# **Assess Your Library's Services with**



OLA Superconference, Session 314
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#### **Outline**

- Survey Methodology & Design
- Building Web Based Surveys
- Analyzing Survey Results
- Conclusions and Questions

### Goal

# Doing surveys easily & inexpensively with



### SurveyMonkey Costs

- A professional subscription = \$19.95
  USD/month (or only \$200.00 USD/year)
- There are no long-term contracts, and you can cancel at any time.
- No limits
- Access to advanced features
  - necessary for any effective survey

#### Research Ethics Review

- All research institutions have ethics review and approval requirements for research studies involving human subjects.
- Queen's GREB any research project involving human subjects, whether funded or not, must receive ethics approval prior to the start of the project.
- Tri-Council (CIHR, NSERC, SSHRC) exempts from such review "quality assurance studies, performance reviews or testing within normal educational requirements..." (TCPS, article 1.1[d])

Queen's Office of Research Services
Human Ethics Review Boards

http://www.queensu.ca/vpr/policies/committee.html

### Sampling - factors

- Medium used is important (email, forced web link, voluntary web link, personal interview, etc. Major factor in rate of response
- Include entire population if small

Representativeness more important than overall sample size.

# **Sampling Methods**

- Random sampling. All members have equal chance to be measured.
- Proportional and stratified random sampling. Each group being assessed is represented in the same proportion as the total population, e.g. 40% male, 60% female, etc.
- Convenience sampling. Easiest but potentially most biased, e.g. students in a library on Tuesday between 2 and 5 pm.

### **Questions - Common Mistakes**

#### Lack of sufficient pre-testing

- Bias
- Unclear, jargon-based queries
- Too many questions (esp. self-administered surveys)
- Too many open-ended questions

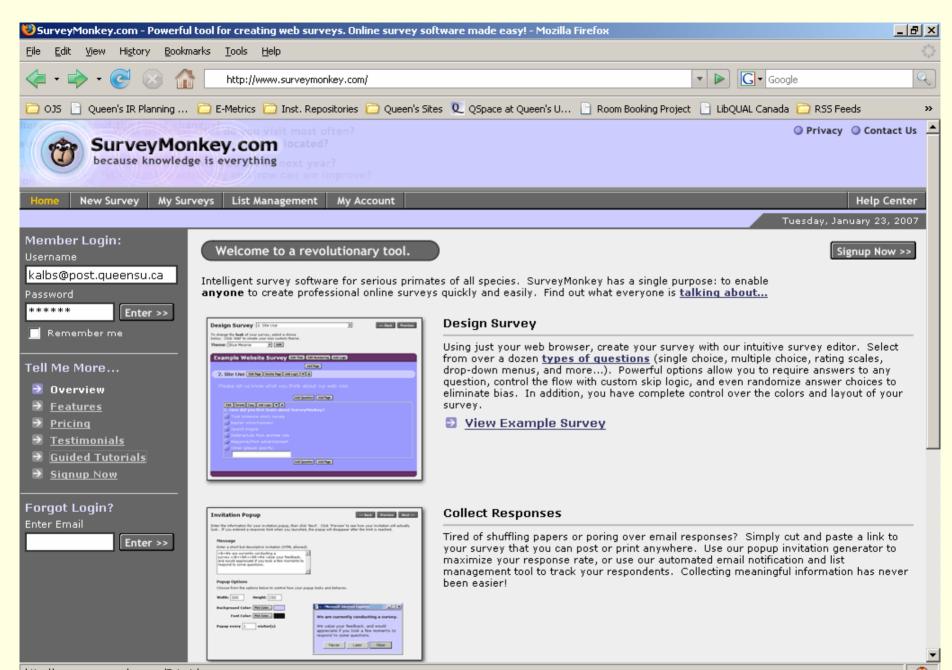
# **Questionnaire Design**

Survey introduction or preliminary page (esp. important in meeting GREB requirements)

