Results of 2012 Member Satisfaction Survey of AGRODEP Web Portal

Executive Summary

Background

2012 marks the first year the AGRODEP Web Team is conducting a member satisfaction survey for the AGRODEP Web Portal. The survey was administered from December 16, 2012 to January 15, 2013 and was designed to gain a better understanding of what AGRODEP members need from the web. The results of the survey will be used for quality control purposes and to help identify areas of potential improvement.

Target audience

AGRODEP members including 2010 members, 2011 members, 2012 members, and 2012 special call members

Methodology

- Online survey (click here to see a screenshot of actual survey)

Sample Size: 33 members participated, out of 118 members (participation rate: 28 %)

Summary of the survey

- Low response rate**:** Even though the average internal online survey response rate[1] is 30-40%, our response rate (28%) is still low. It would be good to offer small incentives[2] for the survey next year to encourage member participation.
- Respondents rated their satisfaction with the AGRODEP Web Portal:
  - Overall satisfaction: 86%
  - Overall look: 90%
  - Overall load speed: 84%
  - Overall search: 84%
  - Overall navigation: 88%

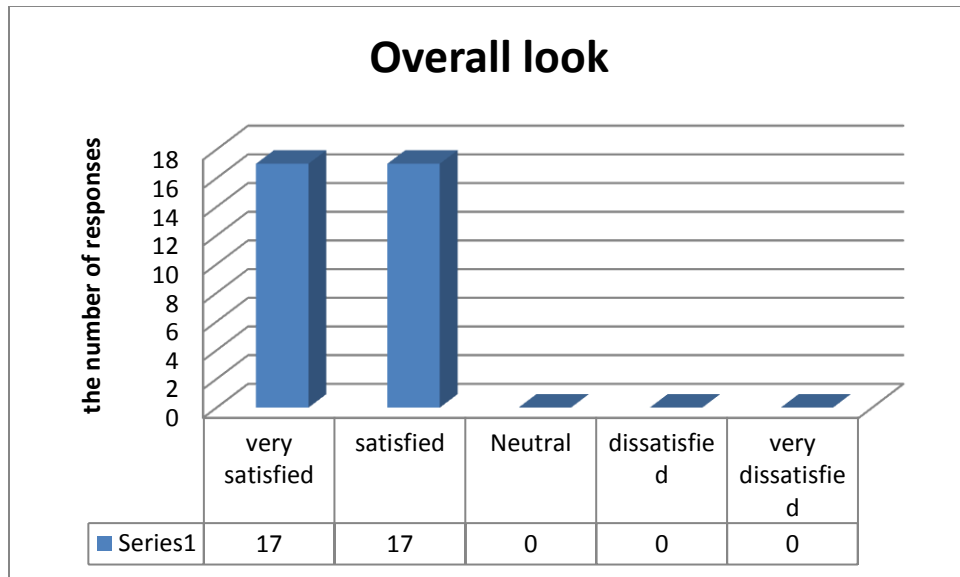[1] Source: http://shlee.myweb.uga.edu/onlinesurvey/valueofonlinesurveys.pdf
[2] Ray, N.M. and Tabor, S.W. (2003), "Cyber surveys come of age", Marketing Research, Spring, pp. 32-7.

- South Africa, Nigeria, Nigeria, and Malawi are the countries which we need to watch in terms of the load speed based on analysis combining the survey and actual loading time.
- Respondents reported that AGRODEP training information, new members, working papers, and technical notes are not easy to find out in the AGRODEP Web Portal.
- Based on the survey, we might consider updating our navigation to data, resources, and model libraries.
- Respondents would like to find more information on:
  - research papers, including working papers
  - tariff and household data
  - AGRODEP training materials
  - External events and opportunities, including conferences, grants, and fellowships
- Respondents would like to see more conversations regarding research interest areas on the AGRODEP blog.
- 41% of respondents did not know that AGRODEP has social media channels; 20 respondents have a Facebook account.
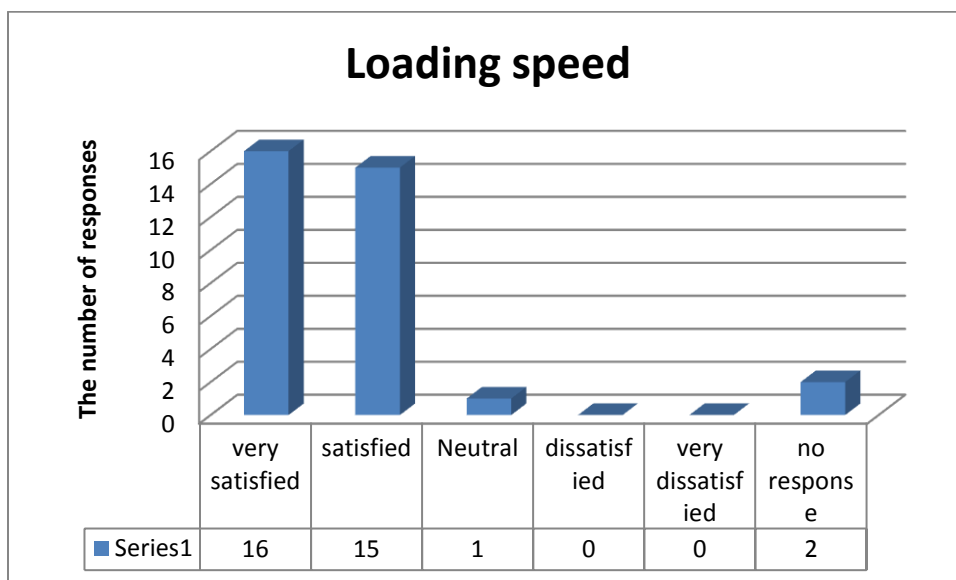
1. Overall Satisfaction

