

# Highly informative, relevant and useful!

2012 U4 user survey report

“The publication on REDD Financing/Carbon Markets provided some ideas for developing a programme on anti-corruption in natural resources sector for my organization”

“U4 resources helped me in 2010 and 2011 when I was recruited as an expert to write the National Anticorruption Strategy papers for the sectors of Education, Health and Transport in my country. Besides, I have had useful insight while reading through U4 publications on various thematic areas on governance.”

“U4 resources helped me to actively participate in the formulation and understanding of our National Anti-Corruption Policy. Case studies highlighted in the U4 publications about the fight against corruption in other parts of the world helped me understand the possible challenges ahead in the implementation of our National Anti-Corruption Policy.”

“U4 has been extremely helpful for me on two levels. First, as I work in an anti-corruption authority in my country. So, U4 helped us in learning from other experiences and has been a main reference for a training manual in anti-corruption”

“Having been made aware of U4 resources, should my projects need insight regarding corruption in a country of focus I am now aware of where to turn for more information.”

“Working directly with people on the recipient side is challenging when it comes to transparency and accountability. Information from U4 resources have helped me pick the courage to address corruption issues with my counterparts”

“I pass on relevant U4 materials to my host government partners”

“I very much enjoyed U4 Issue 2011 no 9. When I started my work in the fraud unit this enabled me to grasp the challenges of developing a well-functioning anti-corruption policy.”

“I am using the publication on mapping the evidence gaps in anti-corruption and the Theories of Change document to inform decisions on whether we should be doing more on anti-corruption in our programme portfolio in Nigerian states.”

### **About the survey**

The 2012 annual survey was conducted from 23 November to 14 December, via links sent to subscribers of the U4 e-newsletter (total: 5133) and a link on [www.u4.no](http://www.u4.no). Out of 436 who started the survey, 383 completed it, which gives a response rate of 7% and a 5% margin of error.

The survey consisted of 20 questions relating to overall assessment and impact of U4, research and publications, the website, dissemination, interaction, and respondents' roles and interests.

U4 services (training, workshops and helpdesk) were excluded from this survey since they are evaluated separately in connection with each activity.

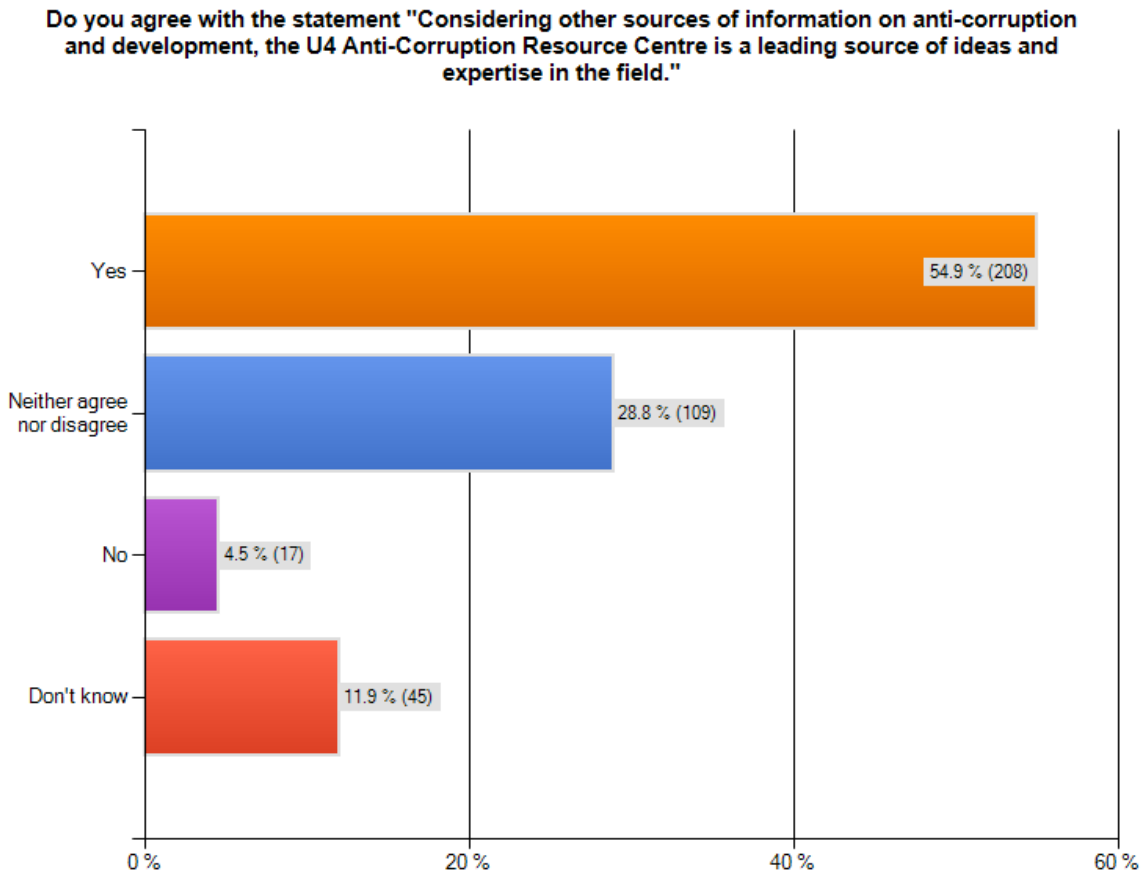
This report points out some differences between the answers from all respondents, and those of U4 Partner Agency Staff. All the charts, however, represent the total mass of respondents.

7 February 2013

## A leading source of ideas and expertise

Being seen as a leading source of ideas and expertise within anti-corruption is a goal for U4 in the 2011-2016 Strategy. Therefore, for the first time in the U4 annual user survey, we asked about people's view on this, and the response was highly positive: 55% of the respondents (Partners: 56%), while almost 30% are neutral (fig.1)

Figure 1.