Well-organized

Grab their attention

Easy to follow directions

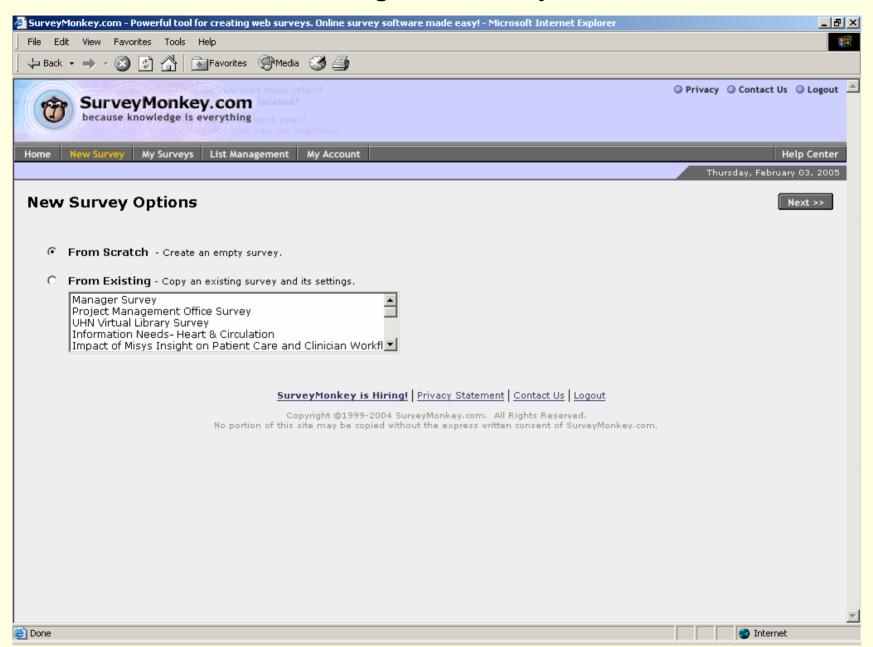


#### **SurveyMonkey Survey Manager**

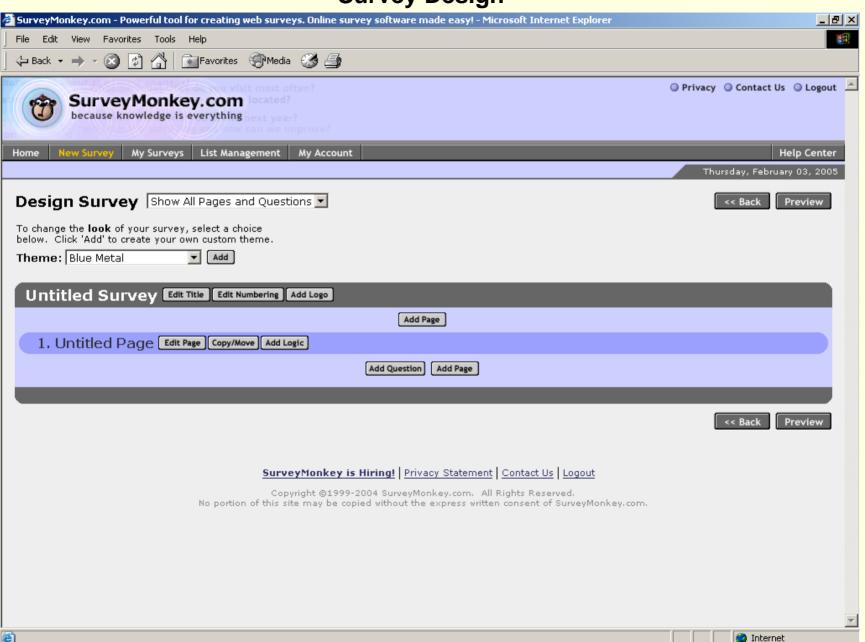


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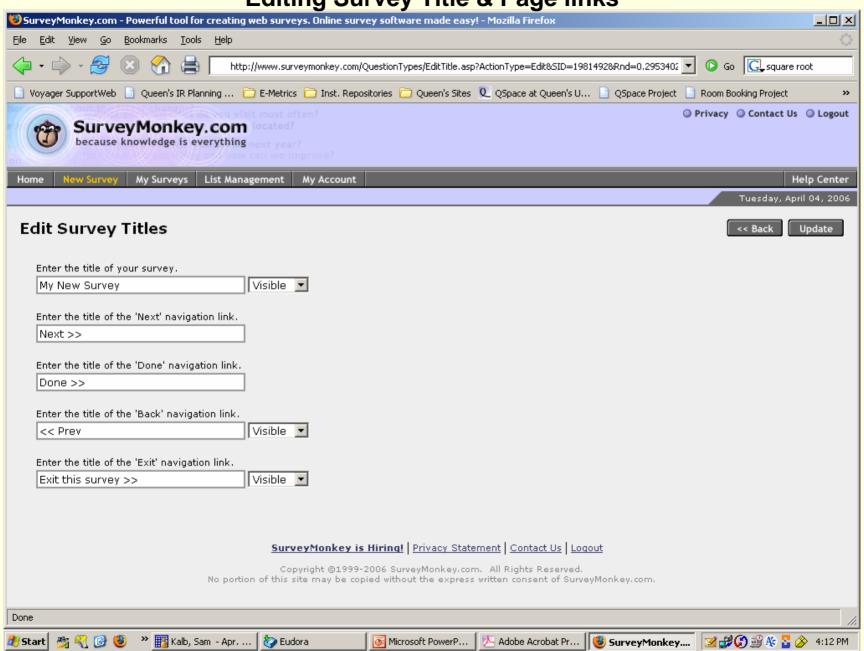
#### **Starting a New Survey**



