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Instructions: 2020 DUL biennial survey dashboards

There are two dashboards to assist staff in exploration of the 2020 student survey data. Click the name of the dashboard below to jump to instructions for using that dashboard.

[Student survey dashboard](#)

This dashboard provides a way to explore responses to quantitative questions in the student survey. The dashboard can filter data by demographic facets (such as race, international student status, academic class, etc.), as well as by primary library and by survey question.

[Comments dashboard](#)

This dashboard provides a way to browse through the 4,000 free text comments. All comments have been tagged with topical categories, such as “furniture,” “library hours,” etc. Comments can be filtered by topical tag, survey question, a user’s primary library, whether the comment was a compliment or a request for improvements, and by demographic facets.

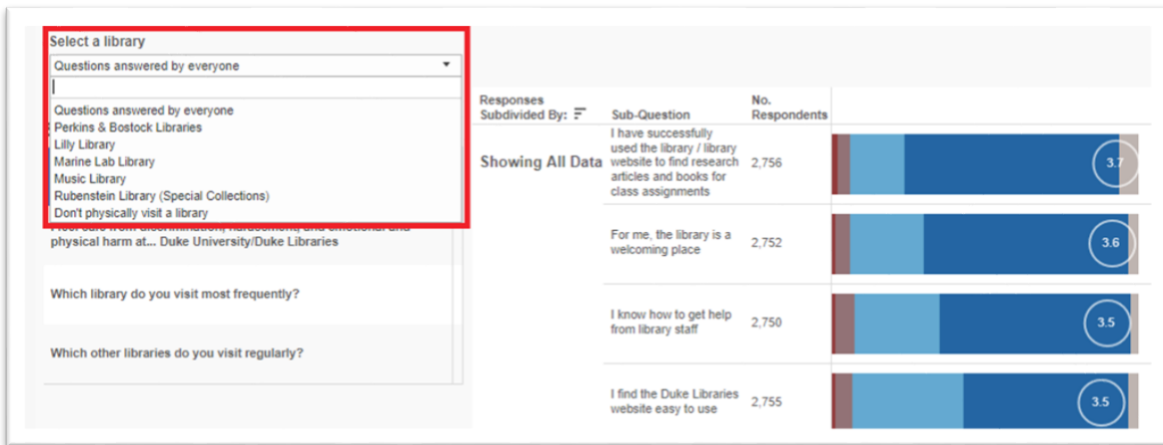
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Student survey dashboard

The dashboard can be found here: <https://tableau.oit.duke.edu/#/site/prod/views/2020StudentSurvey-DULStaff/StaffDashboardfor2020StudentSurvey?iid=1>

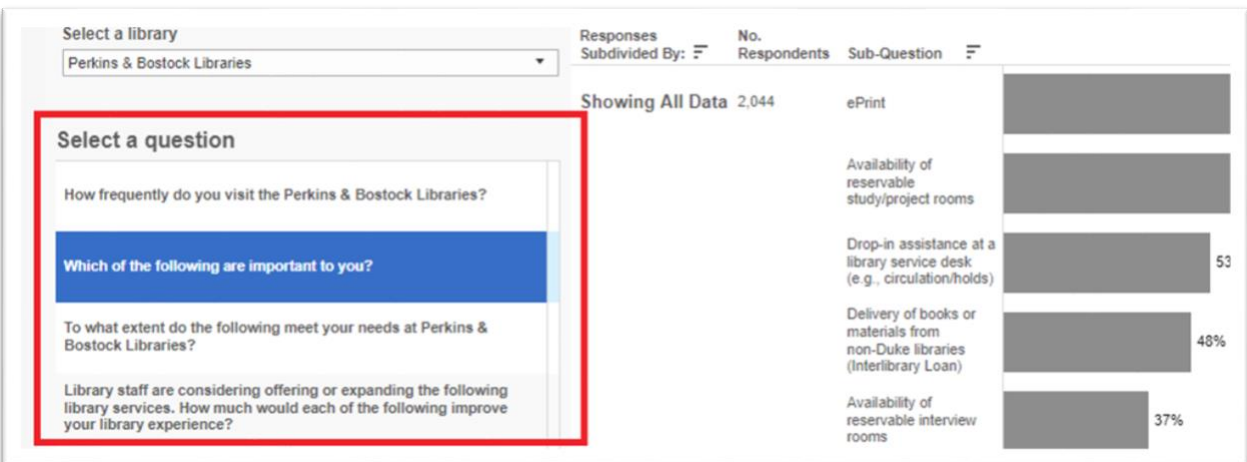
Begin by making a selection from the drop down menu: either a primary library or “Questions answered by everyone,” which will display the questions that every respondent answered before selecting their primary library and branching off to respond to library-specific questions.

