Appendix: How to Learn More

*Resources, Methodologies and Tools*

**Useful Articles & Resources:**

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| **Title** | **Link** | **Description** |
| **A Few Good Online Survey Tools** | [www.idealware.org/articles/fgt\_online\_surveys.php](http://www.idealware.org/articles/fgt_online_surveys.php)  | Experts from the nonprofit/NGO sector provide an overview of survey tools useful to non-profit organizations and public institutions. They offer a high-level review of survey capabilities, including: flexibility; look and feel; piping/skip logic; randomization; website integration; and data analysis. |
| **Alternatives to Survey Monkey** | [www.alternativeto.net/software/surveymonkey/](http://www.alternativeto.net/software/surveymonkey/)  | Online survey resource bank for a variety of operating platforms. |
| **Example Impact Measurement Survey** | [See separate document on GL Voices](https://spaces.gatesfoundation.org/docs/DOC-6528) | Example survey for measuring the impact of public libraries, including questions related to indicators provided as examples in the *Measuring the Impact of Public Libraries* primer.  |
| **Library User Survey Resources** | [www.lrs.org/library-user-survey-resources/](http://www.lrs.org/library-user-survey-resources/)  | Resource site providing generic customer satisfaction, public library and special library survey examples. |
| **Pew Internet: Advocacy Tools for Librarians** | [www.webjunction.org/news/webjunction/Pew-Internet-tools-for-librarians.html](http://www.webjunction.org/news/webjunction/Pew-Internet-tools-for-librarians.html)  | The Pew Research Center's Internet & American Life Project resource bank of new research on library services, trends in reading habits and patron needs in the digital age. Includes webinars, reports and best practices for marketing libraries and building local support for library services. |
| **Sample Information Gathering Tools: Surveys, Focus Groups, etc.** | [www.webjunction.org/documents/webjunction/Sample\_Information\_Gathering\_Tools.html](http://www.webjunction.org/documents/webjunction/Sample_Information_Gathering_Tools.html)  | Sample library survey bank of surveys, community conversations/forums and focus groups for a general populations, adults/seniors and teens/youth. |
| **Top Survey Software Products** | [www.capterra.com/survey-software/](http://www.capterra.com/survey-software/)  | Provides extensive list of online and offline survey tool options with search filter capability. |