## Positively influencing capacity

When we asked for examples of how U4 resources have helped respondents in their work or contributed to anti-corruption results during the past year, we learned that many are using them to increase their own understanding, or to teach others about anti-corruption. This indicates that U4's main influence is to contribute to improved anti-corruption capacity. Many also reported that U4 materials had helped inform work-related decisions, and that our courses and workshops had been very useful. Also, U4 materials are often used as an entry point to putting anti-corruption on the agenda, or to inform counterparts outside their own organisation (fig. 2).

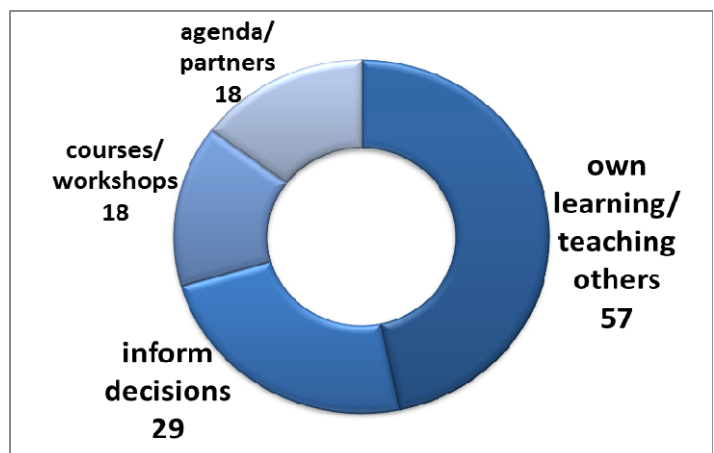


Figure 2. Numbers of respondents mentioning use of U4 resources for various purposes (out of a total of 129 responses)

## Scoring high on quality and relevance

One parameter in the U4 performance monitoring framework is how users rate quality of research, relevance to work, and ease of understanding for U4 publications. This time 70% of respondents say that in these aspects the publications are either “very good” or “excellent” (up from 62% in 2011). The rating is slightly lower for U4 Partners, at 65%. When also adding the “good” rating, the number is 93% (Partners: 86%) – up from 91% in 2011 (fig. 3).

In view of this positive development, it is to be expected that a high proportion of respondents (77%) also said that they had recommended U4 publications to others. According to 67% (Partners: 70%) of respondents, U4 publications are better than those from other sources (fig. 4).

### How many U4 papers do people read?

In terms of number of publications read in the past 3 years, most (44%, Partners: almost 50%) reported to have read 1-3 publications, while almost 25% had read from 4-7 publications. The groups that had read 8 publications or more, or none at all were of equal size, at 16%.

Numbers of publications read in the past 3 years decreased slightly from the survey conducted in February 2011, and one contributing explanation may be that the number of new publications was 21% lower the three years prior to the latest survey, compared to the 2011-survey.