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. (Note: before you select a question, you will see multiple charts on the right.)

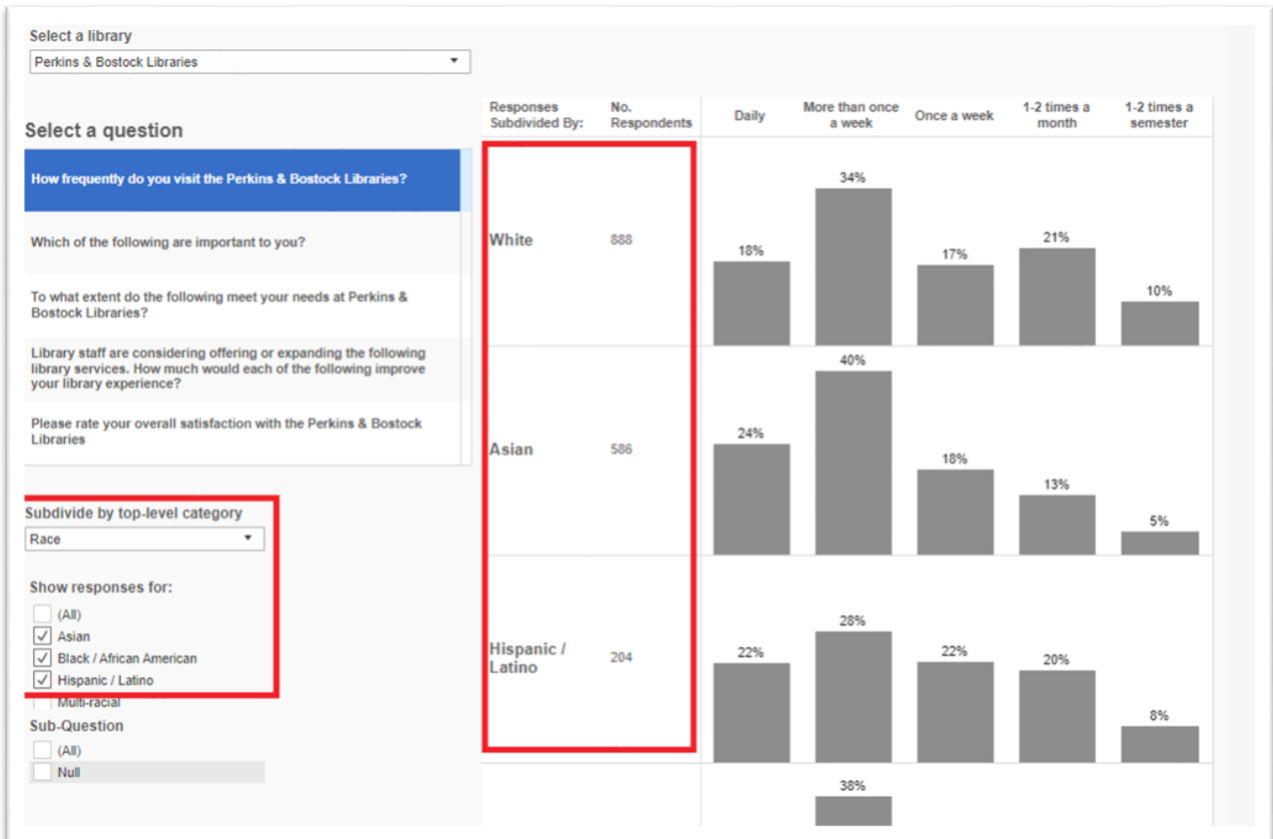
Figure 2. Click on a question to view data in the right hand part of the screen



Filtering/sub-dividing results: The default view is an aggregate of all responses. You can view responses separately for each group of a demographics facet. Select a facet in the “Subdivide by top-level category” dropdown menu, shown below. Once you make a selection, the second dropdown menu will populate with all possible values. Select one or more values and see results on the right appear for each of the selected groups.