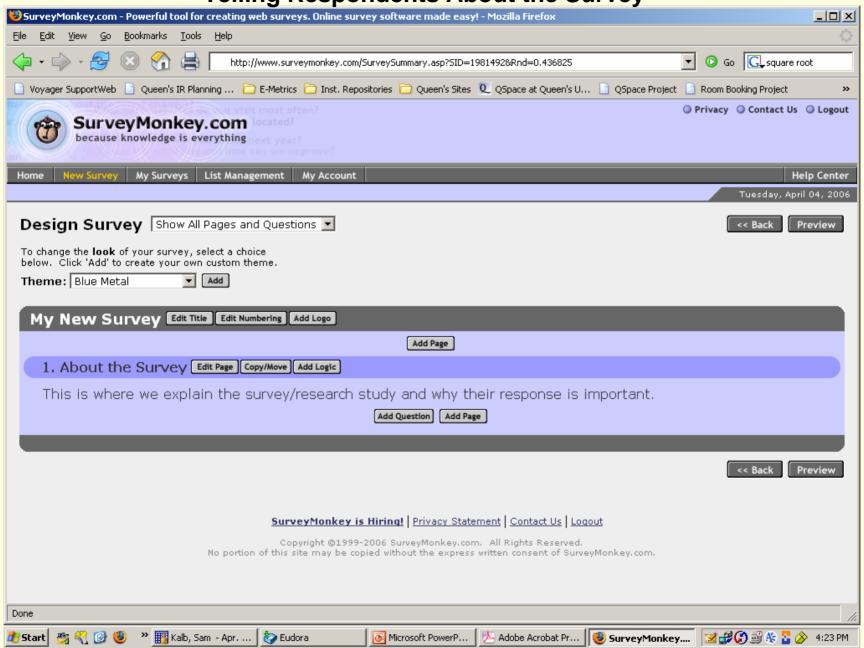
#### **Survey Design**



**Editing Survey Title & Page links** 



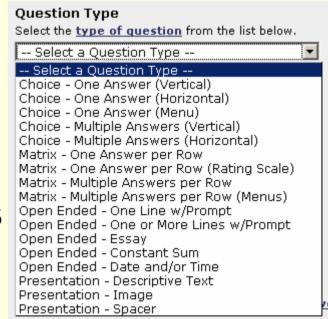
**Telling Respondents About the Survey** 



# **Survey Question Types**

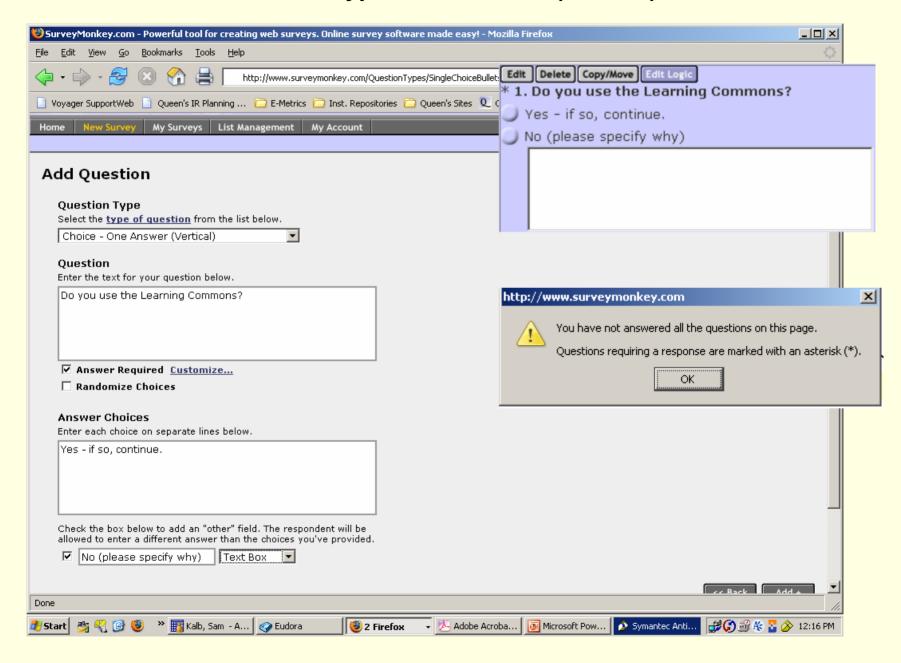
- Single choice
- Multiple choice
- Matrix/rating scales

