

**Promoting Accessible Social Dialogue and Innovative
Training Practices:
Towards an Information Society for All**

**SDV-NETJOB
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PROJECT FINAL REPORT

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**WP7
ANNEX 7.1**

**EVALUATION OF
SDV WEBSITE**

This report is also available online at
http://www.socialdialogue.net/en/en_results.htm

Abstract:

This deliverable reports on the evaluation of the SDV website. This was done via an on-line questionnaire which was designed by the WRC and made available on the site during the first 9 months of 2003. The questionnaire, which was used for the evaluation is available in the appendix to this report.

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1. Introduction

This deliverable reports on the evaluation of the SDV website. This was done via an on-line questionnaire which was designed by the WRC and made available on the site during the first 9 months of 2003. The questionnaire, which was used for the evaluation is available in the appendix to this report.

Visitors to the SDV site were encouraged to take the time to complete the on-line questionnaire, which piloting had shown would take approximately 5-10 minutes to complete. The questionnaire was made available in the three principal languages of the project – English, Greek and Danish. In all, 27 people responded to the questionnaire, which was a somewhat disappointing response, though as the site was under development for all of the period, it is perhaps understandable that the questionnaire did not attract a higher response.

The aim of this questionnaire was to assess users' opinions of the Social Dialogue Site. Users were asked to rate the site on a number of dimensions. They were asked about the usability of the site, their satisfaction with the information sections of the site; to rate the usefulness, reliability and relevance of the various content areas, to give their opinion on the clarity of presentation, the usefulness of particular features and their overall satisfaction with the site. Users were also invited to provide comments on improvements which could be incorporated to enhance the site. In total 27 users provided feedback on these topics and the findings of this survey are presented below.

2. Results from the Survey

Experience of using computers and the Internet

The majority of participants rated their experience with using computers and the Internet as high (58%), with 42% rating their experience as average. Interestingly, none of the participants said they had a low or no experience of computers and the Internet. They were therefore well placed to provide an assessment of the qualities of the site.

How users were informed about the Social Dialogue site

From Figure 1 below it is evident that the main ways in which users were informed about the Social Dialogue Site were through 'word of mouth' and project documentation. Relatively few people had come to the site using their own initiative. This finding should be contrasted with the usage figures for the site which indicate that there were very large numbers of visitors (c. 60,000 per month) who were not directly connected to the project. Therefore, non-project related users tended not to complete the questionnaire.

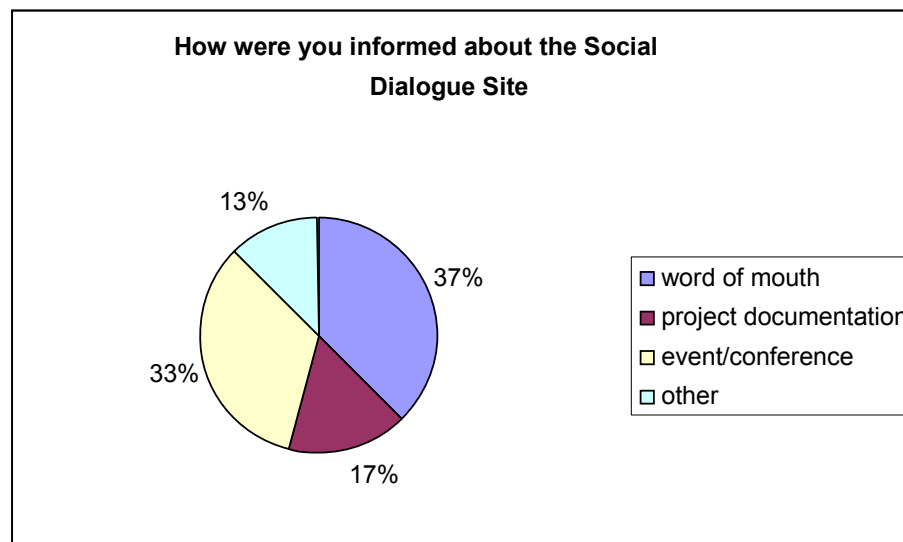


Figure 1: How Users were Informed about the Social Dialogue Site

A number of users were informed about the site in other ways. These include, through email, via a partner in the project, via person in their department and being aware of the site because they translated pages for the project.

Language Section of Site Accessed

The majority of participants accessed the site through English (57.7%), with 26.9% of participants accessing it through Greek and 15.4% accessing it through Danish.

