher than projected in the final refined sample design.

Estimates of overall sample response rates (accounting for both potential selections from unrostered households and responses of selected individuals within rostered households) cannot be determined directly, for two principal reasons. First, exact existence rates of the several age groups in unrostered households are undetermined (by definition); second, within-household sampling could not be implemented in unrostered households (again, by definition). An indirect estimate of this overall response rate is possible, however, by assuming that individuals from the four age groups would have existed in the unrostered households at the same rate as in rostered households (Table B6) and, where existing, would have been selected at the

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#### Table B6

#### Final Individual-Level Status within Rostered Households by Age Group

|                       | Age Group |                  | Unduplicated          |                  |                           |                 |
|-----------------------|-----------|------------------|-----------------------|------------------|---------------------------|-----------------|
|                       | Base      | 2-5              | 6-11                  | 12-17            | 18+                       | Household Count |
| Age Group<br>Present  | Total     | 2,422<br>(13.0%) | 3,160<br>(16.9%)      | 3,601<br>(19.3%) | 18,661<br>(99.9%)         | 18,686          |
|                       | Unique    | 1,951<br>(12.9%) | 2,578<br>(17.0%)      | 2,966<br>(19.6%) | 15,104<br>(99.9%)         | 15,121          |
| Age Group<br>Selected | Total     | 2,422<br>(100%)  | 1,250<br>(39.6%)      | 624<br>(17.3%)   | 2,310<br>(12.4%)          |                 |
|                       | Unique    | 1,951<br>(100%)  | 1,024<br>(39.7%)      | 526<br>(17.7%)   | 1,946<br>(12.9%)          |                 |
| Age Group<br>Refusal  | Total     | 67<br>(2.8%)     | 84<br>(6.7%)          | 45<br>(7.2%)     | 394<br>(17.1%)            |                 |
|                       | Unique    | 56<br>(2.9%)     | 68<br>(6.6%)          | 34<br>(6.5%)     | 331<br>(17.0%)            |                 |
| Age Group<br>Other    | Total     | 31<br>(1.3%)     | 25<br>(2.0%)          | 14<br>(2.2%)     | 161<br>(7.0%)             |                 |
| Non-Completion        | Unique    | 26<br>(1.3%)     | 21<br>(2.1%)          | 13<br>(2.5%)     | 136<br>(7.0%)             | $  \land  $     |
| Age Group<br>Partial  | Total     | 113<br>(4.7%)    | 40<br>(3.2 <b>%</b> ) | 23<br>(3.7%)     | 142<br>(6.1%)             |                 |
| Interview             | Unique    | 88<br>(4.6%)     | 34<br>(3.3%)          | 19<br>(3.6%)     | 118<br>(6.1%)             |                 |
| Age Group             | Total     | 2,211<br>(91.3%) | 1,101<br>(88.1%)      | 542<br>(86.9%)   | 1,613<br>(69.8%)          |                 |
| Interview             | Unique    | 1,781<br>(91.2%) | 901<br>(88.0%)        | 460<br>(87.5%)   | 1,361<br>(69.9 <b>%</b> ) |                 |

NOTE: Percentages are provided in parentheses. For Row 1 (age group present), percentages are based on the unduplicated household count. For Row 2, percentages are based on Row 1 counts. For Rows 3 through 6, percentages are based on Row 2 counts.

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#### Table B7

|                        | Estimate<br>That Wou                                   | d Numbers of A<br>ld Have Been S             | ge Group<br>elected |                          |  |  |
|------------------------|--|--|---------------------|--------------------------|--|--|
| Age<br>Group           | Estimate From<br>Unrostered<br>Households <sup>a</sup> | Selections<br>From<br>Rostered<br>Households | Estimated<br>Total  | Respondents <sup>C</sup> | Estimated<br>Overall<br>Response<br>Rate |  |
| 2-to-5-<br>Year-Olds   | 236  | 1,951  | 2,187               | 1,869                    | 85.5%                                    |  |
| 6-to-11-<br>Year-Olds  | 120  | 1,024  | 1,144               | 935                      | 81.7%                                    |  |
| 12-to-17-<br>Year-Olds | 66   | 526  | 592                 | 479                      | 80.9%                                    |  |
| Adults                 | 219  | 1,946  | 2,165               | 1,479                    | 68.3%                                    |  |

#### Estimated Overall Response Rates by Age Group

NOTE: All calculations based on unique household cases.

