

AIMS User Impact Survey Report



The screenshot shows the AIMS website interface. At the top left is the AIMS logo, which consists of a colorful tree-like graphic and the text "AIMS AGRICULTURAL INFORMATION MANAGEMENT STANDARDS". To the right of the logo are navigation icons for search, connect, sign up, and login. Below the logo is a teal navigation bar with links for "ABOUT", "ACTIVITY", "COMMUNITY", "CAPACITY DEVELOPMENT", "VEST DIRECTORY", and "CONTACT US". The main content area features a "Highlights" section with a large image of a keyboard where the words "ONLINE SURVEY" are highlighted in blue. To the right of the image is a text box with the following content:

AIMS User Impact Survey 2014

The AIMS team kindly invites you to participate in this survey whose goal is to get feedback from users on the impact of AIMS on your work. Your responses will help in the continuous improvement of AIMS and to understand better how AIMS products and services can meet the needs of the community. The survey is open for 3 weeks.

Take the survey <https://www.surveymonkey.com/s/C5DXSQZ>

December 2014

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Executive Summary

The AIMS team initiated the *AIMS User Impact Survey 2014*. The survey sought to gather feedback from AIMS users' on the (i) new AIMS platform, (ii) AIMS products and services (iii) and the impact of AIMS' products and services on users. The Agricultural Information Management Standards (AIMS) new website was launched on the 23rd of September 2014 with a new theme, look and feel, and new functionalities. Therefore, this survey was carried out at an opportune time to obtain feedback on the new AIMS website. AIMS is the portal of choice for agricultural information management specialists with an interest in standards, technology and good practices for open access and open data.

The questionnaire had 27 questions, which were both open and close-ended questions and were distributed through the *SurveyMonkey*[®] tool. The questions were grouped into the following categories, (i) background user information (ii) AIMS Products and Services, (iii) AIMS Webinars and (iv) AIMS Notifications and (v) other areas of Improvement. The survey was sent to three groups – (a) registered AIMS users, (b) AGRIS data providers and (c) other online networks. The survey was opened on the 1st of December, and by the 19th of December 2014 at the compilation of this report there were 178 people who had already responded¹. More than 54% of the participants completed all the questions; understandable since 38% were not registered AIMS members.

The respondents provided valuable feedback in almost all the questions. In summary, the survey attracted respondents from 68 countries. Three top regions by participation were - Europe (32%), Asia (28%) and South America (18%). AIMS has managed to retain old members and also gained new members. Most members log at-least once a week or once every fortnight with most users belonging to the *Open Access – Group of Interest*. The mostly used products and services on AIMS are *Recommendations and Good Practices, Event Service, Webinars* and *AIMS Newsletter*. Users are satisfied with AIMS Products and Services. The new Website is well appreciated and users find it easy to use and navigate, helpful suggestions for improvement were offered. AIMS Notifications are useful and 94% of the users wanted to continue to receive them (AIMS Alerts and Notifications). Webinars are well appreciated and suggestions for their improvements were offered.

¹ Due to high demand the collector has been left open for additional users to add their comments

1.0 Introduction

The data obtained from the *AIMS User Impact Survey 2014* is presented in the sections that follow. Data analysis was done largely through the *SurveyMonkey*® tool, however, in some cases data was tabulated in an excel file for deeper analysis. Comments were kept minimal and the approach was to allow data to present the respondents' feedback.

1.1 Gender of Participants

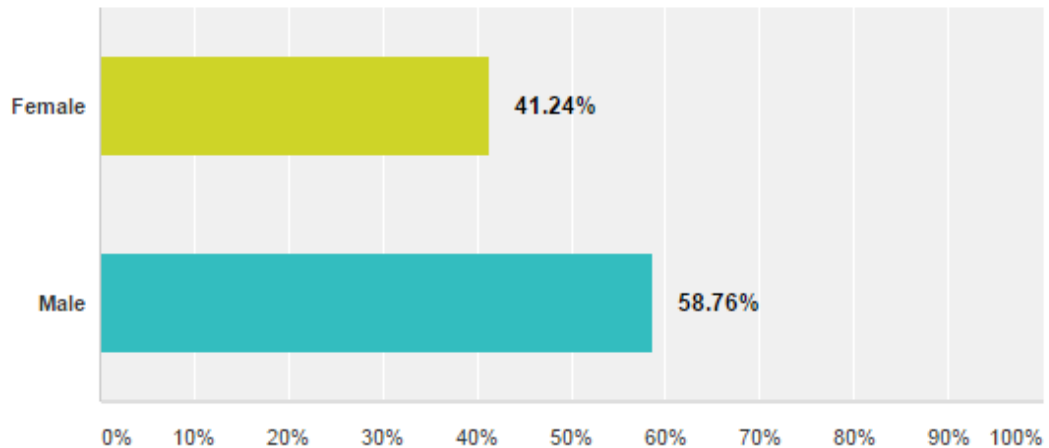


Fig.1 Gender of Participants

More males (104) participated in this survey than females (73).

1.2 Professions of Participants

Most of the respondents considered themselves to be Information Management Specialist (46%), followed by the Researchers at 22%. A sizable number (about 18%), specified in the 'Other' their categories which included, - Librarian (11 respondents); Professor of Computer (2 responses); Editors (5 respondents) amongst many others.

