

Library Social Cohesion Impact Measure

(Library SCIM)

What is this tool?

This is a survey designed to aid librarians in measuring the impact of their library programs on social cohesion. This tool is designed to be **brief, accessible, flexible**, and captures **key outcomes** identified by librarians as important to their goals.

Who developed this tool?

This tool was developed through a collaboration between the [Bridging Movement Goals and Measures Program](#) and the International Research & Exchanges Board ([IREX](#)), sponsored by the Listen First Project.

How was this tool developed?

The development of this tool was informed by **focus groups** of librarians and library researchers, who provided us essential insight into the attitudes and goals of librarians regarding measurement, and **validation studies** in which the survey items were tested in a large representative online sample to ensure that they are scientifically reliable and valid items.

When can this tool be used?

This survey is designed so that it can be used **anytime, for anyone** who comes to the library, attends a library event, or uses a library service.

What is in this tool?

- A **Guide** to using this tool
- **Definitions of eight recommended outcomes** (five used in the pre-built survey and three supplemental you could add to your survey, with recommended uses)
- A **Sample pre-built survey**
- **Instructions** on how to create surveys in Google or Microsoft Forms

A Guide to Using This Tool

This guide includes several constructs/outcomes (**sense of belonging**, **exposure to diversity**, **building relationships** etc.) as well as questions for you to choose from when creating your survey. Simplicity is key when creating a basic survey. You should aim to keep the survey concise, clear, and focused on the information you want to gather. This will help ensure higher response rates and more meaningful data. We have included a pre-built survey with questions from 5 of the 8 outcomes discussed in this guide. You can use the pre-built survey as is or you could create your own using the following recommendations:

1. **Determine the Purpose:** Clarify the purpose of your survey. Do you want to collect feedback about a specific event? General information about the library's service? Starting with a clear understanding of your survey's purpose helps you to focus on relevant outcomes and questions, ensuring that you collect the necessary information.
2. **Choose a Platform:** Selecting a survey platform that meets your requirements in terms of features, ease of use, and data management capabilities is crucial for a smooth survey process. Included in this guide are instructions for Google Forms and Microsoft Forms. However, there are other options including SurveyMonkey and Typeform.
3. **Add Questions:** When choosing questions for your survey, the purpose/aim of the survey should always be top of mind. You should strive to only include questions that are **relevant** to your purpose as well as a couple of demographic questions to help you to understand **your respondents**. Not every survey will have the same purpose and so you may want to choose different outcomes depending on the type of event or activity that you are measuring. For example, for a bridgebuilding event, outcomes like **sense of belonging**, **exposure to diversity** or **building relationships** might be important constructs to measure. For a gardening event, you might want to measure **collaboration** or **learning about others**. You can use all the questions listed under a given construct or you can choose from the questions listed.

We recommend that you keep your survey short and concise to ensure that:

- **You do not collect unnecessary information.** Avoiding the collection of unnecessary information saves respondents' time and helps to maintain respondents' engagement and motivation. It also leads to higher response rates, while also minimizing the risk of survey fatigue and potential dropouts due to lengthy or repetitive questions.
 - **You collect focused and meaningful data**, streamlining the analysis process and yielding more actionable insights.
4. **Review and Test:** Before launching your survey, review it for any errors or issues. Check spelling, grammar, and the flow of questions. Test your survey to ensure it works as intended, and that respondents can answer questions smoothly.
 5. **Collect and Analyze Responses:** As responses start coming in, monitor and collect the data. Both Google and Microsoft Forms provide tools for analyzing responses, such

as generating summary statistics, charts, and graphs. Use these tools to gain insights from the collected data.

6. **Respect Respondent Privacy:** Ensure that you handle respondent data ethically and with care. Inform respondents about how their data will be used and consider anonymizing responses when appropriate.

Recommended Outcomes

The first five outcomes are included in the sample survey below, and the final 3 can be used based on the recommended uses.

