Appendix 3: Script outlines and surveys

Focus group guide script: Lecturers

Intro (1 min)

Thanks for taking part in this focus group. The conversations that you will have with each other today will help us to understand your opinions and experiences regarding studying and technology. We'll use these insights to inform the creation of a website for online research that meets your needs.

Please remember:
- Nothing you say is wrong! We want to hear all of your opinions – even if they conflict with somebody else's.
- You are experts in your own experiences – Therefore we want to find out about your feelings, intentions, motivations and attitudes.
- We will not be analysing YOU personally! Rather we will analyse all of the opinions we collect as a whole from a series of focus groups.
- Please be as open and as talkative as you like.
- Feel free to go into detail and explain why you feel something.

And finally:
- We're not interested in what we think – we're interested in what you have to say!

We'll be recording the session today to make sure we don't miss anything. We won't use the recording for anything other than the reasons I've described.

Introduce consent form and get everyone to sign.

Getting to know the group (4 mins)

In a circle, go round and tell everyone your name, what subject you teach and what interests you about your research specialism.

Experiences of teaching (12 mins)

- What proportion of your time do you spend teaching and preparing guided studies versus independent research and professional development? Which do you prefer, and why?

- Do you find it more effective to research independently or by discussing with other people (academics, students, others), and why?
    - o Which is easier?
    - o Which is more enjoyable?
    - o Who do you tend to discuss with?

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- How do you interact with other academics?
    - Do you communicate face to face or remotely? If remotely, what technologies do you use?

- What works about giving students tasks to complete/ points to think about, and what doesn't?
    - Discuss the teaching exemplars: do you use anything similar? Is this type of stimulus useful? What would make it more useful?

- What things could improve the way you research/teach?

- How do you get your ideas for projects, and how do you go about finding out what you need to know for them?
    - Conversation with academics/students/others, books, online research etc

Experiences of using technology and the internet (13 mins)

- What technologies do you use in your teaching?
    - VLE, interactive whiteboards, podcasts, social bookmarking
    - (also when preparing for or giving lectures and seminars, marking, spotting for plagiarism)

- What technologies do you use in your research?
    - Do you use different technologies at different times?
    - Which ones do you use?
    - Do you use websites to find information, to check information, to share information?

Are there any technologies you use for other activities you do as a lecturer?
(creating publications)

- What are the most useful technologies, and why?

- Which particular websites / search engines have you found that are particularly useful? What is it that makes them so helpful?

- Is there anything about them that you find counterproductive? How could they be improved?

- Do you ever share or discuss your work with others outside of your university/college? What technology do you use to do so?

Specific features and tools: (15 mins)

[Spread out the feature cards in the centre of the table]

Listed on the cards in front of you are some particular website features and tools that you may or may not have used before. Some are fairly common, some are less so. You might all have slightly different perceptions of the features or tools so it's helpful to discuss them to find out these differences. I'd like you to take it in turns to pick up a card and describe it, starting with the ones that you've used most frequently. Once a card has been discussed we'll take it out of the pile.

There are no right or wrong answers but if you have a different understanding or experience of the feature being described, I'd like to hear about it.

[Prompt questions for each feature]
- How would you describe this to someone who'd never heard of it before?
- What sites have you used that include this feature?
- Do you have any experience of using this feature? What was good/bad about it?

Feature cards (x1)

[note: these will be printed out as A5 cards with the key term on the front, and some examples of sites on the back)

Search
Advanced search
Browse
Personal area / Repository / Lightbox
Zoom
Related links / If you liked this, you might like...
Printer friendly version
Share / Recommend / Send to a friend
Rate
Comment
RSS feed
Blog
Discussion forum
Tags
Mp3 / Sound file / Podcast
Wiki
Video
Upload

'Designing' the site (15 mins)

In groups, I'm now going to set you a short challenge: to plan a website for the Birmingham Museum and Art Gallery's Pre-Raphaelite collection.

You have 15 points to spend on the website. Each of these cards costs 1 point. You can also include any other feature, tool or type of content that you can think of. Each new idea costs one point.

