

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

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

Outline

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

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

Outline

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

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

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

Outline

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

Background

- Concept of 'Bounded Rationality'
- Need to focus on:
 - perceptual psychological and
 - cognitive factorsto understand decision making properly
- One possible Instrument is 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

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

Outline

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

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

Outline

- 1 Motivation
 - The Basic Problem That We Studied
 - Current Solutions
- 2 Our Suggestion
 - Projective Techniques
- 3 A Case Study
 - 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

Methodology

- Quantitative Survey
- Qualitative - semi structured interviews
- Projective techniques

Projective Instruments

- Word association
- visual stimuli

Example of visual stimuli

Figure 1a. Government support completion test (present)



Figure 1b. Government support completion test (future)



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

Outline

- 1 Motivation
 - The Basic Problem That We Studied
 - Current Solutions
- 2 Our Suggestion
 - Projective Techniques
- 3 A Case Study
 - 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

Main Findings

- Quantitative:
 - Read paper
- Qualitative
 - Read Paper
- Overall failed to gain any insight into SMEs views of Government support policies

Main Findings

- Quantitative:
 - Read paper
- Qualitative
 - Read Paper
- Overall failed to gain any insight into SMEs views of Government support policies

Main Findings

- Quantitative:
 - Read paper
- Qualitative
 - Read Paper
- Overall failed to gain any insight into SMEs views of Government support policies

Projective Techniques

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

Projective Techniques

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

Projective Techniques

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

Outline

- 1 Motivation
 - The Basic Problem That We Studied
 - Current Solutions
- 2 Our Suggestion
 - Projective Techniques
- 3 A Case Study
 - 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

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 methodology 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.