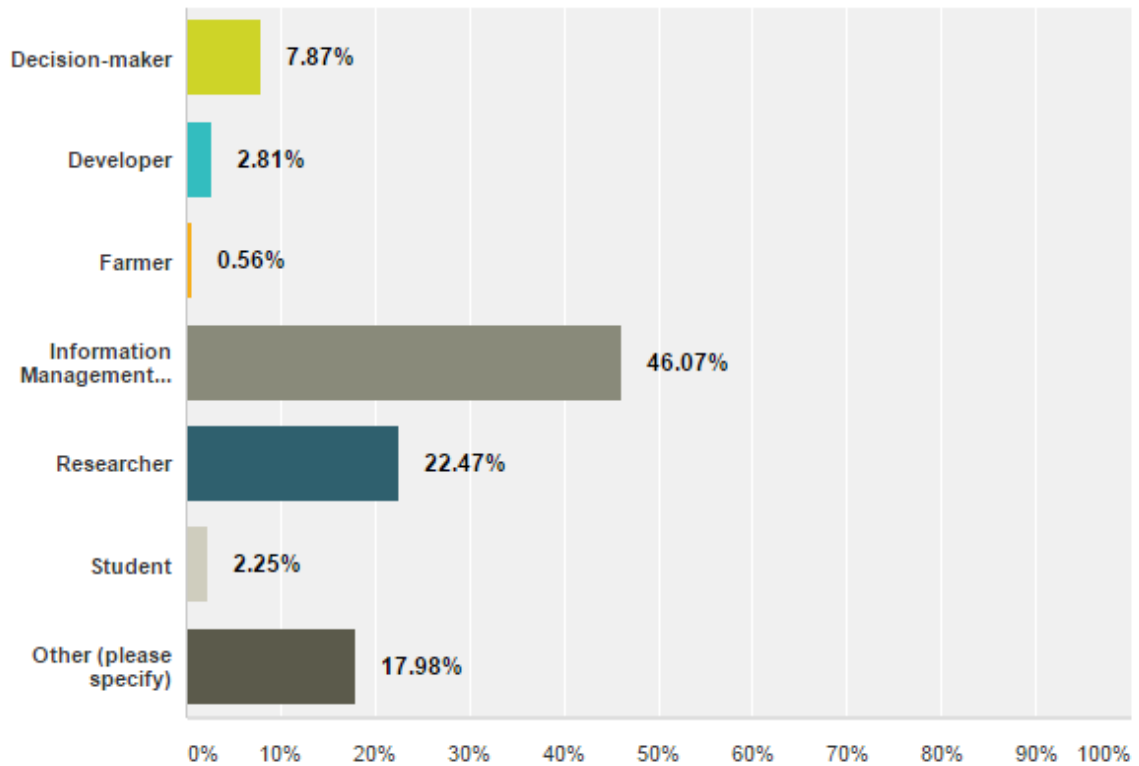


Fig. 2 Profession of Participants

1.3 Geographic representation of Participants

Participants of the survey came from 68 countries, India (12) registered most participants per country. Fig. 3 below shows the participation of respondents by region, the highest being Europe (32%), followed by Asia (28%), Africa (17%), South America (18%) and finally the Americas (5%).

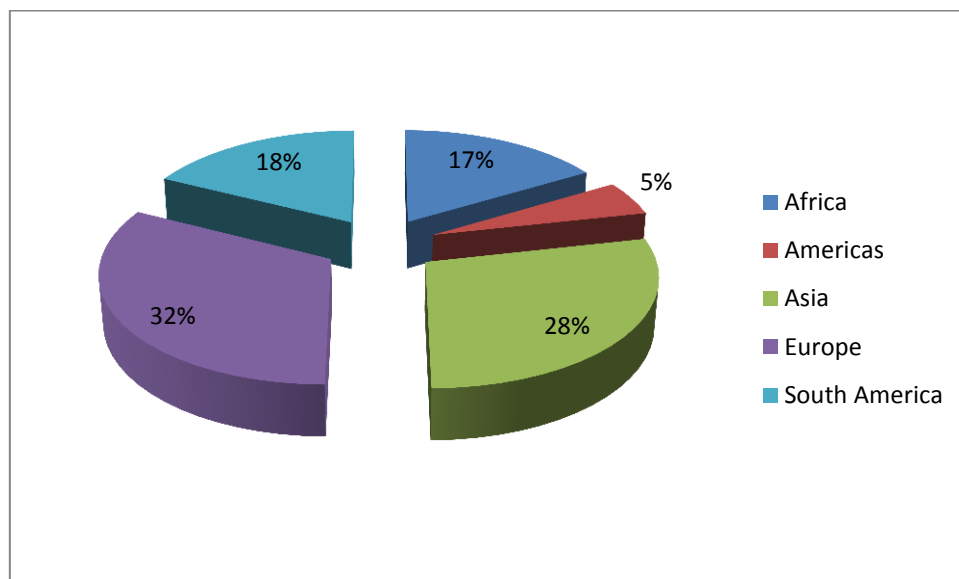


Fig.3 Participants by region

1.4 AIMS Community Membership

The survey was distributed to both AIMS members and non-members. The responses as depicted in Fig.4 show that 110 participants (61.80%) were AIMS members against 68 non-members (38.20%). There is a potential of AIMS to grow as the 68 respondents showed an interest, yet the impact of this on the survey will be seen in Question 8 thereon (see footnote on 1.6.1)

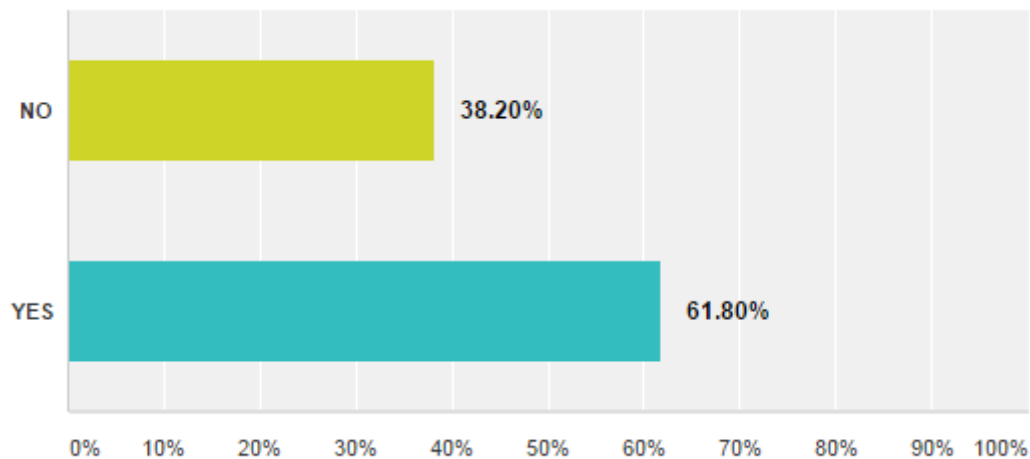
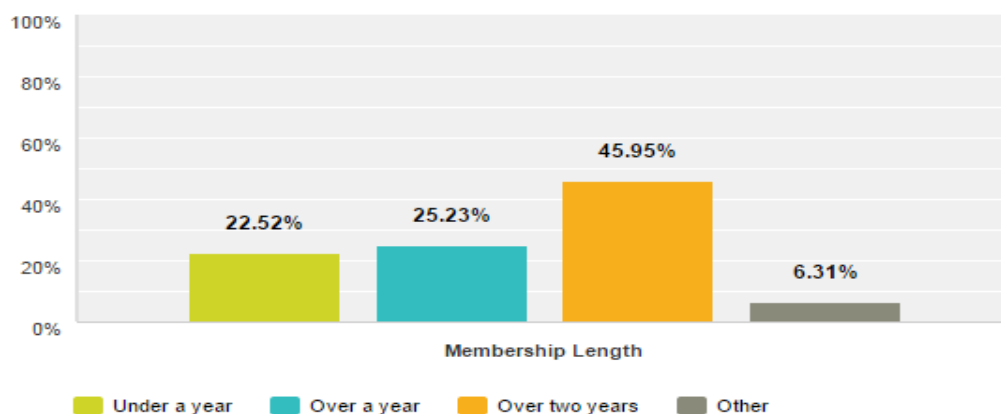