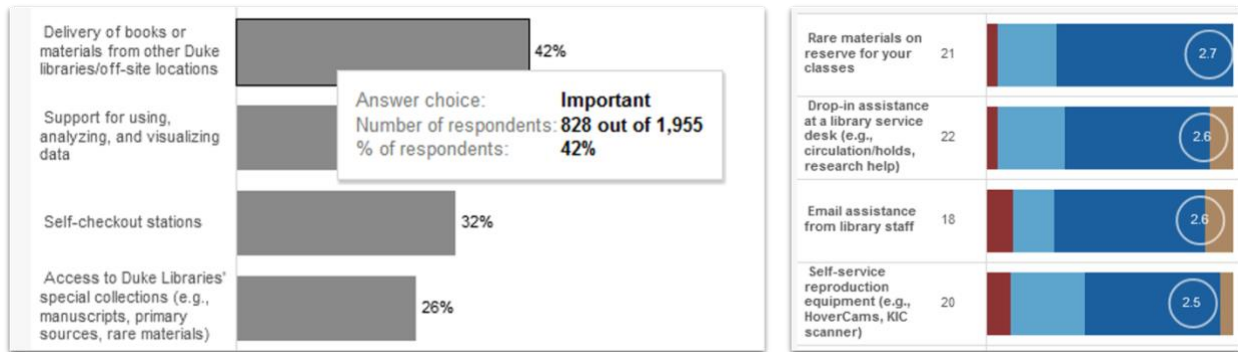
Note: your selection in “Show responses for” will not automatically clear when you change the “Filter by.” You will have to manually reset it to “(All)” when you’re ready to view other data

Figure 3. Filter data by demographic facet



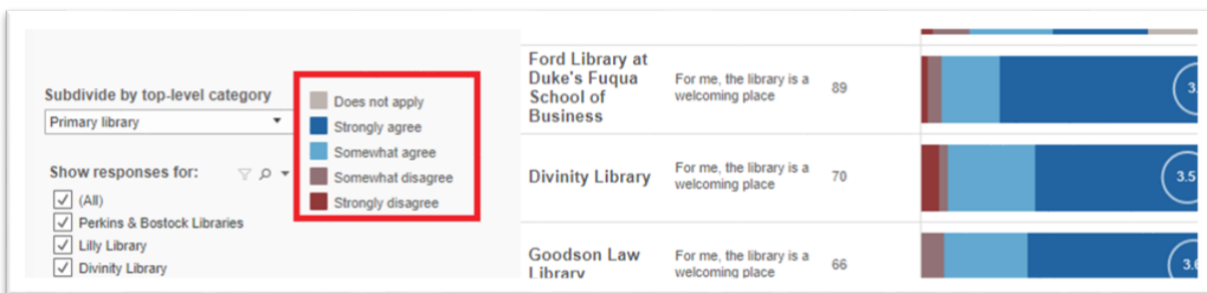
How many people answered a question? Because people were able to skip whichever questions they wanted, each chart shows you the number of respondents. Depending on the chart type, it is either displayed just to the left of each stacked bar chart or in the hover caption for the regular bar charts (note: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



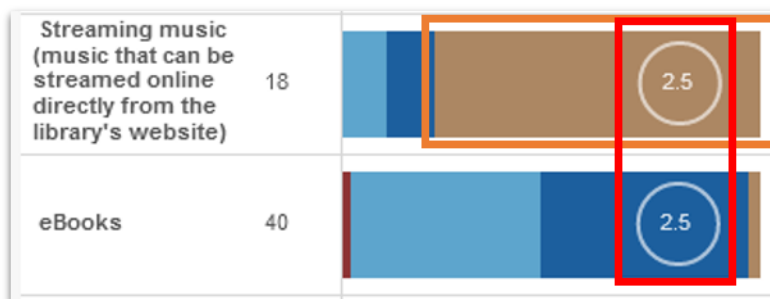
What do the colors mean? Charts with multiple colors have a color legend to the right of the filters. Click any color value on a chart to see a pop up box showing the value of the selection and the percent it represents of the total (note: if data is faceted, it will show the percent of the subset of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

