

Website Summative Evaluation

Preliminary ResultsMinda Borun, Museum Solutions

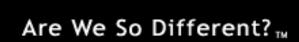


Preliminary sample of 45 people:

- Largest age group of visitors is 21-40 (53%)
- ¾ are female
- Half have graduate or professional degrees
- They visit websites several times a day for information.

Ethnicity of sample:

 African American or Black 	16.3%
• White	55.8%
Hispanic or Latino	2.3%
 Asian or Pacific Islander 	4.7%
 Native American or Alaskan Native 	2.3%
 Other (please describe) 	18.6%





Did you find what you expected to find in this website?

Yes

73.3%

No

26.7%





Did you have any difficulty finding your way around the site?

No

97.8%

Yes

2.2%



How would you rate the design of this website?

% Very Good or Excellent

Images	78%
--------------------------	-----

Use	of	Color	719	%
036		OOIOI	/ 1	

Navigation	າ 73	%
		, ,

Overall Design 80%



Rate the content

Pretty Much to very much

Interesting	84%
Clear	84%

Ulyallizeu / /		Organized	77%
----------------	--	-----------	-----

Informative 75%

Overall Rating 77%



What did you like best?

- The quizzes.
- •I's written for a general audience, but doesn't talk "down" to the user.
- The timeline (3)
- DNA video and height example
- I like the didactic and interactive material.

- I liked the mixture of surveys and video.
- The lived experience section (2)
- Historical information (2)
- Imaginative presentation.
- Blogs
- Images



What would you like to change?

Nothing

67%

Suggested changes



Has this website altered the way you think about race or human variation?

No

56%

Yes



How does this website compare to other sites?

Very good or Excellent 69%



Will you visit this website again?

Yes

87%

No





Will you recommend this site to others?

Yes

92%

No



Anything else?

- •Thanks for giving us resources we can use for mentoring purposes.
- •...the site has not changed the way that I think about the issue. It does, however, offer me a way to share this information with friends, students and other people who are not regularly exposed to this information in a user-friendly way. Thanks.
- •Thanks for making this project!
- Very informative. History of scientific studies was especially interesting.
- •Keep up the good work!