

Instructions: 2016 DUL student survey Tableau dashboards

There are three Tableau dashboards to assist staff in exploration of the 2016 student survey data. Only the “comments” dashboard includes responses from survey participants who identified a professional school library as their primary library. All three dashboards can be found here: <https://library.duke.edu/about/depts/assessment-user-experience/student-survey>. Click the name of the dashboard below to jump to instructions for using that dashboard.

Main dashboard

This dashboard provides a way to look at responses to every question in the survey, faceted by primary library and filtered by five demographic facets (discipline group, academic class, etc.) <https://library.duke.edu/about/depts/assessment-user-experience/student-survey#maindashboard>

Comments dashboard

This dashboard provides a way to browse through the 1,517 comments left by survey participants. All comments were tagged with topical categories, such as “furniture,” “library hours,” etc. Comments can be filtered by a user’s primary library, whether the comment was a compliment or a request for improvements, and by five demographic facets (discipline group, academic class, etc.). <https://library.duke.edu/about/depts/assessment-user-experience/student-survey#commentsdashboard>

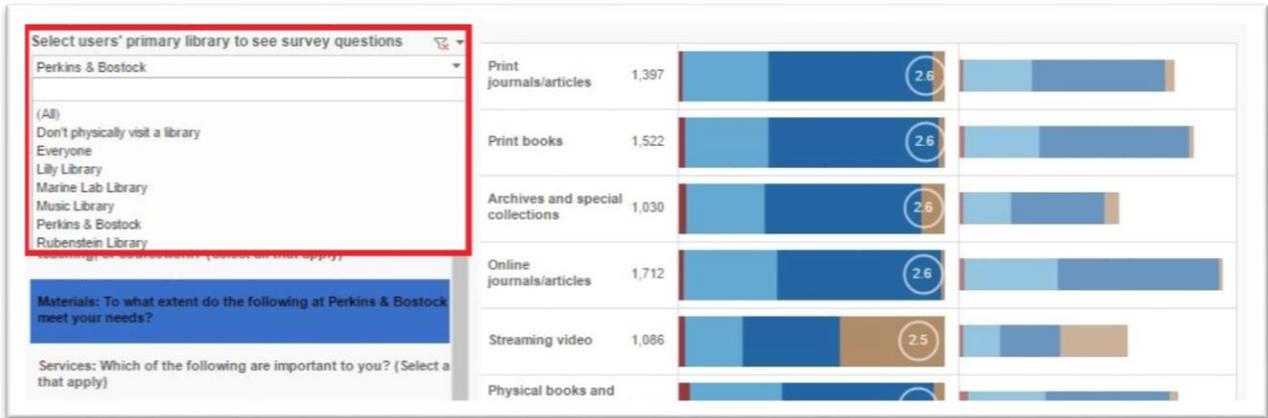
Universal questions dashboard

Only four questions were asked of all survey participants. While these four questions are also included in the main dashboard, this dashboard provides a simpler way to see compare ranking and percentages side by side for different demographic facets. <https://library.duke.edu/about/depts/assessment-user-experience/student-survey#universaldashboard>

Main dashboard

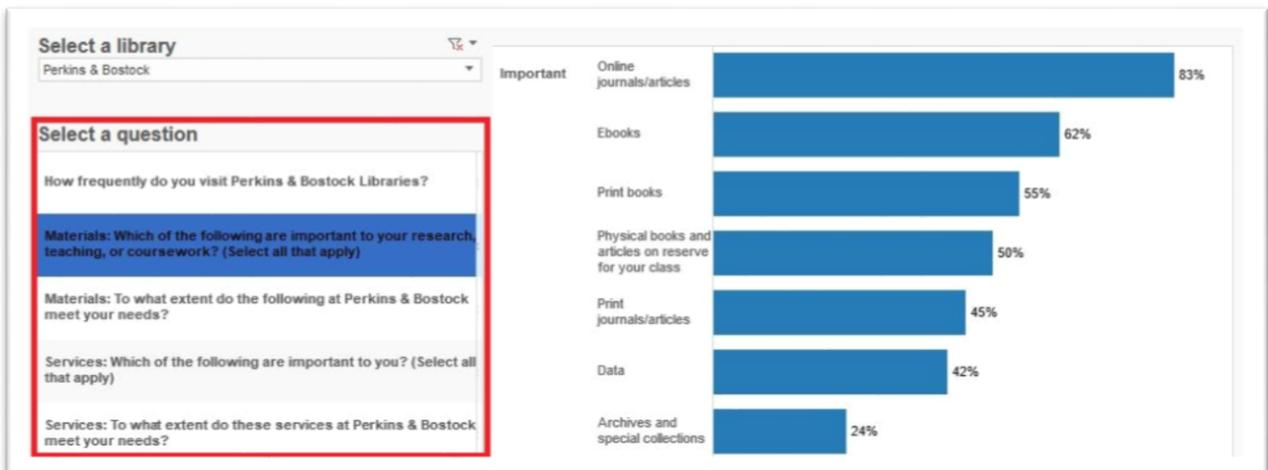
Begin by selecting a library from the drop down menu. Each library had different survey questions. You will only see the responses from people who selected this library as their primary library.