<sup>a</sup> Determined from 1830 unique unrostered households, adjusted for empirical existence rates (Table E.8) and actual sampling rates (see Methodology Report).

b From Table E.8.

<sup>C</sup> Partial and complete interviews, as shown in Table E.8.



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na. Na sela di sua di su applicable sampling rates. Under these assumptions, the overall response rates are estimated in Table B7.

#### C. Data Processing

Given the CATI mode of data collection, all interview data collected (or internally generated, such as sampling parameters) were available in the machine-readable, household-level CATI file as soon as the survey was concluded. Also, because of the real-time edits, recodings, and checks built into the CATI program, much of the recoding, range checking, consistency checking, and skip-pattern checking had already been performed as the data were collected. Further, corrections of specific problematic data records as reported by study interviewers and supervisors, or detected from the daily computer-generated control reports, had been made on a continuing basis during data collection. Consequently, the data file available at the conclusion of survey operations was relatively clean.

Nonetheless, additional data editing and processing were required to remove previously undetected data errors. Certain <u>post-hoc</u> coding operations also were required, and it was necessary to otherwise standardize and clean the file toward preparation of a final deliverable data file, with associated documentation.

The specific post-data collection processing steps performed included:

- Reconciliation of individual and household-level result codes.
- o Addition of computed weights to the data file.

- o Subsetting the file to households with some questionnaire data. (For a large number of CATI records, no one was selected from the household; in a smaller number of cases, no data were provided on any selected individual. Such basically blank records were not considered appropriate for a data file.)
- Assignment of appropriate nonresponse codes to blank data fields
   (omitted due to noncompletion of all or part of an interview).

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- Replication of redundant information within multiple-interview household records (to include the household-level data in the age-groupspecific questionnaire data where such redundant material had not been additionally requested).
- <u>Post-hoc</u> coding of certain responses to open-ended items.
- Additional editing of skip patterns (with assignment of appropriate
   missing value codes and resolution of detected errors).
- o Preparation and documentation of the deliverable data file.

#### D. Weighting and Nonresponse Adjustments

To accommodate appropriate analysis of data, within-age-group sampling weights were computed for each household member selected into the sample. In essence, the sampling weight assigned was a function of the inverse of the probability of selecting the particular sample unit (age-group member) into the sample.

Further, to correct as much as possible for the potential bias introduced by nonresponse, the raw sampling weights were adjusted for complete instrument nonresponse (i.e., provision of no data or minimal data by or for an individual as a consequence of interview refusal or other reason), using a weighting class adjustment approach. This procedure effectively distributes the sample weight of nonrespondents to respondents within the same classification of individuals; such weighting classes are defined on the basis of available variables thought to be related to major study outcomes of interest. Finally, weights were trimmed to allow minimum mean-square-error estimates. All weight computations and adjustments were verified for accuracy of specification and computation, and included on the final data file. (The details of weighting and weight adjustments are covered in the Methodology Report.)

#### E. Generalized Standard Error Computation

The CS/CPB-specified analyses were conducted using specialized software (SESUDAAN) that allows for appropriate generation of ratio estimators (means, proportions) and their associated standard errors, for complex multi-stage samples selected with equal or unequal probabilities. From these analyses, generalized standard errors were developed for each of the four age groups. (See Appendix C.)