Figure 3. Assessment of publications

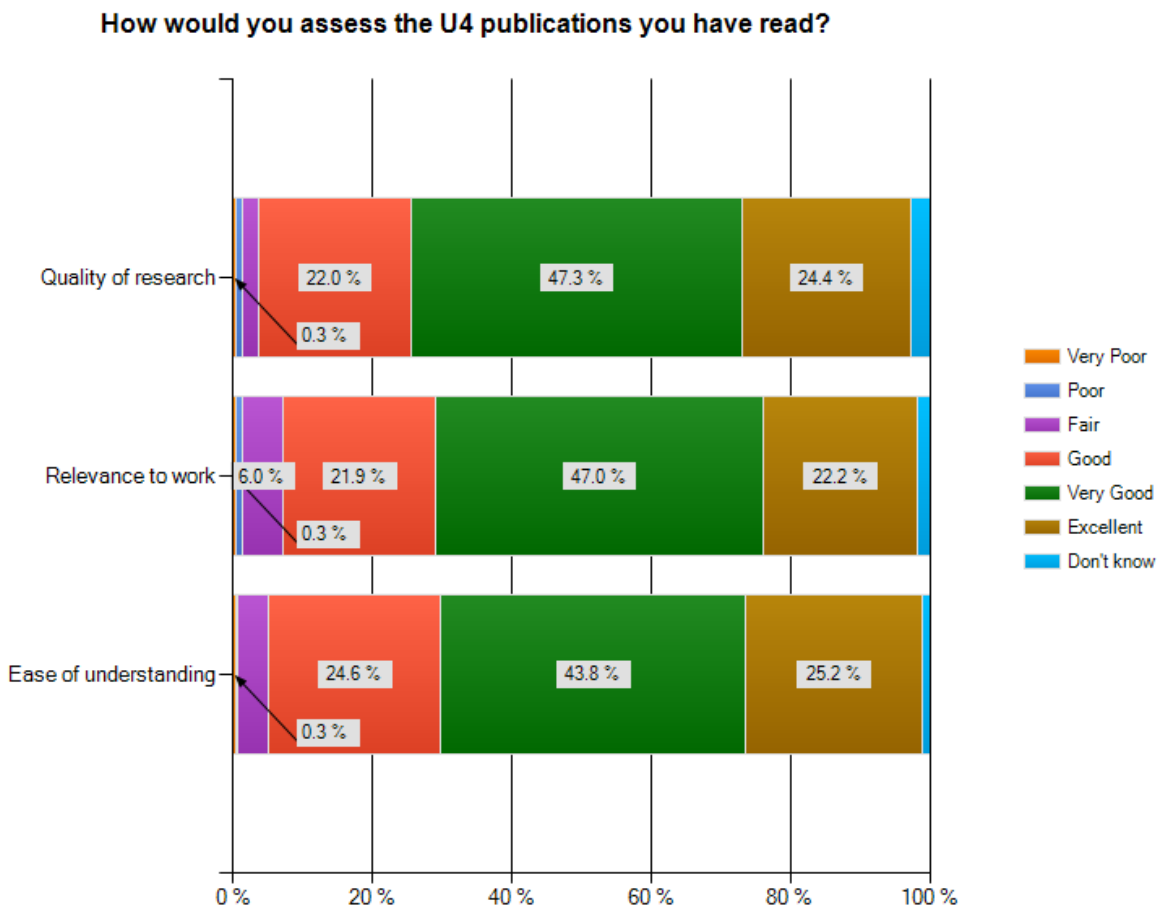
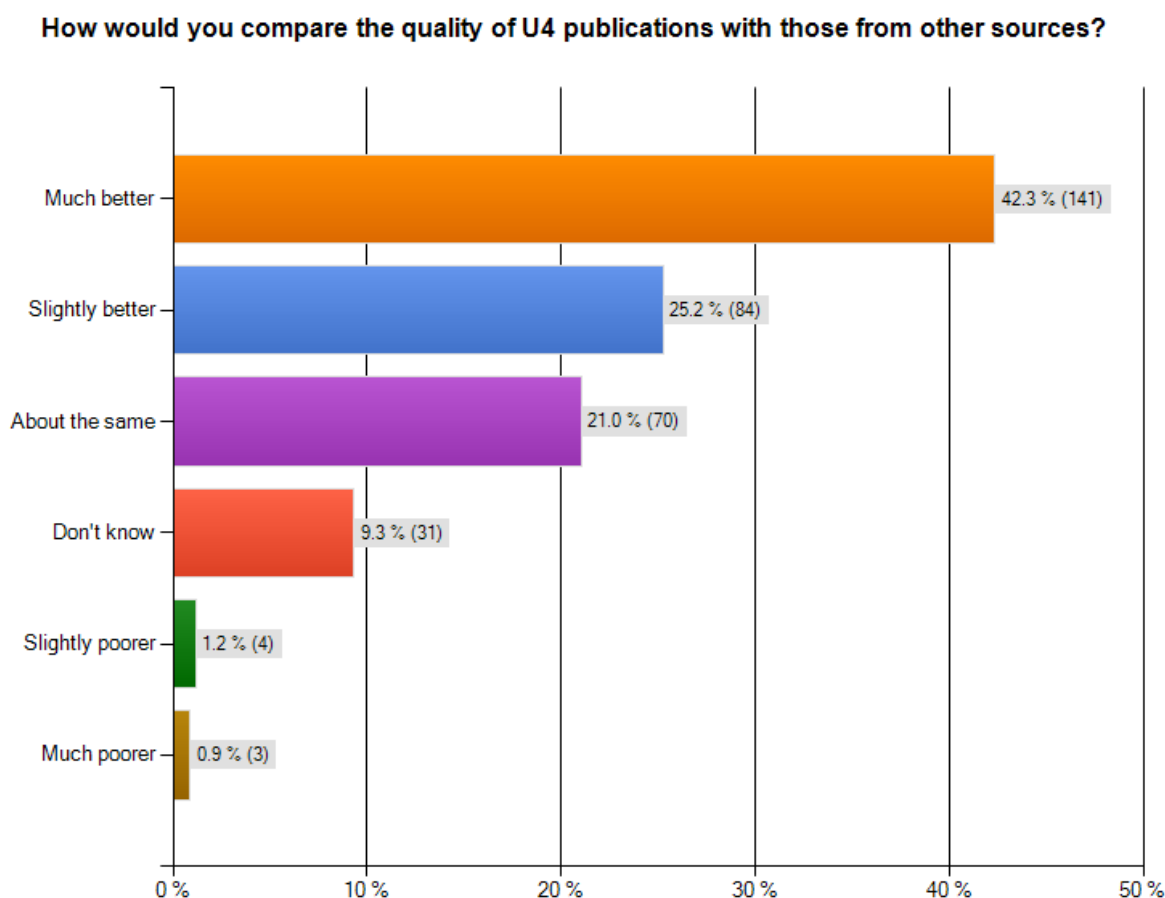


Figure 4. Comparison with other sources



## Keep it practical, country-focused, and policy-oriented

As shown in figure 5, the two top aspects where respondents think U4 publications perform well is in their *use of practical examples* (47%, Partners: 53%), and the *country-level analysis* (40%, Partners: 47%). Other areas many respondents point to as positives with U4 publications are their provision of *policy guidance*, the *focus on lessons learned*, the *quality of research*, and the fact that they are *up-to-date on new knowledge* (fig. 5).

### Question format

Respondents were asked to pick up to five of the options in figure 5, which means that the top listed factors are those considered most important by the respondents, while the bottom listed aspects are lower on their list of priorities, but not thereby considered areas where U4 publications have a poor performance.

When asked about what aspects of U4 research/publications should be improved, *country-level analysis* also ranks top on this list (31%) which in light of it also being at the top of the list of positives, is an indication that readers appreciate such studies and would welcome more of them. In general, Partners have picked somewhat fewer areas that they consider in need for improvement, than the overall group of respondents, indicating that our publications are currently meeting their needs a little better than those of the wider community.

