

User rating of content and relevance of KM output

Indicator Number:

27

Logic Model Component:

Outputs (Usefulness)

Data Type(s):

Categorical scale, qualitative

Short Definition:

Measures the perceived quality of content in a KM output and its relevance to user needs

Definition and Explanation (Long):

This indicator measures the perceived quality of content in a KM output and its relevance to user needs. "Content" means the information or knowledge conveyed in a KM output, as distinguished from format and presentation. "Relevance" indicates that intended users find the information or knowledge applicable and important to their professional work.

Data Requirements:

Quantitative data from responses to questionnaires regarding content quality, importance, usefulness, and relevance, etc.

User ratings can be collected using scales, such as a Likert scale, to gauge reactions to statements.

Qualitative data can provide greater insight into user experience, attitudes, and preferences.

Data Sources:

Feedback forms or user surveys distributed with the product or after a KM output has been disseminated and promoted; interviews; focus group discussions

Frequency of Data Collection:

Annually

Purpose:

It is crucial for organizations and projects to obtain feedback from intended users and gauge the overall usefulness and relevance of content in the KM output. Such information can guide further enhancement, refinement, and development of the output. Each user has a unique professional role, set of needs, or action focus, and, therefore, assessments of the quality and

relevance of content may vary.

Issues and Challenges:

Stratifying the data by user group will help to understand the various users and their needs. In people's perceptions, quality and relevance are likely to be intertwined. Users are unlikely to find content to be high-quality unless it is relevant to their needs. Thus, it is important to know user perceptions of relevance in order to interpret their judgment on quality.

Sample Topics and Questions for Data Collection Instruments:

Please rate the following statements about the [Web product] content:
(1-Strongly disagree, 2- Disagree, 3-Not sure, 4-Agree, 5-Strongly agree)

- o The content is complete, offering comprehensive coverage of [global health topic].
- o The content is credible and trustworthy.
- o The topics covered are relevant to my work.
- o The information is of equal or higher quality than information on this topic I can find in other online resources (e.g., database, website, etc.)
- o The information is of equal or higher quality than information on this topic I can find in print resources (e.g., books, journals, etc.).

Indicator Snapshots:

The survey results of the LeaderNet webinar on blended learning revealed that 97% of respondents found the discussions useful or very useful for their work, and 99% rated the seminar resources (the Blended Learning Guide) as useful or very useful for their work.

Pages in the Guide:

47-48

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