#### F. Additional Technical Documentation

The following publications provide complete detail and technical documentation pertaining to the HITS survey design or methodology:

- Burkheimer, G. J., Levinsohn, J. R., and Whelan, J. L. <u>Data Base</u> <u>Design for the Household Technology Study: HTS-85</u>. Research Triangle Park, NC: Research Triangle Institute, August 1985.
- Burkheimer, G. J. and Wheeless, S. C., <u>Home Information Technology</u> <u>Study (HITS-85): Tabulations and Generalized Standard Errors</u>. Research Triangle Park, NC: Research Triangle Institute, February 1986.
- Burkheimer, G. J., Levinsohn, J. R., and Wheeless, S. C. <u>Home</u> <u>Information Technology Study (HITS-85): Final Methodology Report</u> (Report No. RTI/3162/08-02F). Research Triangle Park, NC: Research Triangle Institute, February 26, 1986.
- Wheeless, S. C. <u>HTS-85 Sampling Plan (Augmentation)</u> (RTI/3162/04-03W). Research Triangle Park, NC: Research Triangle Institute, March 1985.

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#### G. Generalization to the National Population

Considerable survey research suggests that the demographic characteristics of telephone interview respondents are much like those of in-person respondents, except that elderly and low-income subpopulations tend to be underrepresented. To the extent that underrepresentation of these subpopulations would not have dramatically affected results, the sample still provides a good representation of households nationally; and the telephone survey approach represented a much more cost-effective alternative for collecting the desired survey data. Specific inferences for the elderly and low-income subpopulations should be made with caution, however. (For further detail, see the Methodology Report to this study.)



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#### Appendix C

#### Reliability of Estimates

The statistics provided in this summary report are estimates derived from a sample survey. Two types of errors, sampling and nonsampling, are possible in such estimates; and the joint effects of these errors determine the accuracy of a survey result. Nonsampling errors can be attributed to many sources:

- o inability to obtain information about all cases in the sample;
- o definitional difficulties;
- o differences in the interpretation of questions;
- o respondents' inability or unwillingness to provide correct information;
- o mistakes in recording or coding data; and
- o other errors of collection, response, processing, coverage, and estimation for missing data.

Nonsampling errors also occur in a census survey.

Because the estimates reported are based on a probability sample of the population rather than the entire population, they are subject to sampling variability. The particular sample used in this survey is one of a large number of possible samples that could have been selected using the same sample design. Estimates derived from the different possible samples would differ from each other. The standard error of a survey estimate is a measure of the reliability of the estimate. More specifically, it is a measure of the variation among the estimates from all possible surveys. Thus, the standard error is a measure of the precision with which an estimate from a particular sample approximates the average result of all possible samples.

C.1

#### Generalized Standard Errors

Computation of standard error estimates for every statistic produced for this study was not planned. Rather, a method of approximating the standard errors for estimates of percentages was implemented. This method is based on the concept of a mean design effect, which was determined from error variance estimates from the CPB-specified tabulations. Four generalized standard error tables were produced, one for each of the four study-defined age group samples. These generalized standard errors can be used for approximating the standard error of other weighted estimates of percentages computed for the study. The procedures used to produce the generalized standard error tables are comparable to those used for the generalized standard error tables previously produced for CPB under prior contracts.

The data collected for this study were obtained through multi-stage samples. Such samples permit efficient data collection but generally inflate the variance of the survey estimates that would be obtained from a simple random sample (SRS) of the same size. The design effect for a statistic is the ratio of the variance of the statistic under the actual sample design to the variance that would be obtained from an SRS of the same size. When estimating a percentage for some subgroup-d, say P, the SRS

variance would be P (100 - P )/n , where n is the sample size from subgroup-d. d d d d

The design effect  $D(\cdot)$ , for an estimate of P , say P , is then given by

D(P) = V(P) / [P(100-P)/n],(1) d d d d d (1)

where V(P ) is the variance of P calculated for the actual sample design.  $d \\ d$ 

If the design effect is fairly constant for a set of statistics, then the average design effect can be used generally to approximate the variance of other

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statistics of the same nature. Explicitly, this approximation for an estimated percent is

$$V(P_{d}) = D [P_{d}(100 - P_{d})/n],$$
 (2)

where D is the average design effect. Since CPB indicated that column percentages were of greatest interest in this study, the computed standard errors of column percentages were used for determining  $\overline{D}$ .