**Methodologies for Libraries:**

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| **Title** | **Link** | **Description** |
| **How to Measure the Impact of Public Libraries: Methodology Guidelines** | [See separate document on GL Voices](https://spaces.gatesfoundation.org/docs/DOC-6529) | Methodology guidelines for public libraries, to encourage proper sampling and estimating, and to avoid extensive measurement costs and level of effort on the part of libraries. |
| **Library Surveys for Success** | [www.webjunction.org/events/webjunction/library-surveys-for-success.html](http://www.webjunction.org/events/webjunction/library-surveys-for-success.html)  | Webinar recap providing information on the fundamentals of creating, disseminating and analyzing a library survey in order to better understand the needs of a community and build awareness of the services libraries provide. Includes slides, webinar recap and related resources/links. |
| **Library User Survey Templates & How-Tos** | [www.lrs.org/library-user-surveys-on-the-web/](http://www.lrs.org/library-user-surveys-on-the-web/)  | Provides survey templates and best practices on designing and administering surveys, determining information needs, characteristics of respondents, survey content, sample size and distribution of surveys. |
| **Live Binder: Survey Resources** | [www.livebinders.com/play/play?id=1051691](http://www.livebinders.com/play/play?id=1051691)  | Live binder that includes various how-to and best practice links for survey creation, administration and data analysis. |
| **Mobile Surveys** | <http://help.surveymonkey.com/articles/en_US/kb/Mobile-Surveys>  | Article provides best practices for creating mobile surveys. |
| **Needs Assessment** | [www.webjunction.org/explore-topics/needs-assessment.html](http://www.webjunction.org/explore-topics/needs-assessment.html)  | Explores various tools, surveys and focus groups used by libraries to conduct needs assessments. |
| **Questionnaires and Surveys** | [www.nmstatelibrary.org/index.php?option=com\_content&view=article&id=206&Itemid=104](http://www.nmstatelibrary.org/index.php?option=com_content&view=article&id=206&Itemid=104)  | Provides best practices on the use of questionnaires and surveys, including: narrowing the survey focus, selecting a target audience, writing surveys and testing surveys. Includes links to additional library survey resources. |
| **Impact Survey –** *currently only available to libraries in the USA* | [www.impactsurvey.org/](http://www.impactsurvey.org/)  | In 2009, the University of Washington Information School conducted [Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries](http://impact.ischool.uw.edu/), which was the first large-scale investigation of the ways U.S. library patrons use computers and the Internet at public libraries, why they use it, and how it impacts their lives. The study included a national online survey that yielded over 45,000 responses and four library case studies. It also piloted a local library survey for individual communities.Because the patron survey was such a success, the University of Washington Information School has extended the benefits of the Opportunity for All web survey by making the tested and validated survey available to all U.S. public libraries. Now public libraries can conduct their own Impact Survey at their library at any time. |
| **Counting Opinions** | <http://countingopinions.com/>  | “Counting Opinions provides organizations with innovative, comprehensive, cost-effective ways to capture, manage and measure performance data, including open-ended customer feedback, qualitative and quantitative data, trends, benchmarks, outcomes and peer comparisons.” |
| **Tips from Survey Monkey** | [www.surveymonkey.com/mp/survey-guidelines/?ut\_source=header](http://www.surveymonkey.com/mp/survey-guidelines/?ut_source=header)  | Provides how-to information on designing surveys, collecting survey responses and analysis of data. |

**Free and Low-Cost Online Survey Tools:**

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| **Title** | **Link** | **Description** |
| **Open Data Kit** | <https://opendatakit.org/about/>  | An open-source suite of tools that helps organizations author, field, and manage mobile data collection solutions. |
| **Kobo Toolbox** | <http://www.kobotoolbox.org/>  | A free, open-source suite of tools for field data collection. Useful for humanitarian workers, aid professionals, researchers, and potentially libraries in developing countries. |
| **Constant Contact** | [www.constantcontact.com](http://www.constantcontact.com)  | Lower cost integrated solution. |
| **FluidSurveys** | <http://fluidsurveys.com/>  | Basic survey tool. |
| **FormSite** | [www.formsite.com](http://www.formsite.com)  | Lower cost integrated solution. |
| **Google Forms** | <https://www.google.com/forms/about/>  | Basic survey tool. |
| **Key Survey** | [www.keysurvey.com](http://www.keysurvey.com)  | More advanced survey package. |
| **LimeSurvey** | [www.limesurvey.org](http://www.limesurvey.org)  | More advanced survey package. |
| **Moodle** | [www.moodle.org](http://www.moodle.org)  | Lower cost integrated solution. |
| **PollDaddy** | [www.polldaddy.com](http://www.polldaddy.com)  | Basic survey tool. |
| **Qualtrics** | [www.qualtrics.com](http://www.qualtrics.com)  | More advanced survey package. |
| **QuestionPro** | [www.questionpro.com](http://www.questionpro.com)  | More advanced survey package. |
| **SoGoSurvey** | [www.sogosurvey.com/](http://www.sogosurvey.com/)  | Basic survey tool. |
| **Survey Monkey** | [www.surveymonkey.com](http://www.surveymonkey.com)  | Basic survey tool. |
| **SurveyGizmo** | [www.surveygizmo.com](http://www.surveygizmo.com)  | Basic survey tool. |
| **Zoomerang** | [www.zoomerang.com](http://www.zoomerang.com)  | Basic survey tool. |

*The Bill & Melinda Gates Foundation and Global Libraries do not officially endorse the preceding tools and products. They are provided as references and potential resources.*