Overall Satisfaction

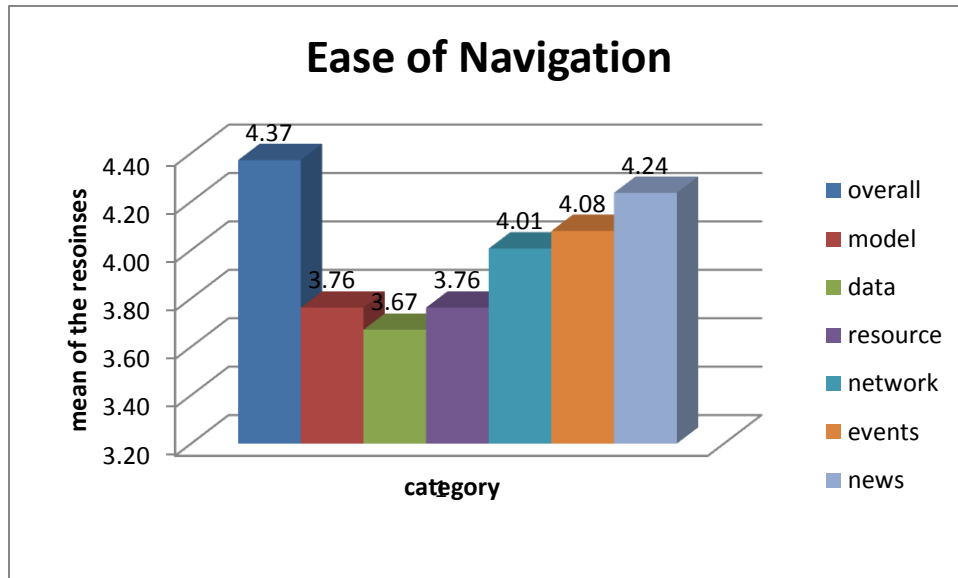Number of responses

| | very satisfied | satisfied | Neutral | dissatisfied | very dissatisfied |

(bar chart: very satisfied = 15, satisfied = 18)

Category of Answers

1.1 Overall Look

Overall look

the number of responses

	very satisfied	satisfied	Neutral	dissatisfied	very dissatisfied
Series1	17	17	0	0	0

1.2 Load Time

Loading speed

	very satisfied	satisfied	Neutral	dissatisfied	very dissatisfied	no response
■ Series1	16	15	1	0	0	2

Country	Average load time rating (1-5)*	Actual load speed (sec) from log report**
Burkina Faso	5.00	n/a
Ethiopia	5.00	24.86
Togo	5.00	n/a
Zimbabwe	5.00	n/a
South Africa ***	4.67	27.61
Nigeria ***	4.54	17.78
Senegal	4.50	11.78
Kenya	4.25	5.34
Burundi ***	4.00	23.01
Malawi ***	4.00	29.96
Sudan	4.00	n/a
Tunisia	4.00	10.01
Tanzania	no response	8.79
* The range of rating is from 1(very unsatisfied) to 5 (very satisfied)		
** Average loading speed is 16.08 sec		
*** countries we need to watch		

