



# Data Services Awareness and Use Survey 2008

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Five-year Follow-up at the  
University of Tennessee

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# Background and Objectives

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- Survey in 2003 to learn about data use/users to help plan services
- Follow-up survey in 2008
- Objectives
  - Level and type of use of secondary data
  - Level of awareness and use of data services
  - Effectiveness of promotional activities



# Scope

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- Faculty and graduate students
- 20 academic units
  - Agricultural Sciences and Natural Resources
  - Arts and Sciences
  - Business Administration
  - Communication
  - Education, Health, and Human Sciences
  - Nursing
  - Social Work



# Questionnaire

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- Introduction
- Data Use/ICPSR
- Data Services
- Comments
- Demographics
- [www.lib.utk.edu/refs/data/survey2008.pdf](http://www.lib.utk.edu/refs/data/survey2008.pdf)
  - Web-based survey delivered by e-mail



# Sample and Response

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- 2198 cover letters via e-mail
  - Faculty: 354, Grad students: 1844
- Completed: 304 / 13.8%
  - Faculty: 80 / 22.6%
  - Graduate students: 224 / 12.1%



# Key Results

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- Data Use and Awareness
  - 34% knew about ICPSR
- Data Services
  - 53% were aware of Data Services
- Additional Comments
  - Comments on service, available resources
  - Awareness and promotion of Data Services



## Key Results (cont.)

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- How learned about Data Services
  - University Libraries Web site: 45%
  - Professor/instructor/advisor: 43%
  - E-mail announcements: 34%
- Faculty: E-mails, Web site, colleague
- Doctoral: Professor, Web site, e-mails
- Masters: Professor, Web site, data class



# Questions

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