Figure 1. Select a library to populate the Question list (each library has its own questions)



Next, select a question from the list that populates in the left navigation pane. You will then see the data for the selected question appear in a visualization to the right. A different type of chart will appear based on the question type.

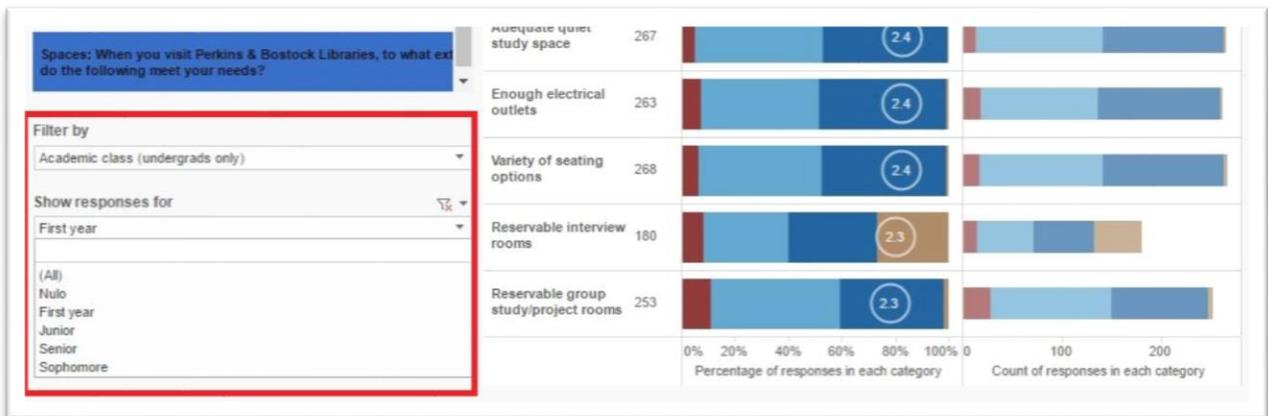
Figure 2. Select a question to view data in the right hand part of the screen



Filtering: You can filter responses by a number of demographic facets. Select a facet in the "Filter responses by" dropdown menu, shown below. Once you make a selection, the second dropdown menu will populate with all possible values; you can select a value to see the corresponding data.

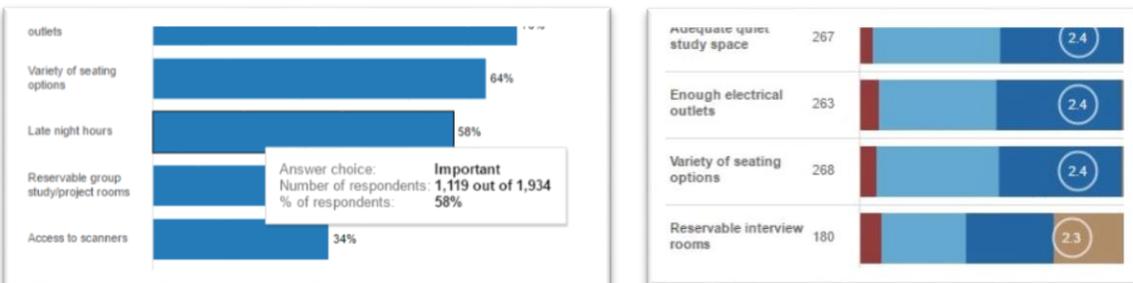
Note: your selection in "show responses by" will not automatically clear when you change the "filter responses by." You will have to manually reset it to "(All)" when you're ready to view other data.