Figure 5. Positive aspects of publications

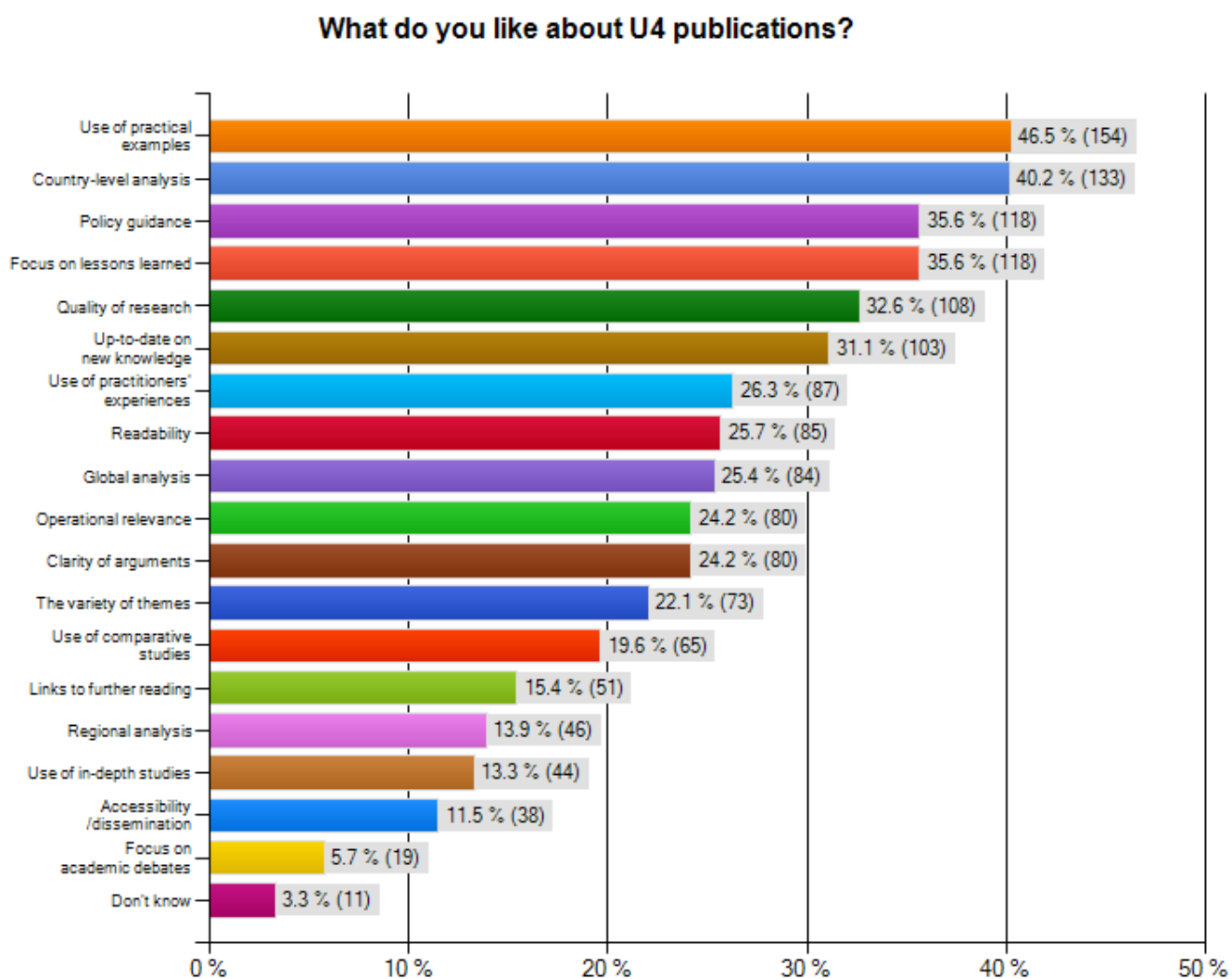
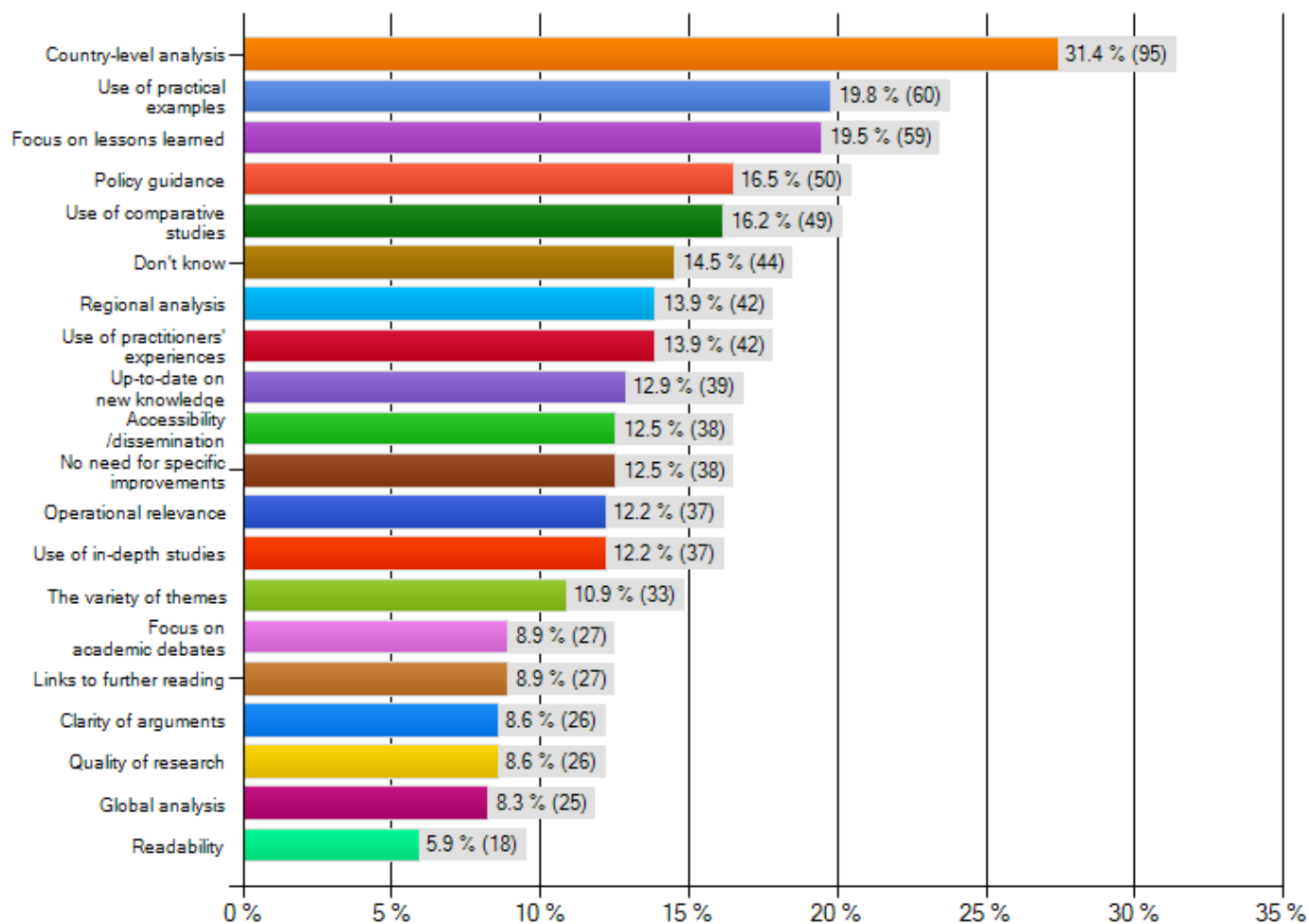


