**Analysis of Victor & Erika Survey Data Culminating Experience**

**Title:** Analysis of Victor & Erika Webnovela Survey Data

**Do you prefer students from a specific program?:** prevention and community health, health communications

**Goals of Project:**

Maryland Multicultural Youth Center (MMYC) in partnership with GW’s Avance Center is implementing the Adelante Positive Youth Development intervention for Latino youth, which involves substantial community collaboration to address a complex of contributing factors for substance abuse and co-occurring health issues (including family/partner violence, sexual risk, and youth violence) in Langley Park, MD – a community that has experienced disproportionate rates of these co-occurring conditions. A component of this effort includes an online webnovela series called Victor & Erika, which is written and produced by Adelante youth together with MMYC and GW team members.

There is currently pilot survey data being collected to assess youth’s perceptions of Victor & Erika Season 1. It is an online survey of youth who have viewed Victor & Erika using snowball sampling. The student will analyze those data and possibly consider extending this project to survey the youth further on something related to perceptions of the series’ messages.

**Objectives of Project:**

The objectives of the project are to maximize survey sample size by continuing to survey youth by attending MMYC-led programmatic activities and events. The student will analyze the data from this pilot survey and report on results.

**Specific activities of this project which will be carried out by the student:**

* Increase survey participation by attending MMYC youth programmatic activities and events
* Analyze pilot survey results and create a report
* Option to expand by creating another online survey to test messages, etc

**Project Learning Experiences include:**

Data analysis

Data gathering

Health communication/marketing

Health education, teaching, training

Health promotion/advocacy

Information dissemination

**Location:** Occasional visits to MMYC community center in Langley Park, MD

Qualified candidates should submit a resume by email to [ndbarrett@gwu.edu](mailto:ndbarrett@gwu.edu). Applications will be considered on a rolling basis. Please write V&E Survey CE in the subject line of your email.