Sense of Belonging

Definition: Establishing feelings of connection between the people in a library is an important part of being able to build social cohesion. These items measure the extent to which patrons feel like they belong at the library. They are classified into two categories:

Belonging-Self: These items measure more *internal* aspects of belonging, including the extent to which patrons feel like they can be their authentic selves at the library.

Item 1: *At this library, I feel like I truly belong.*

Item 2: *At this library, I feel able to be myself.*

Belonging-Place: These items measure more *external* aspects of belonging, including the extent to which patrons feel like they can be their authentic selves at the library.

Item 1: *I am welcomed and included at this library.*

Item 2: *There is a place for people like me at this library.*

Exposure to Diversity

Definition: One avenue through which libraries may have a unique impact on social cohesion is by *creating spaces where patrons may be exposed to diverse members of their community*. These items measure this exposure to diversity and its impact on patrons' desire for engaging with new people outside of the library.

Item 1: *At this library, I have connected with more people from different backgrounds than I usually do in my everyday life.*

Item 2: *After coming to this library, I have become more interested in meeting and talking to new people in my community outside of this library.*

Item 3: *At this library, I get to see and interact with people in my community that I wouldn't normally see or interact with.*

Several of the other constructs in this tool represent ways through which this exposure might take place and become important, including Learning About Others, Building Relationships, Collaboration, Having Conversations, and Sharing.

Learning About Others

Definition: Another avenue through which libraries may have a unique impact on social cohesion is by *creating opportunities for learning more about other people in their community*, especially those who are different from them. These items measure how much patrons learn about others while at the library.

Item 1: *At this library, I have learned more about someone who comes from a different background than me.*

Item 2: *I have learned new things about the people in my community after coming to this library.*

Building Relationships

Definition: Another avenue through which libraries may have a unique impact on social cohesion is by *creating opportunities for building relationships with other members of their community*. These items measure how much patrons want to create and sustain relationships with other people at the library.

Item 1: *I would like to get to know the other people at this library.*

Item 2: *I want to stay in touch with some of the people I have met at this library.*

Item 3: *I would be interested in making a new friend at this library.*

Collaboration

Definition: Another avenue through which libraries may have a unique impact on social cohesion is by *facilitating collaboration between members of the community*. This item measures how much patrons have collaborated with others at the library.

Item 1: *I could depend on the other people in this library to be good team members if we were on a team together.*

Item 2: *I would enjoy working together with the other people in this library.*

Item 3: *If there was a problem I couldn't solve, it would help to get the perspective of someone different from me at this library.*

Recommended Use: After group activity, event, or program. This outcome is likely to be especially relevant after patrons have participated in a joint activity or program.

Having Conversations

Definition: Another avenue through which libraries may have a unique impact on social cohesion is by *facilitating conversations between patrons, especially those that would not normally have an opportunity to talk*. These items measure how much patrons meet and talk to others at the library, including those who are different from them.

Item 1: *At this library, I have had at least one conversation with someone who comes from a different background than me.*

Item 2: *I have met many new people at this library.*

Item 3: *I have spoken to someone at this library who I would not normally have the chance to speak to outside of this library.*

Recommended Use: Interested in Patron Interactions. If you do not expect your patrons to have many opportunities for more in-depth forms of connection, such as those captured by Building Relationships, you may benefit from instead measuring a more simple form of connection, simply how much patrons are engaging in conversations.

Sharing

Definition: In addition to learning more about others, it is also important that patrons are willing to open up and share something about themselves to establish meaningful connections with others. These items measure how much patrons are asked to share and do share with others at the library.

Item 1: *At this library, I have shared something about myself with someone who comes from a different background than me.*

Item 2: *I have opened up to someone else at this library.*

Item 3: *There are some people at this library who are interested in getting to know me.*

Item 4: *Someone at this library has asked me about myself.*

Recommended Use: Interested in Patron Interactions. This outcome can help supplement the Learning outcome in the pre-built survey by capturing how much patrons reciprocate learning about others by sharing something about themselves in return. If you are interested in examining the quality of the interactions among patrons at your library, you may consider including this outcome.

