



BACKGROUND

- ❖ **Individuals with Cognitive Impairments** are often not given the opportunity to share their own opinions about their services
- ❖ **Traditional surveys are not cognitively accessible** even though this is the largest population
- ❖ **Often surveying caregiver or family member instead** and not the individual with a cognitive impairment
- ❖ **Using technology can help level the playing field** and provide voice and choice for people with cognitive impairment

OBJECTIVE

- ❖ To develop a software platform that allows for individuals with cognitive impairment to self-report
- ❖ To evaluate the efficacy of using multimedia technology for survey development

RESEARCH QUESTION

- Is the **WIHD EasySurvey** © platform effective in allowing the development of surveys for individuals with IDD to self-report?
- ❖ What do survey developers need in an online survey platform?
- ❖ What would benefit people with cognitive impairment in an online survey platform, to facilitate self-report?
- ❖ Can multimedia technology be adapted for survey development for people with cognitive impairment?
- ❖ What should a user-interface look like, to ensure maximum participation for people with cognitive impairment?

METHODS

Program Design

❖ A qualitative exploratory design was used to explore the opinions of different groups of participants and develop a document based in the information gathered, that formed the basis for the design of the WIHD EasySurvey© platform

Subjects and Setting

- ❖ Two groups of individuals were included:
 1. survey designers who use surveys to conduct research or do program evaluations, for people with cognitive impairment
 - 4 survey designers with at least three years of experience, working within Westchester County, NY, were interviewed
 2. young adults between 20 and 30 years old, with IDD who have served as part of a technology consumer group
 - 5 individuals with IDD, excluding medical frailty and incommunicative, were included in the focus group

