Assess Your Library’s Services with

OLA Superconference, Session 314
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Library Assessment & IT Projects Coordinator
Queen’s University Library
Outline

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

Doing surveys easily & inexpensively with

SurveyMonkey.com
because knowledge is everything
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
Welcome to a revolutionary tool.

Intelligent survey software for serious primates of all species. SurveyMonkey has a single purpose: to enable anyone to create professional online surveys quickly and easily. Find out what everyone is talking about...

Design Survey

Using just your web browser, create your survey with our intuitive survey editor. Select from over a dozen types of questions (single choice, multiple choice, rating scales, drop-down menus, and more...). Powerful options allow you to require answers to any question, control the flow with custom skip logic, and even randomize answer choices to eliminate bias. In addition, you have complete control over the colors and layout of your survey.

View Example Survey

Collect Responses

Tired of shuffling papers or poring over email responses? Simply cut and paste a link to your survey that you can post or print anywhere. Use our popup invitation generator to maximize your response rate, or use our automated email notification and list management tool to track your respondents. Collecting meaningful information has never been easier!
**SurveyMonkey Survey Manager**

Welcome, Sam!
As a professional subscriber, we especially value your feedback. If you have a suggestion or complaint, feel free to contact us. Your professional subscription will be automatically renewed on Monday, May 21, 2007. To update or cancel your subscription, click the "My Account" button above.

<table>
<thead>
<tr>
<th>Current Folder:</th>
<th>None (All Surveys Visible)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Open/Close</th>
<th>Survey Title (click to preview)</th>
<th>Date Created</th>
<th>Design</th>
<th>Collect</th>
<th>Options</th>
<th>Analyze</th>
<th>Clear</th>
<th>Delete</th>
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<td>Two Solitudes or Two Siblings? How Academic and Public Librarians Perceive Each Other and Why</td>
<td>11/15/2006</td>
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<td>9/13/2006</td>
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<td></td>
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<td>Closed</td>
<td>CHEM 397/398 Library Session</td>
<td>9/13/2006</td>
<td></td>
<td></td>
<td></td>
<td>25</td>
<td></td>
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</tr>
<tr>
<td>Open</td>
<td>MultiSearch Pilot Project @ Queen's Library (Fall 2006)</td>
<td>9/24/2006</td>
<td></td>
<td></td>
<td></td>
<td>10</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Active Surveys: 5
Monthly Responses: 50
Starting a New Survey

New Survey Options

- **From Scratch** - Create an empty survey.
- **From Existing** - Copy an existing survey and its settings.

SurveyMonkey.com - Powerful tool for creating web surveys. Online survey software made easy! - Microsoft Internet Explorer

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Survey Design

Design Survey - Show All Pages and Questions

To change the look of your survey, select a choice below. Click 'Add' to create your own custom theme.

Theme: Blue Metal

Add Page

Untitled Survey

Add Page

1. Untitled Page

Add Page

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Editing Survey Title & Page links

Edit Survey Titles

Enter the title of your survey.
My New Survey

Enter the title of the 'Next' navigation link.
Next >>

Enter the title of the 'Done' navigation link.
Done >>

Enter the title of the 'Back' navigation link.
<< Prev

Enter the title of the 'Exit' navigation link.
Exit this survey >>

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Telling Respondents About the Survey

Design Survey
To change the look of your survey, select a choice below. Click 'Add' to create your own custom theme.
Theme: Blue Metal

My New Survey
1. About the Survey
This is where we explain the survey/research study and why their response is important.
Survey Question Types

- Single choice
- Multiple choice
- Matrix/rating scales
- Open-ended

Question Type - One Answer (Vertical)

Add Question

Question Type
Select the type of question from the list below.
Choice - One Answer (Vertical)

Question
Enter the text for your question below.
Do you use the Learning Commons?