2. Search

Q: What were you looking for on your most recent visit?	Q: I found what I was searching for on my last visit to agrodep.org.	Q: The information I found was useful to me.
Model, data and documentation	Agree	Strongly agree
Online survey for training courses	Strongly agree	Strongly agree
To select the proposed courses for the year and to check other relevant information.	Strongly agree	Strongly agree
Working papers and technical notes	Neutral	Agree
Available materials on CGE models	Strongly agree	Strongly agree
Gravity model	Strongly agree	Strongly agree
Technical papers	Agree	Strongly agree
Data	Agree	Strongly agree
Recently added resources	Strongly agree	Strongly agree
Training courses	Agree	Agree
Data on Ethiopia	Agree	Agree
Download PEP 1 Models	Agree	Agree
Submissions by Soonho	Agree	Agree
Updates and new blogs	Strongly agree	Agree
Events	Agree	Agree
Publications and training	Agree	Agree
Resources	Agree	Strongly agree
Invitation for training program	Disagree	Strongly agree
Modeling information	Strongly agree	Strongly agree
Training Opportunities	Agree	Agree
My profile listing with other new members	Disagree	
Training on Economic Modeling	Disagree	Agree
Network	Agree	Agree
Research papers and information	Agree	Agree
Information on network connection	Strongly agree	

3. Navigation

Ease of Navigation

*response range: 1 (very difficult) through 5 (very easy)

4. Member Suggestions

Do you have any suggestions for improving agrodep.org?
It would be helpful if the request for the various models were handled faster.
Continue doing the excellent work
Maybe not related directly to this, but it will be important to send out annual questionnaires for members to update their profile. This may change during the course of a year.
Faster navigation particularly on model library.
Have an updated French version on the navigation links .
Making the site a little easier to navigate. It is important to have drawdowns on each of the content such that one would know where to find a particular event/issue
n/a
agrodep.org is very interesting. I just advise that it keeps pace with other similar organizations
Regularly updating information on the webpage and allow members ample time respond to training opportunities available
Assign mentor(s) to young scientists/researchers/young members
The home page to have the essential links
Kindly keep your adequate service up. Your good human relations are very encouraging.

5. Additional Information/Resources

Please tell us what additional information or resources you would like to see on agrodep.org.
Could we(members) have AGRODEP email-accounts where we can log in and receive all the e-mails and updates of current information/activities on AGRODEP. It would be nice so we don't lose mails when we lose gmail and yahoo accounts!
More research papers.
Many working papers from other institutions like world bank, IMF. Also it will be good to facilitate access to other paper resources like sciencedirect
More on trade and tariff data
Posting all training resources on the website so that members can access them even if they have not attended the training.
More household data
Announcement of events (conferences and seminars)
Maybe tracking some events (conference, etc.) related to our area of interest could be useful
Connect people with editors for access to journals.
International events (conferences, call for projects, etc.) of other networks.
Information on research grants, fellowships, conferences etc. this will largely increase the traffic on the website of the reputable AGRODEP.
Conferences, workshops and training on economic modeling
You may include the organizational structure
Place information on calls for conferences and workshops not only the ones organized by AGRODEP but others that can be of benefit to AGRODEP members
Highly satisfied for now!

6. AGRODEP Blog

Only 3 out of 33 respondents have posted a blog or comment on the AGRODEP blog.

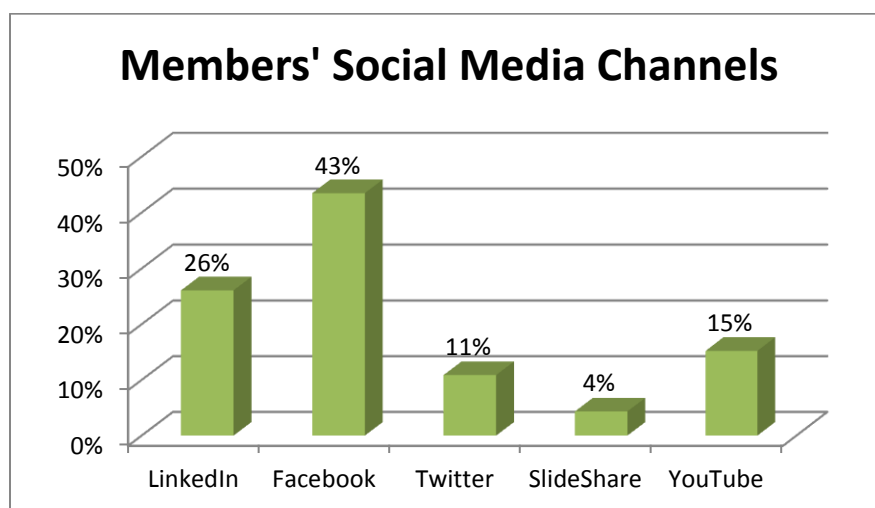| What would encourage you to participate more actively on the blog? |
| --- |
| Participation of other colleagues in stimulating discussions. |
| I usually use emails. I didn't really try to participate on the blog. |
| I will blog when I have more sufficient time |