You have 10 minutes to plan your site, and then I'll ask you to explain your decisions.
[During discussion and presentation, probe for detail of each choice: eg for the artefact info cards, probe what they consider to be basic info, and what's detailed]

Feature and content cards (x2)
Search
Advanced search
Browse
Personal area / Repository / Lightbox
Zoom
Related links / If you liked this, you might like…
Printer friendly version
Share / Recommend / Send to a friend
Rate
Comment
RSS feed
Blog
Discussion forum
Tags
Mp3 / Sound file / Podcast
Wiki
Video
Upload facility
Basic info about the artefact
Detailed info about the artefact
Information about the period or theme
Copyright info
Museum info (visiting hours, location, contact details)
Links to other collections
References (publications)
Stimulus questions
Thumbnail view
Full size image
High resolution images (view and download)
Low resolution images (view and download)

End
We've reached the end of the session. Thanks very much for all your feedback.

Focus group guide script: Students

Intro (1 min)

As per the HE lecturers script.

Getting to know the group (4 mins)

In a circle, go round and tell everyone your name, what subject you are studying and what interests you about your subject.

Experiences of studying (12 mins)

- What proportion of your time do you spend in guided study versus independent study? Which do you prefer, and why?

- Do you find it more effective to learn independently or led by a teacher, and why?
  - Which is easier?
  - Which is more enjoyable?

- How do you interact with your teacher and other students?
  - Who do you learn most from?
  - Do you communicate face to face or remotely? If remotely, what technologies do you use?

- What works about having to find things out for yourself and what doesn't?

- What works about having prepared information / ideas given to you, and what doesn't?

- What works about being given tasks to complete/ points to think about, and what doesn't?
  - Discuss the teaching exemplars: do your teachers use anything similar? Is this type of stimulus useful? What would make it more useful?

- What things could improve the way you learn?

- When you first get a project brief, how do you go about finding out what you need to know?
  - Conversation with teachers/peers, books, online research etc

Experiences of using technology and the internet (13 mins)

- What technologies do you use in your studies?
    - Do you use different technologies at different times (eg when learning new information, producing coursework and revising)?

- What technologies do your teachers use?
    - VLE, interactive whiteboards, podcasts, social bookmarking

- What are the most useful technologies, and why?

- How do you use the internet for your studies?
    - Do you use different sites at different times (eg when learning new information, producing coursework and revising)?
    - Do you use websites to find information, to check information, to share information?

- Which particular websites / search engines have you found that are particularly useful? What is it that makes them so helpful?

- Is there anything about them that you find counterproductive? How could they be improved?

- Do you ever share or discuss your work with others? What technology do you use to do so?

Specific features and tools: (15 mins)

As per the HE lecturers script.

Focus group script: FE teachers and tutors

Intro (1 min)

As per the HE lecturers script.

Getting to know the group (4 mins)

In a circle, go round and tell everyone your name, what subject you teach and what interests you about your subject.

Experiences of teaching (12 mins)

- What proportion of your time do you spend teaching and preparing guided studies versus independent research and professional development? Which do you prefer, and why?

- How do you interact with other teachers or academics?
    - o Do you communicate face to face or remotely? If remotely, what technologies do you use?

- What works about giving students tasks to complete/ points to think about, and what doesn't?
    - ▪ Discuss the teaching exemplars: do you use anything similar? Is this type of stimulus useful? What would make it more useful?

- What things could improve the way you teach?

- How do you get your ideas for projects, and how do you go about finding out what you need to know for them?
    - o Conversation with academics/students/others, books, online research etc
    - o Curriculum specifications

Experiences of using technology and the internet (13 mins)

- What technologies do you use in your teaching?
    - VLE, interactive whiteboards, podcasts, social bookmarking
    - (also when preparing for or giving lectures and seminars, marking, spotting for plagiarism)

  - Do you use different technologies at different times?
      - Which ones do you use?
      - Do you use websites to find information, to check information, to share information?

Are there any technologies you use for other activities you do as a teacher?
(creating publications, marketing, CPD)

- What are the most useful technologies, and why?