Open-ended

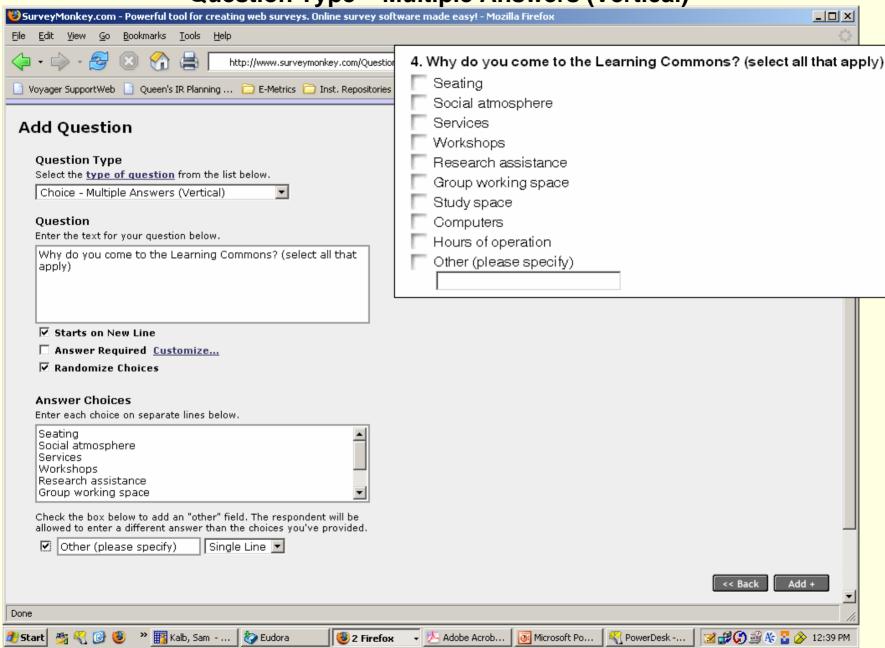


http://www.surveymonkey.com/help/HelpFrame.asp?P=QuestionOverview.asp

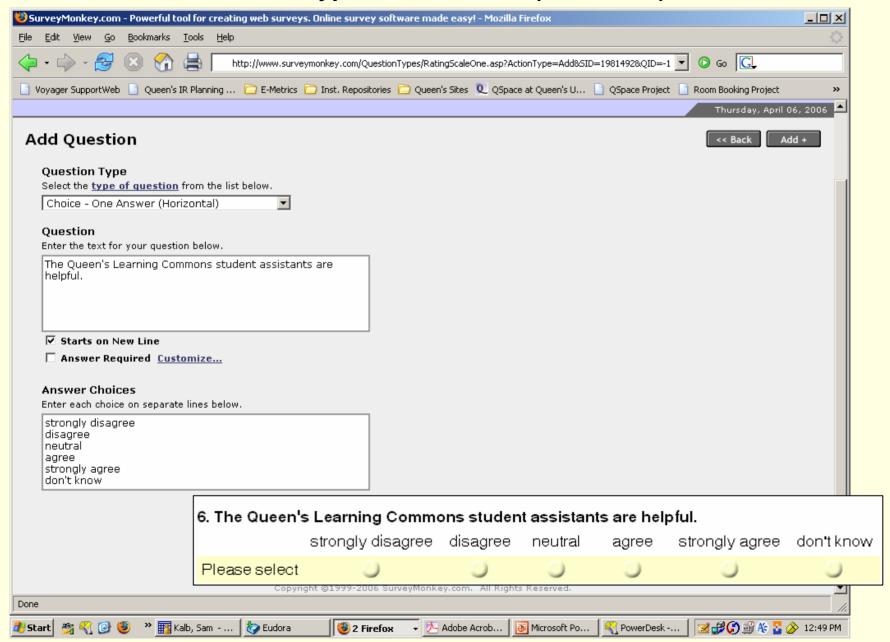
#### **Question Type - One Answer (Vertical)**



