

GSA 2016 IRIS Survey Results
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Background

At GSA 2016, 124 surveys were completed by attendees who stopped by the booth. Almost all of the visitors who completed the survey were from the US (97%). The purpose of the survey was to determine:

1. why conference attendees visit the IRIS booth
2. if visitors receive the information and/or materials they seek
3. how IRIS can improve its exhibit to increase awareness and use of IRIS earthquake resources

Overview of Results

The results show that most people visited the booth because they were walking by (68%). Others wanted a slinky (25%) or to learn more about the educational resources (17%).

When asked about IRIS education and outreach products, respondents indicated they were familiar with “Seismic Waves” (37%), Animations (33%), the lessons/demos (33%), “Ground Motion Visualizations” (32%), “IRIS Earthquake Browser” 30%), “Fact Sheets” (30%), and posters (29%). Educators indicated they use IRIS resources only when they are scheduled to teach or make a presentation about earthquakes or hazards (48%). Some also use the resources following a local or regional earthquake (21%), or following a major earthquake anywhere in the world (16%).

Most (74%) respondents said that when they see the IRIS logo they know the resource is of high quality and the content is scientifically accurate. Almost half (44%) reported that IRIS is their go-to resource for earthquakes and seismology. More than half (65%) received information at the booth they would not otherwise have gotten; 83% reported they were more likely to use or increase their use of IRIS products because of the information they received at the booth. Most (87%) would recommend IRIS resources to a colleague (average rating of 8/10). Almost all (97%) reported that the IRIS staff in the booth were able to answer their questions or refer them to someone who could.

When asked how the booth could be more useful, many said it was good the way it is. A few suggestions were given: show software, have more emphasis on collaboration, have CDs of the animations for use in class, instrument examples, instrument specifications, internship info, job openings, more pamphlets providing an overview and explaining the datasets, and a clear education section.

Detailed Findings

What were your reason(s) for visiting the IRIS booth today? (Check all that apply)

	#	%
I was walking by and was curious	86	68%
A colleague or another exhibitor recommended that I visit	8	6%
A presenter mentioned IRIS	4	3%
I wanted to speak with a specific IRIS staff member	13	10%
I wanted to see if there is a new educational product available	15	12%
I was interested in learning more about one or more educational resources	22	17%
I had a question about accessing seismic data	5	4%
I had a question about borrowing seismic sensors	2	2%
I inquired about student internships/employment opportunities	8	6%
I wanted to learn about current seismic deployments	4	3%
I wanted to look at and/or take a copy of one or more IRIS publications/posters	14	11%
I wanted a slinky	31	25%
I wanted a candy bar/snack	15	12%
Other (please specify)	17	13%

Other

- *We (OGS) collaborate with IRIS and I am familiar with the products. Wanted to point out something I really like that IRIS corrected.*
- *Questions about more IRIS kiosks*
- *Questions about IRIS kiosks*
- *I wanted a snack!*
- *Recognized name*
- *Have IRIS sensor on one of my projects*
- *Interested in progress of Alaska TA*
- *Talk was good, wanted to say so*
- *I once took a short course run by IRIS on seismology in the classroom. I would like to take the class again at GSA targeted to those of us who teach general courses.*
- *Interested in modeling a hypothetical quake*
- *Look into using for seismic research in China*
- *I wanted to apply to past internships that didn't qualify (grad senior)*
- *Talked to Perle*
- *Senior mineralogist*
- *IRIS intern Summer 2016!*
- *I had applied to an internship in the past*
- *I was an IRIS intern this past summer!*
- *Pure curiosity*

How familiar are you with the IRIS logo? Average 2.9/5

N=120	#	%
Not at all familiar	41	34%
Slightly familiar	14	12%
Somewhat familiar	14	12%
Moderately familiar	18	16%
Extremely familiar	32	27%

Please indicate how familiar you are with each of the following types of IRIS education and outreach-related products: 4=Very familiar, 3=Know it exists and where to obtain it, 2=Know it exists but have not tried to obtain it, 1=Not aware of this product

	4	3	2	1
Animations	14%	19%	26%	41%
Lessons and Demonstrations	12%	21%	25%	43%
Posters	13%	16%	30%	41%
Fact Sheets	14%	16%	29%	41%
Teachable Moment Presentations	12%	12%	17%	60%
Webinars	7%	9%	26%	58%
Ground Motion Visualizations	15%	17%	22%	46%
Seismic Waves	22%	15%	26%	37%
IRIS Earthquake Browser (IEB)	18%	12%	28%	42%
IRIS Annual Report	6%	8%	23%	63%
IRIS e-Newsletter	7%	12%	21%	60%

When do you use IRIS educational resources? (Please select the answer that best matches your use)

	#	%
As soon as I receive notice that a new resource is available	7	6%
Following a major earthquake that occurs anywhere in the world	18	16%
Following a regional/local earthquake that occurs close to where I live in the US	10	21%
Only when I'm scheduled to teach or make a presentation about earthquakes and/or hazards	24	48%

Other

- *I haven't used them yet (8)*
- *NA (6)*
- *I'm unfamiliar with resources (4)*
- *Do not use but have seen the animation in lectures*
- *Former Seismic analyst. Work with seismic network, included seismology and hydrology in Oklahoma*
- *Actually, I'm retired so have limited need for this now*
- *Regularly in classes*
- *Interactions with IRIS staff on as-needed basis. Always very responsive*
- *Haven't yet, but I will now!*

