

# Using Dot Posters to Combine Assessment & Engagement



The University of Texas at Austin  
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## Take 1: Learning Commons

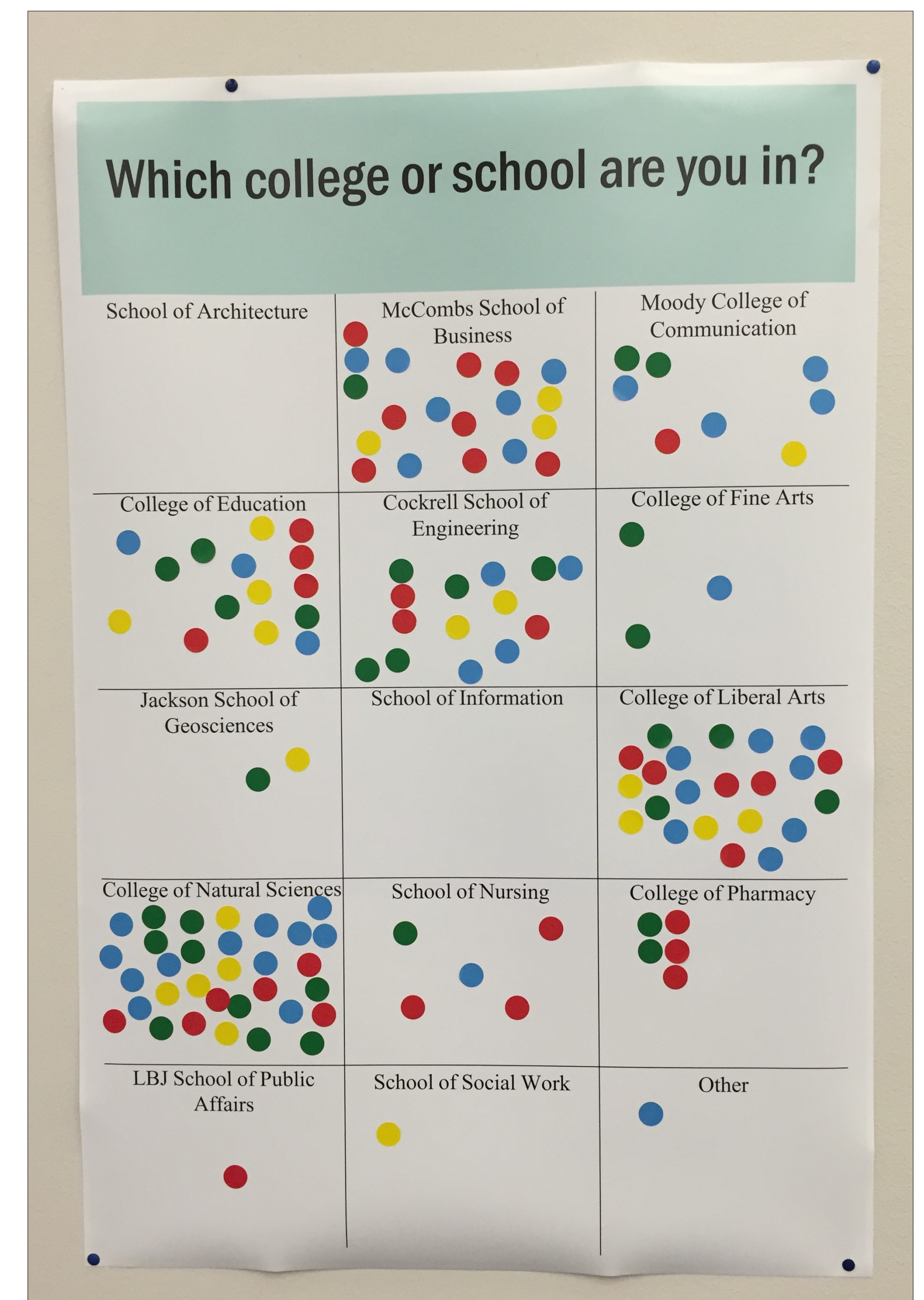


## How do we get feedback about our spaces in an age of survey fatigue?

## Methodology

Dot posters invite users to answer questions and share feedback using colored dot stickers and pens. The methodology was developed by Larry Lev and Garry Stephenson of Oregon State University as an alternative to interviews and questionnaires for gathering data in farmers' markets.

## Take 2: Scholars Commons



## Why dot posters?

It's difficult to target library users with online surveys, and many students experience survey fatigue. Users are often uncomfortable with "intercept interviews," and their busy schedules make it difficult for them to commit to formal interview timeslots. Dot posters offer an engaging, low-stakes alternative to traditional feedback methods that shows users that we care about learning and improving.

## How to implement

- 1) Write a select number of multiple choice and short answer questions.
- 2) Design posters that explain the concept and invite users to answer questions using dot stickers and pens.
- 3) Hang posters in a defined area, making sure to affix them well.
- 4) Monitor responses and swap in fresh posters if necessary.
- 5) Remove posters when adequate response is recorded.
- 6) Tally responses.
- 7) Make changes based on results.

**Tip: Limit to 5 or 6 questions**

## Lessons learned

- Keep directions as simple as possible. Instructing users to answer using particular colors to signify their user status did not produce trustworthy results.
- Target a specific user group for better results.
- Design matters. Eye-catching posters printed on nice paper drew more interest and responses than plain posters.
- If posters are unmonitored, consider following up with other methods before making major decisions. Recognize that traditional stakeholders may be wary of alternative methods of assessment.
- Hanging posters was more difficult than anticipated. Coordinate with facilities staff to make sure posters stay where you want them and look professional.

## Would I do it again?

**Yes! I may try staffing a poster area during a busy time and inviting students to participate as they enter the library.**

