Evaluating the public's perception of NSO websites using a non- standard mixed methodology approach Using Mixed Methodologies to evaluate NSO websites

Derek Bond¹² Elaine Ramsey¹

¹School of Business, Retail and Financial Services University of Ulster

²Northern Ireland Regional Research Laboratory

Statistics: Investment in the Future 2

Outline



Motivation

- The Basic Problem That We Studied
- Current Solutions
- Our Suggestion
 - Projective Techniques
- 3 A Case Study
 - Overview
 - Background
 - Findings
 - Evaluation

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The Basic Problem That We Studied Current Solutions

Outline



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The Basic Problem That We Studied Current Solutions

Website Evaluation

More than 'looks nice'

- Most NSO's allocate considerable resources to Website
- First, and often only, public contact with NSO
- Website needs to be 'fit for purpose'
- Need to evaluate usefulness of website
- Traditional methods are to measure:
 - peoples views
 - searchability
- Generally recognised that better methods need to be developed

The Basic Problem That We Studied Current Solutions

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The Basic Problem That We Studied Current Solutions

Evaluating Websites

- Mixed Methods Approach normal
- Quantitative measures derived from
 - User Surveys
 - HCI exercises speed of search etc.
- Qualitative measures derived from:
 - Benchmarking studies
 - Feedback forms

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The Basic Problem That We Studied Current Solutions

Problems

- Quantitative measures
 - Difficult to ask right question
 - Measuring users ability as much as site design
- Qualitative measures:
 - Unable to give deep insights
 - Asking questions lead to standard answers

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Projective Techniques

Outline



Evaluation

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Projective Techniques

Background

- Concept of 'Bounded Rationality'
- Need to focus on:
 - perceptual psychological and
 - cognitive factors

to understand decision making properly

One possible Instrument is Projective Techniques

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Projective Techniques

Origin of Projective Technique

- First used in cognitive psychology
 - Ink blots
- Now used in marketing studies for:
 - Consumer perception studies
 - Market research
- Little used in management evaluation studies

Projective Techniques

What are Projective Techniques?

- Subject has to interpret ambiguous stimuli
- Stimuli can be structured or unstructured.
- Example of stimuli
 - Structured: Word association
 - Unstructured: Ink blots

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Overview Background Findings Evaluation

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MotivationOverviewOur SuggestionBackgroundA Case StudyFindingsSummaryEvaluation

As yet no study of projective techniques in website evaluation So will use study on measuring impact of e-Europe on SMEs

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Overview Background Findings Evaluation

The Sample

- SMEs in tradeable e-services
- Spatial distribution
 - Northern Ireland
 - Republic of Ireland
 - New Zealand
- Views on Government Support for development of e-business

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Overview Background Findings Evaluation

Methodology

- Quantitative Survey
- Qualitative semi structured interviews
- Projective techniques

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Projective Instruments

- Word association
- visual stimuli

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Figure 1a, Government support completion test (present)

Overview Background Findings Evaluation

Example of visual simuli



Ve wart in help you will poor finance demands will will the relations

Bond, Ramsey Website Evaluation Using Mixed Methods

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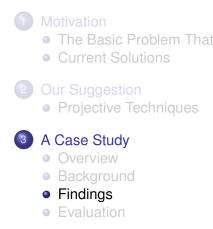
Overview Background Findings Evaluation

Analysing The Projectives

- To map the responses from the projective techniques into useable concepts involved a three stage approach:
 - Firstly content analysis was used as a surfacing technique
 - The second stage was link description
 - The final stage was property clarification
- Modified matrix technique was used to uncover cause and effect beliefs

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Overview Background Findings Evaluation

Main Findings

Quantitative:

• Read paper

Qualitative

• Read Paper

 Overall failed to gain any insight into SMEs views of Government support policies

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Overview Background Findings Evaluation

Projective Techniques

Rich source of information

- · Generally unhappy with Government Policy
- Lack of real knowledge
- Lack of support
- Read paper for more information

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Overview Background Findings Evaluation

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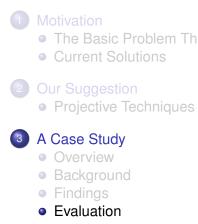
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Overview Background Findings Evaluation

Are Projective Techniques Useful

- Simple answer is obviously YES
- Context analysis and modified matrix approach leads to quantification of results
- But more importantly opens a Pandora's Box of insights

Motivation Overview Our Suggestion Backgroun A Case Study Findings Summary Evaluation

Example: E-business policy formation and information dissemination

It was evident that very few of the respondents had received information, or had read any information received.

It was stated that an e-business information campaign would be useful.

A financial advisor from ROI commented:

I do not think there is any support for e-business that I am aware of.

Another businessman asserts:

for local business I do not see any local support, if there is a fund or information available to support an e-business strategy I do not know about it,

Summary

- Mixed metholodogy is generally accepted as the way forward.
- Projective techniques seem to offer an approach which needs further evaluation.
- Outlook
 - Try different techniques
 - Try different methods of analysis.

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