

Number/percentage of the intended users receiving a KM output that read or browsed it

Indicator Number:

24

Logic Model Component:

Outputs (Usefulness)

Data Type(s):

Count, proportion

Short Definition:

Measures the extent to which intended users have shown their interest in hearing messages or knowing more about content offered through a KM output

Definition and Explanation (Long):

This indicator measures the extent to which intended users have shown their interest in hearing messages or knowing more about content offered through a KM output.

Data Requirements:

Quantitative data from self-reported information from intended users

Data Sources:

Bounce-back feedback forms; user surveys (print, online, email or telephone) distributed after dissemination or promotion of a KM output

Frequency of Data Collection:

Annually

Purpose:

This indicator distinguishes between the intended users who received a KM output and did not look at it and those who took the initiative to read or browse through the output. Often, a survey begins with a filtering question asking whether the respondent has read or browsed a KM output. The answer to this question determines whether the respondent is qualified to answer subsequent questions about the usefulness and relevance of the KM output. It also provides a basis for gauging interest in the output or its topic among intended users.

Sample Topics and Questions for Data Collection Instruments:

Think of the last time you visited the [Web product]. What types of information resources were you looking for? (Select all that apply.)

- Research/journal articles
- Reviews/syntheses
- Fact sheets/policy briefs
- Implementation guides/handbooks
- Job aids (e.g., wall charts, flipcharts, checklists, memory cue cards)
- Communication materials
- Visual media (e.g., illustrations, photos, graphics, charts)
- Training curricula
- Other, please specify _____

Indicator Snapshots:

For the Global Newborn Health Conference's Scribd digital document library, there were 9,042 reads of conference-related material from April 1 to May 3, 2013.

Pages in the Guide:

46

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