Representation in Library Resources

Definition: Similar to a sense of belonging, feeling yourself represented in the resources, programs, and services offered by one's library may be an important part of being able to build social cohesion. These items measure the extent to which patrons feel like they are represented in the library resources.

Item 1: *This library represents everyone in the community.*

Item 2: *I feel represented by the resources and programs offered by the library.*

Item 3: *This library has resources for people from my background.*

Recommended Use: Interested in Representation. This outcome can help supplement the Belonging outcome in the pre-built survey by capturing how much patrons believe that the library offers resources for diverse members of the community.

Sample Pre-Built Survey

This sample survey was created using some of the outcomes and questions mentioned in this guide. The recommended outcomes (above) is designed for you to **choose** the **outcomes** and **questions** that you identify as being important to your goals. This [link](#) takes you to a sample survey created in Microsoft Forms, so that you can see what it might look like to respondents. If you choose to use the sample survey, don't forget to create a separate version for your project, on whatever platform you choose. This is the pre-built survey:

1. How much do you **agree or disagree** with the following statement?
I have learned new things about the people in my community after coming to this library/library event.
 - a. Strongly Agree
 - b. Agree
 - c. Undecided
 - d. Disagree
 - e. Strongly Disagree

2. How much do you **agree or disagree** with the following statement?
If there was a problem I couldn't solve, it would help to get the perspective of someone who is different from me at this library.
 - a. Strongly Agree
 - b. Agree
 - c. Undecided
 - d. Disagree
 - e. Strongly Disagree

3. How much do you **agree or disagree** with the following statement?
I would like to stay in touch with some of the people I have met at this library/library event.
 - a. Strongly Agree
 - b. Agree
 - c. Undecided
 - d. Disagree
 - e. Strongly Disagree

4. How much do you **agree or disagree** with the following statement?
At this library/library event, I feel like I can be myself.
 - a. Strongly Agree
 - b. Agree
 - c. Undecided
 - d. Disagree
 - e. Strongly Disagree

5. How much do you **agree or disagree** with the following statement?

I am welcomed and included at this library.

- a. Strongly Agree
- b. Agree
- c. Undecided
- d. Disagree
- e. Strongly Disagree

6. How much do you **agree or disagree** with the following statement?

At this library/library event, I have connected with more people from different backgrounds than I usually do in my everyday life.

- a. Strongly Agree
- b. Agree
- c. Undecided
- d. Disagree
- e. Strongly Disagree

7. What is your zip code (**optional**)

8. Which of the following best describes you? Select all that apply (**optional**)

- Asian
- Black/African American
- Latino/Hispanic
- Native American
- Native Hawaiian or Pacific Islander
- White/Caucasian
- Biracial
- Multi-Racial
- Prefer not to answer

Instructions: Creating surveys using Google and Microsoft Forms

Creating a survey using Google Forms

1. Go to the Google Forms website (forms.google.com) and sign in with your Google account.
2. Click on the "+" icon in the lower-right corner to create a new form.
3. A new untitled form will be created. Give your form a title by clicking on "Untitled form" and entering the desired title.
4. Start adding questions to your survey:
 - a. Click on the "+ Add question" button.
 - b. Choose a question type from the options presented (e.g., multiple choice, checkboxes, short answer).
 - c. Enter the question text in the question field.
 - d. Customize the question by adding answer choices, making it required or optional, and providing additional instructions or details.
5. To add more sections or pages to your survey:
 - a. Click on the "Add section" icon (represented by a square) in the right sidebar.
 - b. Enter a section title.
 - c. Add questions to the section using the same process described in step 4.
6. Customize the look and settings of your form:
 - a. Use the toolbar at the top to change the theme, add images or videos, and enable data validation or branching logic.
 - b. Click on the "Settings" gear icon to access more options such as collecting email addresses, limiting responses, or allowing respondents to edit their answers.
7. Enable multilingual support:
 - a. Click on the "Settings" gear icon.
 - b. Under the "General" tab, check the box next to "Automatically detect respondents' language."
 - c. Google Forms will attempt to present the form in the respondent's preferred language based on their browser settings.
8. Generate a link, email, or embed the form:
 - a. Click on the "Send" button in the top-right corner.
 - b. Choose the desired option to share your survey with respondents.