Figure 5. Color legend



How do I read the stacked bar charts? Each bar adds up to 100%, and each color along the bar shows the percent of respondents that selected a particular response choice. An average has been calculated for the color scale, and is shown in a circle. The higher the number in the circle, the more satisfied users were overall with this service. The services appear in descending order from highest to lowest average score. The scores discount people who said they were unaware of a service or had no opinion about it from calculations, even though they are displayed in the chart.

Figure 6. Explanation of how to read stacked bar visualizations



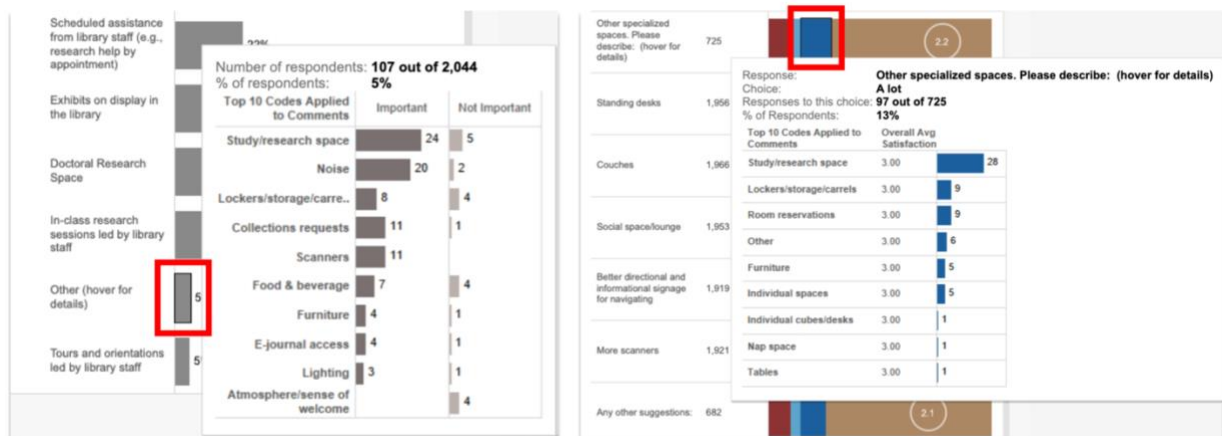
For example: The chunk of tan on *Streaming music* above shows that 77% of respondents were unaware that this library provides access to streaming music. At the same time, the average satisfaction values for red-blue scale shown in the circles (in the vertical red rectangle on the image above) clarify that of

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those people who were aware of the product, satisfaction levels are the same for *eBooks* (which most users knew about) and *Streaming music* (which only 23% of participants knew about).

Exploring comments related to multiple choice questions: Some of the multiple-choice questions featured in this dashboard included free text fields for participants to make suggestions and offer quantitative feedback on those suggestions. Examples include the questions “Which of the following are important to you?” and “Library staff are considering...”. For these free text response choices, additional details are provided (when available) in the tooltip that appears when you mouse over the bar or bar segment in the visualization. (In the Figure 7 below, the red boxes indicate where to hover your mouse to see the tooltips.) Look for the phrase “(hover for details)” in the sub-question text to indicate that there may be additional details in the tooltip.

Figure 7. Tooltip visualizations that show details about free-text comments for multiple choice questions.



What if I want to explore questions everyone answered by respondents' primary library?

Select “Questions answered by everyone” from the library drop down at the top of the dashboard, then Subdivide By “Primary Library.”

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Comments dashboard

The comments dashboard can be found here:

<https://tableau.oit.duke.edu/#/site/prod/views/2020StudentSurvey-DULStaffComments/Comments?:iid=1>

Most comments have multiple topical tags assigned to them. Comments have not been disassembled. If a survey respondent wrote three paragraphs commenting about 10 different things, the entire three paragraphs will appear as a single comment.

