SHAREABLE
User Survey Goals & Methodology

Goal and Objectives of Survey
The goal of the survey is to gather data that captures instances when a user is exposed to SHAREABLE's website content and resources and develops the willingness to share resources and become a sharing advocate within their communities.

The survey will also gather data to show that SHAREABLE is the primary source for users to utilize to gain the vital knowledge to learn about the sharing transformation and participate in a sharing project within their community or city.

Intended Audience for Results
The results gathered would be disseminated to the SHAREABLE core team, SHAREABLE Board of Advisors, and all stakeholders that are involved in the governance or decision-making process of SHAREABLE.

Methodology
An online survey will be developed to collect data on user behavior from interactions with the content on SHAREBLE's website.

Survey Title
SHAREABLE USER Survey 2015

Target Population
 • Shareable Users that have contact information in the SHAREABLE reader database.

Desired Duration of Survey
10 – 12 min

Online Survey Platform
Google Forms or Survey Monkey

Types of questions
The survey will use dichotomous, open ended and close-ended questions to capture the behavior and profile of a SHAREABLE.net user.

Utilizing branch logic to measure user behavior and sharing advocacy level
In addition to gathering demographic data to generate the profile of a SHAREABLE user the survey will utilize a three prong approach to represent a different SHAREABLE user; Content User, Sharing Project User, and Sharing City User. The pronged approach will measure the number in each specific user group and their different activities and behavior experience with a specific set of content.

Branch 1: User that reads news and uses content as resource
- Will measure experience of general content offered on website and experience navigating through the website.

Branch 2: User that is part of or wants to start a sharing project
- Will measure experience with 'How To' content and gather data on what sharing projects the user is involved in.

Branch 3: User that is part of a sharing city or wants to start a sharing city
- Will Measure experience with 'Sharing Cities Network' content and gather on how the user's city is utilizing the SCN toolkit.

Data Collection
All survey data will be compiled into a spreadsheet form generated from dedicated survey software.

Next steps regarding survey data analysis will be discussed with the SHAREABLE core team.