Fig. 4 Respondents by AIMS Membership

1.4.1 Length of Membership

Question 5 asked the respondents to rank the period of their membership in the following categories, i. under a year, ii. over a year, and iii. over two years. About 50% of AIMS have been members for the past 2 years. The specific distribution is shown in Fig.5

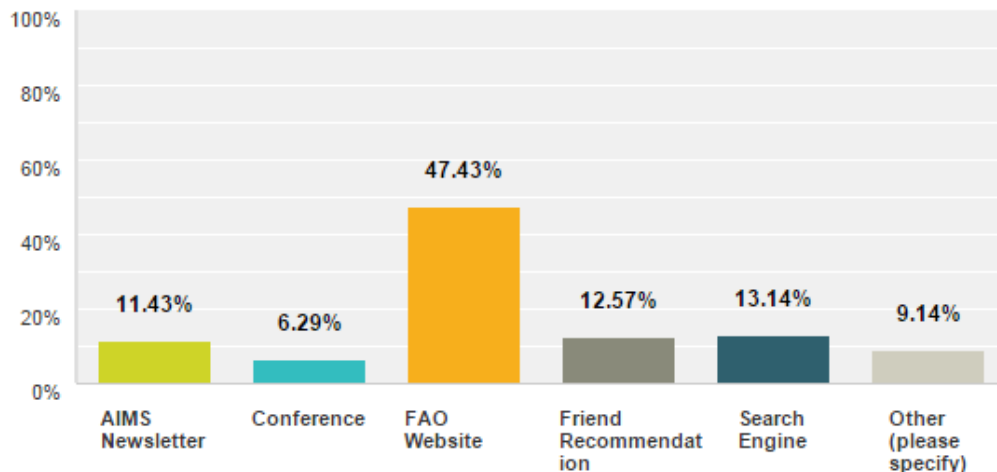


	Under a year	Over a year	Over two years	Other	Total
Membership Length	22.52% 25	25.23% 28	45.95% 51	6.31% 7	111

Fig.5 Length of Membership on AIMS

1.5 Getting to know about AIMS

Question 6 asked respondents how they got to know about AIMS, and 83 respondents (47.43%) indicated FAO Website, followed by Search Engine (13.14%) and Friend Recommendation (12.57%). Fig.6 shows the distribution of the responses for this question. Majority of respondents in the 'Other' option specified personal contact with AIMS Team members (6 out of 16 respondents in this option).

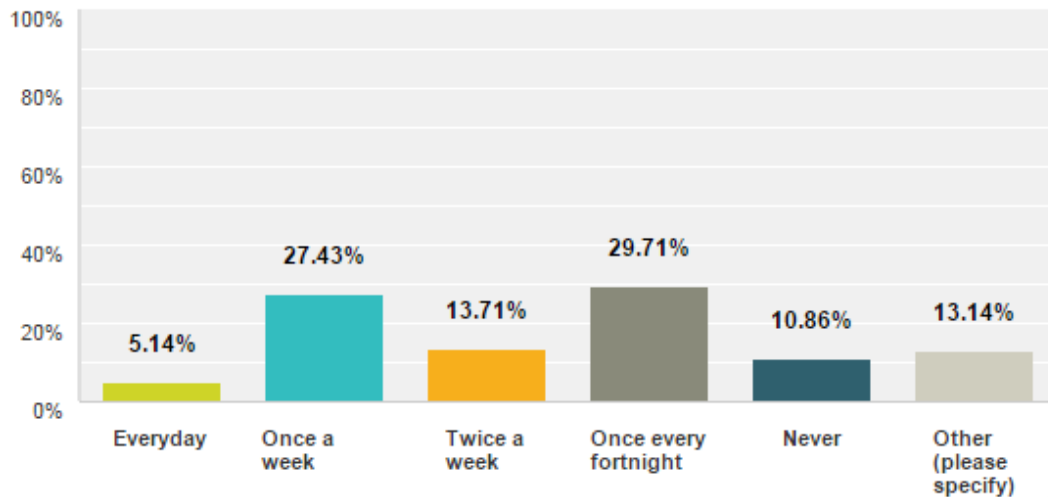


Answer Choices	Responses	
AIMS Newsletter	11.43%	20
Conference	6.29%	11
FAO Website	47.43%	83
Friend Recommendation	12.57%	22
Search Engine	13.14%	23
Other (please specify)	9.14%	16
Responses		
Total		175

Fig.6 Getting to know about AIMS

1.6 Frequency of AIMS Visits

Question 7 sought to establish the frequency of visits made to AIMS and different time intervals were given to respondents. The results show most people visit AIMS either once a week (27.43%) or once every fortnight (29.71%). Fig.7 below shows the global picture of the responses.