A weighted average design effect was used, where each design effect was weighted by the population estimate for the subgroup it represents. That is, for purposes of this study,  $\overline{D}$  was defined as

$$D = \underbrace{\mathcal{E}}_{d} \operatorname{Y}_{d} \operatorname{D}(P) / \underbrace{\mathcal{E}}_{d} \operatorname{Y}_{d}, \qquad (3)$$

$$d=1 \qquad d=1$$

where Y is the estimated population total for subgroup-d and K is the number of d estimates over which the design effects were averaged. This strategy for variance estimation was suggested by Kish and Frankel and is also described by Cox and Cohen. (See Methodology Report.)

Estimates of D were produced from the CPB-specified tabulations. For the column percentage estimates, the overall average estimated design effect for 2 to 5 year olds, 6 to 11 year olds, 12 to 17 year olds, and adults were approximately 1.71, 1.53, 1.40, and 1.50, respectively. Using the appropriate average design effects, generalized standard error tables were computed for each age group, for specific values of P and n. Entries in the tables were calculated using the formula d

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where SE(P ) is the approximate standard error of an estimated percentage P . d

Tables of generalized standard errors for HITS estimates presented in the report appear in Tables C.1, C.2, C.3, and C.4, for 2-5 year olds, 6-11 year olds, 12-17 year olds, and adults, respectively. These tables give approximate standard errors as a joint function of the estimated percentage (given as column headings) and the total sample size on which the percentage is based (given as row headings). For example, the generalized standard error (from Table C.1) for an estimate of 20 percent of an analysis group composed of 300 2-5 year olds is given as 3.02 percentage points. The actual sample sizes on which the reported percentages are based are given in tables in the text.

In many cases, the reported percentage, the sample size on which the percentage is based, or both, will fall within the intervals established in the generalized standard error tables (e.g., 23 percent, or a sample size of 225). For most purposes, it will be sufficient in such cases simply to "eyeball" the appropriate table and estimate the standard error to the nearest whole percent. If more precise standard errors are required, however, such cases will require the investigator to interpolate. (See Methodology Report.)

The sample estimate together with an estimate of its standard error would permit the construction of interval estimates such that, with a prescribed confidence, the interval includes the average result of all possible samples selected and surveyed under essentially the same conditions. With these interval estimates:

> o In approximately two-thirds of the possible samples, intervals from one standard error below the estimate to one standard error above the estimate would include the average value of all possible samples. Such an interval is called a "67-percent confidence interval."

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- o Approximately 19/20 of the possible sample intervals from two standard errors below the estimate to two standard errors above the estimate would include the average value of all possible values. Such an interval is called a "95-percent confidence interval."
- o For almost all of the possible samples, the interval from three standard errors below the estimate to three standard errors above the estimate would include the average value of all possible samples.

In general, estimates for small subgroups tend to be relatively unreliable. However, the magnitude of the sampling error that is tolerable depends upon the conclusions being drawn. The reader should be aware that some estimates in this report may have relatively large standard errors. Statistics with such standard errors are generally viewed as not precisely estimated and should be interpreted cautiously.

Confidence intervals can also be constructed (or statistical tests performed) for differences in percentages. Given the standard error for a percentage in group A,  $\boldsymbol{o}$  (P), and that for an analogous percentage in Group B,  $\boldsymbol{o}$  (P), a typically A conservative standard error for the difference, P - P, is given by A B

$$\mathcal{G} (P - P) = \sqrt{\left\{ \mathcal{G}(P) \right\}^{2} + \left\{ \mathcal{G}(P) \right\}^{2}}_{B}$$

If the 95 percent confidence interval--the interval defined by (P - P) + A B

26 (P - P)--does not include zero, then the difference may be taken as a real one A B

at the .05 level of statistical significance.