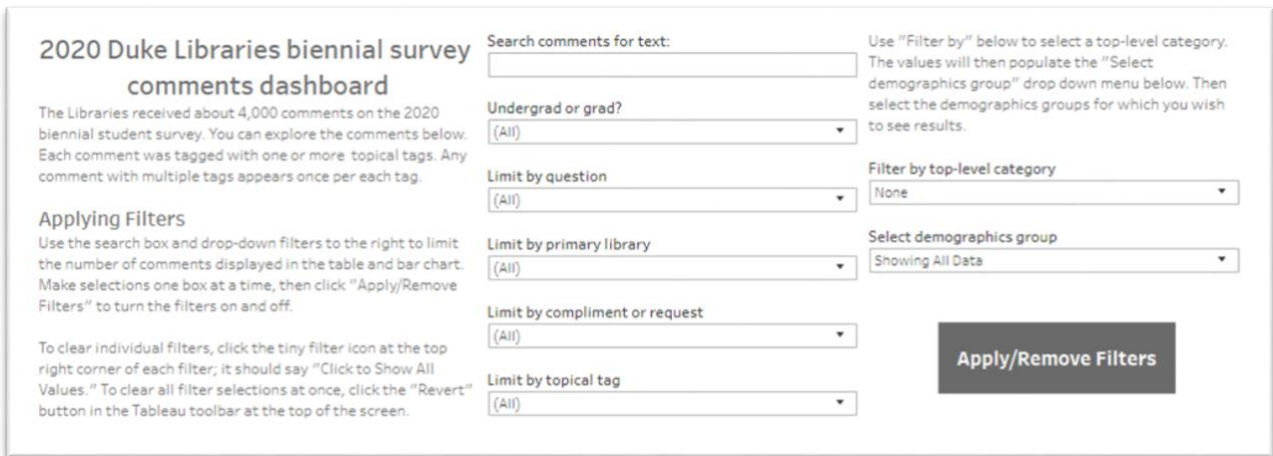
The dashboard is divided into three sections. From the top of the screen to the bottom these are: setting filters, reading comments, and quantitative charts for topical tags.

Comments can be filtered by question, by primary library, by demographics, by whether the comment is a compliment or a request, and by topic. To filter the comments, select one or more options for filters and click the “Apply/Remove Filters” button. Click the same button again to clear the filters and start

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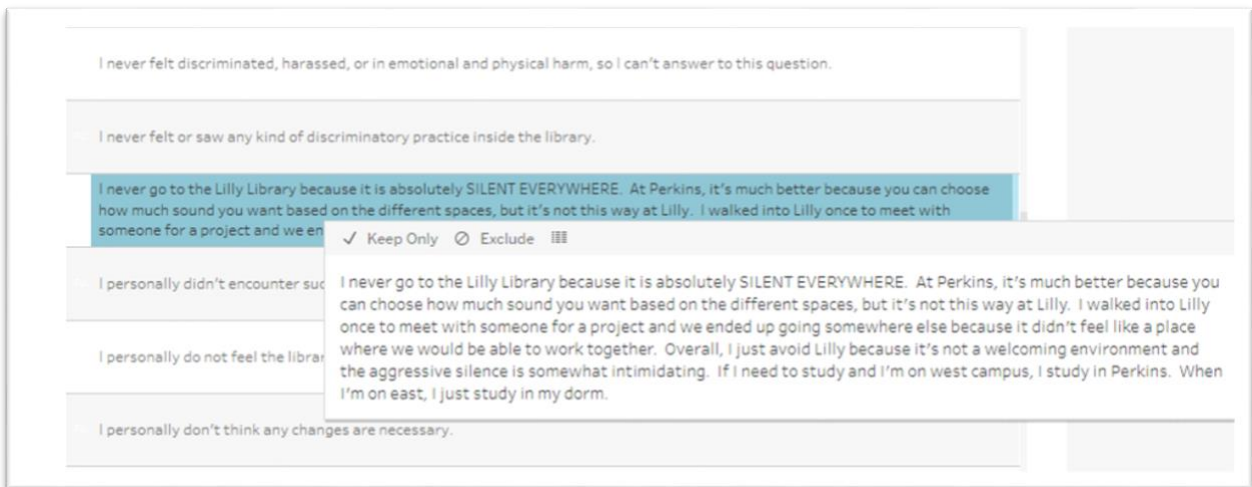
over with all 4,000+ comments. When the “Apply/Remove Filters” button is gray, no filters are applied. When it is blue, filters are currently applied.