Figure 6. Improving publications/research

### Do you think U4 needs to improve any of the following aspects of the research / publications?



## Successful web-redesign

The website is highly regarded by over 80% of users, as shown in figure 7. The large majority also agree that the website makes it easy to find the information they need (68%) while 24% are neutral to this point.

## Popular website and e-mail

The most frequent methods by which respondents find out about U4 publications is through the website (52%) and the newsletter (47%). Online course participation is also a frequent entry point to learn about publications (32%), as are e-mails from anti-corruption/governance units where people work (30%). Social media outlets are still much less important as channels where survey respondents find out about U4 publications (under 3% for each of the following: Linked-in, Facebook, and Twitter). Around 15% of respondents also hear about publications via colleagues, by e-mails from U4 staff, and at anti-corruption meetings/conferences.

### Moderate need for translations

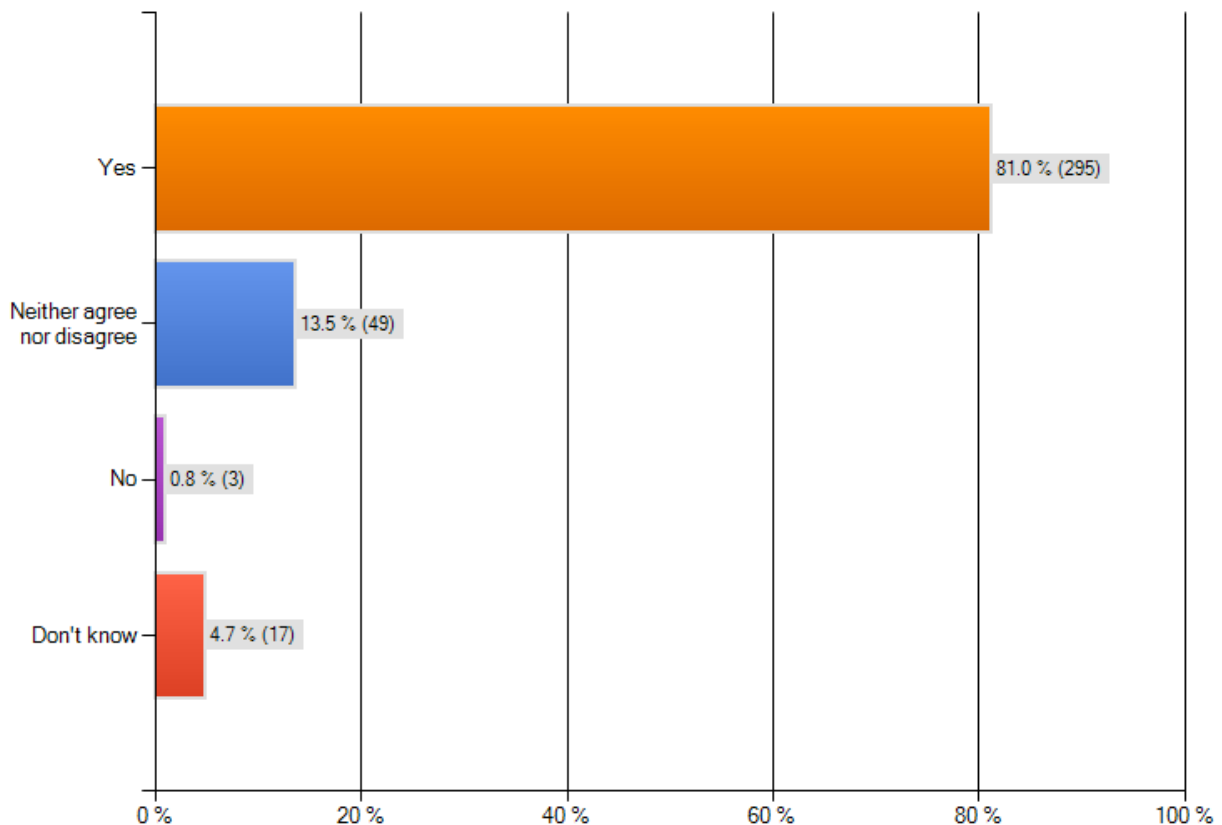
On the question of whether it would be useful to have more U4 publications available in other major languages, 44% responded negatively (Partners: 42%), while 19% did not know. The ranking of languages considered useful is as follows: French (22%), Spanish (16%), Arabic (9%) and Portuguese (6%). The survey did not ask about other languages.