- Which particular websites / search engines have you found that are particularly useful? What is it that makes them so helpful?

- Is there anything about them that you find counterproductive? How could they be improved?

- Do you ever share or discuss your work with others outside of your college? What technology do you use to do so?

Specific features and tools: (15 mins)

As per the HE lecturers script.

'Designing' the site (15 mins)

As per the HE lecturers script.

End

We've reached the end of the session. Thanks very much for all your feedback.

Survey

The survey was conducted online. The text below features the questions from all three parts of the survey; teacher, student and interested other.

About this survey

This survey is being conducted on behalf of Birmingham Museum and Art Gallery, by Illumina Digital. Your details will not be shared with anyone outside the research team, and will be used only for the purposes of this project.

The information that you provide will help Birmingham Museum and Art Gallery to create a better product for people like you – so please answer as honestly and completely as you can.

Section 1: Basic information

This information will help us to check whether our results are representative of our target audience.

Please tick the option that applies to you and explain further where necessary.

1. What gender are you?
Female
Male

2. How old are you?
Under 16
16-18
18-24
25-34
35-54
55–64
65+

3. What is your first language?
English
Welsh
Another language:

4. Which of these sentences is most accurate for you?
I'm a student
I'm a lecturer, teacher or tutor
I work with archive material.
I'm none of these, but I am interested in the Birmingham Museum and Art Gallery collections.

Section 2: Content use - students

1. What level of education are you in?
Further education
University undergraduate
Graduate, studying for a Masters Degree
Graduate, studying for a PhD

2. What course or courses are you studying?

3. How many hours per week, on average, do you spend in *guided* study
(lessons, seminars, lecturers, workshops, etc)?
0-6 hours
7-12 hours
13-18 hours
19-24 hours
25-30
More than 31 hours

4. How many hours per week, on average, do you spend in *self-guided* study (research, essay writing, etc)?
0-6 hours
7-12 hours
13-18 hours
19-24 hours
25-30
More than 31 hours

5. Rate the following, in terms of how important you think they are to success in your studies:

	Very important	Quite important	Not very important	Not important at all
Finding out facts				
Forming my own ideas				
Sharing my own ideas				
Finding out about other students' ideas				
Finding out about my tutors' ideas				
Finding out about other experts' ideas				
Conducting my own research				

6. Rate the following, in terms of how much you enjoy them:

	Very important	Quite important	Not very important	Not important at all
Finding out facts				
Forming my own ideas				
Sharing my own ideas				
Finding out about other students' ideas				
Finding out about my tutors' ideas				
Finding out about other experts' ideas				
Conducting my own research				

7. Rate the following in terms of how important they are to your studies:

	Very important	Quite important	Not very important	Not important at all
Lectures / classes led by my tutor				
Seminars / classes in which students discuss ideas				
One on one sessions with my tutor				
Completing set tasks				
Internet research: using sites recommended by my tutor				
Internet research: using sites recommended by other students				
Internet research: using sites I've found myself				
Book and journal research: using books recommended by my tutor				
Book and journal research: using books recommended by other students				
Book and journal research: using books I've found myself				
Visiting galleries or museums				
Using museum collection cataloguing systems				

What other factors are important to your studies?

8. When you're choosing how to source information, which of these factors are important to you?

	Very important	Quite important	Not very important	Not important at all
How quickly I can access the information				
How accurate the information is				
Whether the source is approved of by my tutor				
Whether I've heard of the publisher/author				
Whether the information is likely to be written about by many other students				
How easily I can collect the information (print/bookmark etc)				
How easy the information is to understand				
How interesting the information I find is				
How closely related the information is to what I'm studying				

What other factors are important to you when sourcing information?

