

Customer Service
 Excellent
 Good
 Average
poor



SURVEYS BY DESIGN, FOR YOUR PUBLIC LIBRARY

Survey elements to consider...

<u>Methodology</u>	<u>The Survey</u>	<u>Results = Data</u>	<u>Actions</u>
What's "Surveying" all about?	What types of "Questions" should we be asking?	What should we do with the "Data"?	How do I make our "data" useful?
How should we "Survey" our community?	How long should our "Survey" be?	What's the best way to use our "Data"?	How do I turn "data" into actions and generate results?
How should we define the target groups of our "Survey"?	How should we present of our "Survey" to our community?	Do I need to break down our "survey results" for our audience(s)?	How do I determine survey "data" trends?

Methodology

The Survey's Purpose

The Questions that need to be answered...

The purpose of any survey activity is geared to collecting information, in an organized and methodical way which will help us inform the way we design, plan and execute the programs, services, collections and general needs of our unique communities.

We won't know the answers, unless we ask the **RIGHT** questions...

How should we “survey” the community?

By asking the right questions via one of numerous available means...

- ❑ Traditional Survey
- ❑ Electronic Survey
- ❑ Telephone Survey
- ❑ Focus Groups

You will ask users / non-users questions which will generate either a quantitative (statistic) or qualitative (feeling / descriptive) responses.

Target Groups, Demographics or other factors

In many instances we will be looking to target a survey to a specific or prioritized group.

- Youth
- Seniors
- Users
- Non-Users
- Citizens
- Contracting Communities
- Community Partners

Methodology Round Up...

Step 1: Determining your Survey Goals

Step 2: Setting Sampling Size Goals

Step 3: Agreeing upon the Survey Format

Step 4: Determining & finalizing the Questionnaire Design

Step 5: Piloting & Testing the Survey Questionnaire

Step 6: Revising / Refining the Survey Questionnaire

Step 7: Executing the Survey and defining a period

Step 8: Collecting & Analysing the Data

Step 9: Noting Trends & Communicating Results

Adapted from: <https://explorable.com/survey-design>

Methodology Round Up... Examples

Step 1: Users/Non-Users

Step 2: Min. 200 Responses

Step 3: Types of Questions...

Step 4: Response types you require

Step 5: Check for errors, trouble spots and flow

Step 6: Final Draft... Ready to Go?...

Step 7: Setting the collection period

Step 8: Determining the analysis period

Step 9: Draft the report with clear results

Adapted from: <https://explorable.com/survey-design>

The Survey Design

The Survey's Content

The Survey's Length

The Survey's Presentation

The Survey's Questions

What types of questions should we be asking?

- Closed-ended questions
 - Most commonly used:
 - Rating scale questions
 - Likert-type scales
 - Semantic differential
 - Multiple choice questions
 - Rank order questions
 - Dichotomous questions
- Open-ended questions
 - Most commonly used:
 - Open-ended questions ask respondents to supply their own answer. No pre-defined answers are given, so respondents are free to write what they want.

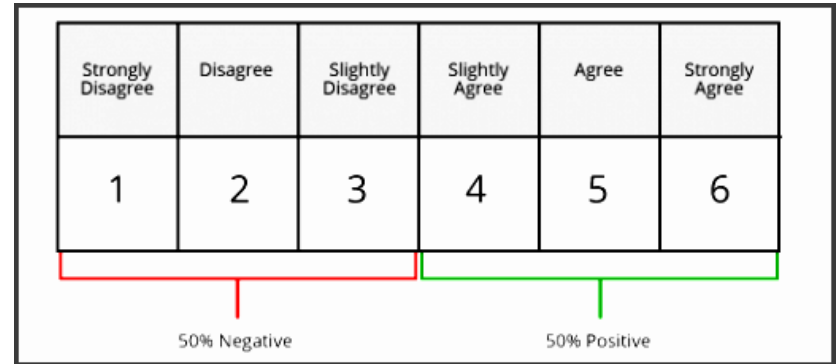
Adapted from: <https://canadabusiness.ca/business-planning/market-research-and-statistics/conducting-market-research/types-of-survey-questions/>

Hands On: Question Types

THE TRAINER

How would you rate the trainer on the following aspects of their training.

	<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Poor</i>
Knowledge of product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training style/delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pace of the course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Semantic Differential Scales

How would you describe Kmart, Walmart, and Target on the following scale:

clean	___	___	___	___	___	dirty
bright	___	___	___	___	___	dark
low quality	___	___	___	___	___	high quality
conservative	___	___	___	___	___	innovative
Inconvenient	___	___	___	___	___	convenient

Multiple choice question

1. Rick Astley's never gonna:

- Give you up
 - Let you down
 - Run around and
 - Desert you
 - All of the above
- Options (left bracket), Distractors (right bracket), Correct (arrow to last option)

Have you ever purchased a product or service from our website?