Answer Choices	Responses
Everyday	5.14% 9
Once a week	27.43% 48
Twice a week	13.71% 24
Once every fortnight	29.71% 52
Never	10.86% 19
Other (please specify)	13.14% 23
Total	175

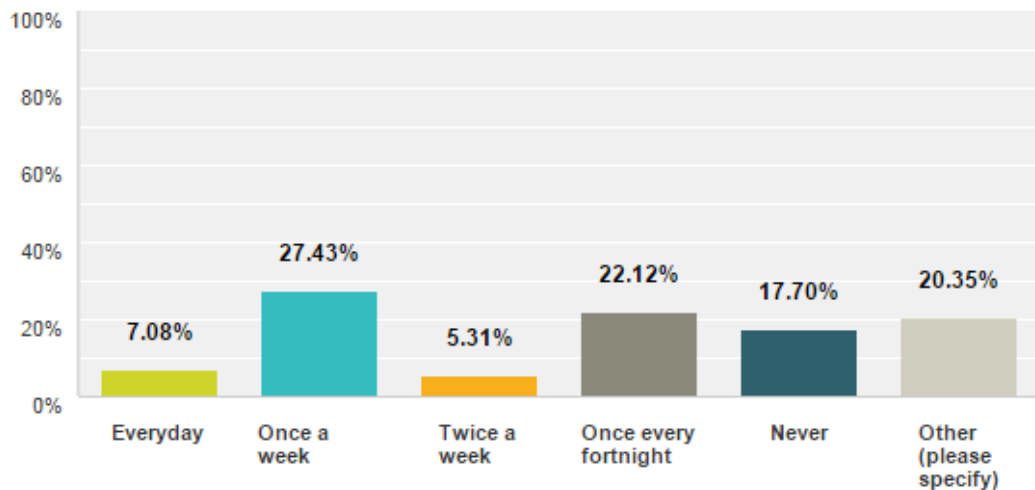
Fig.7 Frequency of AIMS visits

There are 3 users in the 'Other' option who specified that they only visit AIMS when they received an email alert. (for example, *only if an announcement is received; when I receive an newsletter/email alert; Whenever I receive the e-mail related to AIMS*)

1.6.1 Times logging on AIMS ²

A follow up question asked if the users actually logged on AIMS and similarly to the previous question wanted to establish the frequency of logging on AIMS. Fig.8 shows the respective responses. Most users do not log to their accounts regularly, those who specified in the 'Other' options stated that they only log if there is a need, some of the responses are:-*when something in the newsletter alerts me; when something interests me; when I need to post a comment or a question.*

² From Question 8 there is a huge drop of respondents who skipped questions; there were about 65 users who skipped Question 8. This could be that most of the participants were non-AIMS users and were not interested in the specific AIMS Products and Services



Answer Choices	Responses	Count
Everyday	7.08%	8
Once a week	27.43%	31
Twice a week	5.31%	6
Once every fortnight	22.12%	25
Never	17.70%	20
Other (please specify)	20.35%	23
Responses		
Total		113

Fig. 8 Frequency of logging to AIMS account

1.7 Groups of Interests

The most popular Groups of Interest are Open Access (58.10%), AGROVOC (52.38%), Metadata (40%) and AGRIS Network (34.29%). The full results are shown in Fig.9 below

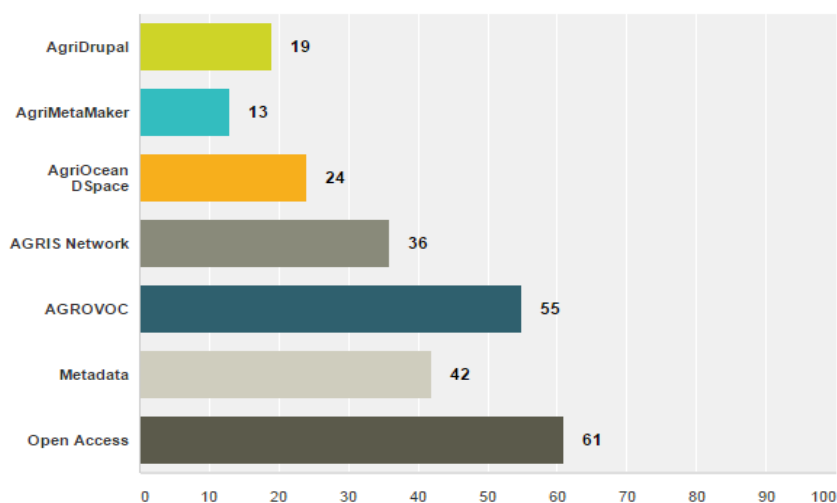


Fig. 9 Groups of Interests Subscriptions

Users were asked to propose new Groups of Interest and 87.50% did not propose any new groups and only 12.50% of the respondents proposed some new GI. These are shown in Table 1 below,

Proposed Group
1. <i>AGORA</i>
2. <i>Semantic Web</i>
3. <i>A group working on plant traits; another on taxonomy aspects</i>
4. <i>Knowledge Representation</i>
5. <i>Evidence Based Policy Network</i>
6. <i>Agridea2share</i>
7. <i>Agro-Ontology</i>
8. <i>Open Data (2 proposals)</i>
9. <i>Research Data Management</i>
10. <i>Data integration</i>
11. <i>Ontology</i>
12. <i>Urban Agriculture</i>

Table 1. Proposed new Groups of Interests

1.8 AIMS Products and Services

From a list of 10 AIMS Products and Services, respondents were asked to indicate the frequency of use (Highly Used; Used; Rarely Used; and Never Used). The *AIMS Newsletter* is the most highly used AIMS product, with 32.04% in Highly Used category and 45.63% in the Used category. Other good performing products and services are *Recommendations and Good Practices*; *Event Services* and *Webinars*. The least used services are the *Question and Answer* and the *VEST Directory*. Table 2 shows the summary of the responses.