9. How would you rate the internet in terms the following?

	True	Quite true	Not very true	Not true at all
It lets me access information quickly				
It gives me access to reliable information				
My tutor approves of it as a source of gathering information				
It lets me collect information easily				
It gives me access to new, innovative information				
The information I find is easy to understand				
The information I find is interesting				
The information I find is interesting is closely related to what I'm studying				

Section 2: Content use - lecturers

1. What level of education do you work in?
Further education
University
Other:

2. What course or courses do you teach?

3. What is your job title?

4. What is your specialist area of interest research?

5. How many hours per week, on average, do you spend teaching and preparing *guided* studies (lessons, seminars, lecturers, workshops, etc)?
0-6 hours
7-12 hours
13-18 hours
19-24 hours
25-30
More than 31 hours

6. How many hours per week, on average, do you spend in research and professional development?
0-6 hours
7-12 hours
13-18 hours
19-24 hours
25-30
More than 31 hours

7. Rate the following, in terms of how important you think they are to success in your teaching and research:

	Very important	Quite important	Not very important	Not important at all
Finding out facts				
Forming my own ideas				
Sharing my own ideas				
Finding out about other lecturers ideas				
Finding out about students' ideas				
Finding out about other experts' ideas				
Conducting my own research				

8. Rate the following, in terms of how much you enjoy them:

	Very important	Quite important	Not very important	Not important at all
Finding out facts				
Forming my own ideas				
Sharing my own ideas				
Finding out about other lecturers' ideas				
Finding out about students' ideas				
Finding out about other experts' ideas				
Conducting my own research				

9. Rate the following in terms of how important they are to your teaching and research:

	Very important	Quite important	Not very important	Not important at all
Information I've prepared for my lectures / classes				
Seminars / classes in which students discuss ideas				
One on one sessions with students				
Creating tasks to set your students				
Internet research: using sites recommended by other lecturers				
Internet research: using sites recommended by students				
Internet research: using sites you've found yourself				
Book and journal research: using books recommended by other lecturers				
Book and journal research: using books recommended by students				
Book and journal research: using books you've found yourself				
Visiting galleries or museums				
Using museum collection cataloguing systems				

What other factors are important to your teaching and research?

10. When you're choosing how to source information, which of these factors are important to you?

	Very important	Quite important	Not very important	Not important at all
How quickly I can access the information				
How accurate the information is				
Whether the source is approved of by fellow academics				
Whether I've heard of the publisher/author				
Whether the information is likely to be written about by many other academics				
How easily I can collect the information (print/bookmark etc)				
How easy the information is to understand				
How interesting the information I find is				
How closely related the information is to what I'm teaching / researching				

What other factors are important to you when sourcing information?

11. How would you rate the internet in terms the following?

	True	Quite true	Not very true	Not true at all
It lets me access information quickly				
It gives me access to reliable information				
Fellow academics approve of it as a source of gathering information				
It lets me collect information easily				
It gives me access to new, innovative information				
The information I find is easy to understand				
The information I find is interesting				
The information I find is interesting is closely related to what I'm teaching / researching				

Section 2: Content use - interested others

1. What level of education did you study to?
O-levels / GCSEs
Further education
University graduate
Masters Degree
PhD

2. Which subject / subjects did you study?

3. What is your job title?

4. What are the reasons for your interest in the collection?
I use it for work
I use it for academic research
I use it for personal interest

5. How many hours per week, on average, do you spend using the collection?
0-6 hours
7-12 hours
13-18 hours
19-24 hours
25-30
More than 31 hours

6. In which of these ways do you frequently use the collection?
Alone
With experts
With friends
With family
With members in a society

7. Rate the following, in terms of how much you enjoy them:

	Very important	Quite important	Not very important	Not important at all
Finding out facts				
Forming my own ideas				
Sharing my own ideas				
Finding out about others' ideas				
Finding out about other experts' ideas				
Conducting my own research				

8. Rate the following in terms of how important they are to your research or enjoyment:

	Very important	Quite important	Not very important	Not important at all	N/A
Lectures which I have attended					
Groups / societies in which I discuss ideas with others					
One on one correspondence with an expert					
Completing set tasks to learn more about the collection					
Internet research: using sites recommended by an expert					
Internet research: using sites recommended other people					
Internet research: using sites recommended by a					

reading list					
Internet research: using sites you've found yourself					
Book and journal research: using books recommended by an expert					
Book and journal research: using books recommended by other people					
Book and journal research: using books recommended by a reading list					
Book and journal research: using books you've found yourself					
Visiting galleries or museums					
Using museum collection cataloguing systems					

What other factors are important to your research or enjoyment?