I think I need some time to devote to this outside my tight schedule.
Easy navigation of the site.
it does a few time that I've been connecting to the web
I'll do it later. No action to be done.
I am just about to post one next month
Relevance to my core research interest area
1. A discussion on research of interest.
Subject of interest, like economic modeling
If the information share on the blog is informative and entertaining
Just a new member and hope to be posting relevant information on the site with time.
By the time i have the opportunity of traveling for workshop and meeting other people from other country, then, then i will be making use of the Blog properly.

7. Portal Log-in

28 members responded that they logged in every time they use the Portal; 3 members do not since they feel that the information they see is not necessarily restricted to members only.

8. Social Media

19 members (59%) know that AGRODEP has social channels; 13 (41%) members did not know this.

Members' Social Media Channels

LinkedIn 26%, Facebook 43%, Twitter 11%, SlideShare 4%, YouTube 15%

Annex I: Screenshot of the Survey

MEMBER SATISFACTION SURVEY OF AGRODEP WEB PORTAL

Overview   Edit   Webform   Results   Access control   Clone   Devel

Submitted by csonho on 6 Dec, 2012 09:32

The goal of the AGRODEP Web portal is to provide web-based resources and up-to-date information and news to AGRODEP members. To do so, the AGRODEP web team needs to gain a better understanding of what its members need from the web portal and how members' needs are likely to change over time. In light of this, the AGRODEP web team has decided to conduct User Satisfaction Survey once each year.

The objective of the User Satisfaction Survey is to measure overall satisfaction, to identify areas of potential improvement, and to enable the web team to set appropriate priorities to enhance the portal in the coming year.

Overall Satisfaction:

	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Please rate your overall satisfaction with agrodep.org.	○	○	○	○	○
Please rate the overall look of agrodep.org.	○	○	○	○	○
Please rate the overall loading speed of agrodep.org.	○	○	○	○	○

Search and Navigation

What were you looking for on your most recent visit? :

Search:

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I found what I was searching for on my last visit to agrodep.org.	○	○	○	○	○
The information I found was useful to me.	○	○	○	○	○

Is there any information you were not able to find on your last visit to agrodep.org?:

Switch to plain text editor

Navigation:

	Very easy	Easy	Neutral	Difficult	Very difficult
Did you find agrodep.org easy to navigate?	○	○	○	○	○
Did you find the MODEL LIBRARY easy to navigate?	○	○	○	○	○
Did you find the DATA CATALOG easy to navigate?	○	○	○	○	○
Did you find the RESOURCE LIBRARY easy to navigate?	○	○	○	○	○
Did you find the NETWORK PAGE easy to navigate?	○	○	○	○	○
Did you find the EVENTS easy to navigate?	○	○	○	○	○
Did you find the NEWS easy to navigate?	○	○	○	○	○

You can review pages mentioned above: model library, data catalog, resource library, network page, events, and news

Improvement

Do you have any suggestions for improving agrodep.org?:

Switch to plain text editor

Please tell us what additional information or resources you would like to see on agrodep.org.:

Switch to plain text editor

Blog

The AGRODEP Blog is an informal space for AGRODEP members to share information, feedback, and questions regarding any professional issue. You can post updates on your models, datasets, or resources or share news about your organization, institute, or university with other AGRODEP members. This is also a great place to share information on seminars, conferences, and funding opportunities for AGRODEP members.

Have you posted a blog or comment in the AGRODEP blog? :
- ● Yes
- ○ No

Do you have any suggestions for encouraging other AGRODEP members to participate on the blog?:

Switch to plain text editorSwitch to plain text editor

Logging-in

Do you log in to the AGRODEP portal using your username and password every time you visit agrodep.org?:
- ○ Yes
- ● No

Please provide your reasons for not logging in:

Switch to plain text editor

Social media

Did you know that AGRODEP has several active social media channels, including Facebook, LinkedIn, and Twitter?:
- ○ Yes
- ● No

Please check the social media channels that you use:
- ☐ LinkedIn
- ☐ Facebook
- ☐ Twitter
- ☐ SlideShare
- ☐ YouTube
- ☐ Other social media

Please enter your email address if you are interested in the AGRODEP social media channels:

▶ CAPTCHA: no challenge enabled

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