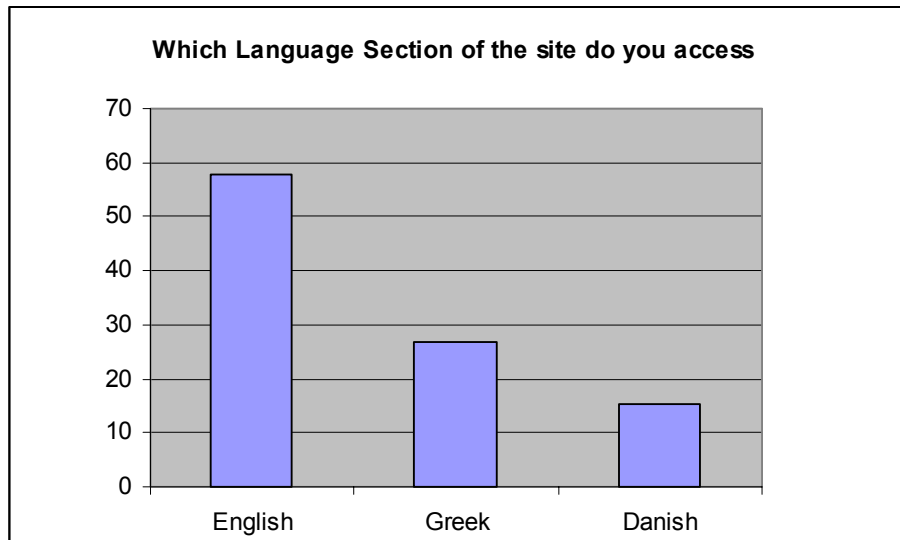


Figure 2: Language Section Accessed by Users

Regularity with which users accessed the Social Dialogue Web Site

A small percentage (13%) accessed the Social Dialogue Web Site on a daily basis. The majority (62%) accessed it on a monthly basis and two fifths of users only accessed it rarely.

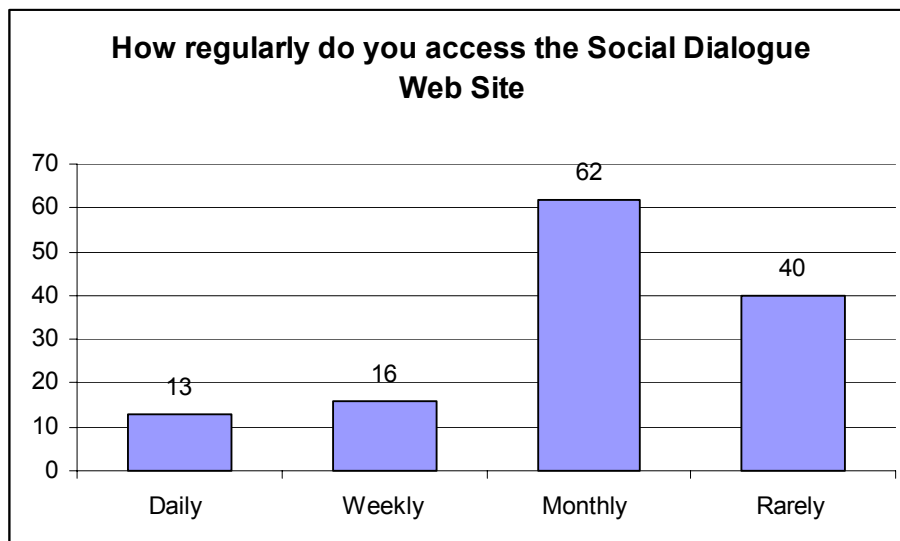


Figure 3: Regularity of Site Access

Comments on clarity of structure, ease of use, clarity of language and speed of access

Users were asked to rate how clearly they felt the site's user interface was structured on a three point scale. 88.5% indicated that they found the interface to be very clearly structured and 11.5% indicated that it was neither clear nor unclear. When asked to rate how easy it was to find their way around the site 76.9% said it was very easy and 23.1% said it was neither easy nor difficult. On whether the site was easy to use, 88.5% agreed that it was and 11.5% neither agreed nor disagreed with this statement.

88.5% of users said that the language was clear and easy to understand and 11.5% said it was neutral. Almost all (96%) of users were satisfied with the speed with which the pages appear on the screen and only 4% said they were unhappy with the speed with which pages appeared.

