

# Measuring Response/External Questionnaire/The Questions

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## Overview

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This is a draft of the survey for "external" users. The questions will probably appear in the order given below. Options with no inherent ordering (e.g., see the first question) will be listed in random order to reduce bias (any "Other" option will always be listed last). The "Other" option, if there is one, will always be listed last. Questions marked with a red asterisk (\*) are mandatory. Comments are rendered *[italicised in brackets]*.

## Front page blurb

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Welcome to the Otago Repository Usage Survey. The Otago Repository seems to have been wildly popular since its launch on November 17 2005, with a grand total of over 35,000 downloads from more than 110 countries as of early April 2006. This is clearly quite spectacular and exhibits a much greater growth rate than several other similar repositories.

We therefore invite you to complete our survey so that we might better understand the sources and interests of our visitors, which in turn will help us determine why the Otago Repository has experienced such high traffic growth. The survey is open to all "end-users" of the repository, including authors of items in the repository.

You will be asked several questions about how and why you discovered the Otago Repository, and how you have used the repository since. You will also be given an opportunity to provide us with your own thoughts as to why we might be experiencing such spectacular traffic growth and how we might further enhance the repository. Questions marked with a red asterisk (\*) must be answered.

No personally identifying information is collected during the survey and all responses are anonymous. Note that the IP address of the computer that you use to complete the survey will be logged and a cookie will be saved to that computer as a simple measure to avoid "survey spam". This means that the survey normally cannot be completed more than once from the same computer. The cookie does not identify you, nor is it associated with your survey responses in any way.

## Page 1: Why did you come here?

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The questions on this page relate to why you visited the Otago Repository. You may be asked additional follow-up questions depending on your answers.

- \* What is your main reason for visiting the Otago Repository? *[choose one, random order]*
  - No particular reason; it just appeared in the search results
  - Otago's research reputation
  - Because it's mainly School of Business publications
  - I'm looking for work by a specific author or authors
    - *[If yes, then]* Which specific author(s) are you interested in?
  - I heard that Otago had a repository and was curious
  - Because it's New Zealand's first publicly available repository
  - It was cited in a paper
  - Don't know
  - Other *[free text]*
- \* When did you first become aware of the concept of a digital repository?
  - Now (i.e., as of this visit to the Otago Repository)
  - Within the last six months
  - Between six months and one year ago
  - Between one year and two years ago
  - Between two years and four years ago
  - More than four years ago

## Page 2: Previous visits

The questions on this page relate to whether you have previously visited the Otago Repository and how frequently you visit. You may be asked additional follow-up questions depending on your answers.

- \* Have you visited the Otago Repository before? *[yes/no]*

*[If "yes", then display following questions, otherwise go to page 3]*

- \* How many times have you visited the Otago Repository? *[choose one, ordered]*
  - Less than five times
  - Between five and ten times
  - Between ten and twenty times
  - More than twenty times
  - Don't know
- \* How frequently do you visit the Otago Repository? *[choose one, ordered]*
  - Less than once per month
  - Once or twice per month
  - Once or twice per week
  - Once per day
  - Several times per day
  - Don't know
- \* What is your main reason for returning? *[choose one, random order]*
  - No particular reason; it just appeared in the search results
  - The repository has a great selection of papers
  - Don't know
  - The repository has papers by a specific author or authors
    - *[If yes, then] Which specific author(s) are you interested in? [these may be a different from those mentioned earlier]*
  - I want to see if any new items have been added
  - Other *[free text]*

### Page 3: How did you find us?

The questions on this page relate to how you discovered the Otago Repository. You may be asked additional follow-up questions depending on your answers.

- \* How did you find out about the Otago Repository? *[check all that apply, random order]*
  - Heard about it through word of mouth
  - Saw an announcement or news item about it in the press or on a web site
    - University of Otago web site
    - AUSEAccess wiki
    - American Scientist Open Access forum
    - School of Business web site
    - Other *[free text]*
  - Found it through a general web search engine *[choose one, random order; also see below]*
    - AltaVista
    - Ask.com
    - Google (excluding Google Scholar)
    - MSN
    - Yahoo!
    - Other *[free text]*

- Found it through a specialised research search engine or aggregator *[choose one, random order; also see below]*
  - Citebase
  - Citeseer
  - Google Scholar
  - OAlster
  - Registry of Open Access Repositories (ROAR)
  - Other *[free text]*
- Other *[free text]*

*[If any of the "search engine" options is selected, then ask this question once for each item checked]*

- \* At approximately what position did the Otago Repository appear in the search results? *[choose one, ordered]*
  - First
  - Second
  - Third
  - Fourth
  - Fifth
  - On the first page of results
  - On the second page of results
  - On the third or later page of results
  - Don't know
  - N/A

## Page 4: Miscellaneous

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The questions on this page provide an opportunity for you to give us your thoughts on various aspects of the Otago Repository and how it might be enhanced. All of the questions on this page are optional.

- Please rate the Otago Repository on the following attributes, where 1 is best and 5 is worst: *[others?]*
  - Site design
  - Quality of content
  - Ease of searching
  - Ease of browsing
- What additional feature(s) do you think might enhance the Otago Repository? *[free text]*
- Do you have any thoughts as to why there is so much apparent interest in the Otago Repository? *[free text]*
- Please enter any other comments that you would like to make. *[free text]*

## Page 5: Tell us about yourself

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The questions in this section collect some useful demographic information that will help us in our analysis of the results. There is nothing in these questions that can be used to personally identify you, but you may choose not to answer these questions if you wish.

- Which country are you connecting from? *[pop-up list, including "Other"]*
- What kind of organisation are you connecting from? *[choose one, random order]*
  - Small to medium business
  - Large business
  - University or other tertiary education organisation
  - Primary or secondary school
  - Not connecting from an organisation (e.g., home connection)
  - Government department or organisation

- Non-profit organisation
- Other
- What is your primary area of expertise (e.g., Marketing, Computer Science, History) *[free text]*
- Are you associated with the University of Otago or the Otago Repository? *[check all that apply, random order]*
  - I work for the University of Otago
  - I am an author of one or more items in the repository
  - I am a student at the University of Otago

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