Analyzing and visualizing responses in Google Forms

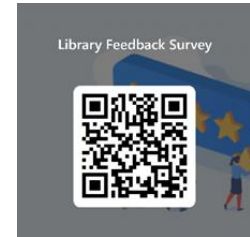
1. After respondents have submitted their answers, you can view the survey responses and analyze them within Google Forms.
2. To access the responses, open the form in Google Forms and click on the "Responses" tab at the top of the form editor.

3. In the "Responses" tab, you can see **a summary of the responses, including response count, average rating (if applicable), and a chart displaying response distribution.**
4. To explore individual responses, click on the "View responses" button or the spreadsheet icon to view the responses in Google Sheets.
5. In Google Sheets, you can perform further analysis and visualization using various tools such as filters, formulas, and charts. You can create pivot tables, generate charts/graphs, and calculate summary statistics.
6. To create visualizations directly within Google Forms, click on the "Individual" tab in the "Responses" section. Here, you can view each respondent's answers in a card-based format, making it easy to scan through and analyze individual responses.

Creating a survey using Microsoft Forms

1. Go to the Microsoft Forms website (forms.office.com) and sign in with your Microsoft account.
2. Click on the "+ New Form" button to create a new form.
3. A new untitled form will be created. Give your form a title by clicking on "Untitled form" and entering the desired title.
4. Start adding questions to your survey:
 - a. Click on the "+ Add question" button.
 - b. Choose a question type from the options presented (e.g., multiple choice, text, rating).
 - c. Enter the question text in the question field.
 - d. Customize the question by adding answer choices, making it required or optional, and providing additional instructions or details.
5. To add sections to your survey:
 - a. Click on the "Add new" button represented by a square in the right sidebar.
 - b. Enter a section title.
 - c. Add questions to the section using the same process described in step 4.
6. Customize the look and settings of your form:
 - a. Use the toolbar at the top to change the theme, add images, and personalize the settings.
 - b. Click on the "Settings" gear icon to access more options such as collecting email addresses, limiting responses, or allowing respondents to edit their answers.
7. Enable multilingual support:
 - a. Click on the "Settings" gear icon.
 - b. Under the "Form settings" tab, check the box next to "Allow responders to submit the form multiple times."
 - c. This allows respondents to submit the form multiple times, each time in a different language.
8. Generate a link, email, or QR code for the form:

- a. Click on the "Share" button in the top-right corner.
- b. Choose the desired option to share your survey with respondents.
- c. Microsoft Forms also provides an option to download a QR code, which can be printed or shared electronically for easy access to the form.



Analyzing and visualizing responses in Microsoft Forms

1. Once respondents have submitted their answers, you can analyze and visualize the survey responses within Microsoft Forms.
2. To access the responses, open the form in Microsoft Forms and click on the "Responses" tab at the top of the form editor.
3. In the "Responses" tab, you can see a summary of the responses, **including response count, average rating (if applicable), and charts displaying response distribution.**
4. To explore individual responses, click on the "Open in Excel" button to export the responses to an Excel workbook.
5. In Excel, you can perform further analysis and visualization using various tools such as filters, formulas, and charts. You can create pivot tables, generate charts/graphs, and calculate summary statistics.
6. In addition to Excel, Microsoft Forms also offers built-in analytics capabilities. Click on the "Analytics" tab in the "Responses" section to access pre-built visualizations such as bar charts, pie charts, and summary tables. You can customize these visualizations by selecting different question types and response categories.

Both Google Forms and Microsoft Forms provide options to export the survey responses to external formats such as Excel or CSV files, allowing you to perform more in-depth analysis using other data analysis tools if desired.