	Highly Used	Used	Rarely Used	Never Used	Total
Recommendations and Good Practices	18.18% 16	42.05% 37	17.05% 15	22.73% 20	88
Newsletter	32.04% 33	45.63% 47	15.53% 16	6.80% 7	103
Event Service	12.50% 11	36.36% 32	27.27% 24	23.86% 21	88
Question and Answer Service	10.11% 9	22.47% 20	32.58% 29	34.83% 31	89
Glossary	14.14% 14	30.30% 30	33.33% 33	22.22% 22	99
Interviews	11.24% 10	29.21% 26	30.34% 27	29.21% 26	89
Webinars	19.35% 18	37.63% 35	22.58% 21	20.43% 19	93
VEST Directory	8.79% 8	25.27% 23	29.67% 27	36.26% 33	91
News & Blogs	19.32% 17	37.50% 33	19.32% 17	23.86% 21	88

Table 2. Frequency of AIMS Services Usage

1.9 Impact of AIMS Products and Services

Question 12, asked for the impact of AIMS Products and Services how these impacted on their work. In general AIMS Products and Services are useful to most users; Webinars; Good Practices and Newsletters are the most appreciated and play a big role in the (i) capacity development of information management professionals and (ii) dissemination of current information. Appendix 1, provides responses for the respective AIMS Product and Services.

1.9.1 Additional Products and Services

Users offered also a variety of new products and services that should be introduced, and these include;

- *Bulletins and Online Discussion Forums*
- *Semantic technologies support*
- *Manual, Handbook, Guidelines, Case studies may be introduced.*
- *DOAJ-AGRIS cooperation*
- *Selective Dissemination Information (SDI) services*
- *Remote sensing in agricultural systems*

- *AgriVIVO based ones, connecting users, events, organizations and other research information*

1.10 News and Blogs

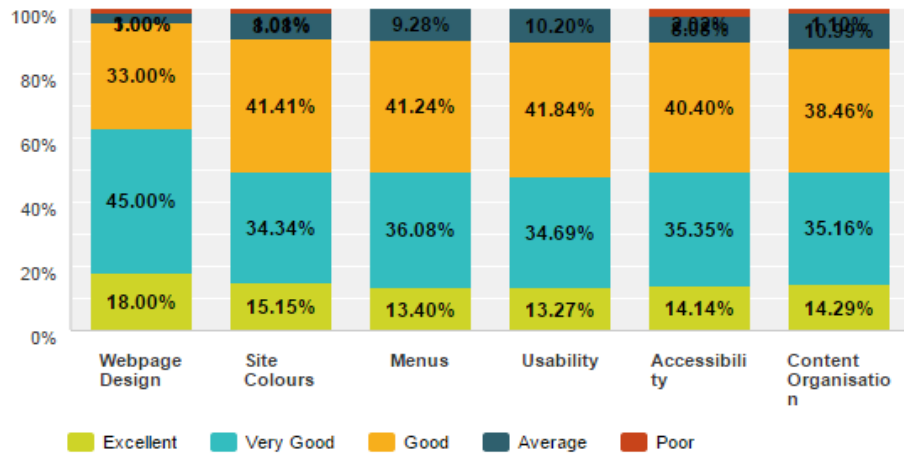
Question 14 asked respondents to state what could be improved in the news and blogs sections. Generally, most respondents (more than 45 of the 54 who responded to this question) were satisfied with the current news and blogs on AIMS. Some of the suggestions included:-

- *Add more recent and advanced news and topics*
- *Include tags on the news*
- *Restrict to more to real agricultural things, be selective*
- *I would like to receive the news in the e-mail*

2.0 AIMS Website

2.1 Website design

AIMS launched a new website in September 2014, and a few questions related to the new platform. Respondents were asked to rate the website on the following aspects (i) webpage design (ii) site colours (iii) Menus, (iv) usability, (iv) accessibility, and (v) content organization. The results are shown in Fig 10, below



	Excellent	Very Good	Good	Average	Poor	Total	Weighted Average
Webpage Design	18.00% 18	45.00% 45	33.00% 33	3.00% 3	1.00% 1	100	2.24
Site Colours	15.15% 15	34.34% 34	41.41% 41	8.08% 8	1.01% 1	99	2.45
Menus	13.40% 13	36.08% 35	41.24% 40	9.28% 9	0.00% 0	97	2.46
Usability	13.27% 13	34.69% 34	41.84% 41	10.20% 10	0.00% 0	98	2.49
Accessibility	14.14% 14	35.35% 35	40.40% 40	8.08% 8	2.02% 2	99	2.48
Content Organisation	14.29% 13	35.16% 32	38.46% 35	10.99% 10	1.10% 1	91	2.49

Fig. 10 AIMS Website feedback

2.2 Recommending AIMS

Question 16 asked respondents to state if they could either (i) use the new website, (ii) bookmark, (iii) recommend AIMS website to others. Most users gave a favourable response to the suggestions showing that they are very likely to do the above. Fig. 11 provides the summary of their responses.