### Frequency of visits to [www.u4.no](http://www.u4.no)

Almost half of the respondents report that they visit the U4 website five times or more per year (48%, Partners: 42%), while those visiting between one and five times amount to 37% (Partners: 44%).

Figure 7. Assessment of U4 website

**Do you agree with the statement "The U4 website is highly informative, relevant and useful"?**



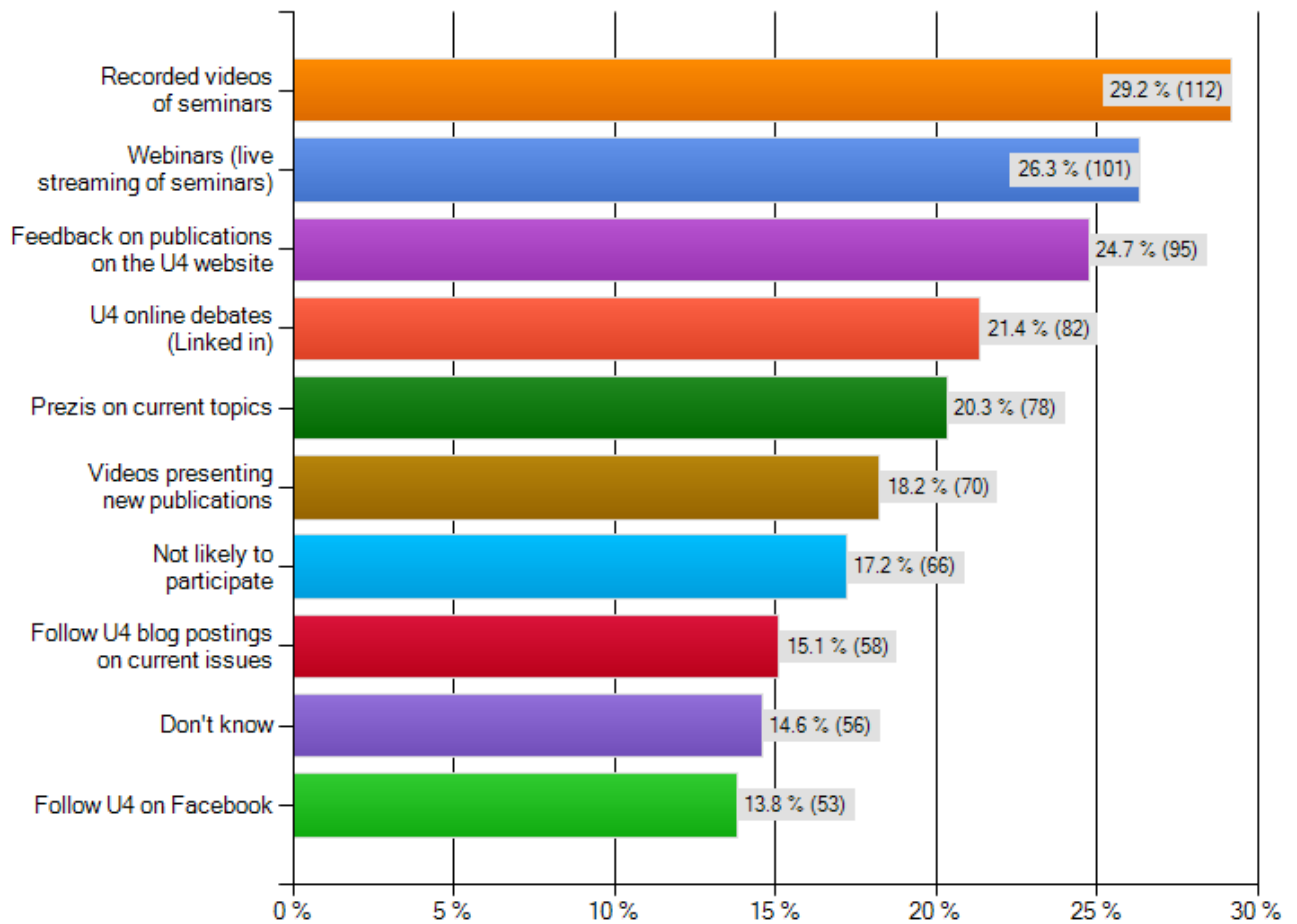


## Mixed signals for online interaction: events-videos most popular

In order to determine what kind of new media or online interaction is likely to reach a substantial number of stakeholders, we asked about the likelihood of respondents making use of such opportunities. The options that received the most votes (20-30%) were *videos (live or recorded)*, *feedback on publications on the website*, *debates on Linked-in*, and *Prezis* (See figure 8). Overall, Partners expressed slightly less likelihood of participation than others.