Answer Choices
Enter each choice on separate lines below.
Yes - if so, continue.
No (please specify why)

Answer Required
Randomize Choices

You have not answered all the questions on this page.
Questions requiring a response are marked with an asterisk (*).
4. Why do you come to the Learning Commons? (select all that apply)

- Seating
- Social atmosphere
- Services
- Workshops
- Research assistance
- Group working space
- Study space
- Computers
- Hours of operation
- Other (please specify)
Question Type – One Answer (Horizontal)

Add Question

Question Type
Select the type of question from the list below.
- Choice - One Answer (Horizontal)

Question
Enter the text for your question below.
The Queen's Learning Commons student assistants are helpful.

☑ Starts on New Line
☐ Answer Required [Customize...]

Answer Choices
Enter each choice on separate lines below.
- strongly disagree
- disagree
- neutral
- agree
- strongly agree
- don't know

6. The Queen's Learning Commons student assistants are helpful.
   Please select!
   - strongly disagree
   - disagree
   - neutral
   - agree
   - strongly agree
   - don't know
9. Please select from the list below the words you associate with Public and Academic Librarians.

<table>
<thead>
<tr>
<th>Academic</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Flexibility</td>
<td></td>
</tr>
<tr>
<td>Inflexibility</td>
<td></td>
</tr>
<tr>
<td>Intellectual Curiosity</td>
<td></td>
</tr>
<tr>
<td>No desire to develop professionally</td>
<td></td>
</tr>
<tr>
<td>Innovative</td>
<td></td>
</tr>
<tr>
<td>Assertive</td>
<td></td>
</tr>
<tr>
<td>Proactive</td>
<td></td>
</tr>
<tr>
<td>Reactive</td>
<td></td>
</tr>
<tr>
<td>Risk-taking</td>
<td></td>
</tr>
<tr>
<td>Insular</td>
<td></td>
</tr>
<tr>
<td>Multi-skilling</td>
<td></td>
</tr>
<tr>
<td>Limited skills</td>
<td></td>
</tr>
</tbody>
</table>

Please rate these brands of peanut butter on a scale of 1-3.

1 - Dislike It  2 - No Opinion  3 - Like It

| Skippy | |
| Reese's | |
| Peter Pan | |
| Jif | |
Options for Collection Responses

Collect Responses

The survey is currently closed and inaccessible to the respondents.

To open the survey, click the box icon in the far left column on the SurveyMonkey.com website.

After designing your survey, you need to gather responses from the people whose opinions matter to you. Note: if you are not a respondent, you cannot fully edit your survey.

Create Link

The easiest way of collecting responses is to simply create a link to your survey. Respondents click on the link to open the survey. The three options below are arranged from the simplest to the most complicated.

- Create link for an email message: The fastest way to collect responses. Simply send a link to your survey in your own email message. The identities of respondents will not be tracked.
- Create link for a web page: Create a link for your website that will direct respondents to your survey. The identities of respondents will not be tracked. (requires basic knowledge of HTML)
- Send link to your email list: Send a link to your survey in an email message generated by SurveyMonkey and then track who responds. You will be taken to the "List Management" section of SurveyMonkey.

Create Popup

If you have your own website, you can take advantage of an effective way of collecting responses: the popup. Please use these responsibly, since they can quickly become烦人 to your potential respondents. To minimize annoyance, we will only popup until there is a response or dismissal from the end-user.

- Create invitation popup: Pop-up an invitation to take your survey when someone visits a specific page on your website. The identities of respondents will not be tracked.
- Create survey popup: Pop-up a window containing your survey when someone visits a specific page on your website. The identities of respondents will not be tracked.
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

<table>
<thead>
<tr>
<th>Question</th>
<th>Faculty</th>
<th>Graduate Student</th>
<th>Undergraduate</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. What is your primary status at Queen's?</td>
<td>11</td>
<td>9</td>
<td>26</td>
<td>20</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>69</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Filtering

Filter Results

Filters can be used to gain further insight into your survey responses. To add a filter, simply click 'Add +'. Then you can...

<table>
<thead>
<tr>
<th>Active</th>
<th>Filter Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑️</td>
<td>1. Show respondents who answered question What is your primary status at Queen's? with choice Faculty</td>
</tr>
</tbody>
</table>

- 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 particular 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: http://www.surveymonkey.com/