

Result: Web Site Evaluation Questionnaire

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Abstract

This research proposal was designed to evaluate selected Internet websites for the purpose of determining their relevancy and validity for inclusion in the National Adult Literacy Database (NALD). This questionnaire and analysis concerning Literacy website preferences is the direct result of a Graduate research project completed as part of my Master of Adult Education degree. The data generated by this project will be used to help establish criteria which will then be used to evaluate selected websites. The questionnaire, developed and placed on NALD's website in the late Spring 1998, remained until approximately two hundred responses were recorded. Announcements of the research were distributed by various listservs and also promoted by direct mail in the Fredericton and surrounding area to those involved in the field of Adult Literacy. The completed responses have been tabulated according to website preferences of those responding.

Methodology

A total of eight listserves were used for announcing the research project and informing potential respondents of the URL of the questionnaire. The announcement outlined the purpose of the study and how research in this

area has been limited. A second announcement was placed on these same listserves approximately half way through the research project. Experts in the fields of Adult Literacy and Adult Basic Education from the local area were sent out the announcement and URL by mail. Local experts were also sent out a hard copy of the questionnaire. When the number of respondents reached approximately two hundred, the link to the questionnaire was removed from the NALD website.

Population and Sample

The Population and Sample included all experts in the fields of Adult Literacy and Adult Basic Education. The sample included those local experts in the fields of Adult Literacy and Adult Basic Education and those who access the NALD homepage, and complete the questionnaire.

Data

In order to get an accurate picture of website preferences, I have analyzed the data in two ways. First, I have used a rating scale ranging in order from one to five to determine the mean score of each characteristic in terms of importance and usefulness, with one corresponding to irrelevant and five corresponding to very important(see Table 1). Secondly, I have determined the average combined percentage of respondents who have rated each characteristic as being Very Important or Important, and average combined percentage of respondents who have rated each characteristic as being Very Useful or Useful.

In using this rating scale I have eliminated the 'Not Applicable' category from the data as it was not deemed significant to the overall means of the individual characteristics. Only a few respondents choose this category.

Rating Scale

- 5 – Very Useful/Important
- 4 – Useful/Important
- 3 – Neutral
- 2 – Not Important/Useful
- 1 – Irrelevant/Useless

<i>Characteristic</i>	<i>Importance</i>	<i>Usefulness</i>
Text-quality	4.4	4.18
Text-size	3.92	3.84
Font	3.54	3.51
Graphics	3.45	3.48
Speed	4.46	4.51
Background	3.2	3.23
Links	4.27	4.58
Layout	4.05	3.99
Content	4.9	4.9

Table 1

From the data provided in Table 1 it is clear that respondents felt most strongly about the Content characteristic of web sites and was rated an average score of 4.9 in terms of both Importance and Usefulness. Respondents rated Links as a close second with an average score of 4.27 in terms of importance and an average score of 4.58 in terms of usefulness.

The Aggregate Data

Summary of Comments