

UNIVERSITY OF CENTRAL FLORIDA

Institute for Social and Behavioral Sciences

Founded in 1979, the Institute for Social and Behavioral Science (ISBS) promotes community-oriented research throughout the social and behavioral science disciplines. ISBS specializes in research relevant to public policy issues in the Central Florida area. Located in UCF's Department of Sociology, the Institute houses:

- ◆ **Survey Research Laboratory**, with the capacity to do telephone, online, and face to face surveys.
- ◆ **Center for Qualitative Methodologies**, which specializes in focus groups & face to face interviews.
- ◆ **Center for Outreach and Public Service**, which embodies the Institute's commitment to social and human service agencies that serve our community.
- ◆ **Center for Social Geography**, the ISBS GIS analysis and mapping center.

ISBS adheres to the highest standards of social research. All research we conduct is approved by the UCF Institutional Review Board (IRB) and all research assistants are certified to conduct ethical research. ISBS can work with you to design the appropriate research study to fit your needs and budget.



Dr. Amy Donley, Director has been conducting community based research in the Central Florida area for over a decade. She is well versed in all major social research methods, both quantitative and qualitative. In addition to serving as director of ISBS she teaches Research Methods and Data Analysis to Sociology undergraduates as well as Program Design and Evaluation at the graduate level. Her own research focuses on social inequalities, specifically poverty, food insecurity, and homelessness.



Vanessa Rinker, Project Manager, is a second year graduate student in the UCF Department of Sociology. She is responsible for managing the telephone survey lab and is well versed in designing, maintaining, and analyzing internet surveys. Vanessa is responsible for overseeing all data collection efforts within ISBS and ensuring that projects are completed on time and on budget.

COMPUTER ASSISTED TELEPHONE INTERVIEWING

ISBS conducts telephone surveys in our Computer Assisted Telephone Interview (CATI) lab. These surveys provide our clients with statistically valid and reliable results. ISBS employs thirty-five undergraduate and graduate telephone surveyors. All surveyors are certified to ethically conduct research under UCF's Institutional Review Board and undergo training specifically designed for each project. We employ bilingual surveyors to allow for projects to be partially or fully conducted in Spanish. All telephone surveyors are supervised by a senior telephone researcher while collecting data.

To date, ISBS has conducted over 50 telephone survey projects with a variety of clients including local towns, cities, and counties, not for profit agencies, government agencies, and private firms. Most recently we conducted a telephone survey on behalf of the orange County Drug Free office to measure parents' awareness of drug use.

FACE TO FACE SURVEYING

ISBS maintains 12 iPads loaded with the online survey program, Qualtrics which allow us to conduct surveys face to face in the community. Face to face surveying has many benefits including being able to reach specific populations that may be difficult to reach via telephone or online. This method can also be used in conjunction with other surveying methods to increase the overall sample size by giving participants options on how to participate in a research project.

ISBS most recently conducted face to face surveys in partnership with EJP Consulting as a part of a HUD Neighborhood Planning Grant that the city of Sanford received. ISBS surveyors went door to door in the Goldsboro neighborhood and attended many public events to conduct over 200 surveys with current and former residents.

ONLINE SURVEYING

Online surveying offers a cost effective way to generate quantitative survey data. ISBS uses the online surveying program, Qualtrics to design online surveys that are engaging and easy to navigate. ISBS hosts online surveys on UCF servers and can distribute to a list of potential respondents you provide or we can generate the sample of respondents. In partnership with an international sampling company, we now offer generalizable online surveys for many geographical boundaries.

In addition to developing original online surveys, ISBS can also analyze the data and prepare a technical report from a survey you may have already distributed via an online survey platform.

FOCUS GROUPS

Focus groups allow an opportunity for clients to “get behind the numbers.” ISBS has conducted over 300 focus groups to date on a variety of topics from attitudes towards transportation initiatives to behaviors related to diabetes. Focus groups do not generate generalizable statistical data, however they do allow for a deeper and more thorough understanding of an issue to be generated.

ISBS can generate a list of guiding questions which are used to guide the focus group sessions. ISBS can also lead recruitment efforts and will moderate the focus group sessions. All focus group data are qualitatively analyzed and the salient themes are identified.

ISBS has conducted focus group projects for dozens of local entities including the Heart of Florida United Way, Winter Park Health Foundation, MetroPlan Orlando, and Global 5 Communications.

