NSDL Brown Bag Series

Learning About Your Digital Collection From Users

December 16, 2010

1:00pm - 2:00 pm Eastern

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NSDL Brown Bag Series

Learning About Your Digital Collection from Users

December 16, 2010

Today's moderator:
Eileen McIlvain
NSDL Communications

Welcome!
Today's session will be recorded
Mute *6   Unmute *7

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"In God we trust. All others bring data."

W. Edwards Demming

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Today's Agenda

- Introduction: So you want to learn more about your users
- Adapting the NSFL Faculty Survey
  - Why you might want to use/borrow the NSDL Faculty Survey instrument
- Planning a study
- Selecting a survey sample
- Timing a survey
- Delivering the survey
- Using the data: analysis and reporting out
- Wrap up and final questions
- Where to find the survey and how to contact us

Why Study Your Users

- Inform improvements in services or features

- Inform user interface design

- Determine effective ways for increasing usage, building community, increasing submissions to the collection

- Determine priorities for future projects

- Support a request for funding

- Collect data for a report

The NSDL Faculty Survey

- Initial tool developed in 2006
  - Purpose: To learn how instructors use digital resources
  - Used and tested on national audience of over 4,000
  - Individual questions tested for validity and reliability
- Based on focus groups and interviews
- Valid and reliable
- Revised and tested for use in two collections
  - ComPADRE & Teaching With Data
- Available for use by you
  - With modifications

Some Details About the Survey

- Aimed at faculty or instructors at college level
  - ComPADRE sample included high school instructors
- Online, administered with Survey Monkey
- 30 questions
- Takes approximately 15-20 minutes to complete
- Types of questions
  - 5 demographic
  - 17 type of digital resources used in teaching and how
  - 3 features of digital resources collections
  - 1 open-ended about use of digital resources
  - 4 follow up participation
- URL
  - https://www.ideals.illinois.edu/handle/2142/17448

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Questions?

Questions In The Study Process

Is a survey the right method --- or is another method better?

Considerations for delivering a survey: How? & When?

What about my sample? Who should I survey? How? *And - how many are enough?*

What is this data telling me?   Does it seem right? How can I use it?

What kind of survey do I want this to be? (Dictates length, Question Choice, Even analysis)

Finish?? *-More like-* **Play Again!**

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Is a Survey Right For You?

Getting the most from a survey consultant

Do you have enough information to start formulating questions that would be understandable to your audience?

Do you have <u>enough time</u> to develop a survey? Are you bound to consistency/ tracking with past information?
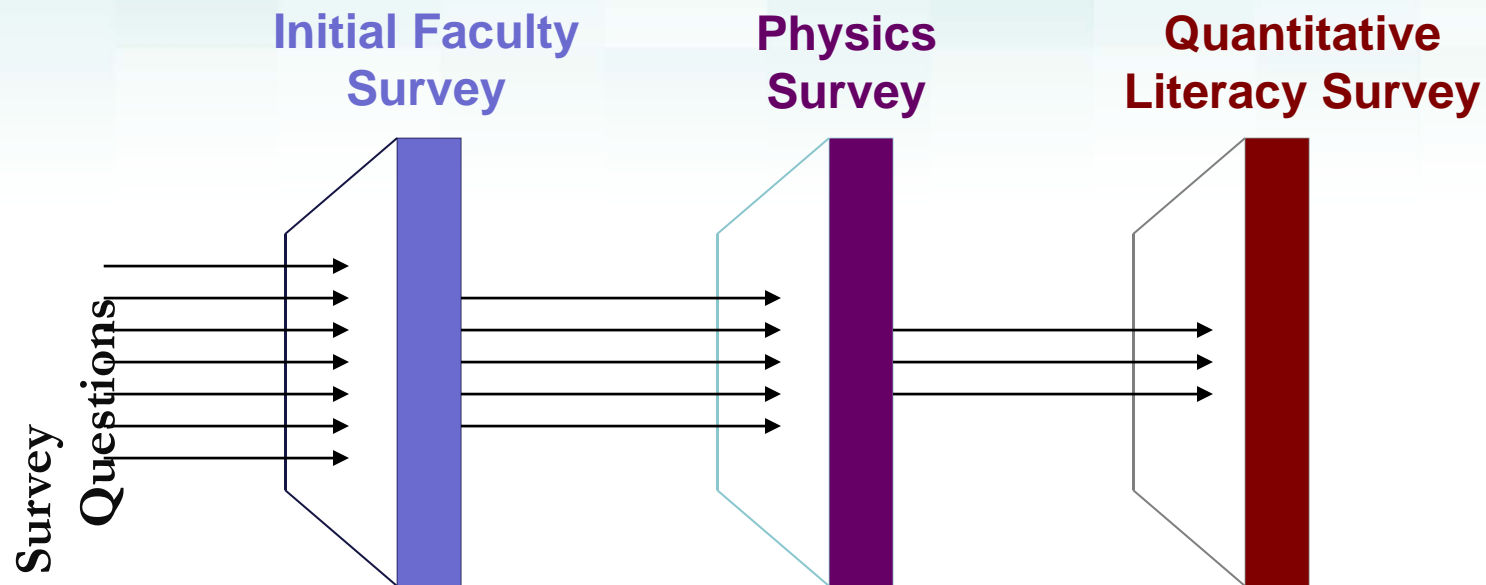
Survey YES or NO?