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|                | Percentage <sup>4</sup> / |         |          |          |          |          |          |          |          |          |  |  |
|----------------|---------------------------|---------|----------|----------|----------|----------|----------|----------|----------|----------|--|--|
| Sample<br>Size | 1<br>99                   | 5<br>95 | 10<br>90 | 20<br>80 | 25<br>75 | 30<br>70 | 35<br>65 | 40<br>60 | 45<br>55 | 50<br>50 |  |  |
| 2300           | .271                      | .594    | .818     | 1.091    | 1.181    | 1.250    | 1.301    | 1.336    | 1.357    | 1.364    |  |  |
| 2000           | . 291                     | .637    | .877     | 1.170    | 1.266    | 1.340    | 1.395    | 1.433    | 1.455    | 1.462    |  |  |
| 1700           | .316                      | .691    | .952     | 1.269    | 1.374    | 1.454    | 1.513    | 1.554    | 1.578    | 1.586    |  |  |
| 1400           | . 348                     | .762    | 1.049    | 1.398    | 1.514    | 1.602    | 1.667    | 1.712    | 1.739    | 1.748    |  |  |
| 1100           | . 392                     | . 859   | 1.183    | 1.577    | 1.707    | 1.807    | 1.881    | 1.932    | 1.962    | 1.972    |  |  |
| 800            | . 460                     | 1.008   | 1.387    | 1.850    | 2.002    | 2.119    | 2.205    | 2.265    | 2.300    | 2.312    |  |  |
| 500            | .582                      | 1.275   | 1.755    | 2.340    | 2.533    | 2.680    | 2.790    | 2.865    | 2.910    | 2.924    |  |  |
| 300            | .751                      | 1.646   | 2.265    | 3.020    | 3.270    | 3.460    | 3.602    | 3.699    | 3.756    | 3.755    |  |  |
| 250            | . 823                     | 1.803   | 2.481    | 3.309    | 3.582    | 3.790    | 3.945    | 4.052    | 4.473    | 4.136    |  |  |
| 200            | .920                      | 2.016   | 2.774    | 3.699    | 4.004    | 4.238    | 4.411    | 4.530    | 4.601    | 4.624    |  |  |
| 150            | 1.062                     | 2.327   | 3.204    | 4.271    | 4.624    | 4.893    | 5.093    | 5.231    | 5.312    | 5.339    |  |  |
| 100            | 1.301                     | 2.850   | 3.924    | 5.231    | 5.663    | 5.993    | 6.238    | 6.407    | 6.506    | 6.539    |  |  |
| 75             | 1.503                     | 3.291   | 4.530    | 6.041    | 6.539    | 6.920    | 7.203    | 7.398    | 7.513    | 7.551    |  |  |
| 50             | 1.840                     | 4.031   | 5.549    | 8.009    | 8.009    | 8.476    | 8.822    | 9.061    | 9.201    | 9.248    |  |  |

Table C.1Generalized Standard Errors for 2-to-5-Year-Olds

NOTE: Based on Average Design Effect of 1.71044.

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Standard errors are identical for two percentages that are symmetric about 50 percent; thus, paired netric percentages are provided. 147