- *I've never had the opportunity, but given the chance (think) certainly would!*
- *I unfortunately was unaware of IRIS educational resources*
- *Regularly in Hazards course*
- *During earthquake lectures*
- *I've not had the occasion to use these as I don't give presentations*
- *Familiar with product but don't use professionally*
- *Part of organizing research*
- *I was also all over it with the recent Oklahoma earthquake, which I felt! Shared resources with my students*
- *I have not (10)*
- *Browsing*
- *Wonderful graphics!*
- *Research*
- *Utilized for intro Geology class at Community College in Ohio. Nice animations!*
- *Classroom activity to teach students about database & plotting earthquake to get visual depth simulation.*
- *Use IRIS upper Mantle Tomography for my research projects*
- *I have not used IRIS Educational Resources*
- *Whenever I'm looking to learn about something new in the field.*
- *In many workshops and courses.*
- *I have never used IRIS educational resources.*
- *I have yet to have a reason to use them*
- *Following a local earthquake and when the earthquake lecture is scheduled*
- *We used it at IRIS orientation!*

Please indicate your level of agreement with the following statements. 5=strongly agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly disagree

	5	4	3	2	1
When I see the IRIS logo on an educational resource, I know the resource is of high quality and content is scientifically accurate.	42%	32%	25%	0%	0%
IRIS is my go-to source for educational resources about earthquakes and seismology.	23%	21%	48%	6%	2%
I received information/demonstration(s) at the IRIS booth that I would not have obtained/tried on my own.	27%	38%	32%	2%	1%
The time I spent at the IRIS booth was valuable and worth my time.	45%	39%	16%	0%	0%
I am more likely to use or increase my use of IRIS products because of the information I received at the IRIS booth.	47%	36%	17%	0%	0%

How likely is it that you would recommend IRIS educational resources and products to a friend or colleague? 8/10, 87% rated 7 or higher on scale of 1-10

Was the IRIS booth staff able to answer your questions/provide the information you were seeking or refer you to someone who could assist you? 97% yes

Please explain your response.

- *N/A (3)*
- *Good conversation, great to meet people*
- *Very knowledgeable staff-helpful skilled*
- *I was looking for more K-12 education resource and I got a flyer & slinky*
- *Yes*
- *Pointed me to the kiosk expert at IRIS*
- *Pointed me to the kiosk expert at IRIS*
- *Great greeting and information sharing was offered at the booth! Bravo!*
- *Asked About IRIS and what they do, got an answer!*
- *Enjoyed discussing recent Oklahoma earthquakes*
- *I need to know what IRIS was about and I got it!*
- *Helpful w/Educating me on IRIS*
- *More Advertising*
- *Showed me exactly what I was looking for*
- *It was a great booth*
- *The presenter modeled how to use several of the web based IRIS resources*
- *She (Perle) was very knowledgeable and helped me understand IRIS much better*
- *I found them very friendly and helpful*
- *Yes, Senior Mineralogist*
- *Very friendly and easy to understand*
- *Looking to replace national atlas information*
- *I had no idea what it was and now I'll definitely use it as a resource*
- *She was knowledgeable and answered my questions*
- *I was inquiring about earthquake education and I was directed to pamphlets explaining what IRIS has to offer*

What would make the IRIS booth more useful to you?

- *Nothing (17)*
- *At this point in time I think it is rather good; looks great; good info; Everything about the booth seemed inviting (12)*
- *Software (2)*
- *Do not use IRIS but have seen a few animations in lectures*
- *Skittles*
- *More emphasis on discussing collaboration*
- *CD of animation useful for my intro geology class*
- *I just never knew about it*
- *Instrument examples*
- *More Demos - Love them!*
- *Instrument specifications and program specifications*
- *More Internship info*
- *Current job openings*
- *Danielle was awesome! and super helpful*

- *Clear education section*
- *Slinkies*
- *Larger display monitor for big groups*
- *Found it very helpful*
- *Senior Mineralogist*
- *Have lesson plan samples printed for teacher use*
- *More Visual Stuff*
- *Upper Mantle Tomo Data*
- *More pamphlets explaining the general overview/datasets available to take back with me*
- *Point out the computer display sooner?*
- *Have copies of the posters that are available displayed.*

If you have any additional suggestions, comments or other feedback, please provide it below.

- *None (6)*
- *Maybe have more than one IRIS speaker*
- *None, love the booth*
- *Senior Mineralogist*
- *Keep up*
- *Enjoyed the TV monitor that showed some examples of what IRIS does*

Please select the category that best describes you:

	#	%
High School Student	0	0%
Undergrad	32	38%
Grad Student	23	27%
Postdoc	3	3%
K-12 Teacher	4	5%
2-Year College Faculty Member	3	4%
4-Year College Faculty Member	15	18%
Federal, State or Local Government Agency Representative	3	4%
Association/Non-Profit Staff Member	7	8%
Industry/Corporate Employee	3	3%
Other (please specify)	8	8%

Other

- *Attending conference and exhibitor*
- *Full time research Associate Master's degree*
- *Retired Professional*
- *Librarian*
- *Director of Non*
- *Interested lay*
- *Citizen*
- *Program director education*

I currently live in:

	#	%

United States	115	97%
Canada	2	2%
Mexico	1	1%
Europe	1	1%