

2021 IUB User Survey – Methods Summary

UITs at Indiana University contracts with the IU Center for Survey Research (CSR) to conduct a biennial survey aimed at assessing current usage, awareness, and levels of satisfaction with UITs services.

Population and Sample:

The target population for the 2021 UITs User Survey is all current IUB faculty, staff, undergraduate, and graduate students. A random sample of 25% of each subpopulation was drawn from IU administrative databases. The university databases should be highly accurate and complete in providing coverage of the target population. The 2021 UITs User Survey was administered as a web survey and distributed via email invitation on January 27, 2021 to 16,298 randomly selected people at IU Bloomington (1,248 Faculty, 1,492 Staff, 9,860 Undergraduate students, 3,698 Graduate students).

Questionnaire and Data Collection:

The survey questions were developed by UITs. They ask about usage of email, devices, and services, as well as satisfaction with various tools and services available to the campus. The questions on the survey are primarily Likert opinion scales (1-5 rating scales with 5 always being the most favorable rating). Most questions include an “N/A” or “Do not use” response option. The survey was programmed in Qualtrics and thoroughly tested by CSR and UITs staff. The survey was administered in English only.

The field period for the 2021 UITs User Survey was January 27, 2021 through March 1, 2021. An invitation and five reminders were sent by email to maximize participation. As an incentive for participation, survey participants were entered into a drawing for one of fifteen \$100 cash prizes (drawn from participants at all IU campuses).

Final Dispositions and Response Rates:

Table 1 below indicates the population and sample size (the number of surveys originally sent out to the randomly selected individuals), the number of actual responses, and the percentage of responses received by subpopulation. Population sizes were obtained from University Institutional Research and Reporting. A questionnaire was categorized as a respondent if at least three questions were answered.

Table 1: Sample and Response Sizes for the 2021 UITs User Survey

	Population	Sample Size	Number of Respondents	Response Rate (AAPOR RR2)
Faculty	3,117	1,248	250	20.0%
Staff	6,099	1,492	481	32.3%
Undergraduate	34,660	9,860	540	5.5%
Graduate	10,078	3,698	533	14.4%

Final dispositions for all cases were classified according to *The American Association for Public Opinion Research (AAPOR). 2016. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 9th edition.* Table 2 itemizes final dispositions and the AAPOR Response Rate, RR2.

AAPOR Response Rate 2 is calculated using the following formula:

$$RR2 = \frac{(I + P)}{(I + P) + (R + NC + O) + (UH + UO)}$$

Table 2: Final Dispositions and Response Rates for the 2021 UITs User Survey

Disposition (AAPOR Code in parentheses)	Count	AAPOR Response Rate 2
Interview (I)	1,686	11.1%
Partial (P)	118	
Refusal (R)	92	
Break off (R)	496	
Nothing Returned (UH)	13,895	
Mailing returned (UO)	7	
Not eligible/Out of sample	4	
TOTAL	16,298	

Weights:

Results were weighted to reflect the total counts of faculty, staff, undergraduate students, and graduate students at IUB in the fall of 2020 (shown in Table 1). This helps to correct for overrepresentation of some subpopulations (for example, staff) and underrepresentation of others (for example, students) among those who chose to respond to the survey by bringing their representation in line with the total counts in the overall IUB population. More specifically, the weights were defined as the number in the population divided by the number of respondents for each subpopulation (faculty, staff, etc.). For example, for faculty respondents, their weight was 3,117/250=12.5.

All estimates were weighted. Sampling error estimates account for weighting of the data.

For additional information or questions about administration of the survey, please contact csr@indiana.edu.