Figure 8. Set filters before clicking Apply/Remove Filters to apply. Click again to clear filters.



The text of comments is shown below the filters, grouped by the question that elicited the comment. At the top of the comments dashboard, you will see how many comments you are viewing. If the text of the comment doesn't fit inside the table, hover over it or click it to see the full text in a pop up box.

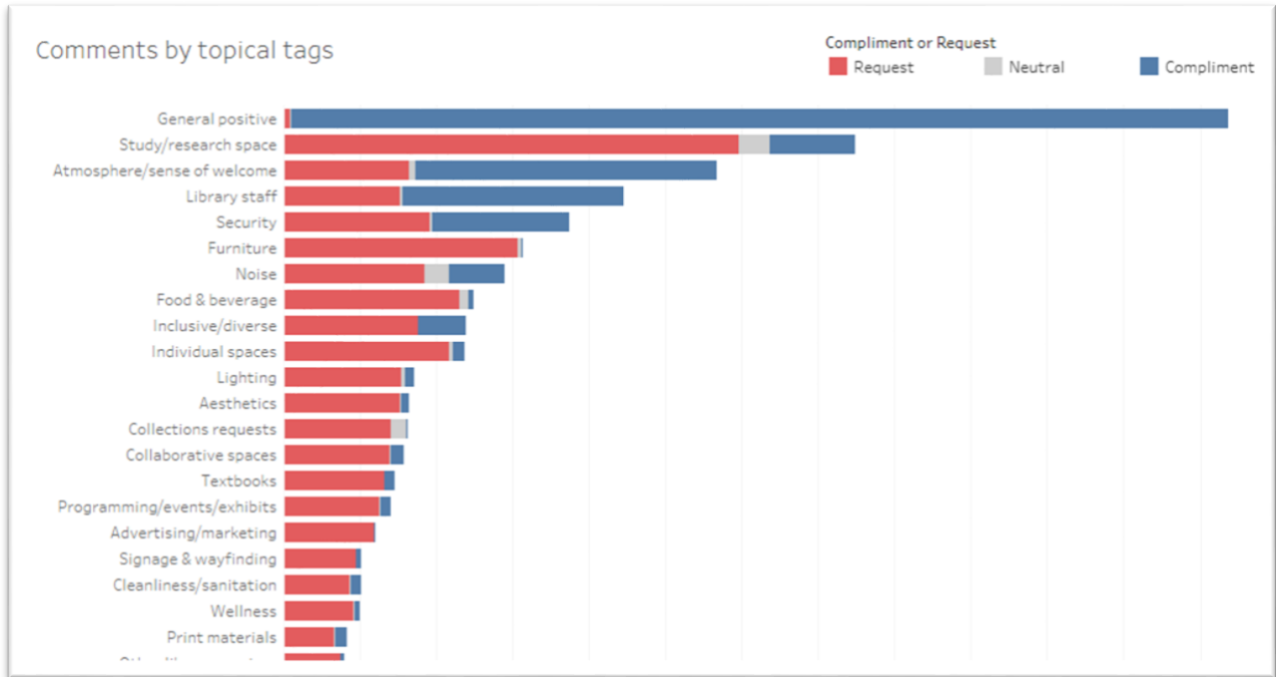
Figure 9. If a comment is not fully visible, hover or click on the comment to see the full text.



Under the main comment area on the screen, you will see a bar chart showing the full list of topical tags, ordered by the number of comments that pertain to each tag. Clicking on a label or a bar segment will filter the comments in the table above, but it will also override any filters set at the top of the dashboard.

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Figure 10. Filter comments by topical category by clicking.



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