Figure 3. Filter data by demographic facet



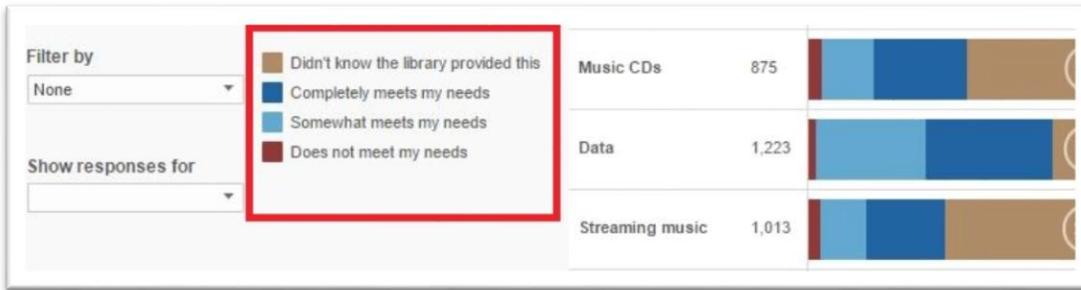
How many people answered a question? Because people were able to skip whichever questions they wanted, each chart shows you the number of respondents. Depending on the chart type, it is either displayed just to the left of each stacked bar chart or in the hover caption for the regular bar charts (note: this number will change as you filter the data). To see the percentage this represents, look in the hover caption.

Figure 4. Hover over a bar to see response counts in a pop up box, or see it to the left of the stacked bar chart



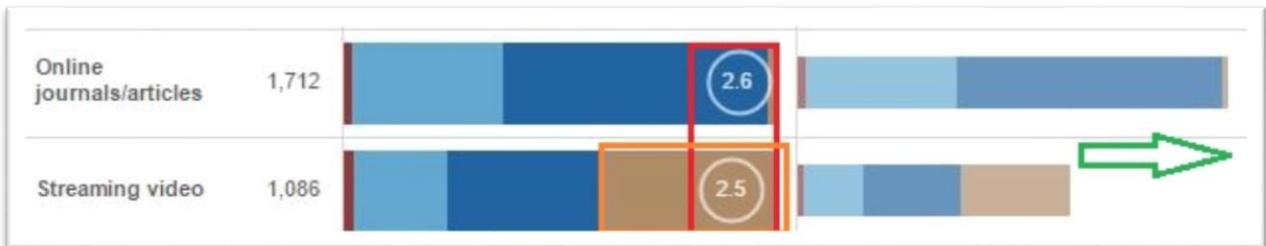
What do the colors mean? Stacked bar charts have a color legend to the right of the filters. Click any color value on a chart to see a pop up box providing showing the value of the selection and the percent it represents of the total (note: if data is faceted, it will show the percent of the subset of data, not of the full dataset).

Figure 5. Color legend



How do I read the weird two-sided stacked bar charts? Good question! Some questions asked participants how well particular services at the library meet their needs, and also provide the option to say they were unaware the service existed. These questions have a dual visualization: the left side shows the responses broken out as percentages; the right side shows the actual number of responses. Both sides show the same data. The tan color represents the people who didn't know a service existed. Being able to easily see this number helps us identify marketing opportunities. The red-blue scale shows the satisfaction level of people who *are* aware of the service. An average has been calculated for the red-blue scale, and is shown in a circle. The higher the number, the more satisfied users were overall with this service. Regardless of the percentage of people who didn't know about the service, these circles are sorted in descending order to show you which questions had the highest and lowest satisfaction levels of those people who *are* aware of the service.

Figure 6. Explanation of how to read stacked bar visualizations



For example: The huge chunk of tan on *Streaming video* (orange rectangle) shows that 39% of respondents have no idea the library provides access to streaming video. At the same time, the average satisfaction values for red-blue values shown in the circles (red rectangle) clarify that of those people who were aware of the product, satisfaction levels are pretty similar for *Online journals/articles* (which everyone knew about) and *Streaming video* (which only 60% of folks knew about). On the right hand side of the visualization, we can also easily see that 650 more people (green arrow) chose to share their thoughts on *Online journals/articles* than they did on *Streaming video*, even though they all saw the question.