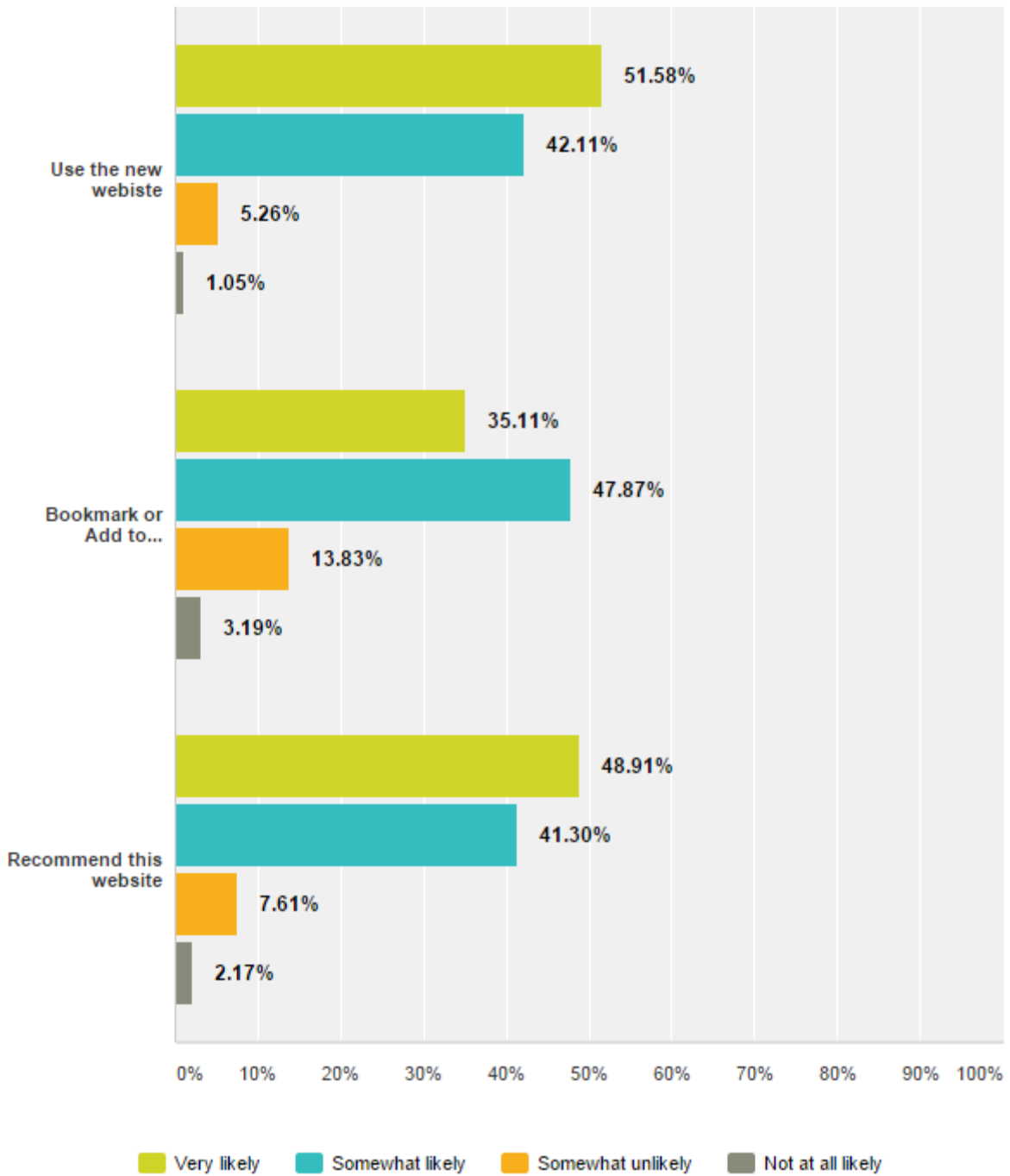


Fig. 11 Using, bookmarking and recommending AIMS

2.3 Locating information on AIMS

Question 17 asked the experience of locating information on the AIMS Website. About 52.48% of the respondents found AIMS easy to use and 28.71% found it on average and none found AIMS very difficult to use. Fig. 12 provides more rounded picture of the responses.

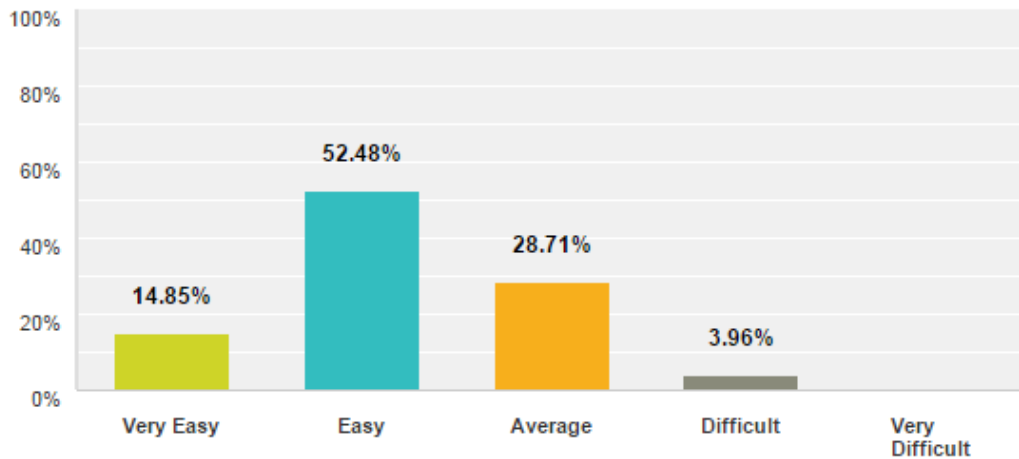


Fig. 12 Easiness of locating information on AIMS

2.4 Navigating AIMS

Similarly, 50% of the respondents found AIMS very easy to navigate, while about 31 % found it moderately easy. Fig. 13 details all the responses.

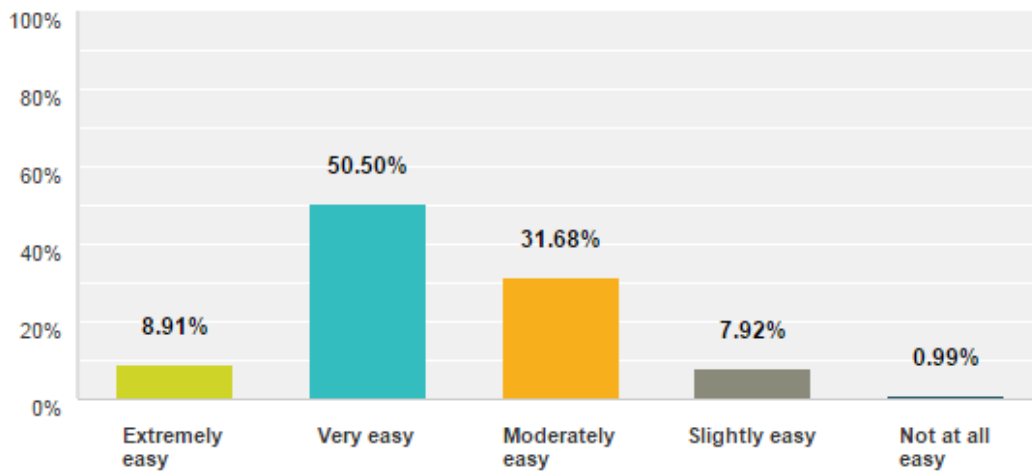


Fig.13 Navigating AIMS

2.5 New AIMS areas of improvement

Respondents were given an opportunity to state the areas of the website that should be improved and participants offered their comments.

