Annotated Bibliography

Survey Development Presentation

1. Survey Design
http://msl.mt.gov/for_librarians/For_Public_Librarians/standards/PatronSurveys.pdf

This source is from the Montana State Library System. It explains, in depth, how they create surveys. The guidelines start with a section with things to think about before creating the survey, which include who you want to survey, what information you want, and how you will evaluate it. The next three sections are on designing, distributing, and creating or adapting a survey. These sections provide good examples and even mention Survey Monkey as a great web tool. At the end of the document there are four sample surveys. The first two are single question surveys. The third is a patron satisfaction survey that uses fixed response questions and an open-ended question. The fourth sample is a user satisfaction and needs assessment survey with a mix of several kinds of questions, that include fixed response, check boxes, open-ended, and demographic.

2. Sample size calculator http://www.surveysystem.com/sscalc.htm

This is a really nifty calculator that tells you how many people you need to interview to get the best results. Gives definition of terms; confidence level and confidence interval, which you will need in order to use this resource. To determine sample size, input confidence interval and population size. This would be good to set a goal number of people to survey!

3. Survey tips: how to write a good survey
http://www.accesscable.net/~infopoll/tips.htm

This site provides basic, yet helpful tips on how to design and write a survey. There is straightforward advice listed on how to use words effectively, order questions, title the survey, how to keep the attention of the participant, etc. The table of contents includes sections on: write a short questionnaire, use simple words, relax your grammar, assure a common understanding, start with interesting questions, don't write leading question, avoid double negatives, balance rating scales, don't make the list of choices too long, avoid difficult concepts, avoid difficult recall questions, use close-ended questions rather than open-ended ones, put your questions in a logical order, pre-test your survey, naming your survey, cover memo or introduction. This information would be helpful to look at before writing a survey as well as after the survey is written to make sure the criteria of "a good survey" is met.

4. University of Texas' iSchool
http://www.ischool.utexas.edu/~palmquis/courses/survey.html

This source is from the iSchool at the University of Texas. The web site is helpful if you have to survey a large population. It can help you figure out how to survey the right sample of people so your survey will have the best chances of succeeding. It first gives an overview and history of several different types of surveys, including cross-sectional and longitudinal. The proper usage of these surveys and examples are also listed. Survey design is broken down into representative sampling and question design. This web site cites three sources: Earl Babbie's *Survey and Research Methods*, Charles Busha and Stephen *Harter's Research Methods in Librarianship: Techniques and Interpretation*, and Jon'a Meyer's article "Early Steps in Research". Six sources are listed beside the cited texts and four examples of survey research are also given.

5. http://www.sla.org/content/Shop/Information/infoonline/2002/jul02/dinerman.cfm

 "If You Don't Know, Ask: The Art and Craft of Survey Development and Analysis" is a 2002 journal article from *Information Outlook* found online at the Special Libraries Association website. The article recognizes that surveys will be different depending on environment and highlights corporate surveys versus academic surveys, but covers the general commonalities that are true for all surveys. Precision of wording, statement of purpose, length, focus, demographics, statistics, examples   of close-ended questions, and creating quantifiable questions are all   covered. There is also a helpful chart of the survey process.

6. Choo, Chun Wei. *Information Management for the Intelligent Organization*, New Jersey: Information Today, 2002. ISBN 1-57387-125-7

        This book is intended for managers, administrators, information specialists and practitioners, instructors and students in LIS programs, and anyone needing to gather, create, organize or use knowledge.   Its scope is to show how information processes can be managed more effectively, so that an organization can more effectively learn and adapt.

        The book's nine chapters comprise three main themes: the relationship between information management and the intelligent organization; the art of effective **environmental scanning**, including design and implementation; and the management of information sources and the potential on electronic and Internet resources. Of special interest to **environmental scanning** are chapter 4 "Environmental Scanning as Strategic Organizational Learning" and chapter 5 " Environmental Scanning in Action."

        This third edition includes a detailed table of contents, lists of figures and tables, and a preface. References are fully cited; a name index as well as a subject index is included.

7. Hernon, Peter and Altman, Ellen. *Assessing Service Quality: Satisfying the Expectations of Library Customers.* Chicago: ALA, 2010. ISBN 9780838910214

        This second edition, published by the American Library Association, acknowledges the changing and expanding roles of libraries and librarians. The

transformations of library services, in light of recent technological innovations, are addressed from the perspective of customers and their satisfaction. An aim of the authors is to distinguish between customer satisfaction and service quality, in academic and public libraries as well as in other settings. Hernon and Altman stress that customers "are more than just a source for data collection; they are the reason for libraries' existence." (viii) Therefore, effort needs to be made to really understand them and to create a service-centered quality model.

Interspersed throughout the twelve chapters are informative lists, charts and sample surveys. An extensive bibliography lists articles, books, chapters, dissertations, government publications, reports and web resources. There is also a table of contents, index and suggested reading list.

8. Alman, Susan Webreck. *Crash Course in Marketing for Libraries.* Westport, Conn: Libraries Unlimited, 2007. ISBN 9781591584308.

This book, written by Susan Alman, professor at University of Pittsburgh iSchool, offers both information and examples of library marketing plans. The book is divided up into the following sections: The Planning Process for Your Marketing Plan, Develop a Marketing Plan, Communicate to the Community Using the Media, Newsletters and Annual Reports to Market the Library and Fundraising. In the Planning Process chapter, there is detailed information about gathering data about your community, including survey construction.

9. ARL. " LibQUAL+® | Home." LibQUAL+® | Home. http://www.libqual.org/home (accessed February 1, 2011).

This website is home to the LibQUAL assessment tool. It was developed by the ARL (Association of Research Libraries) and consists of online surveys and training on administering them. LibQUAL is used by over 1,000 libraries of various types: university, community college, special, law and public. The LibQUAL survey questions evolve around three topics: Affect of Service, Information Control, and Library as Place.

10. Hints for designing effective questionnaires
http://en.wikiversity.org/wiki/Hints_for_designing_effective_questionnaires

This resource gives good hints in an easy to understand way. Makes excellent use of examples. Includes Dos and Don'ts (little difficult to pick out because they are mixed in with the text, but still helpful).