[^ Back to top](#)

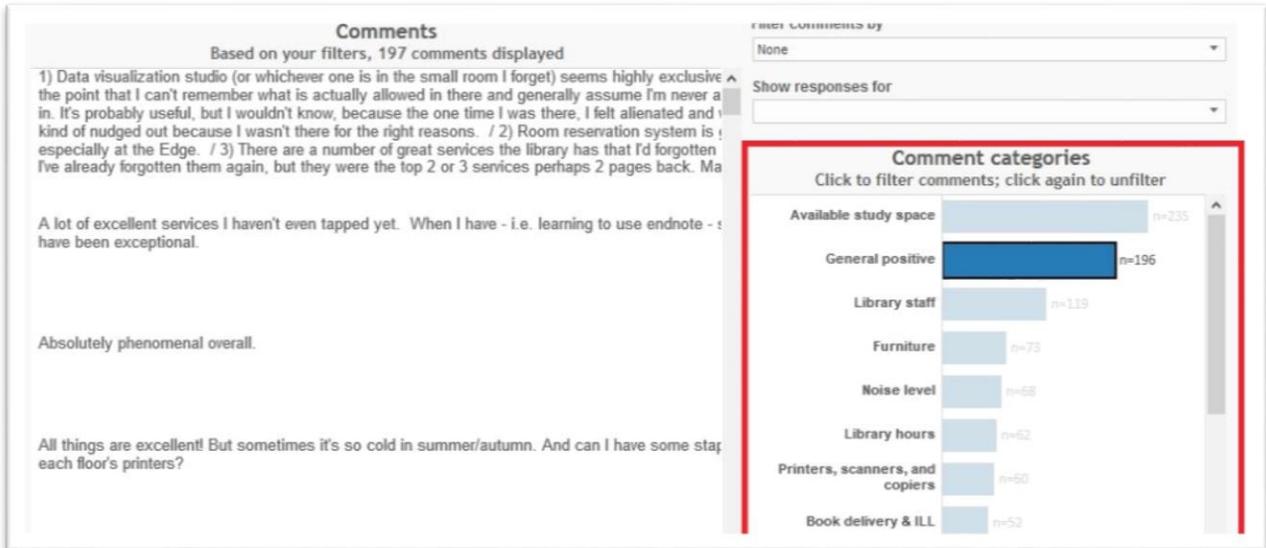
Comments dashboard

Unlike other dashboards, this one includes data from professional school libraries. Any comment may have multiple topical categories assigned to it, and may therefore appear in multiple comment categories.

July 2016
Joyce Chapman

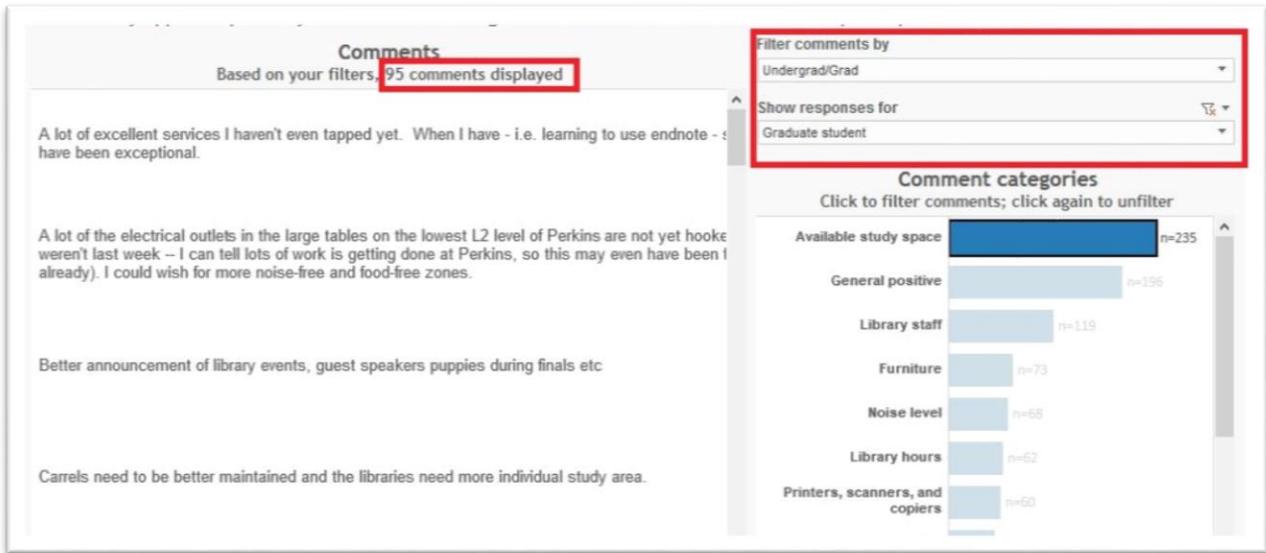
The text of comments is shown on the left hand side of the screen. Two methods of filtering are shown to the right hand side. The first is a bar chart showing the number of comments that pertain to each topical category (“n=x”). Clicking a blue bar in the “Comment categories” section will filter the comments on the left to show only comments tagged with that category. Click the same bar again if you want to back out to see all comments, or click a different bar to see a different category.

