



Linguistic Data Consortium Member Survey: Purpose, Execution and Results

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<http://www.ldc.upenn.edu/Papers2/>

- ◆ LDC is an open, non-profit consortium of researchers, technology developers and educators joined together by common interest in language resources
- ◆ LDC is located in Philadelphia, PA, USA
 - Hosted by the University of Pennsylvania
 - Over 40 full-time staff members
 - LDC celebrated its 15th Anniversary in 2007



LDC's Community

- ◆ LDC supports the activities of many communities
 - Human language technology (HLT) developers, linguists, language teachers, researchers in language-related fields
- ◆ The Consortium has a global presence
 - Individuals and organizations from over 50 countries have licensed LDC data
- ◆ LDC publishes data from a variety of sources
 - Also supplies software and tools to end users
- ◆ Organizations encouraged to join as members to receive the greatest benefit from the consortium

- ◆ In 2006, LDC noted an increased variety of members
 - Increased variety brings new and changing needs
- ◆ LDC also wanted to learn more about existing and former members, as well as nonmembers
 - What data, tools and software do they need?
 - What other services could LDC provide them?
 - What does LDC do well?
 - What can LDC improve upon?
- ◆ Feedback from the community was needed to satisfy these questions

- ◆ Email survey would serve LDC's needs
 - Inexpensive to administer and analyze
 - Can be tailored so specific questions can achieve specific results
 - Are easily disseminated to LDC members and nonmembers
- ◆ Survey would be considered a success if:
 - There was a high response rate from current members
 - Responses were telling and directed, i.e.:
 - LDC learned more about the changing and wide-ranging needs of member communities
 - LDC was able to gauge the quality and desirability of its publications

◆ 2006 Survey target

- All individuals invoiced in 2005 and 2006
 - Also surveyed were non-invoiced, 'primary' contacts at each invoiced organization
 - Total target – 1154 individuals (581 organizations)

◆ Survey consisted of 18-19 questions

- 13 general questions
- 4-5 questions specific to each membership type
- Survey greeted each recipient by name

◆ Survey sent on 13 November 2006

- Reminder email sent on 19 December 2006

- ◆ 78 unique responses for a 13.4% response rate (after bounce backs)
 - 63% responded to initial email
 - 37% responded to reminder email
- ◆ General satisfaction levels
 - 62% satisfied by 2005 and 2006 data releases
 - 64% gave high marks to LDC's Catalog page
- ◆ Member satisfaction rates at 94%
 - Members had the highest response rates

◆ 2006 Survey deemed a success

- 25% response rate is expected for an email survey
 - Overall response rate was 13.4%, though current Members' response rates averaged 28.6%
- LDC learned more about both new and existing members
 - Survey respondents were explicit in their needs
 - Some survey responses warranted additional dialogue
 - ◆ Follow-up emails were conducted in early 2007
- LDC affirmed its belief that it is positively contributing to the community, though there is room for improvement
 - Improve the Catalog page and LDC homepage
 - “Keep up the good work LDC!”

- ◆ LDC wanted to confirm that 2006 Survey results were accurate
 - Establishes a benchmark for future surveys
- ◆ 2007 Survey had similar parameters
 - Updated to include all invoiced parties in 2006 and 2007 (not 2005 and 2006)
 - 2007 target – 1730 individuals (1018 organizations)
 - Changes to the 2007 Survey
 - ◆ Three questions omitted, four new questions added
 - ◆ A monetary benefit was offered to one blindly-selected respondent
- ◆ Survey sent on 17 December 2007
 - Reminder email sent on 7 January 2008

- ◆ 2007 Survey was also a success
 - 2007 Survey featured an increased response rate of 22.9% (2006 - 13.4%)
 - 235 unique responses (2006 - 78)
 - Member response rate increased to 64.1% (2006 – 28.6%)
 - 2006 Results were upheld
 - 42% of people satisfied with 2006 and 2007 publications (2006 – 62%)
 - 52% gave high marks to the Catalog page (2006 – 64%)
 - Respondents still pleased with LDC overall
 - Follow-ups again conducted as needed

Benefits of LDC Member Surveys

- ◆ Needs and sentiments of current members, former members and nonmembers have been benchmarked for future reference
 - LDC can now measure itself against past performance
- ◆ Surveys created a new avenue for feedback
 - Gave respondents an opportunity to directly communicate their needs in a dedicated forum
- ◆ Showed where the Consortium can improve itself
 - Advances LDC's mission to accommodate the needs of members and other supported communities

- ◆ Surveys are a useful tool for reaching LDC's communities
 - Can be used 'as-needed' for general and specific queries and concerns
- ◆ LDC data, tools and services are worthwhile and should continue to be created and distributed
- ◆ Survey timing is more critical than offer of benefit
 - Greatest percentage of survey responses in new year
 - Benefit was only offered to one respondent
- ◆ Communication is critical to determine what member and nonmember communities need



Questions??