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Road Safety Evaluation Question Bank

Measuring Knowledge Change Questions

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# Using the Question Bank

This is one of a series of booklets from the online question bank. The purpose of these booklets is to provide examples of questions that you can use in evaluation surveys or questionnaires when you are evaluating your road safety interventions.

This booklet contains some key questions that you may ask those who took part in your intervention to gain an idea of whether their knowledge has changed as a result of the intervention.

Road safety interventions cover many topics, and it is not practical to list questions relating to all of them. Therefore, you will need to use the general wording of the questions but tailor them to the specific topics (e.g., speed, distraction, tiredness, etc) covered by your intervention.

You are unlikely to want to use all of the questions in this booklet, therefore, simply copy and paste the ones you wish use into your own evaluation questionnaire. You may wish also to use questions from some of the other question bank booklets in your evaluation.

You are free to use these questions in your evaluation of your intervention as you wish, without referencing that they have been taken from the question bank. However, some of the questions have been taken from existing questionnaires and surveys, and therefore the author of the questionnaire must be referenced if you choose to use those questions. Questions that require references are clearly marked with a number e.g. 12, and the source you need to cite is provided at the end of the booklet in a numbered list.

If you need any advice on sourcing existing questions appropriate to evaluate your intervention or support to formulate your own questions, please email RoSPA’s Research and Evaluation Officer at

[rneedham@rospa.com](mailto:rneedham@rospa.com).

The majority of questions in this booklet would typically be used in a **before and after** evaluation design. This is an evaluation where those who take part in your intervention are surveyed (asking the same questions) both before and after the intervention; to measure whether there has been in a change in their knowledge. However, there are a few examples of questions you could use in a **post-then pre** evaluation design, where the respondent rates their knowledge of a topic both before and after the intervention at the end of the intervention.

These questions could also be used to collect **baseline data**, that is, to understand what people know **before** your intervention takes place, so that you can tailor your intervention to the people taking part. This is because we cannot assume that people know nothing, as publicity campaigns and other interventions will have contributed to your participants’ knowledge on a road safety issue.

To find out more about evaluation designs, visit the [‘help and guidance’](http://roadsafetyevaluation.com/helpandguidance/) section of our website.

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# Measuring Knowledge Change

# Questions Appropriate for Before and After Evaluation Designs

These questions would typically be used in a before and after evaluation design. This is an evaluation where those who take part in your intervention are surveyed (asking the same questions) both before and after the intervention; to measure whether there has been in a change in their knowledge.

**Which of the following age groups do you think is most likely to be involved in a road traffic collision as a driver or motorcyclist?** *(Please tick one)*

Up to 19 years

20-29 years

30-39 years

40-49 years

50-59 years

60-69 years

70 years and over

**How many people do you think were killed on the roads in Great Britain last year?** *(Please write an estimate in the box below)*

**Which of the following do you think are the three most common causes of road traffic collisions in this country?** *(Please tick three)*

Driving when tired

Following the vehicle in front too closely

Drivers exceeding the speed limit

Driving under the influence of alcohol

Drivers not paying enough attention to the road

Driving a defective vehicle e.g. bald tyres

Pure chance

Drivers lacking in experience

Using a mobile phone while driving

Poorly maintained roads

**How important do you think the following factors are in causing road traffic collisions?** *(Please tick the appropriate column).*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Very important | Important | Neutral | Not Important | Not at all  important |
| Illegal, defective or underinflated tyres. |  |  |  |  |  |
| Driving a defective vehicle. 1 |  |  |  |  |  |
| Drivers/riders vision affected by stationary or parked vehicles. |  |  |  |  |  |
| Drivers/riders being reckless or in a hurry. |  |  |  |  |  |
| Drivers/riders not signalling. 1 |  |  |  |  |  |
| Drivers/riders under the influence of alcohol. |  |  |  |  |  |
| Drivers/riders not looking properly. |  |  |  |  |  |
| Driving/riding too close. 1 |  |  |  |  |  |
| Slippery road surface. |  |  |  |  |  |
| Drivers/riders distracted by hand-held mobile phones. |  |  |  |  |  |
| Driving/riding when tired. 1 |  |  |  |  |  |
| Drivers/riders travelling too fast for conditions. |  |  |  |  |  |
| Drivers/riders overtaking when it is unsafe to do so. 1 |  |  |  |  |  |
| Drivers/riders taking risks. 1 |  |  |  |  |  |
| Pure chance. 1 |  |  |  |  |  |

**Wearing a seat belt can reduce your risk of death by how much?**

25%

45%

65%

# Questions Appropriate for a Post-then Pre Evaluation Design

This question could be used in post-then pre evaluation design. This is where the respondent rates their knowledge of a topic both before and after the intervention at the end of the intervention. You can use this example of a question as an outline and tailor it to your intervention.

**Using the understanding that you now have after attending today’s session, please rate your knowledge related to the below statements . Circle a number to rate your level of knowledge and skills before and after this workshop.**

*(1 means lowest level of knowledge and skill and 5 means highest. If the statement is not applicable to you, please circle 9 in the N/A column)*

| **Please rate your knowledge related to:** | **Low High N/A** |
| --- | --- |
| **My awareness of the benefits of planning my journey in advance** | **Before the workshop 1 2 3 4 5 9** |
| **After the workshop 1 2 3 4 5 9** |
| **My understanding of my organisation’s driving for work policy and procedures** | **Before the workshop 1 2 3 4 5 9** |
| **After the workshop 1 2 3 4 5 9** |
| **My awareness of the dangers associated with driving for work** | **Before the workshop 1 2 3 4 5 9** |
| **After the workshop 1 2 3 4 5 9** |
| **My understanding of immediate and underlying causes of at-work road crashes** | **Before the workshop 1 2 3 4 5 9** |
| **After the workshop 1 2 3 4 5 9** |

# References

1 Department for Transport (DfT) (1993) ‘Driver Attitude and Behaviour Questionnaire’. This is an adaptation of a question found in this questionnaire.