Figure 7. Filter comments by topical category by clicking



Using the drop down filters in the upper right hand corner, you can also filter comments by five demographics categories, by type of comment (“compliments” or “requests”) and by primary library. These work the same way as the Main dashboard. These filters will not replace the comment category filter, they will filter on top of it. For example, selecting “available study space” followed by “Undergrad/Grad → Graduate student” will filter down to the 95 comments provided by graduate students that were relevant to the topic of available study space.”

Figure 8. Filter the comments by demographic facet, primary library, or comment type



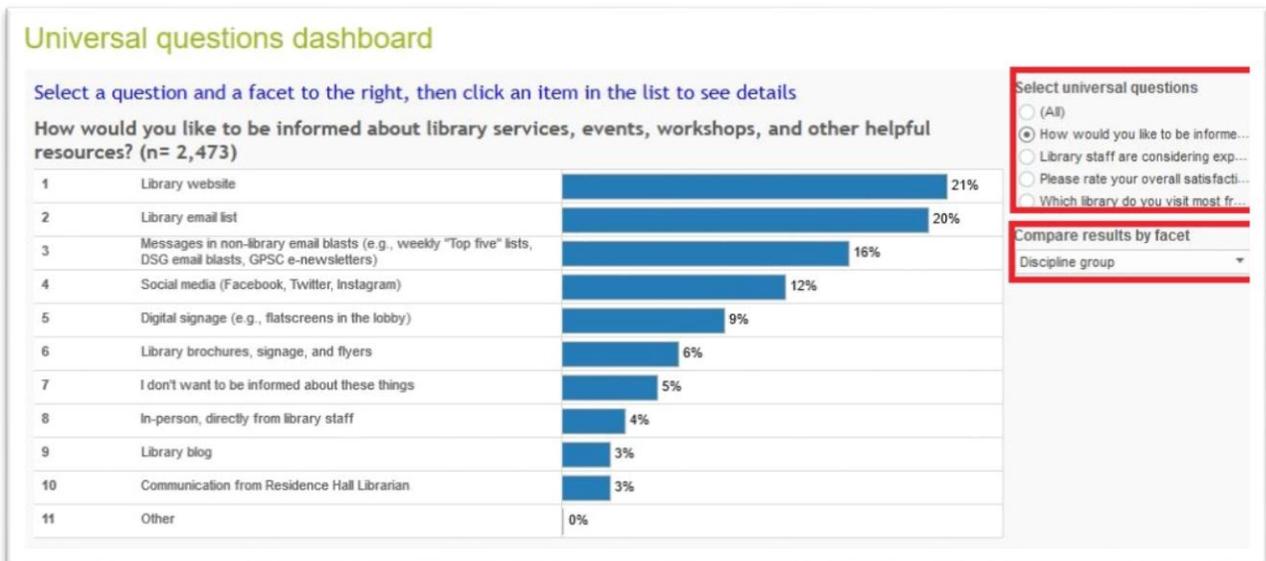
[^ Back to top](#)

Universal question dashboard

Only four questions were asked of all survey participants. While these four questions are also included in the main dashboard, this dashboard provides a simpler way to see response ranking and percentages side by side for different demographic facets. Because the goal of this dashboard is to help you compare responses by different facets, it doesn't work if you don't select a facet.