Users satisfaction with the following sections of the site:

Users were asked to rate how satisfied they were with various sections of the site. Ratings were on a three point scale – satisfied, neutral and dissatisfied. Table 2 below outlines users ratings for each section. Users were most satisfied with the section on Corporate Social responsibility (73.1% satisfied, 23.1% neutral and 3.8% dissatisfied), followed by the section on Social Inclusion and Disability Issues (64% satisfied and 32% neutral) and thirdly with the section on IT and Social Dialogue (61.5% satisfied and 38.5% neutral). They were least satisfied with the Library section (43.2% satisfied, 50% neutral and 3.8% dissatisfied) and the Discussion Forum section (44% satisfied, 48% neutral and 8% dissatisfied)

Sections of the site	Rating	Percentage
IT and Social Dialogue	Satisfied	61.5
	Neutral	38.5
	Dissatisfied	0
Corporate Social Responsibility	Satisfied	73.1
	Neutral	23.1
	Dissatisfied	3.8
Lifelong Learning	Satisfied	57.7
	Neutral	43.3
	Dissatisfied	0
Social Inclusion and Disability Issues	Satisfied	64
	Neutral	32
	Dissatisfied	4
Economic and Social Change	Satisfied	52
	Neutral	44
	Dissatisfied	4
Library	Satisfied	43.2
	Neutral	50
	Dissatisfied	3.8
Discussion Forum	Satisfied	44
	Neutral	48
	Dissatisfied	8
Glossary	Satisfied	48
	Neutral	52

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Sections of the site	Rating	Percentage
	Dissatisfied	0
Calendar	Satisfied	47.8
	Neutral	47.8
	Dissatisfied	4.3
Editorial	Satisfied	58.3
	Neutral	37.5
	Dissatisfied	4.2

Table 2: Users Satisfaction with Various Sections of the Site

Usefulness of Features

Users were asked how useful they found the PDF Pre Download Table of Contents Display and the Search facility. 46.2% found the PDF display very useful and a further 50% said they found it useful with only 3.8% saying it was not useful. With regard to the search facility 43.3% said it was very useful, 50% reported it to be useful and 7.7% said that they did not find it useful.

Users' ratings of the content of the Social Dialogue Web site on the following features

Table 3 below provides an overview of the responses users gave when asked to rate the content of the Social Dialogue Web Site on a range of features. 73.1 % of users rated the content as reliable and 26.9% rated it as neutral, the same percentage ratings were given to the relevance of the content. Almost three fifths (57.7%) of users rated the usefulness of the site as superior, while 38.5% rated it as neutral.

Content	Rating	Percentage
Reliability	Reliable	73.1
	Neutral	26.9
	Unreliable	0
Usefulness	Superior	57.7
	Neutral	38.5
	Inferior	3.8
Relevance	Relevant	73.1
	Neutral	26.9
	Not Relevant	0
Level of Detail	Sufficient	73.1
	Neutral	19.2
	Insufficient	7.7
Timeliness	Sufficient	42.3
	Neutral	53.8
	Insufficient	3.8
Amount of Content	Adequate	61.5
	Neutral	26.9

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	Inadequate	11.5
Type of Content	Covers all relevant areas	56
	Neutral	44
	Misses important areas	0

Table 3: Ratings of the Content of the Social Dialogue Web Site

Seventy three percent of users considered that the level of detail was sufficient and 19.2% considered that it was neutral. The timeliness of the content was not particularly highly rated (42.3% said it was sufficient). Three fifths of users felt that the amount of content was adequate and 56% thought that the type of content covers all areas.

Users overall satisfaction with the site

In total 69.2% of users gave a satisfied rating when asked to rate their overall satisfaction with the site. The remaining 30.8% gave a neutral rating.

Users comments on the site.

Users were asked to provide any additional comments they had about the site. Comments varied greatly and addressed a range of issues. The following is the list of comments submitted:

- It (the site) is getting better every time I look at it.
- A big congratulations on the site.
- Hope the site will continue to enlighten the European public on social dialogue issues after the completion of the project.
- I value NetJob very highly.
- It is an excellent site and easy to find relevant material on it.
- Search function returns matches in languages other than the one selected.
- If you follow a link to an entry in Greek the whole interface changes to Greek.
- The library site could be categorised more.
- The search engine was slow.
- Although a lot (of information) may be necessary on the screen for inclusiveness, it sometimes (makes the screen) look too crowded.
- Found it 'very, very annoying' to have to hit the 'do not install language pack' every time I want to load a new page otherwise all is good.
- Could probably do with a main introduction page.
- Could be more inviting to look at, more colourful, more graphics etc. Could be easier to navigate throughout. Not inviting enough and would not be a site I would visit often.
- Discussion forum is not working, but it is a good idea.
- Articles are quite long and tiring to read.

The incorporation of these comments into the amendment of the site will enhance and improve the usefulness and usability of the site in the future.