- Yes
- No

Please rank your three favorite colors.

Red	<input type="text"/>
Orange	<input type="text"/>
Yellow	<input type="text"/>
Green	<input type="text"/>
Blue	<input type="text"/>
Violet	<input type="text"/>

How long should our “survey” be?

□ Text: 1-2 Pages Legal Sized

(Approximately 15-20 Questions in accessible font)

□ Time: Ideal = Less than 20mins to complete.

Number of questions	Average seconds spent per question by a participant	Average survey completion times
1	75 seconds	1 minute & 15 seconds
2	40 seconds	2 minutes
3-10	30 seconds	2-5 minutes
11-15	25 seconds	5-7 minutes
16-25	21 seconds	7-9 minutes
26-30	19 seconds	9-10 minutes

How should we present our survey to the community?

- **Traditional Paper Copy**
- **Online Survey**

- **Moderated Survey** (Interview Style)
- **Focus Group** (Group setting, recorded, developed collective answers).

Hands On: Sample Survey



The Survey Data

Analyzing Data

Creating Objectives, Action Plans and Goals
from Data Sets

Utilizing Data Trends

What should we do with our “Data”?

- Collecting – How will you collect your data?
 - ▣ Spreadsheet
 - ▣ Database
 - ▣ Other Tools
- Sorting
 - ▣ Qualifying Unique Identifiers
 - ▣ Highlighting Key Questions
- Prioritizing
 - ▣ “Weighting a response”
- Organizing
 - ▣ Tables, Graphs, Charts... other reports...
- Reporting
 - ▣ Format, Presentation and Logic

What's the best way to USE our "DATA"?

- Reporting to Stakeholders
- Multi-year trends analysis
- Integrating results into Planning Processes

*** Data Hungry Projects ***

Operational Plans

Technology Plans

Strategic Plans

Business Plans

The “Data Break Down”...

- Targeted of defined uses
 - ▣ Reports to the Board
 - ▣ Reports to the Public
 - ▣ Reports to Government
 - ▣ Reports to Stakeholders
 - ▣ Grant Applications

- Benchmarking Data: “is a way of discovering what is the best performance being achieved – whether in a particular company, by a competitor or by an entirely different industry. This information can then be used to identify gaps in an organization's processes in order to achieve a competitive advantage”.

<https://www.isixsigma.com/methodology/benchmarking/understanding-purpose-and-use-benchmarking/>

Hands On: Using the Data

- How do I make Data Digestible?
- How do I tailor Data to a key or target audience?
- How do I “Speak on my Data”- addressing my audience appropriately?

Actions & Results

How useful is my data?

How do I generate Actions & Results?

How do I track data trends?

“Data” Utility...

- What type of “Story” does my data tell me?
- Have I identified any “key” information goals that need to be resolved by survey?
- Do I have defined or designated uses for the accumulated data?
- Do I want to define a select question or type of question that will be re-posed to gather long term data?
- What types of data will best inform us on our: Collections, Programs, Services and direct user identified needs?

Actions & Results

- Gathering Data always has a purpose.
What will yours be?:
 - Elements of a Planning Process
 - Identifying Trends
 - Program/Service Design
 - Demographic Research

- All Surveys should have a defined result in mind:
 - Currency of Information
 - Organizational Strategic Considerations

“Data” Trend Analysis...



Hands On: What are my Trends?

- How do I pinpoint a “true trend”?
- How do I utilize trending information?
- What does a trend tell me about my organization?

FAQ's

- How often should I survey?
- Do I need to present a long form survey?
- I NEED HELP! How do I crunch this data?
- How do I determine the best flow for my survey?
- How do I fix “wordy” questions?
- “I’m not a stats person... data’s intimidating!”
- How can I get maximum reach with my survey?

Survey Resources just for you...

- ❑ Methods 101 PEW - <http://www.pewresearch.org/fact-tank/2017/05/12/methods-101-random-sampling/>
- ❑ Survey Monkey – Survey Tips - <https://www.surveymonkey.com/curiosity/topic/survey-tips/>
- ❑ Samples from Survey Monkey - <https://www.surveymonkey.com/mp/survey-question-examples/>
- ❑ Statistics Canada - Survey Methods and Practices – <http://www.statcan.gc.ca/pub/12-587-x/12-587-x2003001-eng.pdf>
- ❑ Survey Monkey - <https://www.surveymonkey.com/mp/global/canada/>
- ❑ Tech Soup Canada - https://www.techsoupcanada.ca/en/learning_centre/articles/online_survey_tools
- ❑ Library Research Service - <https://www.lrs.org/library-user-surveys-on-the-web/>
- ❑ State Library New South Wales - Library user satisfaction survey <http://www.sl.nsw.gov.au/public-library-services/library-user-satisfaction-survey>

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