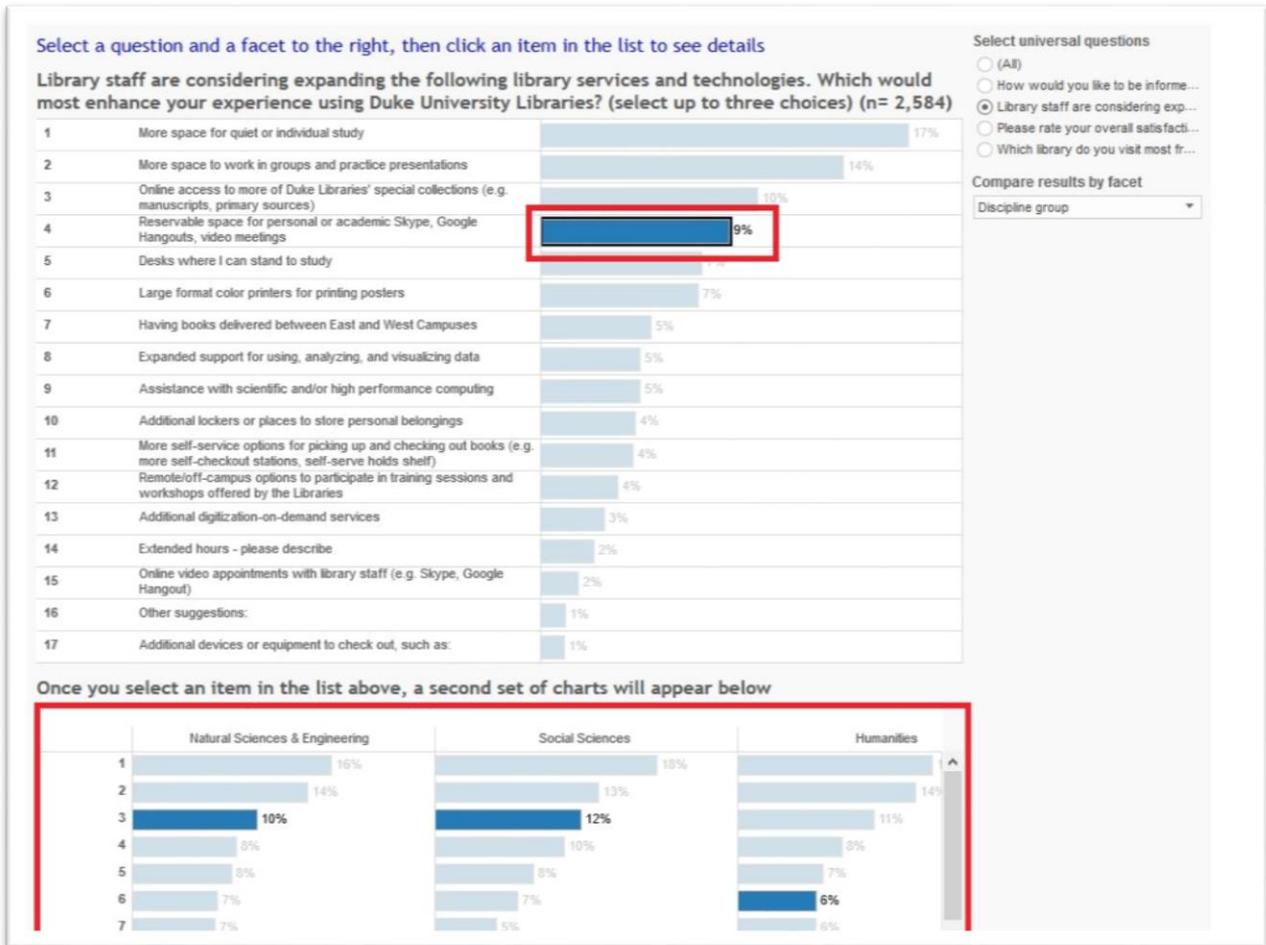
Begin by selecting one of the four questions in the upper right list and a facet by which you want to compare data. All response choices will be shown in the main body of the screen in descending rank order. Rank (1, 2, 3, etc.) is shown in the first column, the text of the answer choice in the second, and a visual representation of the percentage of all respondents that represents in the third.

Figure 9. Select a question and a comparison facet



Next, select one of the items in the bar chart. A second set of charts will appear below, showing you the comparative rank and percentage of respondents belonging to every sub-group of your facet. In the example below, we can easily see that folks in the Humanities rank reservable space for video meetings quite a bit lower in importance than other discipline groups.

Figure 10. Click an item in the list; a second set of ranked comparison charts will appear below the main chart



[^ Back to top](#)