

2019 IUK User Survey – Methods Summary

UITS at Indiana University contracts with the IU Center for Survey Research (CSR) each year to conduct an annual survey aimed at assessing current usage, awareness, and levels of satisfaction with UITS services.

Population and Sample:

The target population for the 2019 UITS User Survey is all current IUK faculty, staff, undergraduate, and graduate students. A random sample of 25% of each subpopulation was drawn from IU administrative databases. The university databases should be highly accurate and complete in providing coverage of the target population. The 2019 UITS User Survey was administered as a web survey and distributed via email invitation on January 29, 2019 to 807 randomly selected people at IU Kokomo (87 Faculty, 57 Staff, 618 Undergraduate students, 45 Graduate students).

Questionnaire and Data Collection:

The survey questions were developed by UITS. They ask about usage of email, devices, and services, as well as satisfaction with various tools and services available to the campus. The questions on the survey are primarily Likert opinion scales (1-5 rating scales with 5 always being the most favorable rating). Most questions include an “N/A” or “Do not use” response option. The survey was programmed in Qualtrics and thoroughly tested by CSR and UITS staff. The survey was administered in English only.

The field period for the 2019 UITS User Survey was January 29, 2019 through March 19, 2019. An invitation and five reminders were sent by email. An invitation letter was also mailed via USPS to all sample members with complete mailing addresses to maximize participation. As an incentive for participation, survey participants were entered into a drawing for a \$100 cash prize.

Final Dispositions and Response Rates:

Table 1 below indicates the population and sample size (the number of surveys originally sent out to the randomly selected individuals), the number of actual responses, and the percentage of responses received by subpopulation. Population sizes were obtained from University Institutional Research and Reporting. A questionnaire was categorized as a respondent if at least three questions were answered.

Table 1: Sample and Response Sizes for the 2019 UITS User Survey

| | Population | Sample Size | Number of Respondents | Response Rate (AAPOR RR2) |
|---------------|------------|-------------|-----------------------|---------------------------|
| Faculty | 257 | 87 | 20 | 23.0% |
| Staff | 166 | 57 | 20 | 35.1% |
| Undergraduate | 2,922 | 618 | 73 | 11.8% |
| Graduate | 211 | 45 | 3 | 6.7% |

Final dispositions for all cases were classified according to *The American Association for Public Opinion Research (AAPOR). 2016. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 9th edition.* Table 2 itemizes final dispositions and the AAPOR Response Rate, RR2.

AAPOR Response Rate 2 is calculated using the following formula:

$$RR2 = \frac{(I + P)}{(I + P) + (R + NC + O) + (UH + UO)}$$

Table 2: Final Dispositions and Response Rates for the 2019 UITs User Survey

| Disposition (AAPOR Code in parentheses) | Count | AAPOR Response Rate 2 |
|---|-------|-----------------------|
| Interview (I) | 106 | 14.4% |
| Partial (P) | 10 | |
| Refusal (R) | 1 | |
| Implicit Refusal (R) | 18 | |
| Break off (R) | 0 | |
| Nothing Returned (UH) | 671 | |
| Mailing returned (UO) | 0 | |
| Not eligible/Out of sample | 1 | |
| TOTAL | 807 | |

Weights:

Results were weighted to reflect the total counts of faculty, staff, and students (Undergraduate and Graduate students, combined) at IUK in the fall of 2018 (shown in Table 1). Since there were fewer than 20 respondents in the graduate student subpopulation, graduate and undergraduate students were combined for weighting purposes. This helps to correct for overrepresentation of some subpopulations (for example, staff) and underrepresentation of others (for example, students) among those who chose to respond to the survey by bringing their representation in line with the total counts in the overall IUK population. More specifically, the weights were defined as the number in the population divided by the number of respondents for each subpopulation (faculty, staff, and students). For example, for faculty respondents, their weight was $257/20=12.9$.

All estimates presented in the summary of results and in Tableau have been weighted. Sampling error estimates account for weighting of the data.

For additional information or questions about administration of the survey, please contact csr@indiana.edu.