PROGRAM EVALUATION

Program evaluation is a method for collecting, analyzing, and using data to address questions about projects, policies and programs. Program evaluations can be done prior to the onset of a newly designed program, while a program is operational, or after the fact to measure the impact a program may have had. All program evaluations at ISBS are designed and conducted by senior ISBS staff. ISBS has conducted numerous evaluations for clients including the Miami-Dade County Homeless Trust, United Against Poverty, and the Orlando Housing Authority (OHA).

Many federal grant applications require an evaluation plan. ISBS can work with you to design an appropriate evaluation plan for your grant that fits within the scope of the grant and your grant budget.

DATA ENTRY/DATA ANALYSIS

Oftentimes agencies generate data in the form of paper forms or surveys. ISBS offers data entry services and can analyze the survey data for you. Our data entry technicians are experienced, efficient, and highly accurate. All documents are kept confidential in our secure data entry facility where data can be entered into existing databases or ISBS can create a database for you. Upon completion of the data entry, ISBS prepares a technical report that summarizes the findings. We can also analyze data you have previously collected from an online or paper survey.

ISBS PARTNER ORGANIZATIONS

AARP Foundation	Metro Orlando Economic Development Commission
ACCESS-LYNX Paratransit Service	Metroplan Orlando
Applied Ecology	Miami-Dade County Homeless Trust
Apopka Family Learning Center	Myregion.com
Christian Service Center	National Association for the Mentally Ill
City of Cape Canaveral	Orange County Government
City of Casselberry	Orange County Clerk of Courts Office
City of Deltona	Orange County Housing Department
City of Eustis	Orange County Office for a Drug-Free Community
City of Maitland	Orange County Public Library System
City of New Smyrna Beach	Orlando Area Trust for the Homeless
City of Orlando Housing Department	Orlando Area YMCA/YWCA
City of Orlando Transportation Department	Orlando Housing Authority
City of Winter Park	Orlando Police Department
City of Winter Springs	Orlando Regional Chamber of Commerce
Coalition for the Homeless of Central Florida	Safehouse of Seminole County
Community Foundation of Central Florida	Seminole County Board of Health
EJP Consulting, Inc.	Seniors First
Florida Blood Centers	Southwest Florida Water Management District
Florida Department of Transportation	SunRail
Global 5 Communications	Table SIXTY
Harbor House	Town of Ponce Inlet
Heart of Florida United Way	UCF Storm Water Management Academy
Homeless Services Network	UCF Institute for Government
Informed Families	UCF Metropolitan Center for Regional Studies
LYNX/LYMMO	UCF Office of Victim Services
Marion County	United Against Poverty
	Workforce Central Florida

ISBS CONTENT EXPERTS

ISBS consults with methodology and content experts from the Department of Sociology when appropriate for a research project. By working with these experts, ISBS is able to provide additional specialized knowledge for specific research projects.



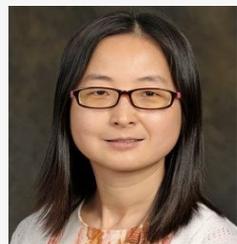
Dr. Melanie Hinojosa, Assistant Professor. Dr. Hinojosa specializes in health research and advanced qualitative analysis. Her substantive areas of research interest are in the sociology of medicine, health, families, caregiving, racial and ethnic disparities in health, child health, mental health, educational outcomes, community based participatory research, long term care issues, and quantitative methods.



Dr. Ramon Hinojosa, Assistant Professor. Dr. Hinojosa's research interests center on identities/masculinities, Veterans' physical, psychological, and social health issues, and qualitative research methods. His past work deals with masculine identity constructions as individuals transition into and out of various institutional settings, like the family and the military.



Dr. Timothy Hawthorne, Assistant Professor. Dr. Hawthorne is an assistant professor of Geographic Information Systems (GIS). He is a broadly trained human geographer with deep interests in citizen science GIS, community geography, qualitative GIS, and critical GIS.



Dr. Yingru Li, Assistant Professor. Dr. Li's primary research areas include Geographical Information Systems (GIS) and spatial statistics, environmental health, and economic/urban geography. Her research focuses on socioeconomic inequalities, health and health care disparities, childhood obesity, retail location analysis and planning, water quality and environmental pollution, as well as geospatial modeling.



Dr. Amy Reckdenwald, Associate Professor. Dr. Reckdenwald is a Criminologist who specializes in domestic violence. Her research interests include urban violence, intimate partner homicide, domestic violence, race and gender issues, capital punishment, and sentencing.

ISBS CONTACT INFORMATION

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