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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http://nsdl.org
“In God we trust. All others bring data.”

W. Edwards Demming
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
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!
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 enough time to develop a survey? Are you bound to consistency/tracking with past information?

What is Essential for you to know?

What would be nice to know?

Survey YES or NO?
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.
A Sampling on Sampling

- **FIRST**: Think deeply 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

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

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?

Source: {text}
Questions?
Analysis and Report Writing

Quantitative
  Descriptive
  Analysis

Quantitative
  Analysis

Qualitative
  Descriptive
  Analysis
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 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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