3. Conclusions

The following conclusions may be drawn from the results of the survey evaluation of the website:

- Most respondents to the questionnaire were in some way connected to the organisations taking part in project, though they were not part of the project team. They were therefore to some degree familiar with the aims of the project and with the type of content to be found on the site.
- Respondents were generally very satisfied with the content material available on the site, though functions such as the Library facility were rated less satisfactorily than the more developed aspects of the site.
- Bearing in mind that the site was under development during the period of assessment, the ratings of site content were generally very high. This would appear to demonstrate a real need for the type of content material on social dialogue contained on the site.
- The ratings of the functionality of the site with regard to navigation and ease of use were generally very high. This result is especially commendable in view of the fact that the site was under development during the period of assessment, and would appear to indicate that the functionality of the site provided a good fit between the type of content available and the needs of users.
- The few negative comments which were made by respondents concerned minor technical features which could easily be remedied.
- Most of the spontaneous comments made by respondents were positive. They mainly related to the utility of site content and to the technical quality of the site features. For example, the multi-lingual search engine was rated very highly.
- In addition, there were many spontaneous comments made with regard to the utility of the content of the site.

Overall, the results from the survey indicate a high degree of satisfaction with the site both in terms of content and technical features. The results indicate that the site meets a real need of users in the important area of social dialogue and disability and work and would strongly suggest that the site should be maintained after the lifetime of the project.

The findings from the survey when taken together with the usage statistics for the site (c. 6000 visitors per month, with 500-700 repeat visitors) indicates that the site has real potential to become the site of choice for addressing issues of Social dialogue. Strong consideration should be given to ensuring that site continues to meet the needs of a large and growing audience after the lifetime of the project.

4. Appendix – The Survey Questionnaire

Web based SDV evaluation questionnaire

Instructions

The following questionnaire has been designed to evaluate a range of aspects of the SDV website. You are invited to complete this questionnaire in order to help the SDV promoters to develop a better site.

The questionnaire is simple to complete – it asks for some basic information about you as a user and then asks some questions about the functionality of the current site and about how it might be improved. It will take no more than 10 minutes to complete.

The information collected via this questionnaire will be:

- treated confidentially – no personal or other information will be made available to any outside parties
- used to upgrade the functionality and content of the site

Should you have any queries about the questionnaire or about the evaluation process, please contact:

Tilia Boussios [e-mail address]

or

Richard Wynne – r.wynne@wrc-research.ie

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User Details

Name	
Nationality	
e-mail address	
Occupation	

What is your experience of using computers and the Internet ?

- High
- More than average
- Average
- Less than Average
- Low

Usage of the Site

About how many times have you used the system?

How would you rate the following aspects of the website?

<i>Reliability</i>	Reliable	Neutral	Unreliable
<i>Navigation</i>	Clear	Neutral	Unclear
<i>User interface</i>	Satisfactory	Neutral	Unsatisfactory
<i>Response times</i>	Adequate	Neutral	Inadequate
<i>Ease of use</i>	Easy to use	Neutral	Not easy to use
<i>Amount of content</i>	Adequate	Neutral	Inadequate
<i>Relevance of content</i>	Relevant	Neutral	Not relevant
<i>Type of content</i>	Covers all relevant areas	Neutral	Misses important areas
<i>Level of detail</i>	Sufficient	Neutral	Insufficient
<i>Language used on the site</i>	Easy to understand	Neutral	Not easy to understand
<i>Overall satisfaction with the site</i>	Satisfied	Neutral	Dissatisfied

Do you have any suggestions to make about how the following aspects of the site might be improved?

<i>Reliability</i>	
<i>Navigation</i>	
<i>User interface</i>	
<i>Response times</i>	
<i>Ease of use</i>	
<i>Amount of content</i>	
<i>Relevance of content</i>	
<i>Type of content</i>	
<i>Level of detail</i>	
<i>Language used on the site</i>	

Have you any other comments which you wish to take on the site?

Thank you for taking the time to complete this questionnaire

Optional question for inclusion (elements to be defined by eWorx)

How satisfied are you with the following sections or elements of the SDV site?

<i>Element 1</i>	Satisfied	Neutral	Dissatisfied
<i>Element 2</i>	Satisfied	Neutral	Dissatisfied
<i>Element 3</i>	Satisfied	Neutral	Dissatisfied
<i>Element 4</i>	Satisfied	Neutral	Dissatisfied
<i>Element 5</i>	Satisfied	Neutral	Dissatisfied
<i>Element 6</i>	Satisfied	Neutral	Dissatisfied

Do you have any suggestions to make about how the following elements of the site might be improved?

<i>Element 1</i>	
<i>Element 2</i>	
<i>Element 3</i>	
<i>Element 4</i>	
<i>Element 5</i>	
<i>Element 6</i>	