**Question Type – Multiple Answers (Vertical)** 



#### **Question Type – One Answer (Horizontal)**

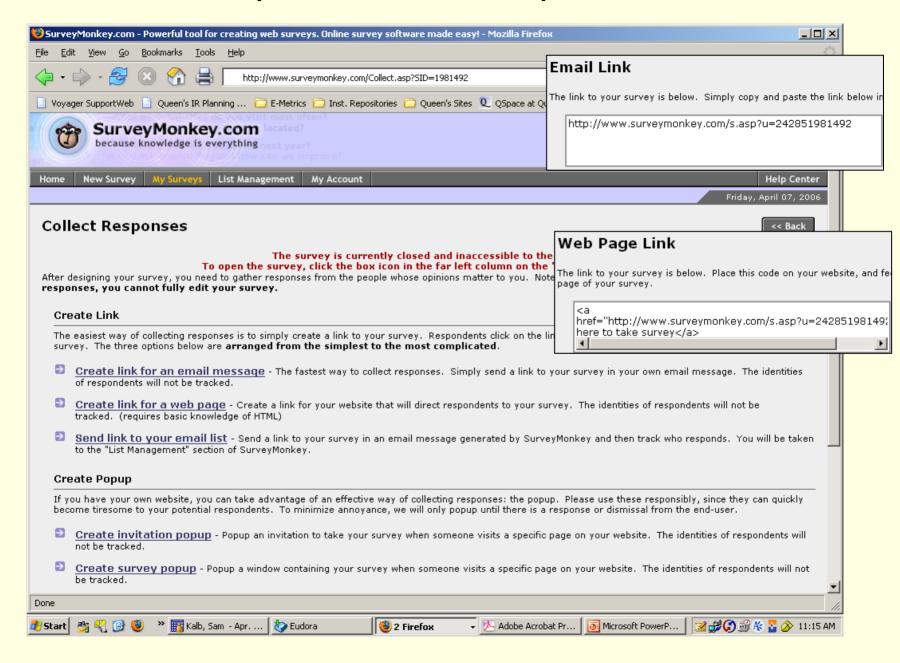


#### **Question Type - Matrix**

9. Please s	elect from	the list belo	w the words	you associate	with Public	and Acade	mic Libraria	ans.				140
	Flexibility	Inflexibility	Intellectual Curiosity	No desire to develop professionally	innovative	assertive	proactive	reactive	risk-taking	insular	multi-skilling	limitec skills
Academic	Г	Г	Г	Г	Г	Г	Г	Г	Г	Г	Г	Г
Public			F		F				E	П	F	

Please r	ate these b	rands of pea	nut butter
	1 - Dislike It	2 - No Opinion	3 - Like It
Skippy	0	0	0
Reese's	0	0	0
Peter Pan	0	0	0
Jif	0	0	0

#### **Options for Collection Responses**



# **Survey Options - 1**

- Collection options:
  - One response per computer
  - Multiple responses (shared or public computers)
- Completion options:
  - Jump to a certain web site
- Share results:
  - summary or detailed results publicly

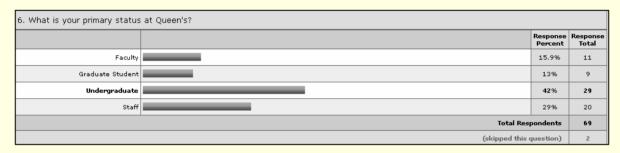
# **Survey Options - 2**

- Survey Limits
  - Maximum stop after x no. of responses
  - Cut-off date & time

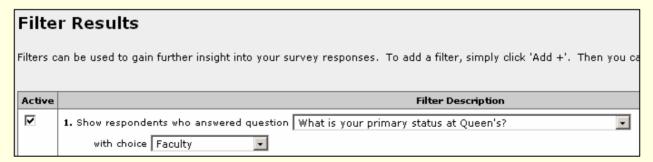
- Survey Security
  - Password restriction
  - IP address restriction (only users from a certain web domain can enter)
  - Suppress IP address from displaying in results

### Survey Results Analysis

Real time review



Filtering



Download to spreadsheet or database

#### **Statistical Assessment - Definition**

Statistics are inferences drawn from a sample population

**Useful** statistics are **valid** inferences drawn from a **representative** sample population

### Factors in evaluating online surveys

 Self-reporting of responses – did respondent answer key questions (e.g. demographics)

- Bias (questions & answers)
- Accuracy of opinions
- Beware of false links (do A & B really add up to C?) Do students with big feet really spell better?

# SurveyMonkey & Survey Planning

- Can use SurveyMonkey as both a record of past Library surveys and a resource to help staff preparing new surveys to:
  - avoid inadvertent duplication of past surveys
  - ensure that particualr data has not already been collected
  - avoid oversurveying a targeted group
  - offer a collection of questions reflecting sound survey methodology

### Thank You

**Questions?** 

Links:

SurveyMonkey: <a href="http://www.surveymonkey.com/">http://www.surveymonkey.com/</a>