Do you have enough people who can be contacted to make a survey worthwhile?

What is <u>Essential</u> for you to know?

What would be nice to know?

Evolution of a survey

What kind of survey do you want to create?

Initial Faculty Survey

Physics Survey

**Quantitative Literacy Survey**

Survey Questions

INNOVATION

**New Measurement. Testing ideas that may or may not ultimately work (Google vs. DL). A large-scale baseline survey. Typically long**

APPLICATION

Strategic application of survey Knowledge. Meshing with preexisting surveys, groups or processes. Results in shorter survey and largely more interpretable findings.

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A Sampling on Sampling

- FIRST: Think <u>deeply</u> about who would / and would NOT be the best test for your question

- A couple sampling techniques to think about:

  - *Random* (BUT are survey volunteers ever really random?)

  - *Snowball* (BUT this is skewed sampling when would I ever use this?)

- How do I know if I have enough responses?

- A thought on *WEIGHTING DATA*
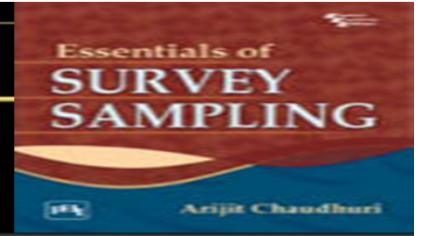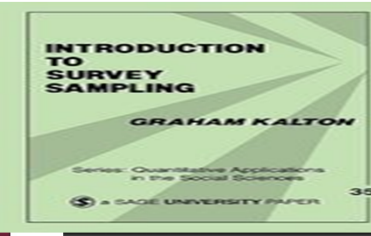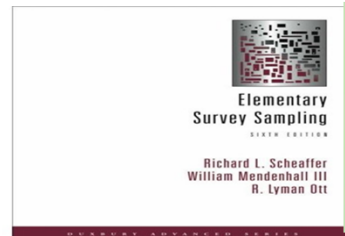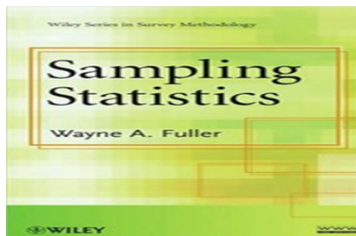
Timing & Delivery

If your timing's right and the gods are with you, something special happens.
- Tony Curtis

Timing

Delivery

- How long does it take to survey a population?
- When is a good time to survey your users and potential users?
- Leave time for reminders – usually two (*The postman always rings three times)*
- Always allow more time than you think you need

One impacts the other

- Major methods are in-person, mail, phone and online
- Currently online is dominant but lately it is losing this position.
- What is likely to fit with your audience? Is there a bias with delivery you are NOT OK with?

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Questions?

Analysis and Report Writing

Quantitative	Quantitative	Qualitative
Descriptive	Analysis	Descriptive Analysis

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Qualitative: Descriptive

www.wordle.net

Qualitative: Analysis

Where to Get a Copy of the Survey

From the Project site at the University of Illinois at Urbana-Champaign

https://www.ideals.illinois.edu/handle/2142/17449

Questions?

Thank You!

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Thank you for attending!
We will send you an email to access the archive for today's Brown Bag.
Please be sure to fill out our program survey.

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Contact:

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