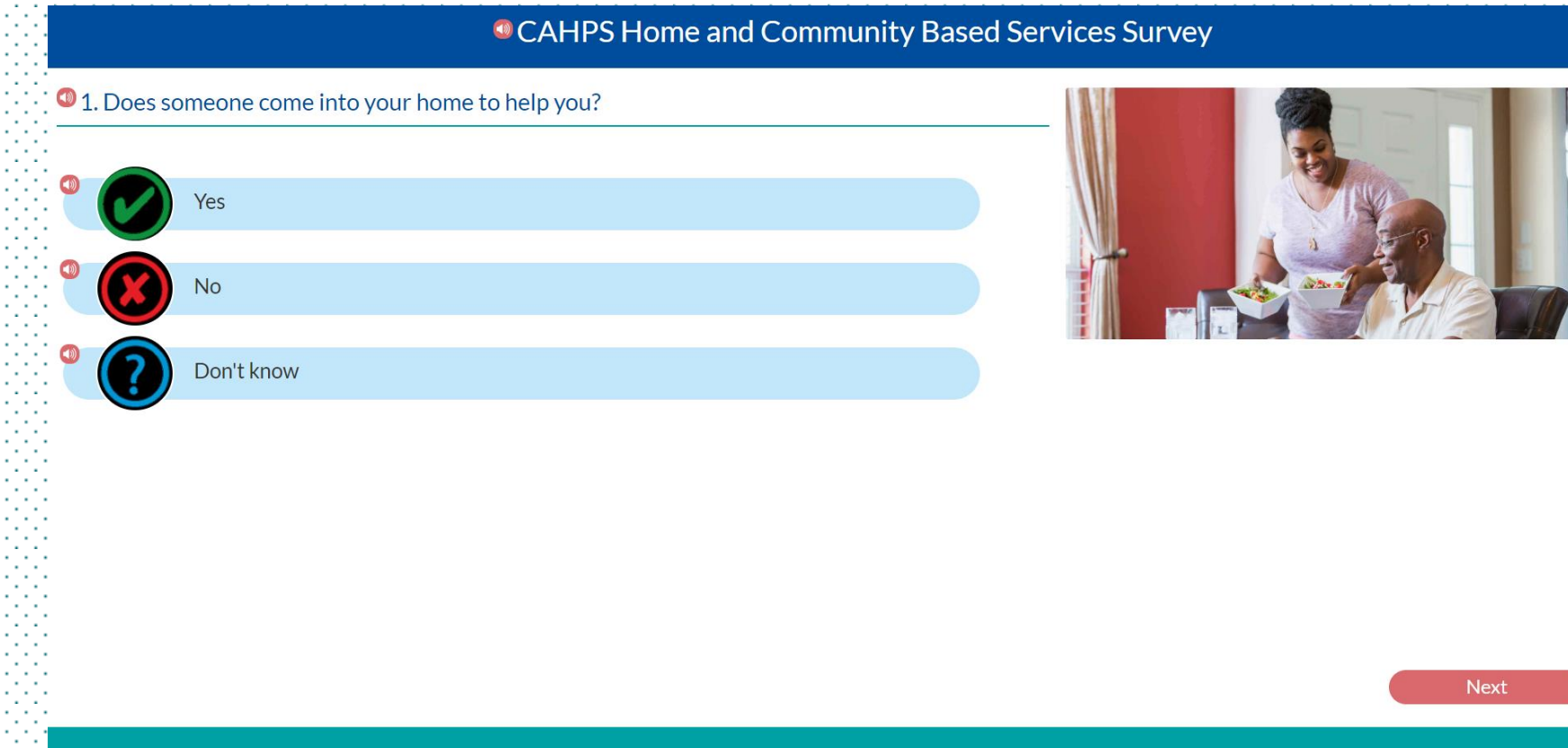
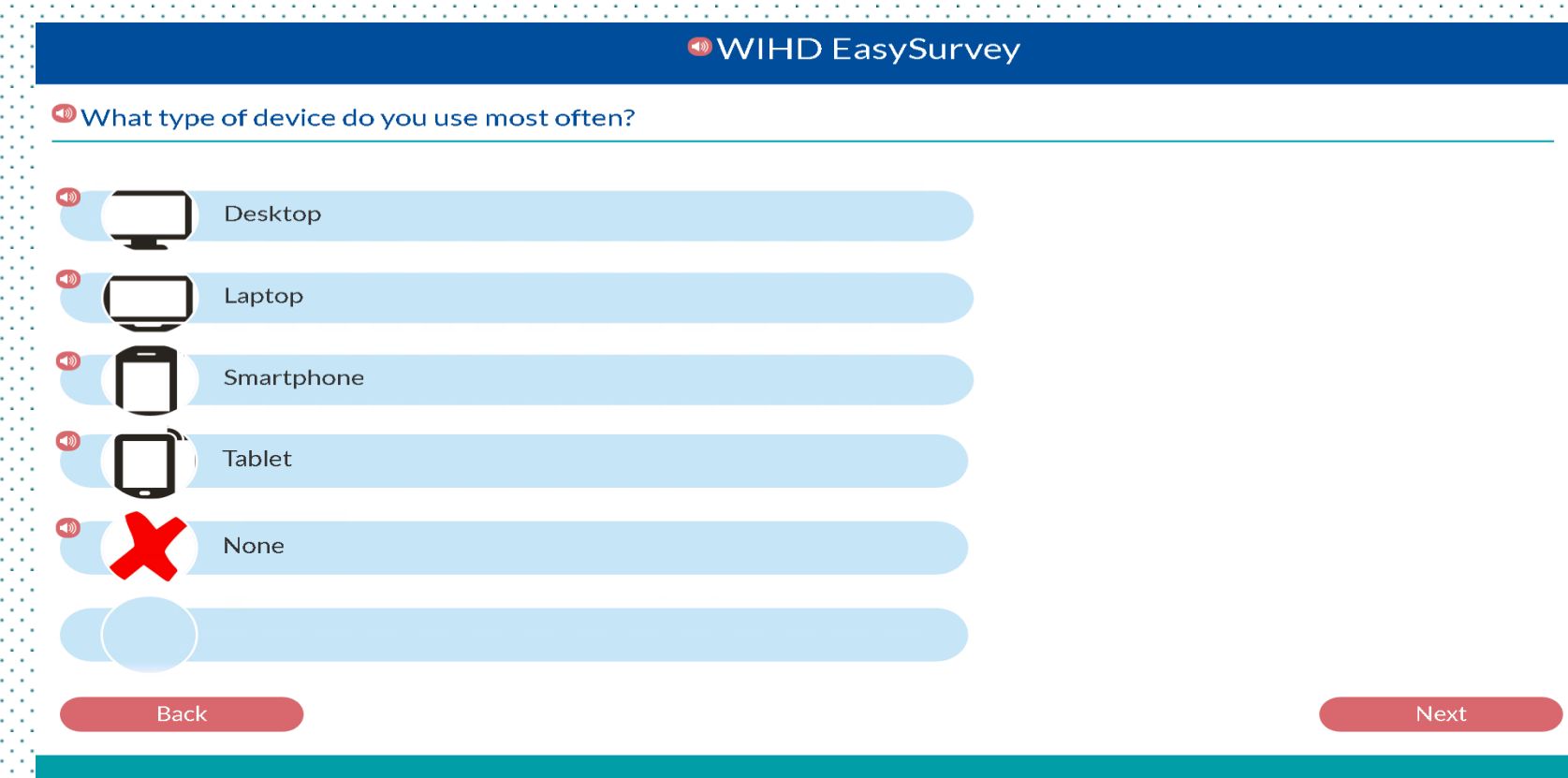
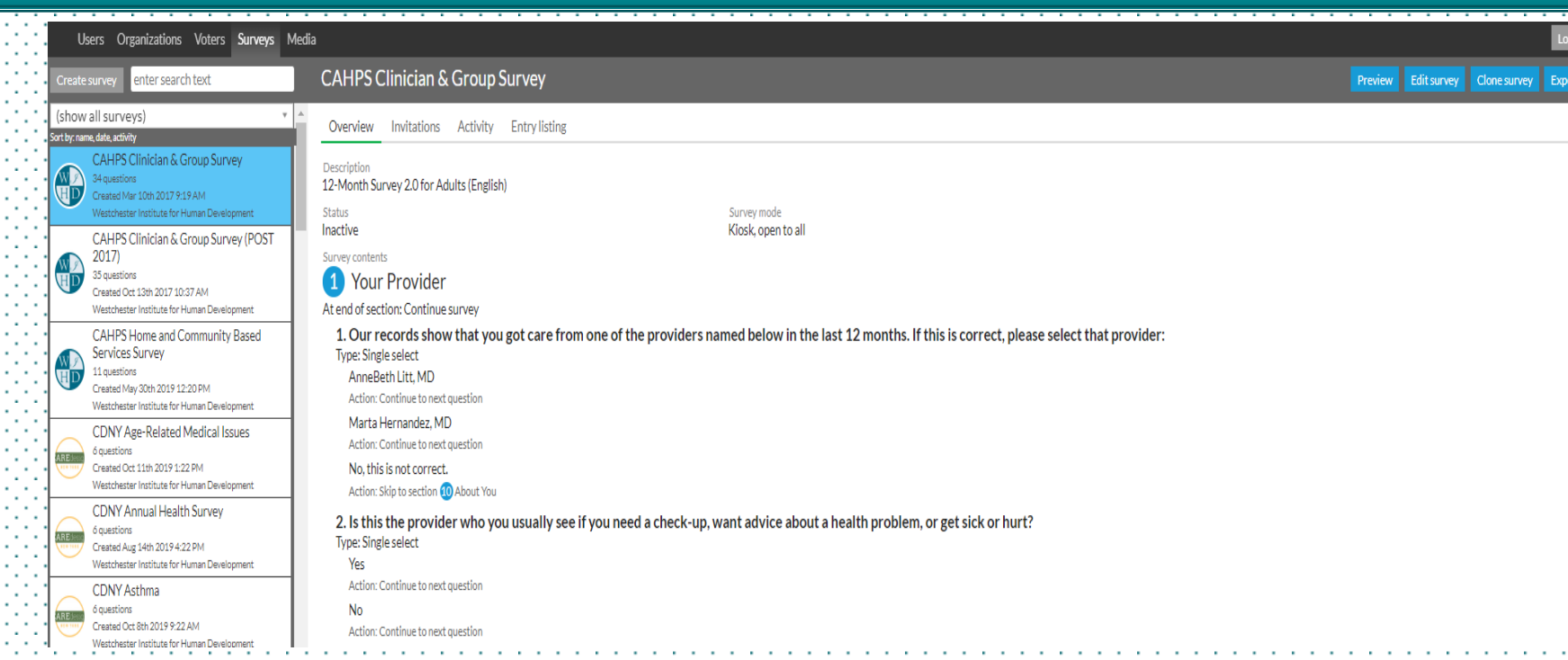
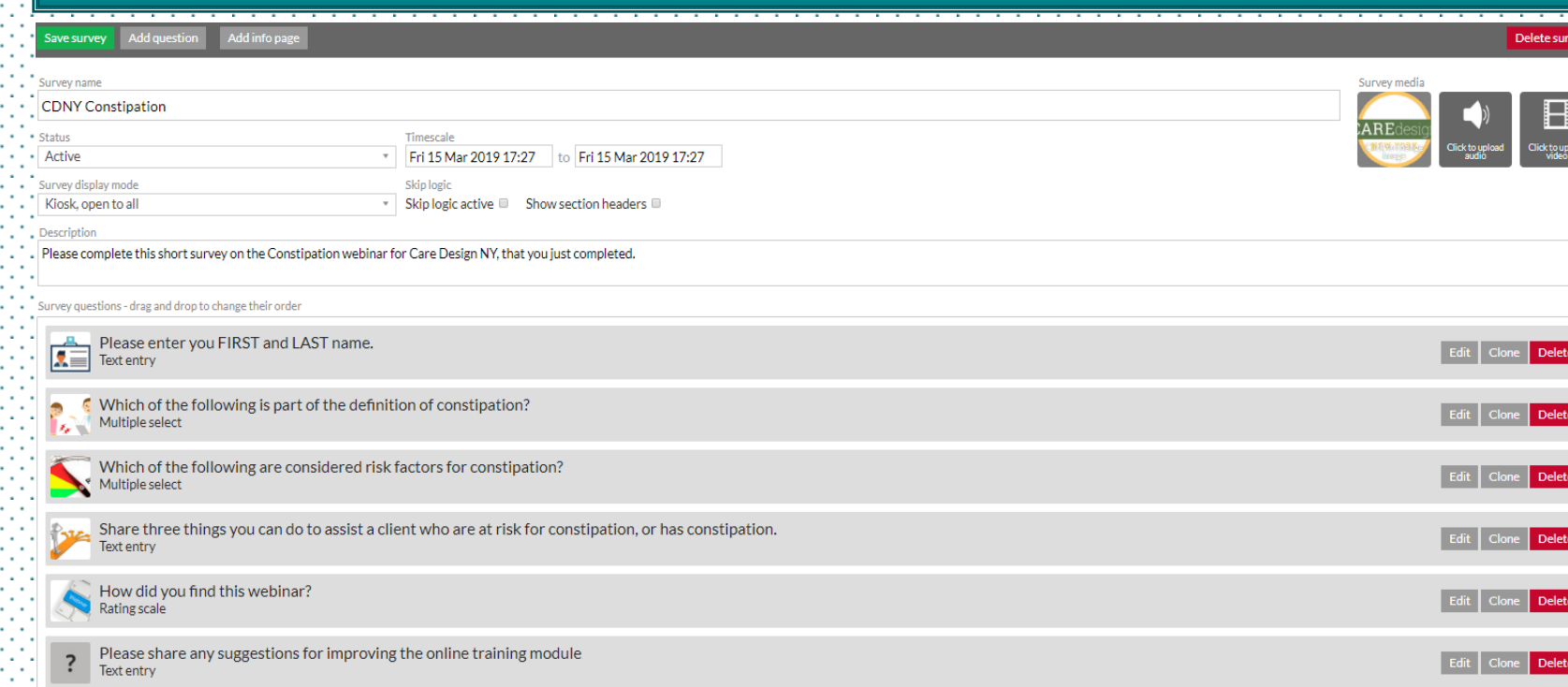
Data Collection

- ❖ PI collected information from existing online survey platforms, SurveyMonkey, Zoomerang
- ❖ Short survey for survey designers, and structured interviews – thematic analysis in Max QDA
- ❖ Focus group with structured guide with questions and prompts

Data Analysis

- ❖ Content analysis: listing requirement identified and categorizing in technical headings
- ❖ Thematic inductive analysis: extracting themes and sub-categories

RESULTS



DISCUSSION

- ❖ Based on feedback from the survey designers as well as investigation into current online survey platforms, the backend of WIHD EasySurvey was developed to allow for 5 types of questions, information pages as well as skip logic functionality. All of these also include the uploading of images/pictures and/or videos to enhance the understandability of both the questions and the answers.
- ❖ Using best practice for cognitive accessibility from the literature and the data from the focus group with young adults with IDD, the user interface was designed with a user interface expert to be optimized for a 9 – 10 “ tablet platform with touch access.
- ❖ Text-to-speech functionality was built into the platform so that all text entered will be spoken with the click of the icon.