Figure 8. Likelihood of online interaction

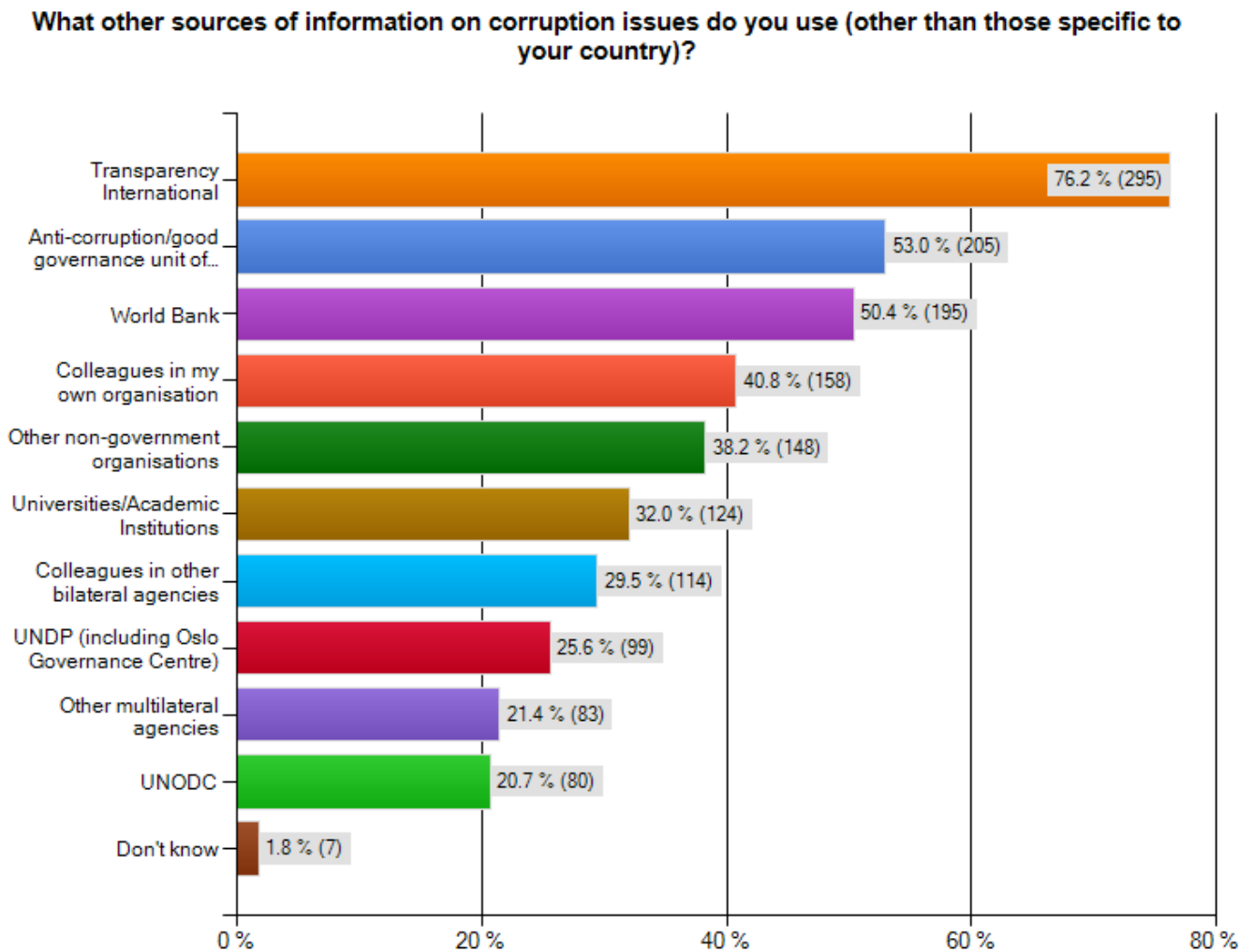
**Are you likely to make use of / interact with U4 in any of the following online activities?**



## TI and the Partners' Anti-Corruption units are important sources

The majority of respondents also get information on corruption issues from colleagues in their own or organisations or in other bilateral agencies (70%, Partners: 81%), as well as from Transparency International (76%, Partners: 73%). The *anti-corruption units of their organisations* (53%, for Partners: 65%), *the World Bank* (50%, Partners: 44%), *NGOs*, and *academic institutions* are also fairly important sources of information (30%-53%), as shown in figure 9.

Figure 9. Other sources on corruption issues



## Aid-focused Partners

Many of the respondents are governance or anti-corruption specialists, or programme/project managers (fig.11).

Some of the U4 themes that many of the respondents are interested in include *Corruption in Aid*, *International Drivers of Corruption*, *Corruption in social service sectors*, and *People’s engagement to strengthening accountability* (fig.12).

### Loyal U4 Partner staff

Just over half of the respondents work for a U4 Partner Agency, and are therefore part of U4’s main target audience. Over half of the respondents work in a regional or country office of their organisation (fig.10).