|                |         | Percentage <sup>a/</sup> |          |          |          |          |          |          |          |          |
|----------------|---------|--------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Sample<br>Size | 1<br>99 | 5<br>95                  | 10<br>90 | 20<br>80 | 25<br>75 | 30<br>70 | 35<br>65 | 40<br>60 | 45<br>55 | 50<br>50 |
| 1100           | .371    | .813                     | 1.119    | 1.493    | 1.616    | 1.710    | 1.780    | 1.828    | 1.856    | 1.866    |
| 1000           | . 389   | .853                     | 1.174    | 1.565    | 1.695    | 1.793    | 1.867    | 1.917    | 1.947    | 1.957    |
| 900            | .410    | . 899                    | 1.238    | 1.650    | 1.786    | 1.890    | 1.968    | 2.021    | 2.052    | 2.063    |
| 800            | . 435   | .954                     | 1.313    | 1.750    | 1.895    | 2.005    | 2.087    | 2.144    | 2.177    | 2.180    |
| 700            | . 465   | 1.019                    | 1.403    | 1.871    | 2.025    | 2.144    | 2.231    | 5.292    | 2.327    | 2.339    |
| 600            | . 503   | 1.101                    | 1.516    | 2.021    | 2.188    | 2.315    | 2.410    | 2.475    | 2.514    | 2.526    |
| 500            | .551    | 1.206                    | 1.660    | 2.214    | 2.397    | 2.536    | 2.640    | 2.711    | 2.753    | 2.767    |
| 400            | .616    | 1.349                    | 1.856    | 2.475    | 2.679    | 2.836    | 2.951    | 3.031    | 3.078    | 3.094    |
| 300            | .711    | 1.557                    | 2.144    | 2.858    | 3.094    | 3.274    | 3.408    | 3.500    | 3.555    | 3.573    |
| 250            | . 779   | 1.706                    | 2.348    | 3.131    | 3.389    | 3.587    | 3.733    | 3.834    | 3.894    | 3.914    |
| 200            | .871    | 1.907                    | 2.625    | 3.500    | 3.789    | 4.010    | 4.174    | 4.287    | 4.354    | 4.375    |
| 150            | 1.005   | 2.202                    | 3.031    | 4.042    | 4.375    | 4.631    | 4.820    | 4.950    | 5.027    | 5.052    |
| 100            | 1.231   | 2.697                    | 3.713    | 4.950    | 5.359    | 5.671    | 5.903    | 6.063    | 6.157    | 6.180    |
| 75             | 1.422   | 3.115                    | 4.287    | 5.716    | 6.188    | 6.549    | 6.816    | 7.001    | 7.109    | 7.145    |
| 50             | 1.660   | 3.814                    | 5.251    | 7.001    | 7.579    | 8.020    | 8.348    | 8.574    | 8.707    | 8.751    |

# Generalized Standard Errors for 6-to-11-Year-Olds

NOTE: Based on Average Design Effect of 1.5316.

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**]** Standard errors are identical for two percentages that are symmetric about 50 percent; thus, paired symmetric percentages are provided.

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Table C.2

|             |          | Table  | C.3 |                    |
|-------------|----------|--------|-----|--------------------|
| Generalized | Standard | Errors | for | 12-to-17-Year-Olds |

|                | Percentage <sup>4/</sup> |         |          |          |          |          |          |          |          |          |  |
|----------------|--------------------------|---------|----------|----------|----------|----------|----------|----------|----------|----------|--|
| Sample<br>Size | 1<br>99                  | 5<br>95 | 10<br>90 | 20<br>80 | 25<br>75 | 30<br>70 | 35<br>65 | 40<br>60 | 45<br>55 | 50<br>50 |  |
| 550            | .501                     | 1.098   | 1.512    | 2.016    | 2.182    | 2.309    | 2.404    | 2.469    | 2.507    | 2.520    |  |
| 500            | .526                     | 1.152   | 1.586    | 2.114    | 2.289    | 2.422    | 2.523    | 2.589    | 2.629    | 2.643    |  |
| 450            | .554                     | 1.214   | 1.671    | 2.228    | 2.412    | 2.553    | 2.657    | 2.729    | 2.772    | 2.786    |  |
| 400            | . 588                    | 1.288   | 1.773    | 2.364    | 2.559    | 2.708    | 2.818    | 2.895    | 2.940    | 2.955    |  |
| 350            | .629                     | 1.377   | 1.895    | 2.527    | 2.735    | 2.895    | 3.013    | 3.095    | 3.143    | 3.159    |  |
| 300            | .67 <b>9</b>             | 1.487   | 2.047    | 2.729    | 2.955    | 3.127    | 3.254    | 3.343    | 3.395    | 3.412    |  |
| 250            | .744                     | 1.629   | 2.242    | 2.990    | 3.237    | 3.425    | 3.565    | 3.662    | 3.719    | 3.737    |  |
| 200            | .831                     | 1.821   | 2.507    | 3.343    | 3.619    | 3.830    | 3.986    | 4.094    | 4.157    | 4.178    |  |
| 150            | .960                     | 2.103   | 2.895    | 3.860    | 4.178    | 4.422    | 4.603    | 4.727    | 4.801    | 4.825    |  |
| 100            | 1.176                    | 2.576   | 3.545    | 4.727    | 5.117    | 5.416    | 5.637    | 5.790    | 5.879    | 5.909    |  |
| 75             | 1.358                    | 2.974   | 4.094    | 5.459    | 5.909    | 6.254    | 6.509    | 6.685    | 6.789    | 6.823    |  |
| 50             | 1.663                    | 3.643   | 5.014    | 6.685    | 7.237    | 7.659    | 7.972    | 8.188    | 8.315    | 8.357    |  |