Comment	Improve	compliment
<i>Menus and accessibility</i>	X	
<i>Site colors and menus</i>	X	
<i>There is need to balance the colours, the website colours appear to be very dull, I would like to see some natural green somewhere. Since AIMS is a product/service of FAO, I think it is also good to make FAO more conspicuous on the home page, especially at the top bar rather than merely bottom..</i>	X	
<i>Search for information</i>	X	
<i>Web design, Site colours and Extremely easy</i>		X
<i>Feedback</i>	X	
<i>More accessible headings</i>	X	
<i>Show upcoming Webinars, Publications should be better designed</i>	X	
<i>Accessibility, let it be easy to use</i>	X	
<i>Accessibility</i>	X	
<i>Blog section</i>	X	
<i>Clear statements</i>	X	
<i>The calendar of events could be in the front page</i>	X	
<i>AGROVOC is deeper than in previous versions</i>	X	
<i>The access to the deep contents (i.e not the news and blog posts)</i>	X	
<i>The search of VEST should be improved and VEST should be better explained because much of the former content is or not easy to find without using VEST or only accessible through VEST</i>	X	
<i>How to link to AGRIS from AIMS website easily</i>	X	
<i>Content organization</i>	X	
<i>Having problems joining Groups though logged in, but maybe that is a browser issue</i>	X	
<i>White spaces (2 times)</i>	X	
<i>Structure</i>	X	
<i>Spanish translation</i>	X	
<i>Make more clear which version of AGROVOC is available and which is downloaded, what is in the downloads</i>	X	
<i>We need to see more mentions about FAO's upcoming activities.</i>	X	

Table 3: Suggestions for improvement

The next question (20) asked if respondents have used AIMS on a mobile device and 88% said NO and about 12 % said YES. The comment from those who tried AIMS showed that respondents had a satisfactory experience.

2.6 AIMS Alerts and Notifications

The results of the survey showed that 94% of the respondents wanted to continue to receive AIMS Alerts and Notifications against 6% who detested them. Some of the reasons why they never liked notifications were;

- *alerts & notifications are usually a pain in the neck*
- *I prefer RSS*
- *try to get rid of any e-mail notification*
- *I am only interested by key-words.*
- *Don't need them*

2.6.1 Comments about AIMS Notifications

The next question was an open ended question that asked AIMS users to express themselves on notifications and most of the respondents were equally positive about them. **Appendix 3** provides the listing of all the responses.

2.6.2 Personalizing AIMS Notifications

Most of the respondents stated that they knew how to personalize and control AIMS notifications. There were 73% who said YES against about 27 who said NO. The ones who said know requested instructions on how to do so, this offers an opportunity for a blog or a webinar on how AIMS work.

2.7 Webinars@AIMS

On attendance on the Webinars, Fig. 14 shows that 59% had not attended any webinar; this presents a further opportunity for these activities in the future.

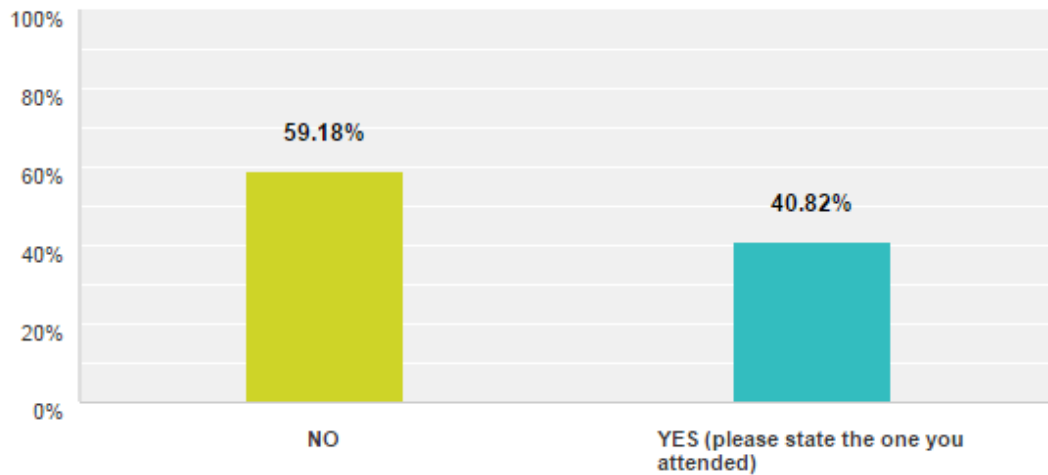


Fig. 14 Webinar Attendances

Respondents stated the following webinars which they attended

- *ORCID*
- *OA Week@AIMS (3 responses)*
- *AGRIS –Bib, Data (5 responses)*
- *AGRIS 2.0 (2 responses)*
- *AGORA*
- *LODE (2 responses)*
- *KOHA (3 Responses)*
- *COAR*
- *INVENIO*
- *AIMS French*
- *Creative Commons*
- *F1000 Research (2 responses)*
- *Agrotagger (3 responses)*
- *E-Prints*
- *LA referencia*
- *Ontology Plug In*
- *Organic.Edunet*

2.7.1 Improving Webinars

Respondents were asked which aspects of the webinars should be improved and responses can be grouped into the following points:-

- i. Announcements*
- ii. Follow up webinars*

- iii. Schedule for upcoming webinars*
- iv. Timing*
- v. Sound quality (2 responses)*
- vi. Length (1 response)*
- vii. Archiving – past webinars should be visible and better organized*
- viii. More languages*

2.8 Other aspects AIMS should improve

Few participants offered meaningful comments open ended question 26 that asked respondents to provide areas where AIMS could improve. Some of the few aspects include more webinars from the AgriOcean DSpace, connect AGRIS with other linked data sources, and making AIMS readable.

2.9 Conclusion

The survey participation was high and with more potential for ideas to improve AIMS. Users are generally satisfied with the AIMS Products and Services. AIMS reaches out to most information practitioners who come from various parts of the world with an interest in agricultural information management. There is potential for AIMS to grow in registrations as yet 38% of the participants are non-members and most of the respondents indicated they would want to receive the survey report and continue being updated on AIMS' work.