Figure 10. Who the respondents work for

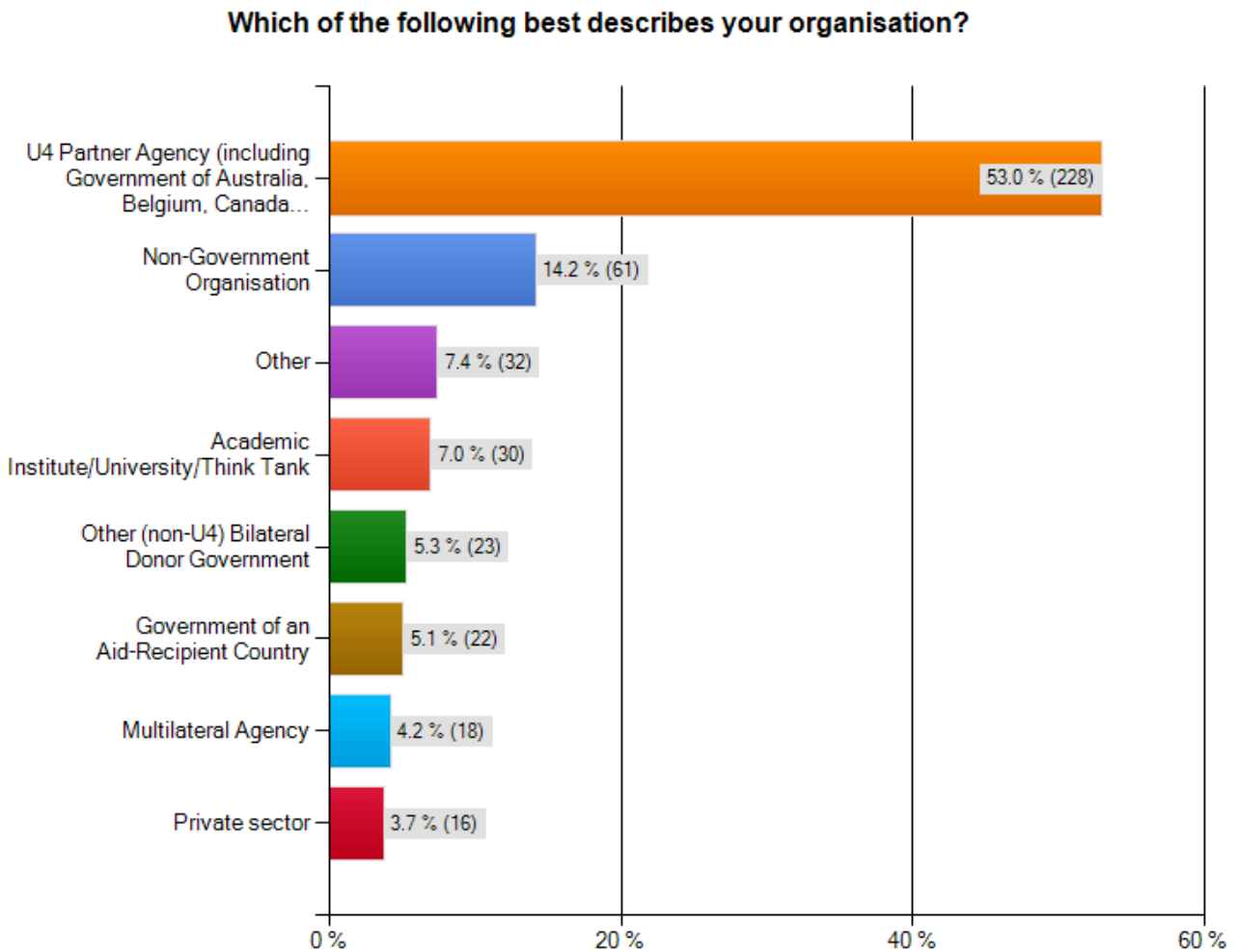


Figure 11. Respondent's roles

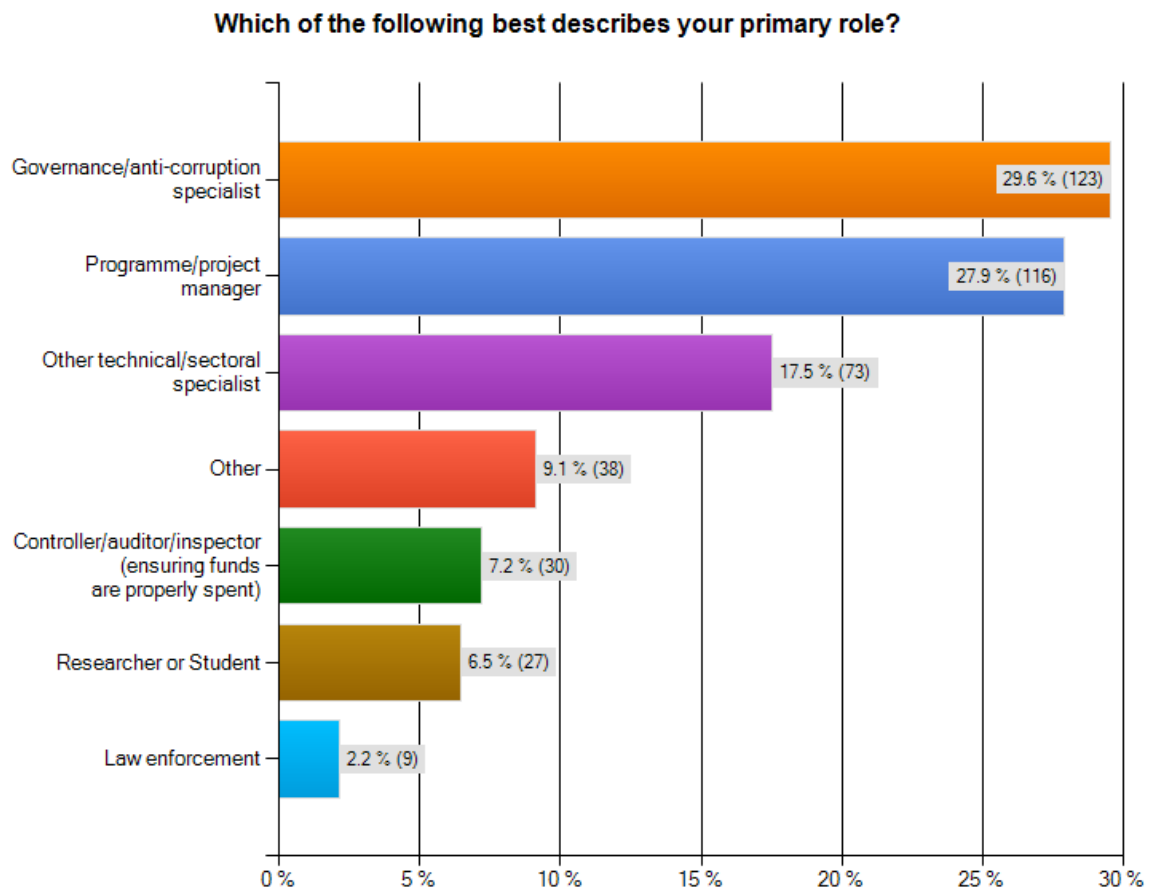


Figure 12. Interest in U4 themes