NOTE: Based on Average Design Effect of 1.3967.

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ERĬC

Standard errors are identical for two percentages that are symmetric about 50 percent; thus, paired symmetric percentages are provided.

Generalized Standard Errors for Adults (18-Years-Old or Older)

Table C.4

|                |         |         | ······   | ]        | ercentage | <u>.</u> / | <u>.</u> |          | و دوانو بر بانو الن | , <b>v</b> |                 |
|----------------|---------|---------|----------|----------|-----------|------------|----------|----------|---------------------|------------|-----------------|
| Sample<br>Size | 1<br>99 | 5<br>95 | 10<br>90 | 20<br>80 | 25<br>75  | 30<br>70   | 35<br>65 | 40<br>60 | 45<br>55            | 50<br>50   |                 |
| 1700           | . 296   | .647    | .891     | 1.188    | 1.286     | 1.361      | 1.417    | 1.455    | 1.478               | 1.485      | ) بر تقریر<br>ا |
| 1500           | .315    | . 689   | .949     | 1.265    | 1.369     | 1.449      | 1.508    | 1.549    | 1.573               | 1.581      |                 |
| 1300           | . 338   | .740    | 1.019    | 1.359    | 1.471     | 1.557      | 1.620    | 1.664    | 1.690               | 1.698      |                 |
| 1100           | .367    | .805    | 1.108    | 1.477    | 1.599     | 1.692      | 1.761    | 1.809    | 1.837               | 1.846      |                 |
| 900            | . 406   | . 890   | 1.225    | 1.633    | 1.768     | 1.871      | 1.947    | 2.900    | 2.031               | 2.041      |                 |
| 700            | .461    | 1.009   | 1.389    | 1.852    | 2.004     | 2.121      | 2.208    | 2.268    | 2.303               | 2.314      |                 |
| 500            | . 545   | 1.194   | 1.643    | 2.191    | 2.372     | 2.510      | 2.612    | 2.683    | 2.725               | 2.738      |                 |
| 300            | . 704   | 1.541   | 2.121    | 2.828    | 3.062     | 3.240      | 3.373    | 3.464    | 3.518               | 3.535      |                 |
| 250            | .773    | 1.688   | 2.324    | 3.098    | 3.354     | 3.549      | 3.694    | 3.795    | 3.853               | 3.873      |                 |
| 200            | .862    | 1.887   | 2.598    | 3.464    | 3.750     | 3.968      | 4.130    | 4.242    | 4.308               | 4.330      |                 |
| 150            | . 995   | 2.179   | 3.000    | 3.266    | 4.330     | 4.582      | 4.769    | 4.899    | 4.975               | 5.000      |                 |
| 100            | 1.219   | 2.669   | 3.674    | 4.899    | 5.303     | 5.612      | 5.841    | 6.000    | 6.093               | 6.123      |                 |
| 75             | 1.407   | 3.082   | 4.242    | 5.657    | 6.123     | 6.480      | 6.745    | 6.928    | 7.035               | 7.071      |                 |
| 50             | 1.723   | 3.775   | 5.196    | 6.928    | 7.500     | 7.937      | 8.261    | 8.485    | 8.616               | 8.660      |                 |

NOTE: Based on Average Design Effect of 1.49984.

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ERIC

Standard errors are identical for two percentages that are aymmetric about 50 percent; thus, paired symmetric percentages are provided.