9. When you're choosing how to source information, which of these factors are important to you?

	Very important	Quite important	Not very important	Not important at all
How quickly I can access the information				
How accurate the information is				
Whether the source is approved of by others				
Whether I've heard of the publisher/author				
Whether the information is likely to be already known by many other people				
How easily I can collect the information (print/bookmark etc)				
How easy the information is to understand				
How interesting the information I find is				
How closely related the information is to what I'm researching				

What other factors are important to you when you source information?

10. How would you rate the internet in terms the following?

	True	Quite true	Not very true	Not true at all
It lets me access information quickly				
It gives me access to reliable information				
Others approve of it as a source of gathering information				
It lets me collect information easily				
It gives me access to new, innovative information				
The information I find is easy to understand				
The information I find is interesting				
The information I find is interesting is closely related to what I'm researching				

Section 3: Internet use

1. Which of these technologies have you used in the last 3 months:
Mobile
Handheld computer (PDA, Blackberry, Palmtop)
Computer (Laptop, PC or Mac)
Digital camera
Scanner
mp3 player

2. How many hours on average do you use the internet for study or research per day?
I don't use the internet for study or research
Less than 1 hour
1-2 hours
2-3 hours
3-4 hours
4-5 hours
6-8 hours
More than 8 hours

3. How many hours on average do you use the internet for personal use per day?
I don't use the internet for personal use
Less than 1 hour
1-2 hours
2-3 hours
3-4 hours
4-5 hours
6-8 hours
More than 8 hours

4. How confident are you at using the internet:
I am not at all confident
I use it a little but there's a lot a don't understand
I use it quite a lot but I could still learn more
I am completely confident

5. When studying or working, how much do you use the internet in the following ways?

	All the time	Quite a lot	Occasionally	Not at all
General research				
Specific fact finding				
Fact validating				
Communicating with people				
Sharing my ideas				
Sharing content that I have created				

Any other ways:

6. When using the internet for social or leisure purposes, how much do you use the internet in the following ways?

	All the time	Quite a lot	Occasionally	Not at all
Playing games				
Buying products or services				
General research				
Specific fact finding				
Fact validating				
Communicating with people				
Sharing my ideas				
Sharing content that I have created				

7. Which of these techniques do you most often use for research and fact finding online?

	All the time	Quite a lot	Occasionally	Not at all
Searching using a search engine				
Using advanced search options within a search engine				
Searching using the search tool within a website				
Using advanced search options within a website				
Browsing using category headings				
Following links between pages and sites				
Browsing using content tags				
Browsing lists or content archives				
Using RSS feeds				
Bookmarking content I find using a favourites list				
Tagging content I find, using online social bookmarking tools				

Any other techniques:

8. Do you use the following online tools and features?

	I often use this for work or study	I sometimes use this for work or study	I often use this for social or leisure purposes	I sometimes use this for social or leisure purposes	I never use this
Blogs					
RSS feeds					
Interactive maps					
Wikis, (eg wikipedia)					
Podcasts					
Social bookmarking (eg del.icio.us, citeulike, furl)					
Social networking (eg myspace, eduspaces, facebook)					
Forums or discussion groups					
Social networking sites					
Online messaging tools (eg msn, Skype, twitter)					

Any other tools and features:

9. Do you ever share content online in any of the following ways?

	I do this all the time	I do this quite a lot	I don't share my content, but I do view others' content	I don't use this at all
Uploading images				
Uploading video				
Blogging				
Writing to a wiki				
Combining other people's content to create new content				
Rating content				
Adding comments or tags to content				

Any other ways:

Next steps

We would like to invite a representative sample to discuss related topics in person or over the phone. If you would like to be involved, please provide your contact details:

Name:

Telephone number:

Email address:

We will not pass this information on to anyone else, and we will delete all personal details after the project has ended.

End of survey

Thanks for your time.