Appendices

Appendix 1 : Impact of AIMS Products and Services

AIMS Product and Service	Impact on respondent's work
<i>Recommendations and Good Practices</i>	<ol style="list-style-type: none"> 1. I use them when I need the to check good practices over issues that I face in work 2. yes Help to improve professional work and standardize information services 3. rare in my area 4. always an interesting reference 5. I use the experiences of other practices and attempts in the information management 6. Assisted in relating to my day to day work activities 7. Learning about new strategies and practical tools 8. To implement good practices in the information science department 9. How I carry out my work and profession 10. we started to work together to share our resources 11. Enhances my scope of understanding pertinent things and issues 12. Develop an agri-information management system 13. It guides us set our standard of good practices 14. It is useful to my work Editorial
<i>Newsletters</i>	<ol style="list-style-type: none"> 1. Very Informative 2. Learnt about new developments 3. Very good information and recent updates. 4. I read success stories which inspire me to improve on the way I do my work. 5. I get updated over webinars, trends, news 6. E-Discussion on "Rights of Farmers for Data, Information and Knowledge" 7. It supplies me so many new recent and modern news 8. helps to keep yourself updated

	<ol style="list-style-type: none"> 9. helps me realize where the information management world is heading 10. Its good source of knowledge update in the area of information management 11. up to date on what is done in open access and on cloud work 12. Very good for current awareness for me 13. Sharing knowledge and gaining skills 14. To be informed of the new products 15. To know the news in management information 16. To get updated with all the work 17. This gives a cursory picture of what is trending within the sector.
<i>Events Services</i>	<ol style="list-style-type: none"> 1. Good to plan my conferences 2. Useful information, 5/5 3. Update information for me
<i>Questions and Answers</i>	<ol style="list-style-type: none"> 1. Some questions help to understanding and solving some problems 2. To know about management information questions 3. Helping stakeholders with needed information
<i>Glossary</i>	<ol style="list-style-type: none"> 1. In detailed meaning to words and phrases. 2. Useful reference 3. A tool to find easily the terms that I need for my work 4. To know about the meanings of some jargons 5. To consult the scientific terms of the science 6. Los glosarios son muy interesantes porque lo que no entiendo me lo explica 7. To get definitions and to compare them to other resources 8. La consulta de los glosarios permite elevar la calidad de la indización de los documentos de la biblioteca 9. Provides us ready reference for work 10. I find key-words about agriculture, grass, forage, breeding.. 11. Explains to me some terms I do not know and did not know before
<i>Interviews</i>	<ol style="list-style-type: none"> 1. Gives me an idea what others' people of the community interests 2. Get informed about projects and services that are running 3. Very exciting part as we get to get fresh views on a matter 4. Aportan algunos aspectos y experiencias interesantes realizadas por otras personas

	<ol style="list-style-type: none"> 5. To know more about initiatives from other institutes
VEST Directory	<ol style="list-style-type: none"> 1. Helps me to get an idea on metadata tools and schemas 2. A tool to find easily taxonomies, metadata schemata etc 3. To be update about tools, metadata standards and vocabularies 4. To get information about new developments or integrations 5. Extremely useful registry of information management standards 6. Good resource in deciding what tools to use
Webinars	<ol style="list-style-type: none"> 1. I got very essential experience from webinars 2. Learning new things which greatly improve one's skills to perform given tasks. 3. Very useful! to understand workflows and ask more details/clarifications about certain things 4. I attended one two weeks ago and it was interesting 5. Brief and very professional 6. Help to aware about latest technologies 7. Meet new experiences 8. a way to be informed about various themes regarding my job 9. Very Important for our capacity building activities 10. quite interesting tool mostly used to gain knowledge and learn 11. webinar is important because it allows to participate in the session of presentation and also to be aware of the new changes and evolutions 12. To be in touch with experts 13. For my advocacy on Open Access 14. Very good to keep me abreast with what's happening, a source of staff development for me 15. Help to improve work with metadata in creating of bibliographic records in WebAgris 16. It helps me lot to enhance my knowledge on my professional arena 17. Some webinars are interesting to our work 18. we have few opportunities to do trainings in the area of agricultural information management
News and Blogs	<ol style="list-style-type: none"> 1. Updated news happening in the Region and beyond 2. It supplies so many ideas and messages to followers 3. latest information and research dissemination 4. To be update. It can be seen as a personal and professional growth

	<ul style="list-style-type: none">5. to know about management information questions6. announcements about events of interest7. I both read and publish blog posts in AIMS

Appendix 2: Comment on AIMS Notifications

<i>It is really good</i>
<i>some time I receive language that I don't know</i>
<i>Good, timely.</i>
<i>Updates on the advancements in the technology can improve my working skills, especially, in information management.</i>
<i>good</i>
<i>Give me to my facebook</i>
<i>Its good to get the notifications</i>
<i>update</i>
<i>very useful</i>
<i>There are important as I do not log on to AIMS frequently</i>
<i>Good, i forward them to Agric users</i>
<i>yes, It helpme to know the new contents</i>
<i>good so far</i>
<i>Yes it is. I prefer use RSS ofr notifications</i>
<i>see above</i>
<i>no comments</i>
<i>They are fine</i>
<i>enough</i>
<i>It is good. Yes it could be effective to my work.</i>
<i>Useful tool</i>
<i>AIMS would surely results of great jelp to may work</i>
<i>it helps to have the information on time</i>
<i>Its good to receive it at e-mail</i>
<i>they should be more summarized</i>
<i>I read a lot via RSS</i>
<i>alerts to new products and services</i>
<i>They are important as I do not log on everyday</i>
<i>more details of applied solutions</i>
<i>AIMS design is just as I need</i>
<i>Yes</i>
<i>As mentioned before, they help me to keep abreast on new trends</i>
<i>Provide headings giving simple description</i>
<i>Good</i>
<i>Is effective, because the actualization of several aspects of our work</i>
<i>I share with our users (agric researchers)</i>
<i>It will be very effitive</i>
<i>good to know about Agris and agrovoc</i>
<i>very good, always update news</i>
<i>Sometimes I get reminders during busy periods, when I haven't check the AIMS content for some time. I find them useful.</i>
<i>No suggestion</i>
<i>They need to carry more information about FAO'S activities</i>
<i>Just alright sometimes duplications</i>

Should be more focused not blanket