



Trusting News AI literacy: Pre/Post-event survey questions

At Trusting News, we've found that community events focused on AI literacy can be a powerful way to engage audiences and strengthen trust in your newsroom as a credible source of information. Measuring the impact of those events helps you better understand what participants learned and whether the event influenced trust or engagement.

One of the easiest ways we have found for newsrooms to measure the impact of events without hiring a researcher is to use short pre/post-event surveys. This works well because you can print them out for people to complete (which requires hand-entering the data) or create the survey in a Google Form and have people scan a QR code to complete it.

The sample pre/post-event survey questions below are designed to help you gather useful feedback while keeping surveys short and easy for participants to complete. These questions are only suggestions and should be customized to fit your event goals, audience and community needs.

For more AI literacy resources for journalists, head to [Trusting News' AI Literacy Trust Kit](https://trustingnews.org/AIliteracy).

Assign a unique identifier

To measure changes in knowledge, attitudes or trust, it's important to match each participant's pre-event and post-event survey responses. The easiest way to do this is by assigning each participant a unique identifier (ID) number.

A unique ID allows you to compare responses from the same person before and after the event while still protecting participant privacy. Instead of collecting names or email addresses, participants can enter the ID number you provided to them at both survey points.

You can create simple ID numbers using:

- Printed numbers on event handouts or name tags
- Having community members pick a number/code out of a hat
- Codes can be numbers, letters or a combination of letters and numbers (example: A1 or B2)



Make sure participants:

- Receive their ID before completing the pre-survey
- Use the same ID again in the post-survey
- Understand the ID is only being used to match responses, not identify them personally

If assigning ID numbers is **not possible**, another option is to ask participants to create their own identifier using something memorable and consistent, such as their initials or a nickname. This is not always reliable, though, so assigned IDs are preferred because self-created identifiers can sometimes be entered inconsistently.

Sample survey questions

1. What is the unique ID number we provided to you? *(Please enter the same ID on both the pre-event and post-event surveys.)*
2. How interested would you say you are in the subject of artificial intelligence?
 - a. Very interested
 - b. Somewhat interested
 - c. A little interested
 - d. Not interested at all
3. I understand some of the ways AI might affect my everyday life.
 - a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
4. I feel confident I could try using AI tools to help with everyday tasks.
 - a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
5. **[Newsroom/journalist]** helps me better understand complex or emerging issues.
 - a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree



- d. Somewhat disagree
- e. Strongly disagree
- 6. I feel confident turning to **[Newsroom/journalist]** for information.
 - a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
- 7. I trust **[Newsroom/journalist]** as a source of accurate information.
 - a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
- 8. I am likely to follow or use **[Newsroom/journalist]** reporting in the future.
 - a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
- 9. How old are you?
 - a. Under 18
 - b. 18-24 years old
 - c. 25-34 years old
 - d. 35-44 years old
 - e. 45-54 years old
 - f. 55-64 years old
 - g. 65+ years
 - h. Prefer not to say
- 10. How do you describe yourself
 - a. Female
 - b. Male
 - c. Non-binary
 - d. Prefer to self-describe
 - e. Prefer not to say
- 11. Which of the following best describes your race or ethnicity? (Please select all that apply)
 - a. American Indian or Alaska Native



- b. Asian or Asian American
 - c. Black or African American
 - d. Hispanic, Latino, or Spanish origin
 - e. Middle Eastern or North African
 - f. Native Hawaiian or Other Pacific Islander
 - g. White
 - h. Another race or ethnicity (please specify)
 - i. Prefer not to answer
12. What is the highest level of education you have completed?
- a. Some high school or less
 - b. High school diploma or GED
 - c. Some college or an associate's degree
 - d. Bachelor's degree
 - e. Graduate or professional degree
 - f. Prefer not to answer
13. What is your zipcode? (*short answer/fill in the blank*)